

AVPexec

Executive communication toolkit



Table of Contents

Introduction	3
1.0 Tone Guides	5
Headline Examples	6
2.0 Design Guides	8
Color Usage	9
Illustration Usage	10
3.0 Downloads	12



What is **AVP**exec?

The Associate Brand, This Is That Place, offers a consistent visual identity and a clear message throughout an associate's journey at Walmart. And—more importantly—it provides us with a rallying cry to declare that the time is now to make an impact in your career and on the world.

AVPexec is a set of guidelines for achieving slightly more serious and refined but equally inspiring communications related to the associate promise. To be reserved for high-level, executive messages, this toolkit will help you create compelling communications that reflect our company's aspirations with a crisp polish.



1.0 Tone Guides



Voice & Tone Guides

Overall voice and tone

While the overall voice of our AVP is confident, genuine, upbeat, and inclusive, **AVP**Exec messaging requires nuances in tone to reflect the executive audience, strategic nature, and sometimes sensitive subject matter.

To achieve this, we consider a more conservative shade of our brand's personality:

- Professional but not overly formal or complicated
- Warm and respectful but not chummy
- Optimistic but not playful or ungrounded
- Deliberate but not discounting
- Visionary but not overly aspirational



Headline examples

Motivating toward the bigger mission

- Empowering our people to win.
 - Introducing our newest leaders.
 - Feedback makes us better.
- ✗ Enabling our talent strategy.
 - ✗ Moving and shaking!!
 - ✗ It's time to address AES.



2.0 Design Guides



Design Guides

Rules and regulations for AVPexec

Look + Feel

AVPexec is the executive execution of Walmart's Associate Value Proposition. It is the darker, polished look to be used when creating high-level, executive communications.

We are streamlined, not curt. We are lean, not over-designed.

Do's

Utilize dark backgrounds

Use color sparingly

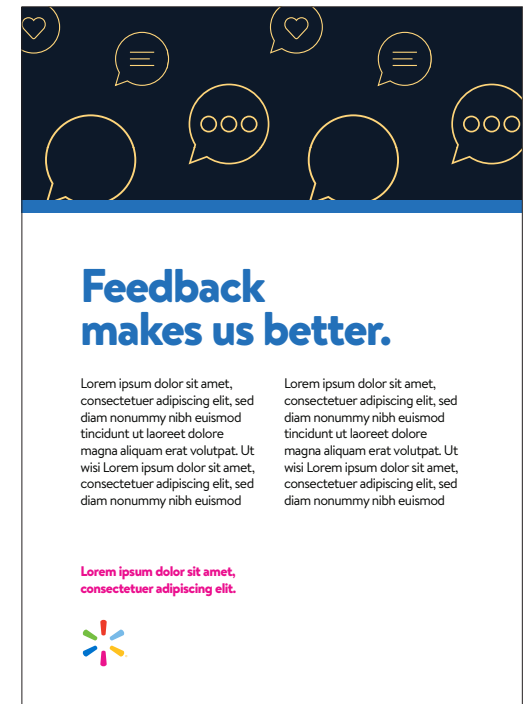
Leverage **Bogle Black** for headlines

Don'ts

Overuse accent colors or brightly colored backgrounds

Include large-scale illustrations

Overcrowd the page with body copy and heavy typography



Color Usage

AVPexec color hierarchy + best practices

Background colors

Our color palate is streamlined to ensure the messaging is the hero of the layout. When drafting a layout, utilize the AVP dark background color for a more polished look. If the piece is going to be printed, limit the AVP dark background to a header graphic, or omit it entirely.

Do's

Utilize the AVP dark background (#0f1c2c) as your background color (or white if you plan on printing the document)

Use blue and yellow as accent colors

Add splashes of pink for CTA's and links

Don'ts

Overuse accent colors or brightly colored backgrounds

Use more than one accent color in a layout



Illustration Usage

AVPexec illustration best practices

Illustrations

Our illustration style is a departure from the typical “HR” look + feel. They embody a whimsy that encourages associates to stop and enjoy the content they are reading. These illustrations should be used to support the messaging, and should be use in small scale as to not overwhelm the layout.

Do's

Include small-scale illustrations

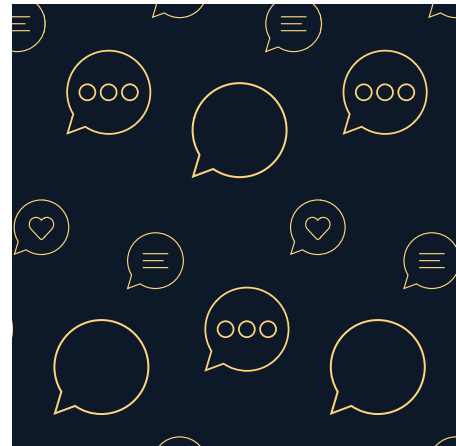
Use line-weight illustrations, not fill.

Don'ts

Overuse illustrations/include more than one in a layout

Include large-scale illustrations

Overcrowd the page



3.0 Downloads



Downloads

Our **AVP**exec PowerPoint deck, email template, and email builder guide are available for download [here](#).

The screenshot shows a web browser window displaying a Box.com folder named "Templates" within the "AVPexec" folder. The URL is <https://walmartglobal.ent.box.com/folder/54979288378>. The interface includes a search bar, a sidebar with navigation options like "All Files", "Recents", and "Trash", and a main content area with a table of files. The files listed are:

Name	Updated	Size
AVPexec_PPT.potx	Today by Jocelyn Sch...	3.6 MB
AVPexec_Email_BuildGuide.pptx [v2]	Today by Jocelyn Sch...	1.5 MB
AVPexec_EmailTemplate.oft	Today by Jocelyn Sch...	174 KB

On the right side, there is a "Sharing" section with a list of users: Michael Smith (Owner), Jocelyn Schneider (Editor), Jeremiah Smith (Co-owner), Johanna Volk (Co-owner), and Scott Pope (Co-owner). There is also a "+8 People" link and a "Share this Folder" button.



Questions?

Contact associatebrand@walmart.com

Last updated: October 2018

