

Associate Brand: quick guide

Our Associate Brand was created as a **rallying cry**—to inspire our associates to reach our potential, to energize each other to do our best work, to humanize our journey and to unite us as one team.

Our Logos

The colorful Associate Spark symbolizes the vibrancy of people, culture, careers and choices that our associates have available to them at Walmart. The "This is That Place" logo should be reserved for special moments to inspire associates. These logos should be used on internal communications only.



Our voice: How do we sound?

Human,
not chummy

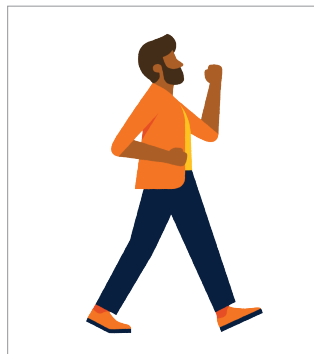
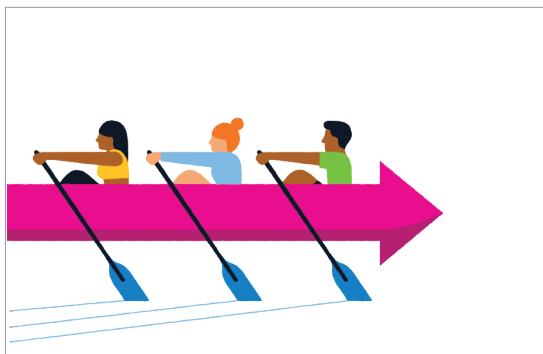
Vibrant,
not unrealistic

Helpful,
not patronizing

Inclusive,
not insincere

Our brand: How do we look?

Our look and tone represent new territory for Walmart—a modern, illustration-driven look that brings energy to specific messaging to life in a fun, unexpected and charmingly odd manner.



Our palette: color and how to use it.

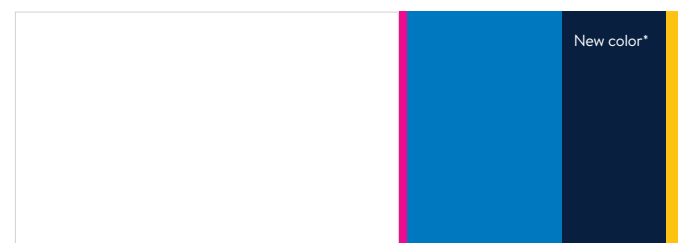
We have five colors in our brand palette. Therefore color hierarchy needs to be considered when producing a piece of communication for *the* Associate Brand. The simplest way to design a piece for our brand is to start from the left of the color map and use supporting colors in proportion to their size in the guide.

Primary color palette



Blue Ink	Pink	White	Walmart Blue	Spark Yellow
CMYK 100-86-43-51	PMS Rhodamine Red C	CMYK 0-0-0-0	PMS 285 C	PMS 1235 C
RGB 4-31-65	CMYK 0-98-0-0	RGB 255-255-255	CMYK 100-45-0-0	CMYK 0-25-100-0
HEX 041f41	RGB 235-20-141	HEX ffffffff	RGB 0-113-206	RGB 255-194-32
	HEX eb148d		HEX 0071ce	HEX ffc220

Secondary color palette



White	Pink	Walmart Blue	Blue Ink	Spark Yellow
CMYK 0-0-0-0	PMS Rhodamine Red C	PMS 285 C	CMYK 100-86-43-51	PMS 1235 C
RGB 255-255-255	CMYK 0-98-0-0	CMYK 100-45-0-0	RGB 4-31-65	CMYK 0-25-100-0
HEX ffffffff	RGB 235-20-141	RGB 0-113-206	HEX 041f41	RGB 255-194-32
	HEX eb148d	HEX 0071ce		HEX ffc220