

## 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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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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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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