Walmart >< Global Tech

{
Walmart Global Tech
Identity Guide;
}

#08/13/2020

{

Walmart Global Tech's unique narrative is about putting people first. Its identity, outlined in this document, is a reflection of this core value and Walmart's future of innovation.

The logo of Walmart Global Tech is the combination of a simple and modern wordmark with the icon, differentiating it from the Walmart brand while staying true to the brand ecosystem. It is inspired by the Walmart Spark and a universally recognizable character that is used in coding: <the bracket>.

Walmart is generally based on blue with yellow as an accent color. Walmart+ is the inverse. We've identified a similar exploration for Walmart Global Tech using Global Green as the base color for our concepts. The green signifies "go," it means "progress," it evokes nature and earth. In a world where we are looking to create disruption on a global scale, the Global Green represents our enthusiasm and optimism.

}

/**

# We help people build better lives.

**/

{
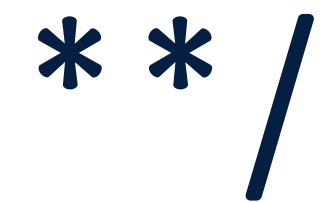
    Welcome to the Walmart Global Tech Identity
    Guide. This document will introduce
    you to the basic elements of our new
    identity. Understanding these guidelines
    will be essential in maintaining a consistent
    voice for Walmart Global Tech.

}

/**

    If you are having trouble with anything in this guide,

    missing elements, or are unsure, please contact

    Walmart Global Tech Communications.

**/

{

  Logo(01);

}

# Primary Logo

{

The logo is the focal point—an instantly recognizable symbol of the identity. That's why it's important to use the logo exactly as specified in these guidelines.

Our logo is the combination of a simple and modern wordmark with the icon.

The logo design is inspired by the Walmart Spark and a universally recognizable character that is used in coding: the bracket.

}

The Logo

The Wordmark                    The Icon        The Wordmark

**Walmart** >¦< Global Tech
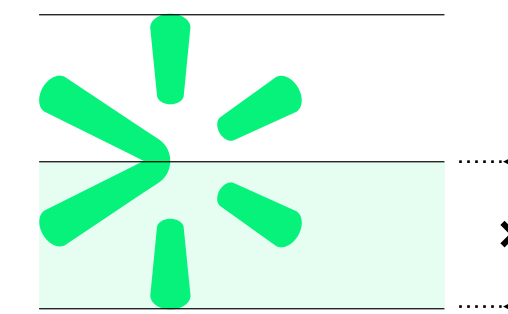
# Clear Space

{

The clear space ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.

This space should be considered the absolute minimum safe distance; in most cases, the logo should be given even more room to breathe.

}

# The Icon

{

Under certain circumstances we prefer to simply use the icon on its own instead of the full logo.

Alternatively, there will be situations in which we will want the Walmart Global Tech identity to appear more recessive, such as on T-shirts, other merchandise, or environmental graphics like a wall mural. In these instances, we want the graphics to be the main element and the icon to act as a subtle sign-off.

**Note**
While the icon can exist without the wordmark, the wordmark should never exist without the icon. See page 12 for more rules on logo misuse.
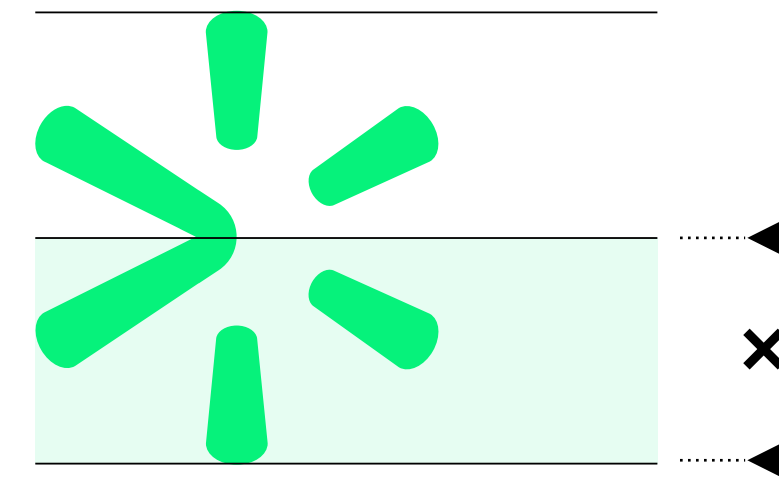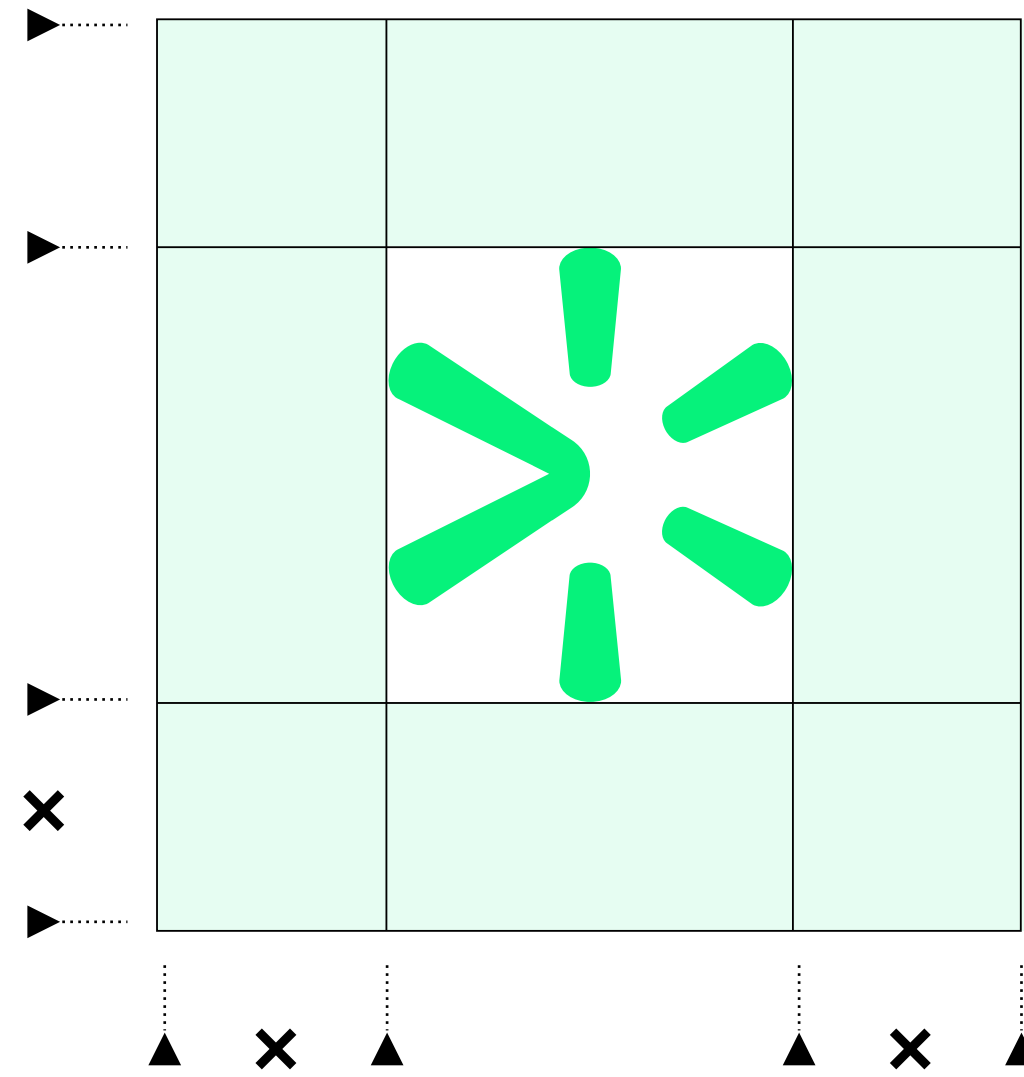
}

The Icon

# Clear Space

{

    If you are using the icon instead of the logo,
the same clear space rules apply.

    The icon's clear space is equal to half the height
of the icon (marked as **x** in the diagram).

}

# Minimum Sizes

{

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. Due to higher resolutions available in print vs. screen-based media (300dpi vs 72dpi, respectively), we are able to produce the logo at a fractionally smaller size in print without any graphic deterioration.

**Digital**
To ensure legibility and impact, the logo should never be reproduced smaller than 33 pixels tall in any digital communication.

Blue Ink background color provides better contrast for the spark than white. It's preferred for social profiles, digital ads, etc.

**Print**
To ensure legibility and impact, the logo should never be reproduced smaller than 0.3 inches tall in any print communication.
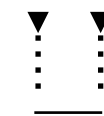
}

**Walmart** Global Tech

**Digital**
270 pixels

**Digital**
30 pixels

**Walmart** Global Tech

**Print**
2.5 inches

**Print**
0.27 inches

# Color Application

{

Using color properly ensures a vibrant experience while also maintaining equity and legibility. When the context allows, prioritize applications that use our primary colors.

The Walmart Global Tech logo on primary colors is the preferred usage. Please review the color section of this style guide for more information on our primary colors and how to use them.

}

Primary Color Applications

Black-and-white applications // Only to be used in one-color printing.

# Incorrect Uses

{

Do not change, alter, or modify any part of the logo lockup. Maintaining the integrity of the lockup is paramount in ensuring consistency.

The logo should be used properly in every application without exception.

}

❌ **Do not** distort or wrap the logo in any way.

❌ **Do not** change the order of the logo.
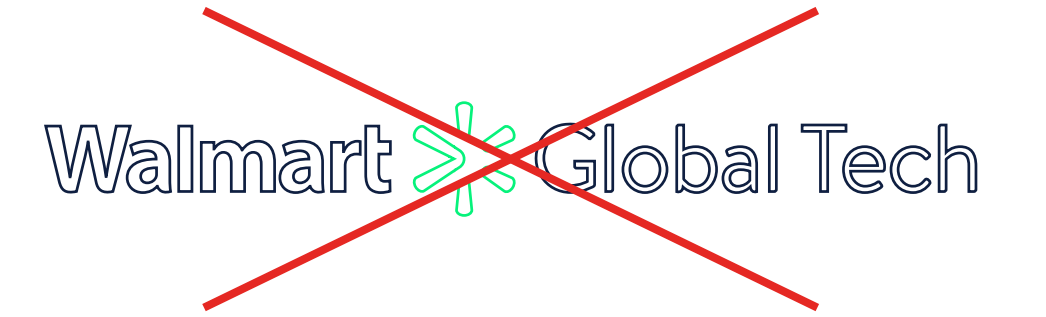
❌ **Do not** outline or create a stroke around the logo.

❌ **Do not** use the standard Walmart wordmark with the Global Tech wordmark.

❌ **Do not** add textures, effects, or patterns to the logo.

❌ **Do not** rotate the logo.

❌ **Do not** use the wordmark without the icon.

❌ **Do not** change the logo color or tone.

❌ **Do not** change the typeface or otherwise recreate the wordmark. Use only the provided files.

# Simplified Wordmark

{

**Out-of-context**
When applying the direct-extension branding outside the Walmart ecosystem, the Global Tech Spark and wordmark must always appear locked up with the Walmart wordmark.

**In-Context**
If context is established as Walmart, the Global Tech Spark and wordmark can appear without the Walmart wordmark.

}

**Walmart** ☀ Global Tech

_____

External

☀ Global Tech

_____

Internal

# Segment & Horizontals Wordmarks

{

The Global Tech wordmark should be used in most applications. However, it should not be used together with the horizontal/department or segment wordmark. When the department wordmark is used, it should appear only in the context of that horizontal.

Team names (below the horizontal level) should always be written in plain text. Logos are not permitted.

The Tech Spark should only use for Walmart Global Tech and identities under the umbrella of Walmart Global Tech.

It should not be used together with your own logos, lockups or Walmart brand architecture.

The Tech Spark should be used properly in every application without exception.

}

**Walmart ✶ InfoSec**

✔ Use provided horizontals wordmarks only.

**Walmart ✶ U.S. Technology**

✔ Use provided segment wordmarks only.

**Walmart ✶ Global Tech Platforms**

✖ **Do not** use the Global Tech wordmark and horizontal wordmark together.

**✶ Tech Support**
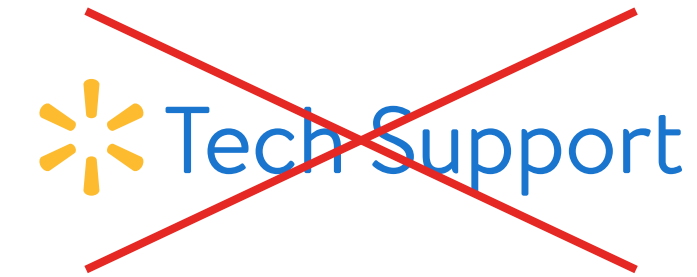
✖ **Do not** use Walmart brand architecture for logos.

**Walmart ◇ Sam's Club Technology**
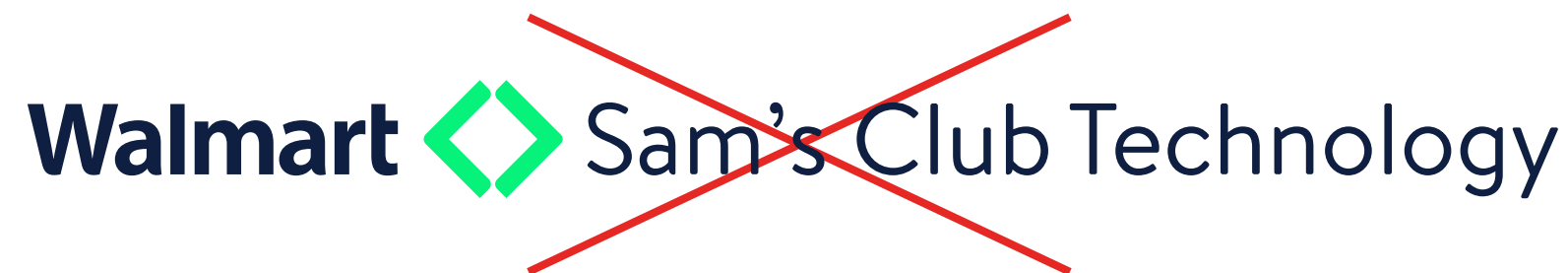
✖ **Do not** create your own logos for Tech brand.

**Associate Recognition Portal ✶**
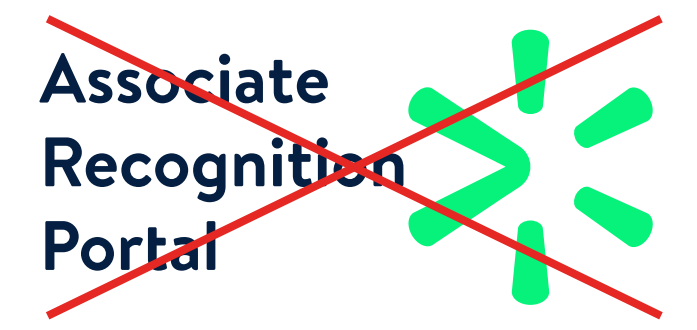
✖ **Do not** create your own logos or lockups with the Tech Spark.

{

  Typography(02);

}

# The Typeface

# Bogle

{

Walmart Global Tech's typeface is Bogle.
You should never use another typeface when
representing the Walmart Global Tech identity.

Bogle is Walmart's custom font inspired by
the Spark. It is modern, friendly, and versatile.
Bogle Regular and Bogle Bold weights provide
contrast, legibility, and hierarchy.

Bogle Regular is used for body copy, legal
information, and captions. Bogle Bold can be used
for headlines, subheads, and small emphasis.

Typographic clarity and hierarchy are extremely
important for user accessibility.

}

## AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwYyXxZz 1234567890

Lorem ipsum dolor sit amet, ut
consectetur adipiscing elit. Etiam
in placerat eros, a posuere orci. Integer
interdum mi. Cras id venenatis augue.

Maecenas vestibulum massa ut felis
ornare, ac efficitur dui tincidunt.

**Lorem ipsum dolor sit amet, ut
consectetur adipiscing elit. Etiam
in placerat eros, a posuere orci. Integer
interdum mi. Cras id venenatis augue.**

**Maecenas vestibulum massa ut felis
ornare, ac efficitur dui tincidunt.**

Regular, *Italic,*
**Bold,** ***Bold Italic***

# Setting Type

## Bogle Weights

{

As a rule of thumb, Bogle Regular should be used for body copy, subheads, and headlines.

Bogle Bold can be used to create hierarchy or emphasis, but Bogle Regular is preferred.

We have developed the two formulas shown on this page. These formulas represent the two type pairing options that are allowed in Walmart Global Tech communications.

}

### AaBbCc - 123

Bogle Regular
Text, Subhead & Headline

### **AaBbCc - 123**

Bogle Bold
Subhead & Headline

## Usage Formulas

### Regular Only

Formula A

### Regular + **Bold**

Formula B

# Do's and Don'ts

{
The Typography Do's and Don'ts are shown here. The Typography should be used properly in every application without exception.
}

## At vero eos accusamus non porro esse error.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.

✖ **Do not** use Global Green for body copy.

## At vero eos accusamus non porro esse error.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.

✖ **Do not** use Global Green for headlines.

## AT VERO EOS NON PORRO ESSE ERROR.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR.

✖ **Do not** write in all caps.

## At vero eos accusamus non porro esse error.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.

✖ **Do not** underline body copy and headlines.

## At vero eos accusamus non porro esse error.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.

✖ **Do not** use bold for body copy.

{

    Color(03);

}

{

    The green color means "go," it means "progress,"
    and it evokes nature and earth.

    In a world where we are looking to create disruption
    on a global scale, the green color represents our
    enthusiasm and optimism.

}

# /**
# //Global Green
# **/

## Blue Ink

HEX #041F41
RGB 4 / 31 / 65
CMYK 100 / 86 / 43 / 51
PMS 282 C

Stable
Calm

## White

HEX #FFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

Pristine
Safety

## Global Green

HEX #06F27B
RGB 6 / 242 / 123
CMYK 65 / 0 / 70 / 0
PMS 2256 C

Upscale
Refreshing

## Granite Gray

HEX #605E63
RGB 96 / 94 / 99
CMYK 62 / 44 / 49 / 23
PMS Cool Gray 10 C

## Gray

HEX #B9BBC5
RGB 185 / 187 / 197
CMYK 27 / 21 / 15 / 0
PMS Cool Gray 5 C

# The Color Palette

{

**RGB Values (Digital & Screen Only)**
The color values for the palette in RGB are shown here. This chart should be used to ensure the colors used in a digital application are the same colors specified to match the Walmart Global Tech color palette. Use this color palette for web banner ads, websites, video, apps, projection, outdoor digital advertising, or any other digital media.

If a third party requests artwork for the web, for broadcast, or on any other type of screen, assume it needs to be in RGB.

**CMYK Values (Print Only)**
The color values for the palette in CMYK are shown here. This chart should be used to ensure the colors used in a four-color process print application are correctly specified to match the Walmart Global Tech color palette.

Again, you will notice that these colors are often different, sometimes considerably, from the RGB palette.

This is because some RGB colors are not achievable using the CMYK color system. The colors that we use in print are designed to spiritually match those of RGB, rather than attempt to be the exact same color.

}

Blue Ink
RGB 4 / 31 / 65

White
RGB 255 / 255 / 255

Global Green
RGB 6 / 242 / 123

Granite Gray
RGB 96 / 94 / 99

Gray
RGB 185 / 187 / 197

Blue Ink
CMYK 100 / 86 / 43 / 51

White
CMYK 0 / 0 / 0 / 0

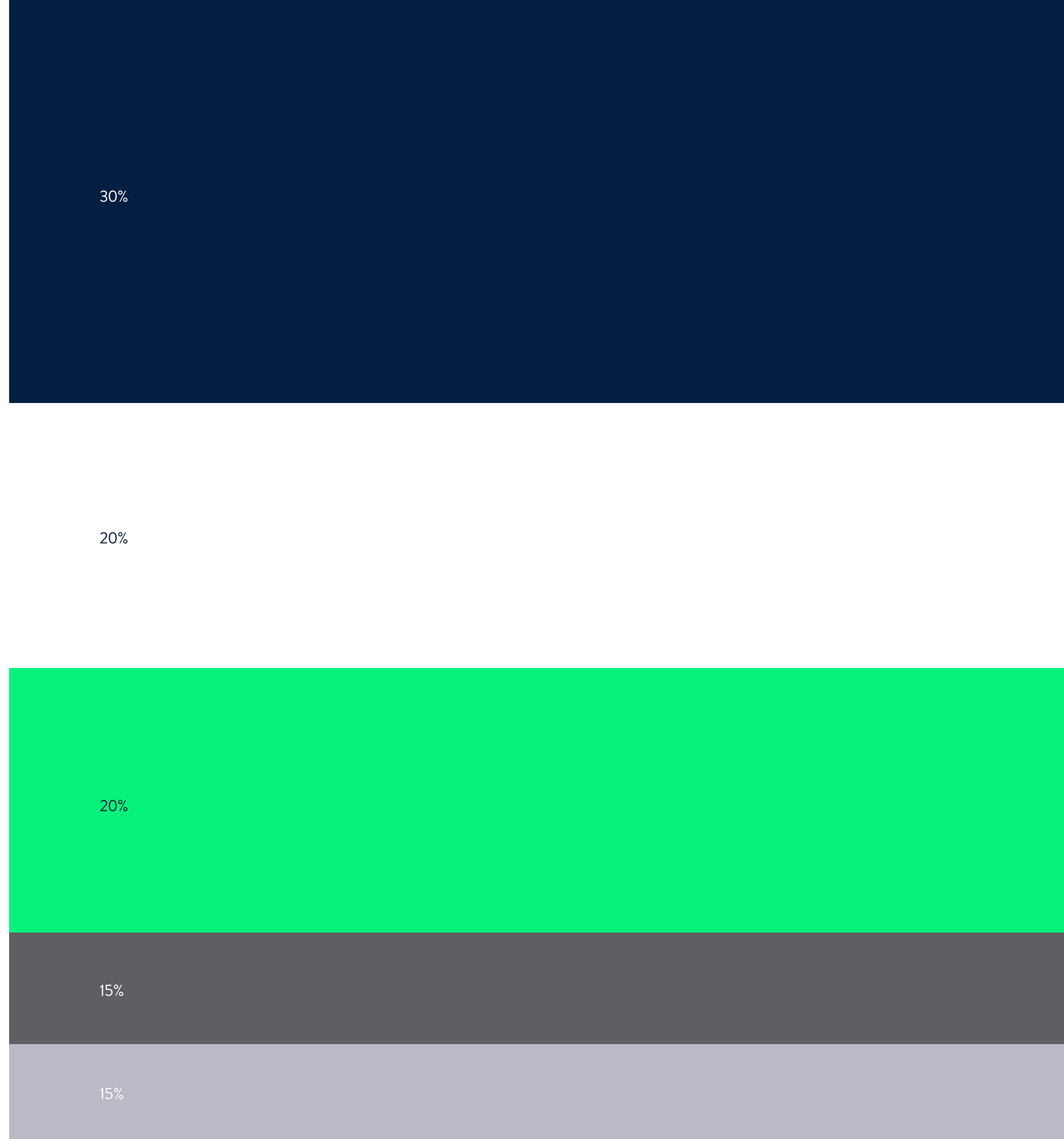Global Green
CMYK 65 / 0 / 70 / 0

Granite Gray
CMYK 62 / 44 / 49 / 23

Gray
CMYK 27 / 21 / 15 / 0

# Color Ratio

{

This ratio is to be considered in Walmart Global Tech's identity visual communication as a whole and not to be implemented in each individual composition. With a broad range of applications, ranging from digital to printed materials, maintaining consistency is key. Use only exact color formulas for the appropriate applications.

}

30%

20%

20%

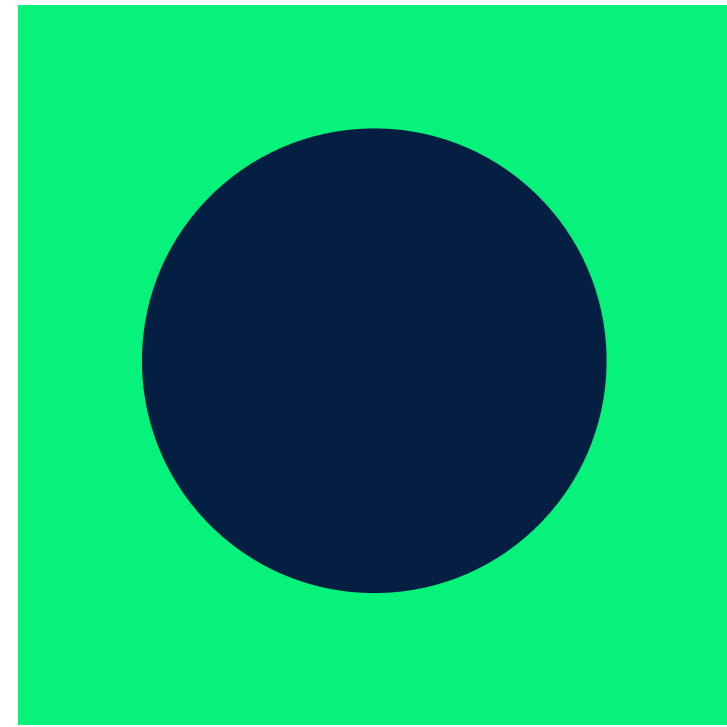15%

15%

/**
   Identity Guideline
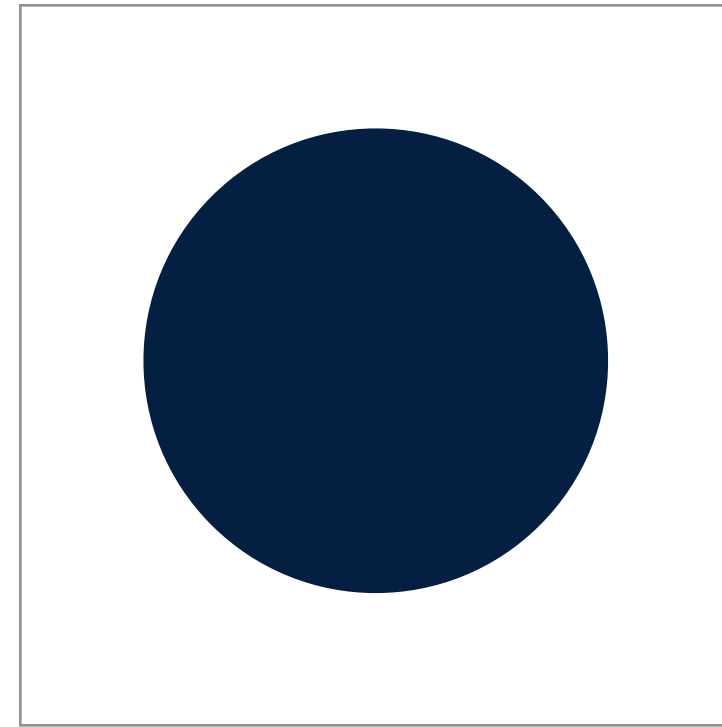   Color;

# Do's and Don'ts

{

   Blue Ink should only ever sit on Global Green, White, Gray, or a visually non-complex area of a photograph.

   Blue Ink should never be used on Black, Granite Gray, Walmart enterprise color palette or a visually complex area of a photograph.
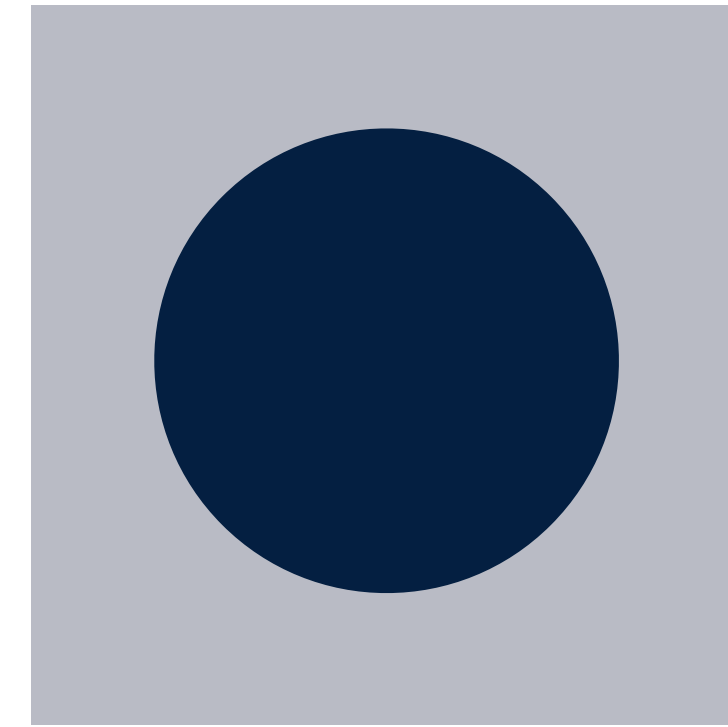
}

✔ Blue Ink on Global Green
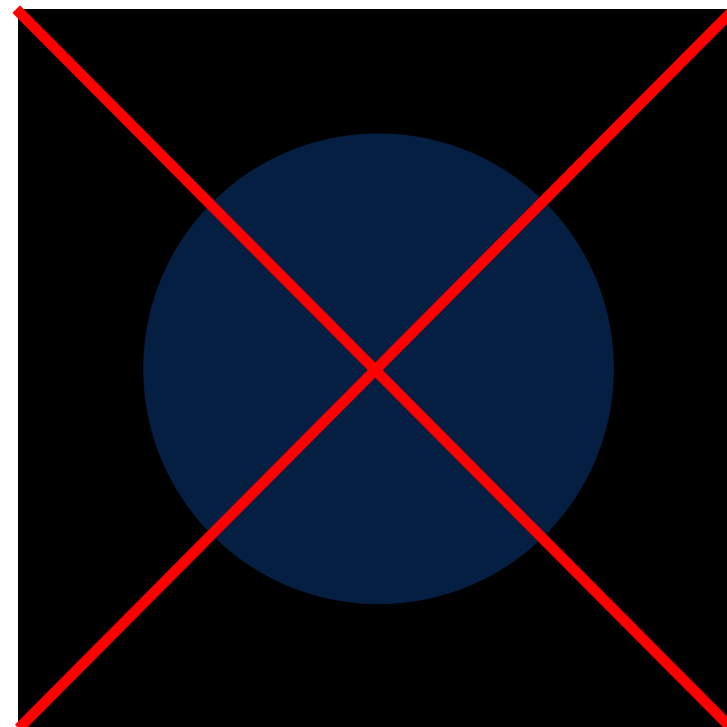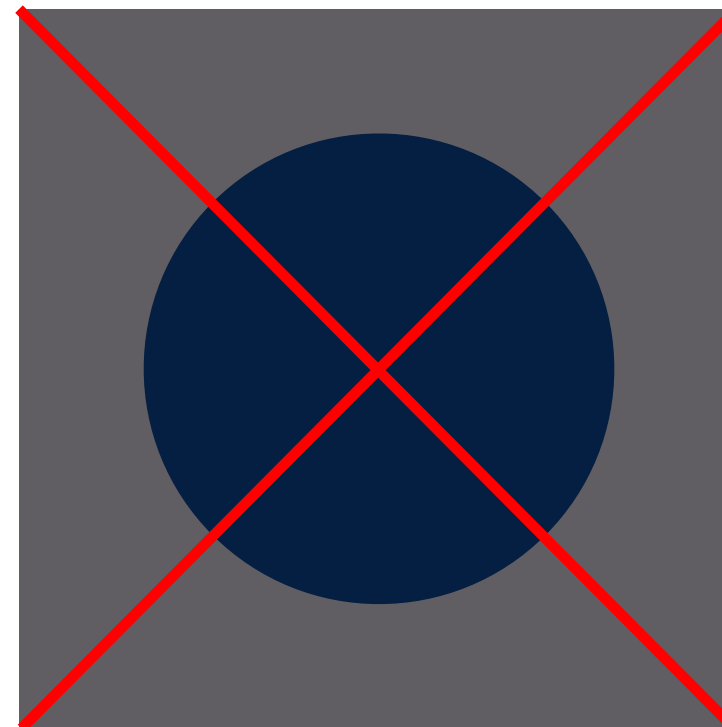
✔ Blue Ink on White

✔ Blue Ink on Gray

✔ Blue Ink on a visually non-complex area of photo

✘ Blue Ink on Black

✘ Blue Ink on Granite Gray
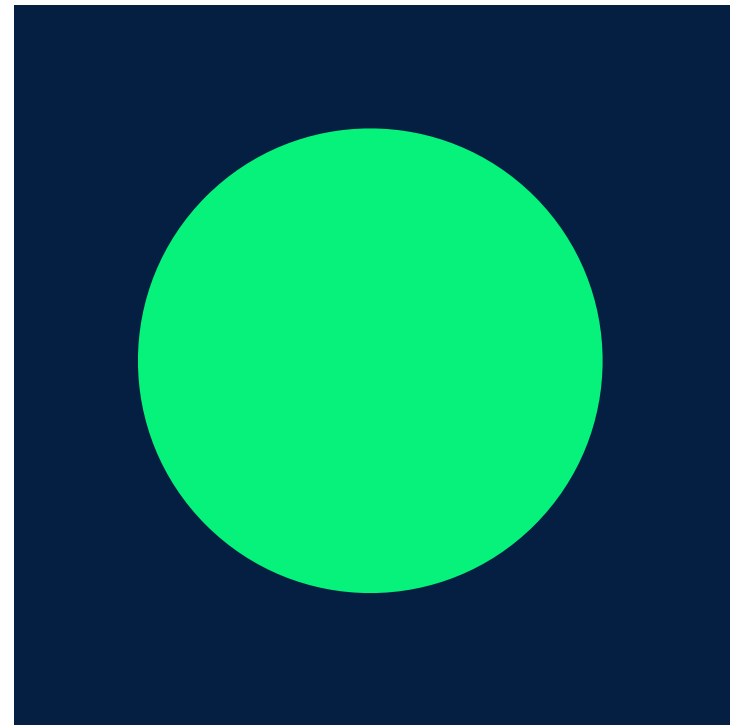
✘ Blue Ink on Walmart enterprise color palette

✘ Blue Ink on a visually complex area of photo

/**
    Identity Guideline
    Color;

# Do's and Don'ts

{

Global Green should only ever sit on Blue Ink, White, Granite Gray, Black, or a visually non-complex area of a photograph.

Global Green should never be used on Gray, Walmart enterprise color palette or a visually complex area of a photograph.

}

✔ Global Green on Blue Ink
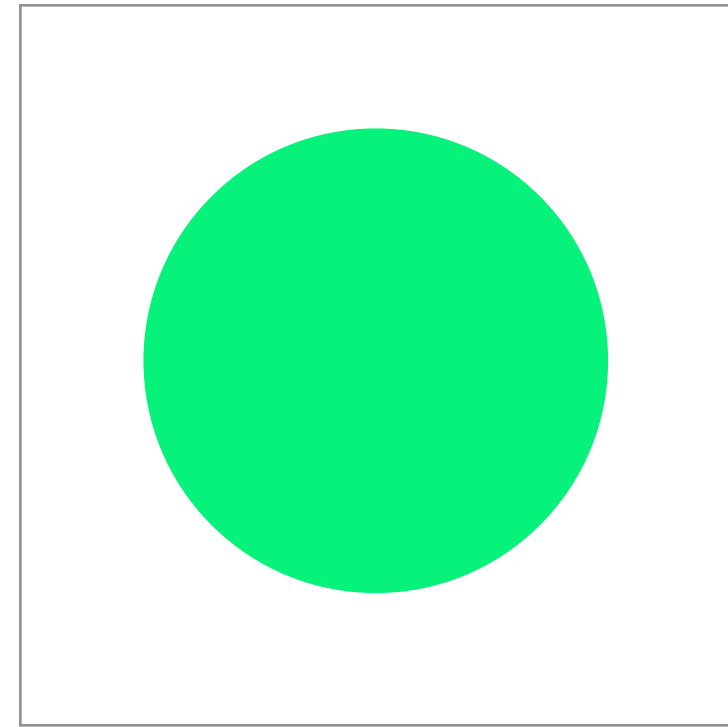
✔ Global Green on White
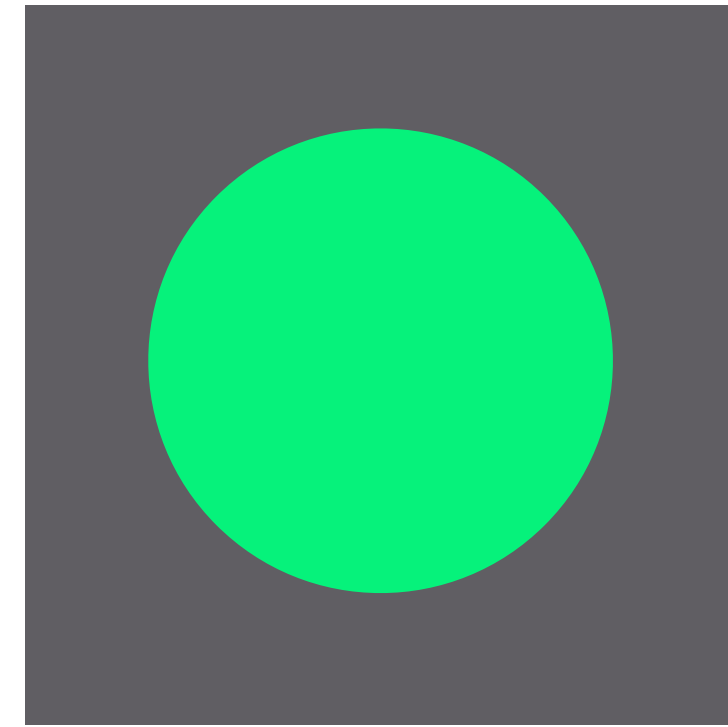
✔ Global Green on Granite Gray
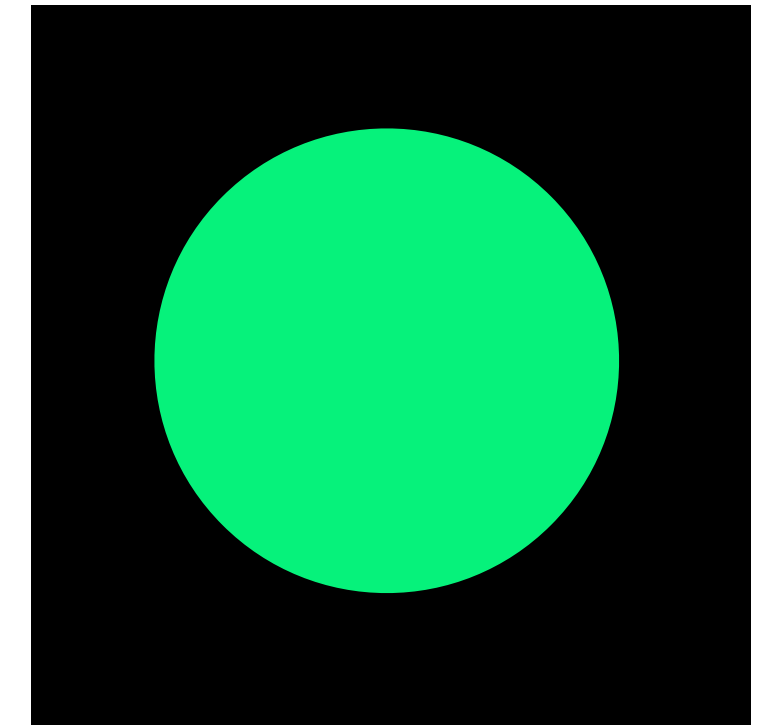
✔ Global Green on Black

✔ Global Green on a visually non-complex area of photo
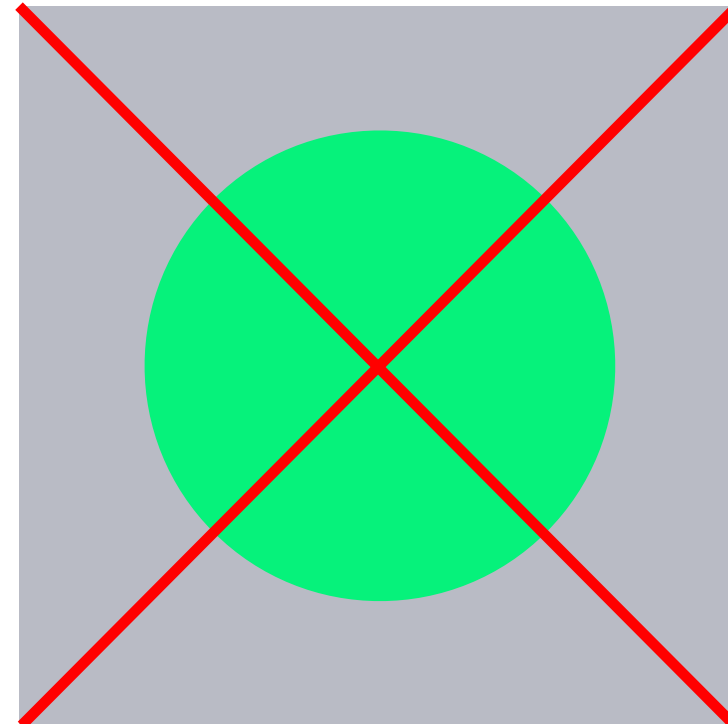
✘ Global Green on Gray
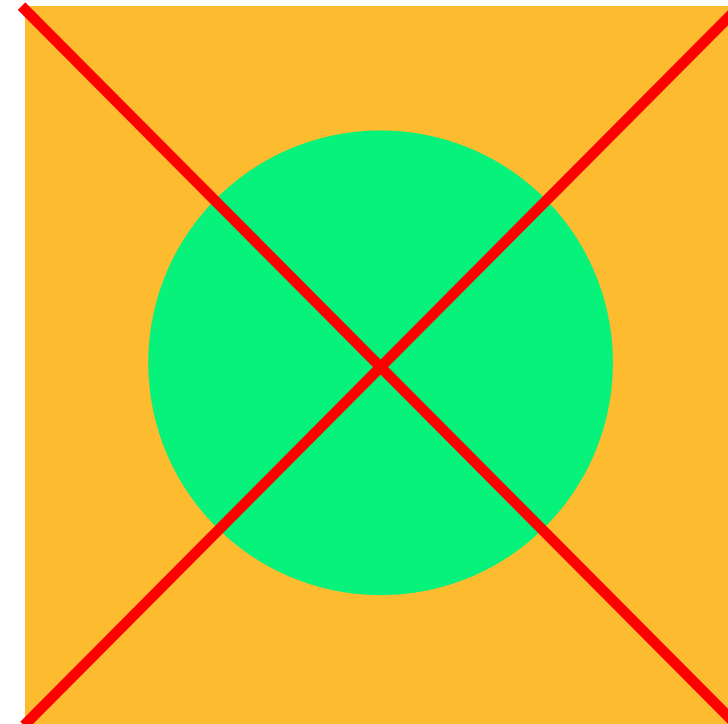
✘ Global Green on Walmart enterprise color palette

✘ Global Green on a visually complex area of photo

{

# Visual Elements (04);

}

# Visual Elements

{

The ">" represents a universally recognizable character that is used in coding, and a visual mnemonic for Walmart Global Tech. It allows us to constantly explore and evolve, yet still be recognizable.

In physical form, the ">" is a name we give to a visual style—bold patterns that add color and variety.

}

# Do's and Don'ts

{

The ">" should only appear when the full Tech Spark or wordmark is evident and will never be used in isolation. Depends on the visual treatments, you may flip the ">" in a horizontal way.

The ">" may be used with the Tech Spark in photography treatments. More details are provided on page 32.

When implemented correctly, it adds movement to a communication.

When implemented incorrectly, it has the potential to look amateur. The intention is for the ">" to be used in a playful way, but it is important that these guidelines are followed.

}
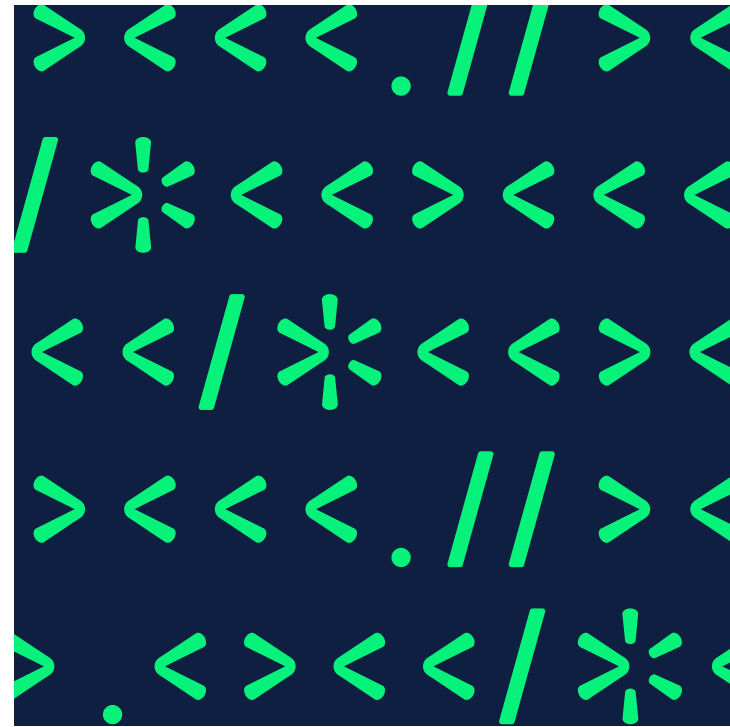


✔ Use the ">" as part of a pattern with other ">" symbols or other coding symbols.



create a.better world;
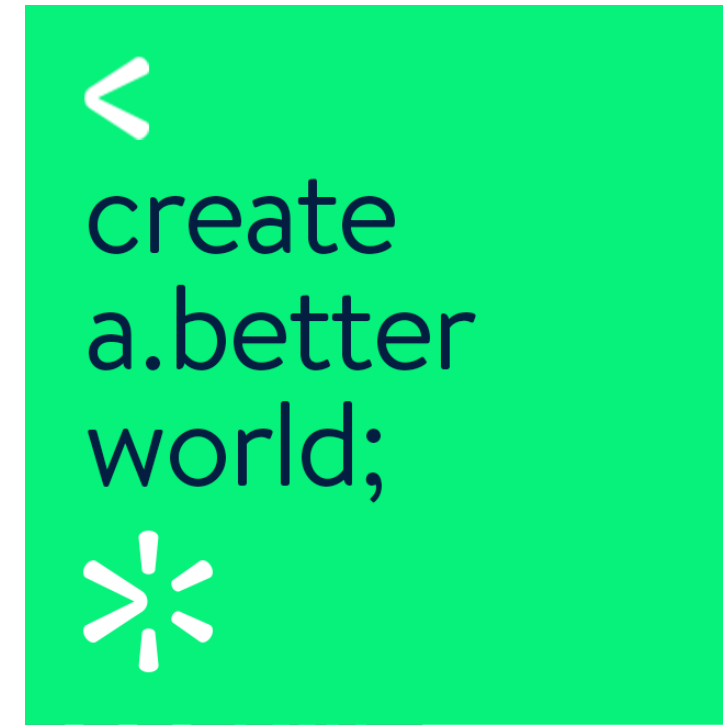
✔ Use the ">" with the Tech Spark in type treatments.



✔ Use the ">" with the Tech Spark in photo treatments .



✘ **Do not** overuse the ">"s



✘ **Do not** create accidental half-sparks and off balance >'s.
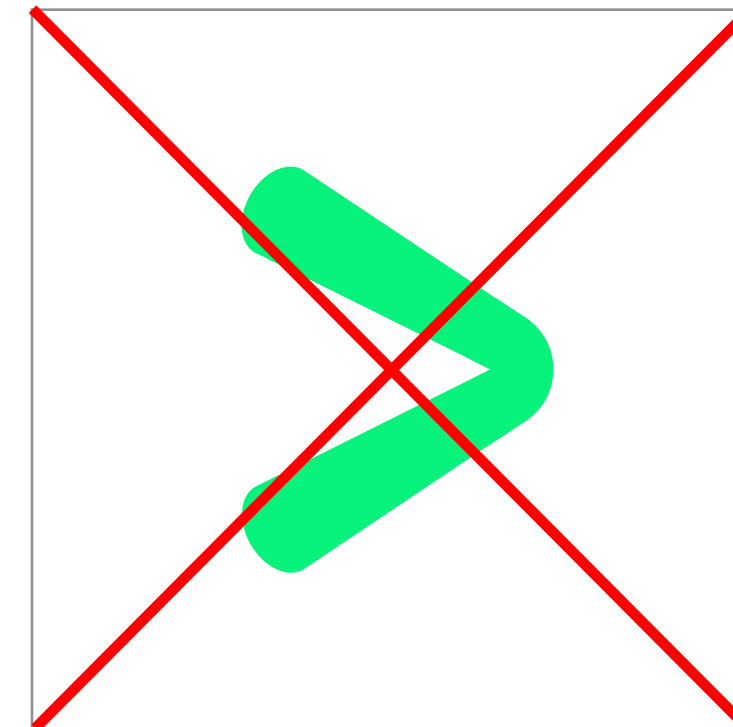


✘ **Do not** use the ">" in isolation.

{

# Photography(05);

}

# Photography

{

Lifestyle photography evokes an emotional response and tells a human story—our story. Our imagery reflects the diversity of our associates, while always being bright, joyful, and optimistic.

Our photography captures a multicultural and relatable world, reflecting the authentic personalities and situations of our Walmart community.

We engage our audience by being inspirational yet attainable.

}

# Applying the Visual Element on Photography

{

In photography, the Tech Spark and ">" should accentuate and frame a person, a group of people, or a hero object.  In order to do that, it is acceptable to flip the ">" in a horizontal way.

You also may overlap the visual elements and a hero object to add dimension while keeping it recognizable.

The Tech Spark can be used individually, but ">" can never be used alone. To understand this, find more information on the ">" on page 19-21.

When composing the Tech Spark and ">" remember these points:
- Make sure the color you choose doesn't compete with the photograph.
- The Tech Spark and ">" should be applied in the right place so it enhances the focus of the photograph.

Find more examples of Do's and Don'ts on the next page.

}

# Do's and Don'ts

{

When applying the Tech Spark and ">" on photos, make sure you only use Blue ink, Global Green or White.

The Tech Spark and ">" should be the same color and only ever sit on a visually non-complex area of photograph so they don't compete with each other.

A pointed part of the Tech Spark and ">" should never be used too close to a person's face.

The intention is for the Tech Spark and ">" to be used in a playful way, but it is important that these guidelines are followed.

}



✔ Use Global Green, Blue Ink or White only.



✔ Use the same color for both Tech Spark and ">".



✔ Place the Tech Spark and ">" in the right place so they nicely frame a hero object.



✔ Depending on the photo, place the Tech Spark and ">" at different heights.



✖ **Do not** mix two different colors.



✖ **Do not** place the Tech Spark on the left.



✖ **Do not** place the Tech Spark and ">" on a visually complex area of photo.



✖ **Do not** place a pointed part of the Tech Spark and ">" too close to a person's face.



✖ **Do not** use a color other than Global Green, Blue Ink and White.

{

## Applications(06);

}

# Applications

{

Putting all these design principles into practice will result in clear and cohesive visual design and messaging.

The following applications are provided as a guide to visualize how the logo can exist in both digital and physical applications.

}

**10:30**

Mail

Calendar

**Reminders**

Apple News

WGT

Compass

Weather

Notes

New Message

To

Subject

**Walmart** ✳ Global Tech

Do you have content to feature in The Weekly 5&10 or any of our channels? **Click here.**

This email was sent to  associates part of Global Tech or subscribed to our Bentonville and Bay Area Global Tech distribution lists. Get on the list: **Guide Groups**

**Disclaimer:** This message contains confidential information and is intended only for the individual named. If you are not the named addressee, you should not disseminate, distribute or copy this email. Please notify the sender immediately by email if you have received this email by mistake and delete this email from your system. Email transmission cannot be guaranteed to be secure or error-free, as information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or contain viruses. The sender, therefore, does not accept liability for any errors or omissions in the contents of this message which arise as a result of email transmission. If verification is required, please request a hard-copy version.

**Justin Neiman** // Senior Manager
DevOps, Platform

✳ **Global Tech**

Undo | Redo | Sans Serif | T | **B** | *I* | U | A | | | | | | |

Send
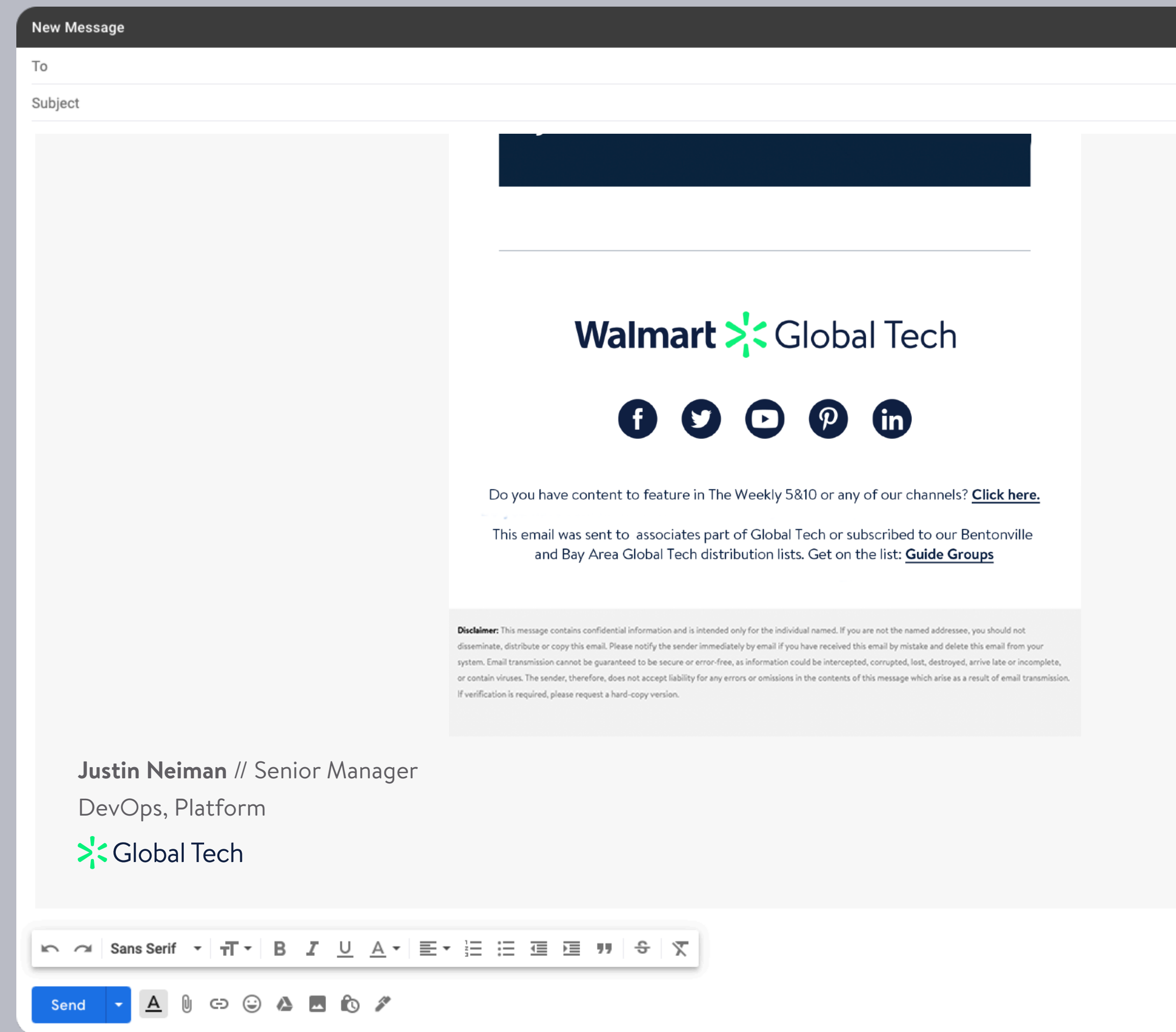
/\*\*

The email signature guide and other templates are available

for download on the Global Tech communications portal.

\*\*/

tech > fwd
global tech award

<b>first.last</b>
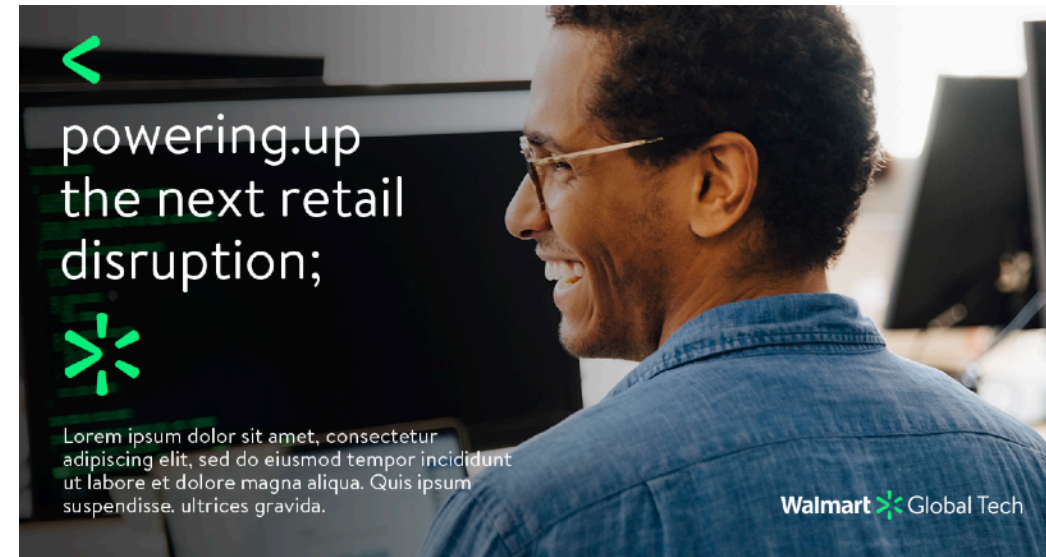<i>press</i>

tech > fwd
global tech award

# Advertisement
# Do's and Don'ts

{

   When creating an advertisement—both for
   internal and external purposes—only use Walmart
   Global Tech elements.

   Do not use other Walmart branding or
   illustrations.

   The advertisements should be created properly
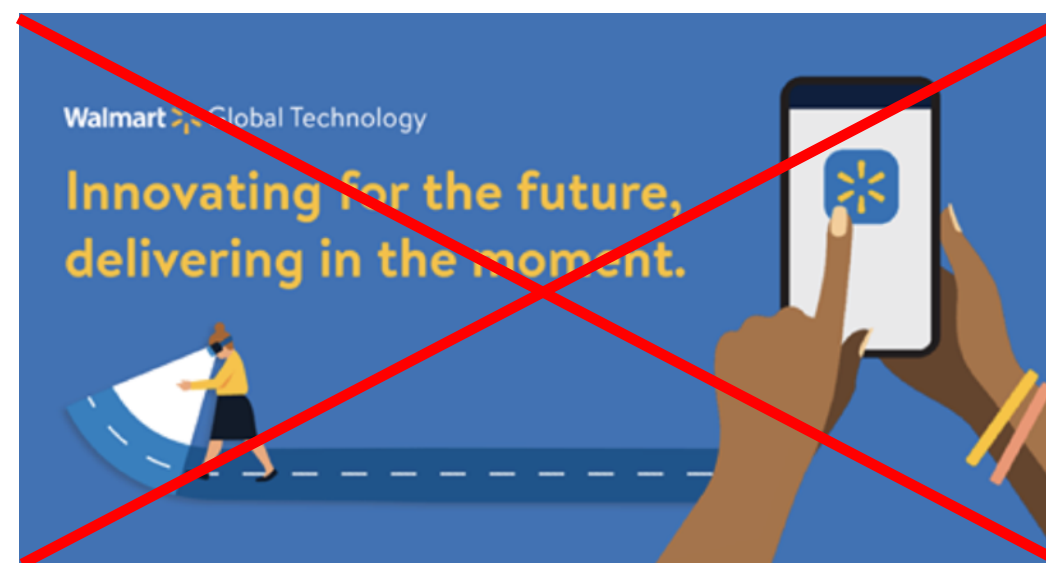   in every application without exception.

}



✔ Color + Photo + Elements + Typography



✔ Color + Elements + Typography



✔ Color + Elements + Logo



✘ Do not use Walmart or other branding.



✘ Do not use illustration.

# Thank you!();