

Walmart Logo Style Guide

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• Always maintain clear space around the Walmart signature to protect the logo from distracting graphics or typography. • For the signature, measure clear space by the height of the " r " in Walmart for vertical space, and the width of the " r " for horizontal. • For the symbol, measure clear space by half of the height of one spoke.

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It was the hyphenated version of the company name spelled " Wal-Mart " and written in a black signature font. The next version (in use from 1981 until 1992) was the same hyphenated wordmark written in blue uppercase letters. The 1992-2008 version was the same as the previous one except the hyphen was replaced with an asterisk. New logo

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This fictional style guide is as meticulous as any real deal, it explains and deconstructs its ' primary logo, signatures and sub-brand logos in an informative and explanatory way. Topped off with a simple but beautiful design, this style guide provides an amazing template for a successful set of brand guidelines. Have a peruse of it via Issuu.

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Original Walmart logo was rather simple. The company 's name was Wal-mart back then. Then they decided to add a small star as a decoration and the world split in two - Wal and mart. Old Walmart logo color solution was quite basic as well - white letters on a brick-red shield. Simultaneously, a short slogan was formed: " Always low prices " .

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Always maintain clear space around the Walmart signature to protect the logo from distracting graphics. Measure clear space by height of the "r" in Walmart for vertical space, and width of the "r" for horizontal. Never allow typography or other elements to "invade" the logo or the logo with tagline. Minimum Size - Walmart.ca

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1992-2008. In 1992, Wal-Mart changed the logo color to blue and replaced the hyphen with a star. This logo is still in use on semi-trucks and at many locations as hundreds of stores are being transitioned to the newest logo. The yellow 'spark' was introduced in September 2007 on semi-trucks and the company's website, as well as the slogan and light blue color; however, the new wordmark was not introduced until a year later.

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