Brand Lockup Guide

January 2025

Walmart

Brand Lockups

Brand lockups are pre-determined assets that pair our logos with additional elements like taglines, campaign lines, or partner logos.

Consistent use of lockups ensures uniform expression of the Walmart brand and streamlines the design process for internal teams, vendors, and partners.

Tagline Lockups:
TVC, Video

These are our primary tagline lockups used for TVC and video end cards. Text is set in Everyday Sans Medium with a leading ratio of 1.2 to determine the space between lines of copy. They are always placed in the center of the video frame, as shown below.

Always use our lockups exactly as provided. Do not attempt to modify or resize elements.

Usage Example:
16:9 end card

Horizontal Video
Ex. TVC

6X

2X

X

Save money. Live better.

Vertical Video
Ex. Social

6X

2X

X

X

Save money.
Live better.

Save money. Live better.

Save money.
Live better.

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3
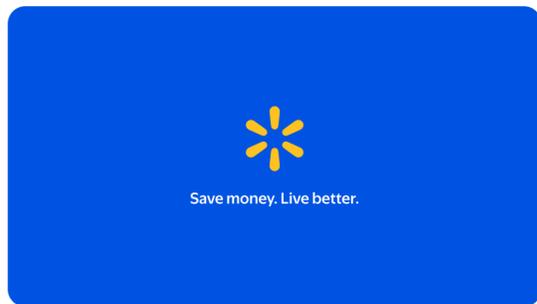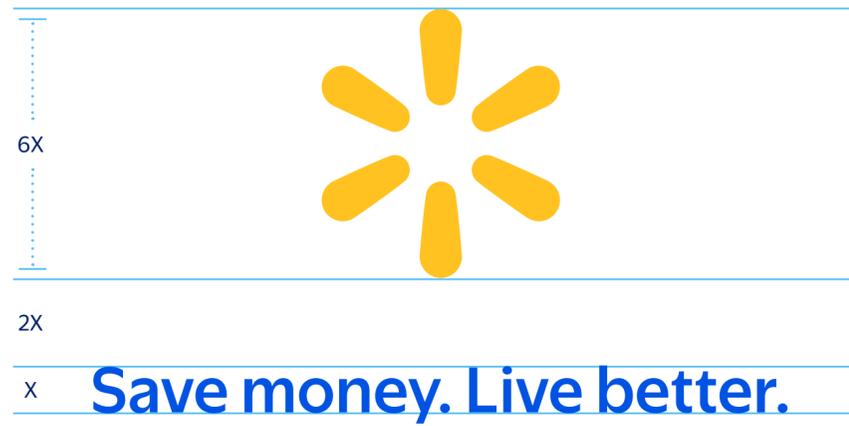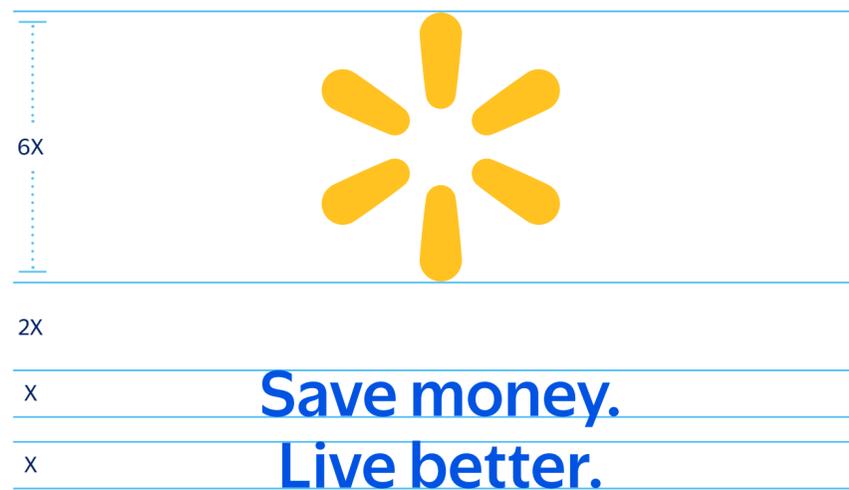
Tagline Lockups: Display, OOH

Our left-aligned tagline lockup is reserved for instances where the lockup appears as a static signoff in the bottom-left corner of a layout. This includes applications like display ads or OOH.

When used in a layout with a headline, the color of our lockup text should **match the color of the headline**. This helps avoid busy, cluttered layouts with too many colors. If a lockup appears with no headline, default to True Blue or White. Type is set in Everyday Sans Medium with a 1.2 leading ratio.

True Blue
Pair with True Blue headlines

Save money. X
Live better. X

SPARKLET

White
Pair with White headlines

Save money.
Live better.

Usage Example:
Horizontal billboard

Headline
Goes Here

Save money.
Live better.

Bentonville Blue
Pair with Bentonville Blue headlines

Save money.
Live better.

Tagline Lockups:
In Layout

Our tagline lockups can only be placed over True Blue or White backgrounds.

When used as an end card, lockup text always appears in True Blue or White. When used in a static layout, lockup text should match the color of the headline, as shown in example two.

1

2 X | X

Headline goes here.

X **Save money. Live better.**

X | X

3

H/5

**Save money.
Live better.**

H/3

Save money. Live better.

1 The height of our lockup is 1/5 of the video height (H) when used in vertical orientation.

2 Lockup is anchored in the lower left corner when used in static layouts. The height of the text is equal to the size of the margin.

3 The height of our lockup is 1/3 of the video height when used in horizontal orientation.

9:16 END CARD

16:9 END CARD
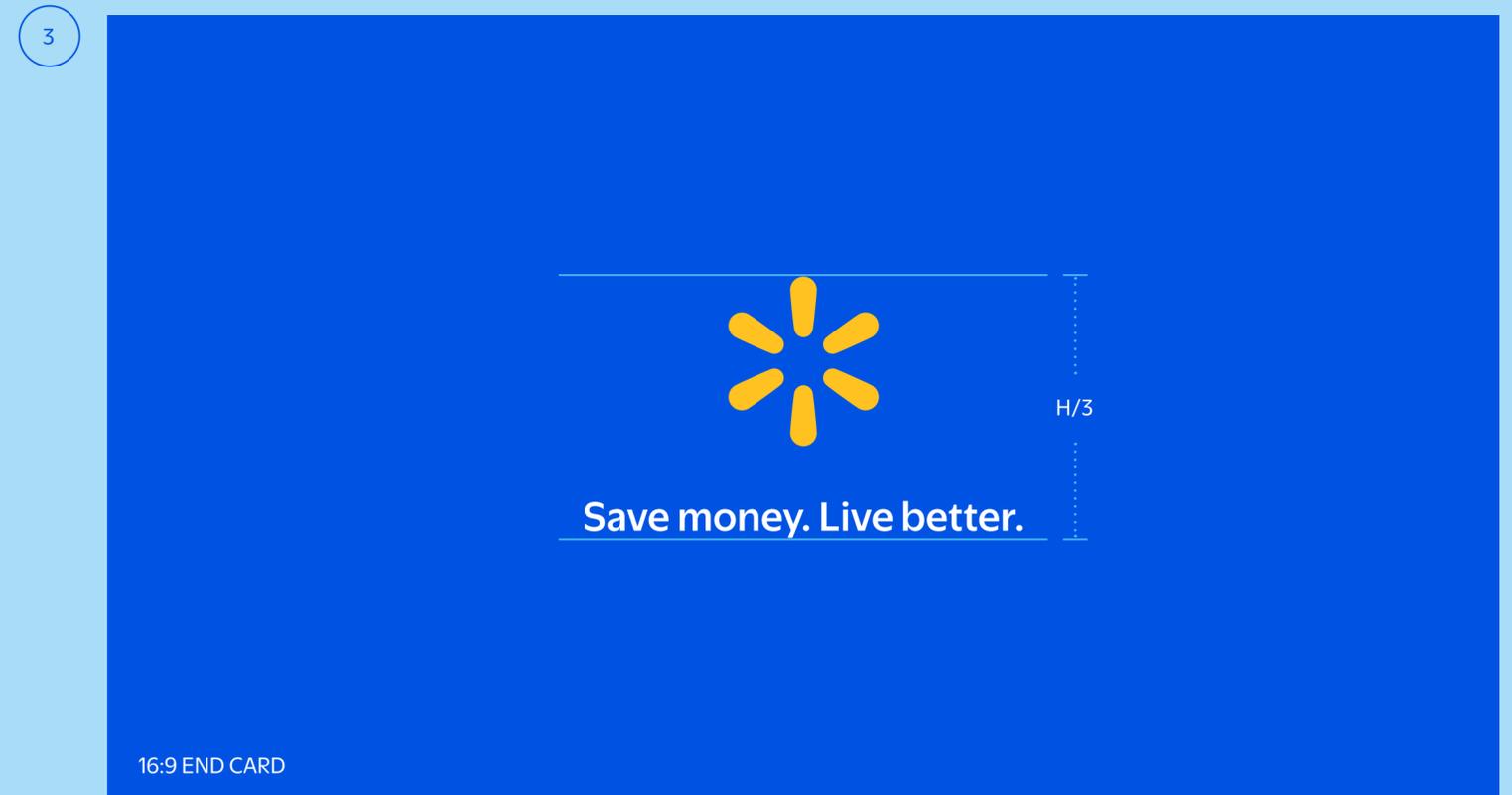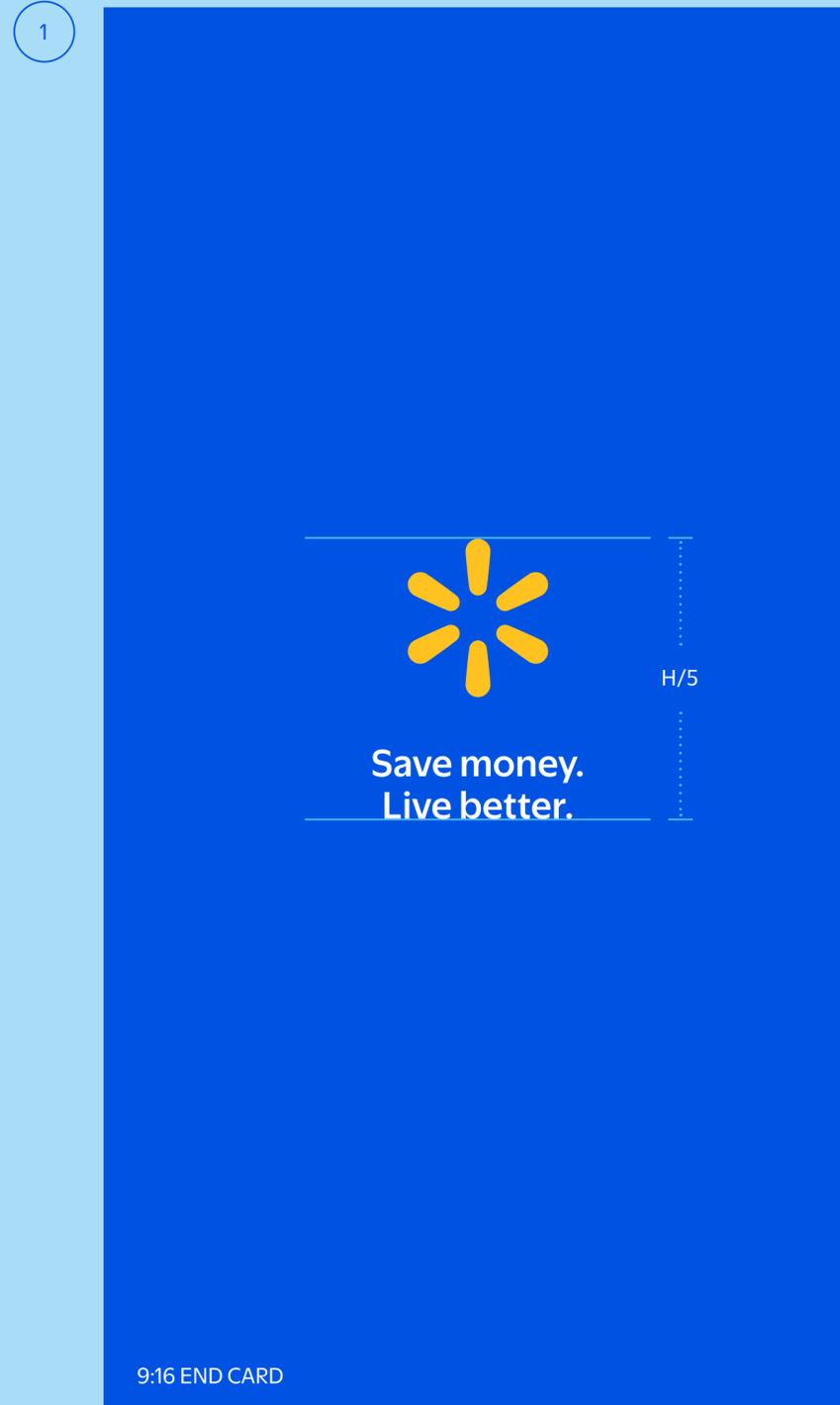
Campaign Lockups: TVC, Video

Our "Welcome to your Walmart" campaign lockups use our app icon in place of the Spark to drive customers to our app. Aside from this shift, formatting and size rules remain consistent with our tagline lockups; text is set in Everday Sans Medium with a leading ratio of 1.2, and lockups are always placed in the center of the video frame.

Although campaigns are temporary, this structure is evergreen—it should be repurposed for all future campaigns that drive to the Walmart app.
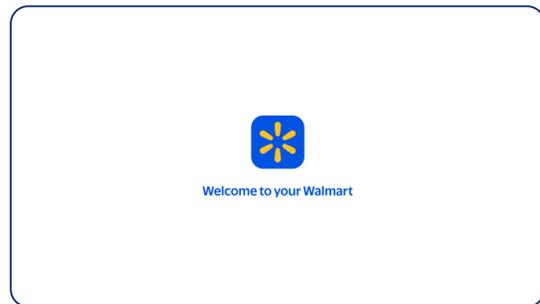
Horizontal Video
Ex. TVC

6X

2X

X   **Welcome to your Walmart**

Usage Example:
16:9 end card

Welcome to your Walmart

Vertical Video
Ex. Social

6X

2X

X   **Welcome to**
X   **your Walmart**

Note

Our campaign lockups do not include reverse colorways, as our app icon may not be used over a True Blue background. We only use these over White.

Campaign:
Display, OOH

Our left-aligned campaign lockup is reserved for instances where the lockup appears as a static signoff in the bottom-left corner of a layout with other text or image content. This includes applications like display ads or OOH.

When used in a layout with a headline, the color of our lockup text should **match the color of the headline**. This helps avoid busy, cluttered layouts with too many colors. If a lockup appears with no headline, we default to True Blue or White. Type is set in Everyday Sans Medium with vertical spacing determined by our standard 1.2 leading ratio.

True Blue
Pair with True Blue headlines

Welcome to
your Walmart

SPARKLET

Usage Example:
Horizontal billboard

Headline
Goes Here

Welcome to
your Walmart

Bentonville Blue
Pait with Bentonville Blue headlines

Welcome to
your Walmart

Note
Our campaign lockups do not include reverse colorways, as our app icon may not be used over a True Blue background. We only use these over White.

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Campaign:
In Layout

In layout, our campaign lockups can only be used over White backgrounds. Follow the placement guidance outlined here.

When used as an end card, lockup text always appears in True Blue. When used in a static layout, lockup text should match the color of the headline, as shown in example two.

① The height of our lockup is 1/5 of the video height (H) when used in vertical orientation.

② Lockup is anchored in the lower left corner when used in static layouts. The height of the text is equal to the size of the margin.

③ The height of our lockup is 1/3 of the video height when used in horizontal orientation.

①

Welcome to your Walmart

H/5

9:16 END CARD

②

X   X

Headline goes here.

X **Welcome to your Walmart**

X   X

③

Welcome to your Walmart

H/3

16:9 END CARD
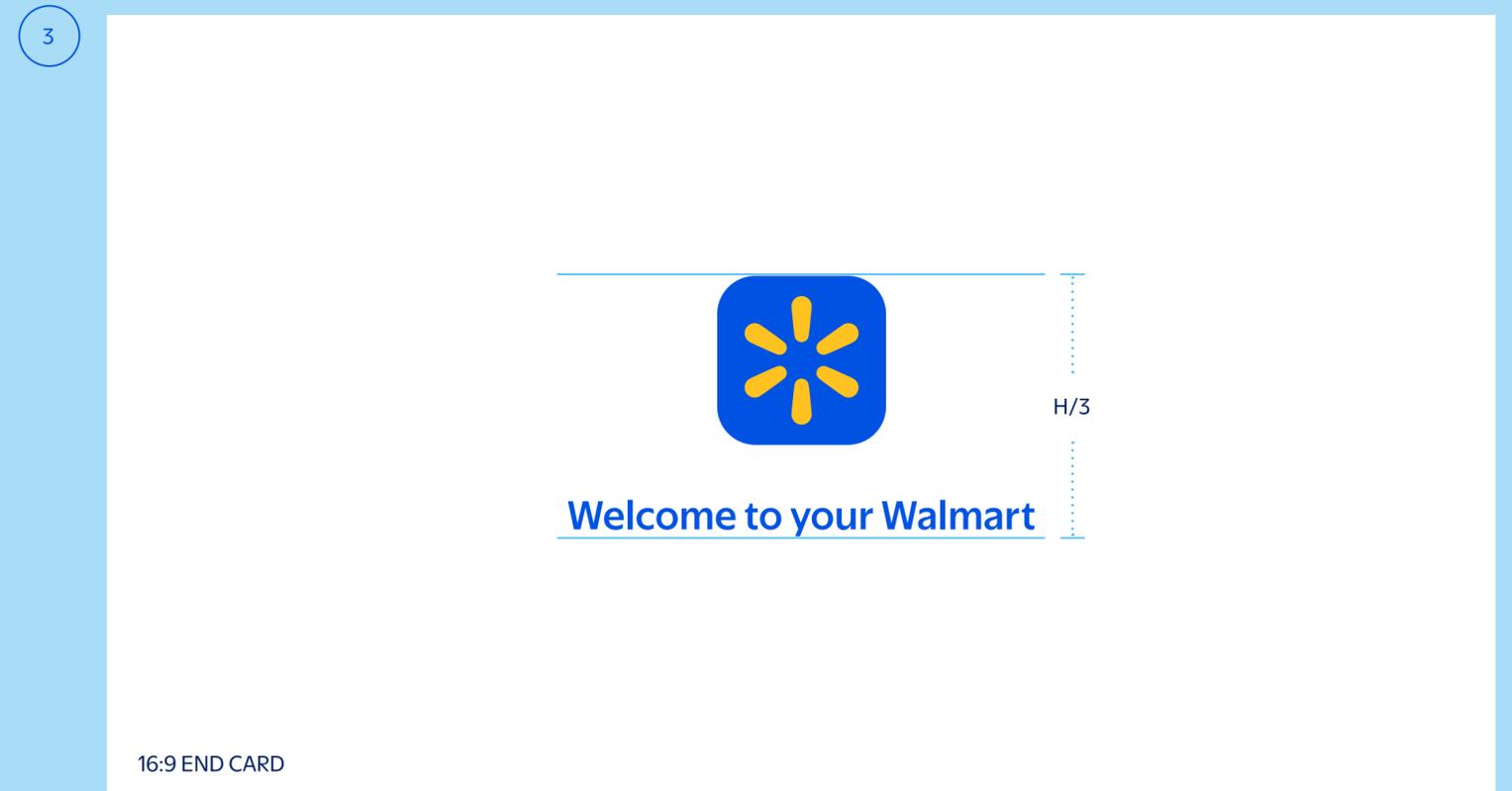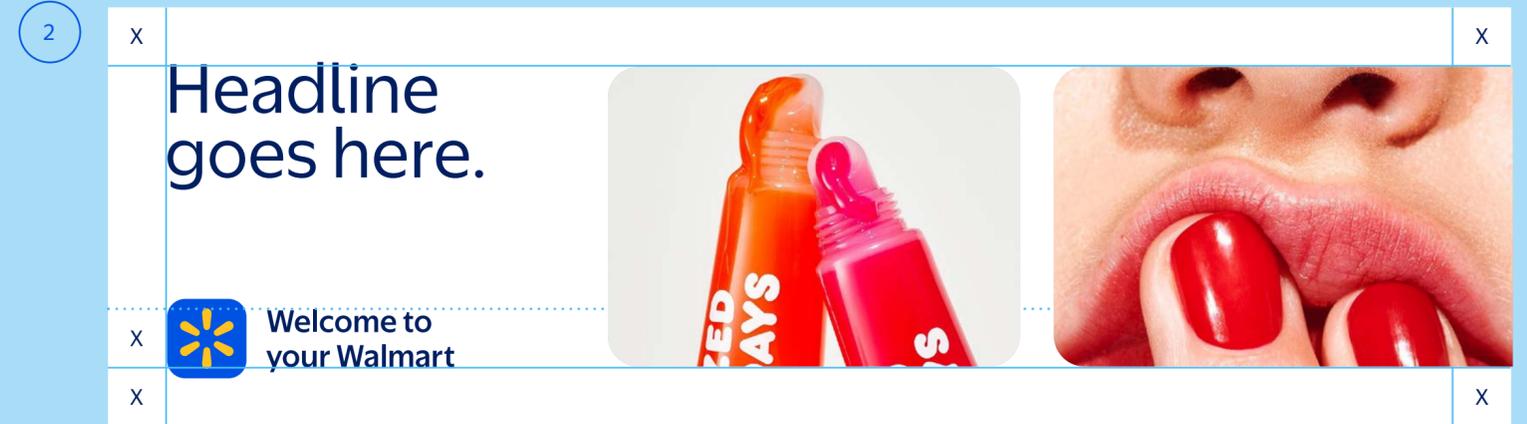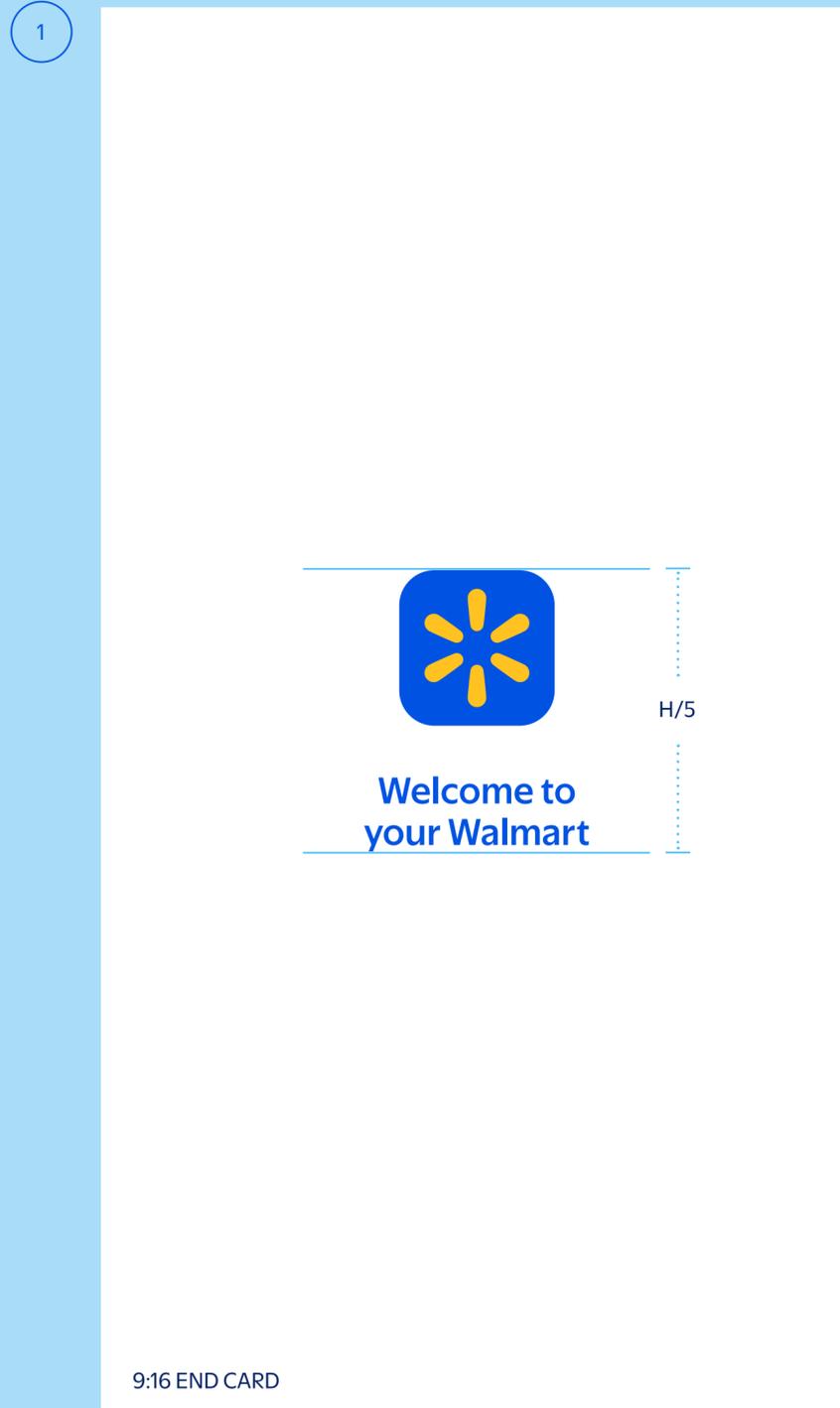
Only at Walmart

Our "Only at Walmart" lockup is a limited use lockup for use as a TVC or video end card. It is always placed in the center of the frame with type set in Everyday Sans Medium.

In layout, the height of the lockup is 1/10 the height of the video frame. If appearing as part of a longer sequence prior to our Wordmark, the Wordmark size should remain consistent throughout the duration of the sequence.

Usage Example:
16:9 end card

Only at **Walmart**

Only at **Walmart**

Only at **Walmart**

Lockup Cheat Sheet

| Save money. Live better. | Welcome to your Walmart | Only at Walmart |

TVC/Video
Centered in layout,
two text color options:

Save money. Live better.

Welcome to your Walmart

Only at Walmart

Horizontal Video

Vertical Video

**Save money.
Live better.**

**Welcome to
your Walmart**

Display/OOH

Lower-left corner,
three text color options
(match headline):

**Save money.
Live better.**

**Welcome to
your Walmart**

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Thank You