

**This is your
inspiring
headline.**

**This is your explanatory
subhead.**

Introduction.

Welcome to the Word Document template. This document contains live type, so you may customize it to fit your needs. You can use this template to build booklets, informational packets, or multi-page documents. In this template, you will learn how to:

- Craft headlines and CTAs (Calls-To-Action)
- Sort information for palatable reading
- Utilize “Paragraph Styling” to set typography

Crafting Headlines and CTAs.

While crafting headlines, ensure that language is aspirational, concise and reflects the content included in the document. Make sure your most essential information is towards the top of the document. Do not use headlines to explain content or overuse exclamation points. CTAs should be concise and direct the reader to an actionable item.

For example: **See where you fit in at careers.walmart.com.**

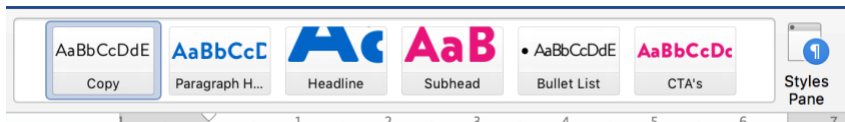
Sorting information.

When writing for multi-page documents, it is important to sort your information for the reader so it is palatable and easy to navigate. Be sure to break up long chunks of text with sub headers or bullets as well as highlight the call to action and important dates

Typography.

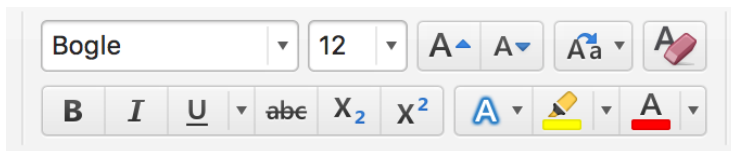
This document contains several “Paragraph Styles” to help you set your type. These styles were included to ensure your document remains organized and consistent with our Associate Brand.

To use the Paragraph Styles, locate this palette in your Home Tab.



Each style is labeled for the various typography needed for a multi-page document. To use the styles, highlight the text you’d like to style, and click on one of the paragraph styles in the palette above.

Because all of the text in this document is live, you can still manually edit typography by using the styling palette in your home tab (Before doing this, reference the typography guides on assoicatebrand.walmart.com to ensure your typography is on-brand.)



Sample page.

Consectetur adipiscing elit. Quisque auctor pellentesque consectetur. Curabitur neque nibh, tempor convallis venenatis non, tempus accumsan tellus. Suspendisse tincidunt vel libero vitae aliquam. Nam eget consectetur massa. Pellentesque molestie accumsan dignissim. Nunc aliquet in nibh vitae sagittis. Ut porttitor turpis et aliquam ultrices. Donec malesuada tortor ut enim sollicitudin varius.

Nullam sit amet tincidunt massa, vel posuere lorem. Praesent interdum vestibulum imperdiet. Vivamus ut maximus nisi. Donec venenatis eu ex ac sagittis. Quisque sodales, ipsum eu pellentesque pulvinar, nunc felis scelerisque lectus, sit amet gravida ligula magna a tortor. Etiam eu dolor at magna feugiat aliquet. Etiam porta neque odio, ac porta turpis volutpat eget. Praesent interdum odio sed porta placerat. Cras sagittis nunc sed risus posuere venenatis. Ut nibh mauris, molestie vel fringilla non, ullamcorper eu quam. Vestibulum feugiat tortor ac orci bibendum tincidunt. Proin eu enim elit. Aliquam sed quam ut justo placerat interdum.

Pellentesque lobortis quam neque.

- Etiam sit amet sollicitudin dolor.
- Curabitur aliquam dictum urna, vel congue mauris pellentesque malesuada.
- Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.
- Suspendisse est diam, vestibulum eu rutrum ac, vulputate sed mi.

Consectetur adipiscing elit. Quisque auctor pellentesque consectetur. Curabitur neque nibh, tempor convallis venenatis non, tempus accumsan tellus. Suspendisse tincidunt vel libero vitae aliquam. Nam eget consectetur massa. Pellentesque molestie accumsan dignissim. Nunc aliquet in nibh vitae sagittis. Ut porttitor turpis et aliquam ultrices. Donec malesuada tortor ut enim sollicitudin varius.

Lorem ipsum dolor sit amet. ►