Helping associates love work and live better.

If you’re looking for inspirational internal comms or engaging recruitment marketing, you’re in the right place.

We have one brand – Walmart. This guide shows us how to interpret that brand for communications intended for current and potential associates.

The Associate Brand:

- **Inspires** us to reach our potential
- **Energizes** us to do our best work
- **Humanizes** our journey
- **Unites** us as one team
Decisions, decisions.

When should I use the Associate Brand?

Helping associates love work and live better
Our audiences for this guide are current and potential associates, not customers. The Associate Brand should never be used to market products or convey customer-facing messages.

Which Spark logo should I use?
We’re proud to call ourselves Walmart, and the full Walmart logo should be used when materials are outside of the Walmart context.

Our multi-colored Associate Spark symbolizes the vibrancy of people, culture, careers, and choices that are available at Walmart. It also provides a unifying logo when communicating to the entire family of brands (e.g. Total Rewards or the Walmart World channels).

The This is That Place campaign logo should be used sparingly. Save it for special moments in the associate journey (e.g. special recognition or Associates Week).

When to use the Associate Brand:

When not to use the Associate brand:
External marketing, non people-related communications, work instructions.
## Contents

1.0 Voice & tone: 5  
   General guidelines 6  
   Voice & tone do's 7  
   Voice & tone: the difference 8  
   Tone variance 9

2.0 Design: 10  
   Creative principles 11

2.1 Core brand assets: 12  
   Our logos 13-17  
   Brand architecture 18-20  
   Typography 21-22

2.2 Brand colors: 23  
   Brand palette 24  
   How to use in layout 25

2.3 Illustration: 26  
   Role & style 27  
   Illustration palette 28  
   Illustration in layout 29-30

2.4 Photography: 31  
   Photography overview 32  
   Photography in layout 33  
   Photography or illustration 34

2.5 Video: 35  
   Video bumpers examples 36-37

2.6 Third-party logo lockups: 38  
   Third-party logo treatments 39

2.7 UX / UI design: 40  
   UX / UI overview 41
1.0 Voice & tone

This section defines messaging points and language tips for capturing the spirit of the Associate Brand.
General voice guidelines

Think of your favorite mentor who always has your back, gives you honest guidance, and wants to see you succeed.

They’re professional yet relatable, helpful yet not micro-manage-y, and transparent but always constructive. This is the personality your messages should capture when creating internal People comms.

GENERAL GRAMMAR

While grammar may not be the most fun part about crafting communications, it can make or break the success of your message. (Think of the difference between “Never stop learning, stretching, and climbing.” and “Never stop learning stretching and climbing.”) But don’t sweat it. Our brand follows pretty straightforward rules that won’t take long to master.

Casing
Use sentence casing for:
• Headlines
• Subheads
• Calls to action (CTAs)

Punctuation
• Use the serial comma (the comma before the “&” in a list” red, white, & blue).
• Headlines and CTAs do not get end punctuation. Occasionally, a headline may end in a question mark or exclamation point.
• Subheads get end punctuation.

Numbers
• In headlines, use numerals, even at the beginning of a sentence.
• In subheads & running text, spell out numbers under 10. Use numerals for 10 & above.

Dashes & hyphens
• Do not include spaces before or after any dash or hyphen.
• Em dash (—): use to indicate spans or ranges in numbers, dates, or time.
• Hyphen (-): Hyphenate compound adjectives before a noun (but not after a verb).
  — “This applies to full-time employee” vs. “This applies if you work full time.”
  — Hyphenate terms that end with “ready” (game-ready, holiday-ready).

Media
• Titles of media (books, movies, TV series, games, blogs, etc.) do not get any special treatment like italics, quotes, or bold.
**Voice do’s**

The language used in the Associate Brand should bring energy and inspiration to our teams. We have a specific approach that captures our fresh, always-Walmart spirit.

---

**OUR VOICE IS ALWAYS:**

**Human** (not chummy)

We strive to make authentic, meaningful connections with and among associates. Our language sounds like it comes from real people, not a robot or corporate boardroom. It considers what our audience is feeling, what matters to them in that moment, where they’re coming from, and where they’re going. Whenever possible, it’s personalized to where they are in their journey.

**KEEP PUSHING:** Elect benefits, fill out form, and submit.

**JUST RIGHT:** [First name], choose the benefits that benefit you most.

**WE NEVER SAY:** Yo, talk about some sweet perks!

---

**Vibrant** (not unrealistic)

One of the reasons we created the associate brand is to inspire associates to do their best. Therefore, our messages should bring energy and color to the everyday. Wherever we can, showcase what’s positive, fun, and unique about the experience without trivializing or overselling.

**KEEP PUSHING:** One goal is being tracked this quarter.

**JUST RIGHT:** Goal get ‘em, [First name]! You’re on track to meet your Q3 goal.

**WE NEVER SAY:** Yowza! Keep this up and you’ll be CEO by the time we hit Q3!

---

**Helpful** (not patronizing)

Think of all the messages we receive on a daily basis. Why will your audience care about yours, and how will they know where it falls in their list of priorities? There’s a fine line between being helpful and overcomplicating things. Present all the necessary info but not more than needed—and if we don’t know something, it’s okay to say that.

**KEEP PUSHING:** These are available to some associates.

**JUST RIGHT:** [First name], preview your personalized suite of benefits.

**WE NEVER SAY:** [First name] [Last name], did you know you are eligible for a plethora of benefits depending on your role and location?

---

**Inclusive** (not insincere)

We strive to make every associate feel like they belong. The language we use helps to reinforce a sense of “we’re all in this together,” and our stories provide enough context that no one will wonder whether they’re the intended audience.

**KEEP PUSHING:** These meetings are very important because we share key info that can help you succeed in your career. Please tell HR how you feel your experience went, and we’ll see if there’s anything we can improve next time.

**JUST RIGHT:** Help make All Hands better! Take two minutes and share what you’d like to see next time.

**WE NEVER SAY:** You’re a hard-working associate and we care about your experience. That’s why we want your super valuable feedback on this meeting.
Voice & tone: the difference

The brand voice represents the overall brand personality and stays consistent. The tone, however, changes to reflect moments in time, is more nuanced, and meets associates where they are in their journey.

Walmart brand voice: human, vibrant, helpful, inclusive

<table>
<thead>
<tr>
<th>Examples</th>
<th>Applying for a job</th>
<th>Performance evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feelings</td>
<td>Fear of wasting time Fear of getting lost in system Fear of rejection</td>
<td>Eager to succeed Fear of failure Trying to envision future</td>
</tr>
<tr>
<td>Tone</td>
<td>Reassuring Personal Explanatory</td>
<td>Motivational Transparent Guiding</td>
</tr>
</tbody>
</table>
Your tone might vary from message to message or touchpoint to touchpoint. And that’s ok!

Generally though, your tone should fall within the ranges here. If your tone is falling more toward either extreme (e.g. a very serious announcement, or an invite to a local ugly sweater party), this may not be the right moment to use the associate brand.

Tone can also inform choices around grammar, such as using contractions to convey a more laidback attitude, or choosing periods over exclamation points to keep a message from sounding overzealous.
2.0 Design

This section details our brand assets and provides guidance on how to use them in layout.
Creative principles

The following principles guide all creative for The Associate Brand.

Inclusive

With over 2 million associates around the world, our priority is always inclusion. Regardless of different styles, experiences, ideas, or opinions, it’s critical that every associate who works at Walmart in any capacity feels valued, supported, and championed in their work.

Unexpected & fresh

Our look and tone represent new territory for Walmart – a modern, illustration-driven look that brings energy to associates across the company. The lively expression should feel different from what Walmart has done before. If it feels familiar, give it another look.

Expressive & energetic

We are at the forefront of major changes in our industry, and our branding captures the palpable momentum and renewed energy at Walmart. If it starts to feel tired, it’s time to re-think it.
Design:
2.1 Core Brand Assets
Walmart logo

The full Walmart logo represents our brand. We’re proud to call ourselves Walmart, and the full logo should be used when materials are outside of the Walmart context.

For example, the Associate Spark and other Associate Brand assets may be used for recruitment at a career fair. However, we should still prominently display the full Walmart logo. This ensures brand recognition for potential associates who may not yet be familiar with the Associate Spark. As candidates move farther down the application and onboarding funnel, they will begin to see less full logo lockups and more Sparks.
Our Spark

Our spark is our icon of inspiration and ingenuity. It is the visual representation of our brand.

The Spark either provides an emotional connection or plays a practical role—it should not be used as decoration.

A single, large iconic Spark is preferred over multiple sparks. It is never passive; its energy infuses the brand experience with warmth and wit.

Note: Previous iterations of the Walmart brand included a half spark and individual sparklets. These have been removed from the brand asset library.

The half spark can only be used in specific instances and with express written approval.

The individual sparklets should no longer be used.

Can be used with written approval.

CLEAR SPACE
Our Associate Spark

Our Associate Spark symbolizes the vibrancy of people, culture, careers, and choices that our associates have available to them across the Walmart family of brands.

These multiple colors represent the entire family of Walmart associates across the world. It’s our ownable, special Spark. When associates see it, they should feel a sense of pride knowing that Walmart helps them live better.

For example, Total Rewards communications reach across our entire domestic family of brands. Since the Associate Spark serves as the logo for the entire family of Walmart associates, Total Rewards communications do not need to include individual brand logos.

The Associate Spark should never be used in a lockup next to “Walmart”; use the full Walmart logo with yellow Spark instead.
**This is That Place**

**logo**

The *This is That Place* logo symbolizes the launch of our Associate Brand. It represents the celebration of our people, our programs, and our culture. It features the Bogle font and the familiar half-spark.

The *This is That Place* campaign logo should be used sparingly. Save it for special moments in the associate journey (e.g. special recognition or Associates Week).
DO place the WHITE Walmart logo on Blue Ink.

DON'T apply effects to our logo.

DO place the Associate Spark on Blue Ink.

DO place the This is That Place logo on white.

DON'T place logo on a background with low contrast.

DON'T place the Walmart and Associate Spark in close proximity.

DON'T apply effects to our logo.

DON'T place logo on a background with low contrast.
Design:

2.2 Brand architecture

NOTE: THIS IS THE ONLY APPROVED LOGO SYSTEM FOR WALMART. ALL LOGOS SHOULD REFLECT THIS FORMAT.
Logos out-of-context

Anytime the logo appears outside of context, a name should be set in Bogle Regular and locked up with the wordmark and Spark.

By emphasizing simplified communication and using a recognizable and consistent brand language, our suite of logos will successfully scale while highlighting many complex categories.

NOTE: THIS IS THE ONLY APPROVED LOGO SYSTEM FOR WALMART. ALL LOGOS SHOULD REFLECT THIS FORMAT.
Logos in-context

Anytime the logo appears in context, a name should be set in Bogle Regular and locked up with the Spark.

By emphasizing simplified communication and using a recognizable and consistent brand language, our suite of logos will successfully scale while highlighting many complex categories.

NOTE: THIS IS THE ONLY APPROVED LOGO SYSTEM FOR WALMART. ALL LOGOS SHOULD REFLECT THIS FORMAT.
Design:

2.3 Typography
**Our typography**

Bogle is our custom font inspired by The Spark. It is modern, friendly, and versatile.

Bold and Regular weights are used throughout the Associate Brand.

Left-align headlines and copy wherever possible and always use correct punctuation and sentence case across the board.

**HEADLINES**
- Font: Bogle Bold
- Alignment: Left
- Leading: Same pts as font size
- Tracking: -30pts
- Sentence caps

**Left-align body copy in Bogle Regular.**

**BODY COPY**
- Font: Bogle Regular
- Alignment: Left
- Leading: Auto
- Tracking: Auto
- Color: Black or White

Body Copy must never be in color, only black or white.
Design:

2.2 Brand colors
Brand colors

We have five colors in our brand palette.

Color hierarchy, context of message, and media channel need to be considered when producing a piece of communication for the Associate Brand.

The simplest way to design a piece of communication for our brand is to start from the primary color palette. See examples on page 25.
Colors for headlines and body copy

Headline is **WMT Blue** on a white background.

Copy is **black** on a white background.

A link in a CTA can be **bold**.

Select an illustration for use on White backgrounds.

---

Headline is **white** on a Blue Ink background.

Copy is **white** on a Blue Ink background.

A link in a CTA can be **bold**.

Select an illustration for use on Blue Ink backgrounds.

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Visit wmlink/goalsetting to get started.

Visit wmlink/goalsetting to get started.
Design:
2.3 Illustration
Brand illustration style

ILLUSTRATION CHARACTERISTICS
Subject-wise, the illustrations are hopeful, whimsical, witty, and convey a world full of possibilities and surprises.

Visually, they are highly-graphic, bold, colorful, and composed of interesting perspectives and simple compositions. Graphic color-blocking and rough-line work also define the style.

ROLE
The role of our illustrations is to bring specific messaging to life in a fun, unexpected, and charmingly odd manner.

COLOR COMBINATIONS
When it comes to color combinations, we strive to keep the color selection minimal to ensure simplicity and proper contrast.

CUSTOM ILLUSTRATIONS
We’ve built a vast library of illustrations and iconography that can be used for messaging. These are available for download on our Associate Brand Center.
Illustration palette

To allow us to create more depth within our illustrations, we use an extended version of the main brand palette. This expanded version of our brand colors allows us to create more depth and shadow in our graphics.

These colors are for use solely in illustrations. DO NOT USE in headlines, backgrounds or body copy.
Illustrations & texture in layout

Remember that our illustrations are whimsical in nature, and therefore need to be shown in their entirety to communicate clearly.

**DO:**
- Use plenty of white space
- Use a single-color headline
- Keep layouts left-aligned

**DON’T:**
- Overlap logo on illustrations
- Overlap text on illustrations
- Use colors from the illustration palette in headlines

---

Makes sure you’re covered with the medical, dental and vision plans that are right for you. Sign up by November 9th at careers.walmart.com

**YES**

Ready, set, goal.
Take your team to new heights with goal-setting training. Sign up by November 9th to take your team to new heights at goalsetting.walmart.com

**YES**

Onwards and upwards.

**NO**

DONT overlap text or logo on illustration.

We’ve got your coverage covered.
Make sure you’re covered with the medical, dental and vision plans that are right for you. Sign up by November 9th at careers.walmart.com

**YES**

Ready, set, goal.
Take your team to new heights with goal-setting training. Sign up by November 9th to take your team to new heights at goalsetting.walmart.com

**YES**

Better together.
Make sure you’re covered with the medical, dental and vision plans that are right for you. Sign up by November 9th at careers.walmart.com

**YES**

Onwards and upwards.

**NO**

DONT use pink in headlines
DONT use textures in illustrations

---

Associate Brand Visual Identity
Examples of best design practices

We’ve got your coverage covered.

Jobs that come with springs attached.

Optical Finance Legal Production Aviation Marketing Analytics

Push it.

Where you get paid to go the extra mile.

Take your team to new heights.

Less bustle, more hustle.

Applications are open at Walmart.

Optical at Walmart.

Associate Brand Visual Identity
Design:

2.4 Photography
Photography overview

Associate Brand photography offers a peek into our environment and our people, and shines a light on the many ways Walmart provides access to living better.

Our audience is our fellow associates, both current and potential. We want to empower our people by recognizing the individuals and teams that make us, us.

GENERAL PHOTOGRAPHY GUIDELINES

Crisp, bright lighting.

Avoid capturing moments that feel staged or disingenuous. Lifestyle photography should feel natural to the environment they are captured in.

Avoid busy backgrounds. If the background is busy, use a shallow depth of field to compensate.

The subject in the photograph should seem approachable and friendly.
Photography examples

Our imagery is bright, joyful, and optimistic. It represents the diversity of gender, age, and ethnicity of our associates.

When choosing photographs for layouts, be sure to select artwork that will stand out next to color blocking.

If placing headlines directly onto the photography, be sure to use a photo with enough contrast for legibility.
Photography or illustrations?

When designing a layout, using a photograph or an illustration can evoke differing tones and energy.

Photographs are great for capturing high-energy moments and rousing emotion. Using photographs can also provide authentic insight into what Walmart is like as an organization.

The Associate Brand illustrations were created to communicate a concept. For example, shoes with springs can represent professional development. This concept would be more difficult to communicate in a photo.

The highly-graphic, bold, colorful illustration style is timeless, while photography can become dated.

At Walmart, over 200,000 associates were promoted in 2016. Learn how you can join the team at careers.walmart.com.
Design: 2.5 Video
This is That Place video bumpers

This is That Place animations are available for download on the Associate Brand Center.

This animation style is used in TV commercials and can be applied using either the yellow spark or Associate Spark.

Associate Spark spins in center of frame.

“This is that place” appears and half-spark falls into alignment with the logo.

Associate Spark spins in center of frame.

“This is that place” appears and half-spark falls into alignment with the logo.
Spark video bumpers

Spark falls into frame.

Spark momentarily rest on footage.

Spark reduces scale and turns, into alignment with Walmart logo.

Spark turns into opposite direction “com” comes into frame.
Design:
2.6 Third-party logo treatments
Third-party logo treatments

Ideally, overall design and UX will be similar across the Walmart ecosystem. But, when one of our amazing benefits comes from an outside vendor, it’s important that associates can see the service or product is offered by Walmart, not owned by Walmart. We use logo lockups to show this relationship, building trust with both brands.

**Logo lockups**
We use a simple logo lockup with the Associate Spark, as it represents our entire family of brands.

The Associate Spark is placed on the left with the program, service, or app logo on the right. Use a white .5pt line to divide the logos.

This lockup should be present on all third-party materials for associates.

For digital apps or websites, the lockup should be present at the top of the screen. This consistency across all apps will add clarity to the associate experience.

---

Meet your pocket financial planner.

Start your journey at zpchallenge.com.

Living better just got easier.

Annual Enrollment is here!

Sharecare makes it easy for you to put all the moving parts of your health in one place to help you live better.

Meet the healthier you at wmlink/sharecare

I’ve completely changed my lifestyle.
Where I was and where I am now is night-and-day.
The feeling is almost indescribable.

Start your journey at zpchallenge.com.

Brian Showe
Market #251
Terre Haute, IN
Design:
2.7 UX/UI
UX/UI guidelines

Building a website? Creating an app?
Download the full UX/UI guide as well as our UX writing guidelines at associatebrand.walmart.com