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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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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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