

THE WALMART LOGO

by Mark Zhang

EVOLUTION OF THE

WALMART LOGO

1962 - 1964

Walmart's first logo, chosen at the whim of the printer. This logo had a simple, stretched out, and angular font.

1964 - 1981

The "Frontier Font Logo" was the first selected font and was used the longest at 17 years. It seems to have thoughts of the Wild West.

1968 - 1981

Along with the official first logo, a Discount City mark was developed. It was used in print advertising, in-store signage, employee uniforms and smocks. Was never used on the exterior building signage. The design of the black background looks sort of like a West Wild theme sign.

1981 - 1992

Was a fresh, new look for Walmart after dropping the "Frontier Font Logo". Walmart decided to go back to its roots with a simple design.

1992 - 2008

Same as previous logo, but hyphen was replaced with a star and the color was changed from brown to blue.

2008 - Present

The most significant logo change ever made to date, which introduced the new font and iconic spark. This change will be explained in the following section.



THE BIGGEST CHANGE OF THE WALMART LOGO

CHANGES:

A very significant change of the current logo from the last logo, that's for sure. From the Even the slogan changed from "Low Prices Always" to "Live Better. Save Money." This new logo was designed by Lippincott, a creative agency of expert advice that provides services in brand strategy, design, new idea and culture change. The old logo which used a star as a hyphen was removed from the design, transforming Walmart from 2 words into 1. The cases from "a" to "t", as you've probably noticed, has all be lower cased. The color has went from all dark blue to a sky blue like color with the yellow/orange burst like symbol.

WAL★MART®

1992 - 2008



Walmart ®

2008 - Now

THE MEANING BEHIND THE CHANGE:

Lippincott, on their website, explained the process on which they made the design for the newest logo. The ambition of Walmart was to get ready for growth into new markets while staying to its commitment of lowest prices hence the "Save Money" in the 2nd half of the slogan, but that was not enough. They wanted to expand the essence of the brand to a new, deeper level, looking back into the most important outcome of saving money. That is to spend more time with family, feeling intelligent for making the right choice, and "to simply live better", hence the "Live Better" part of the slogan.

THE DESIGN:

The Walmart logo consists of a custom, rounded typeface with a sun-like symbol at the end. The slogan font is very similar to the Myriad Pro-Bold font.

Save money. Live better.

The flower symbolizes spark Sam Walton, founder of Walmart, had when he opened his very first store as well as the all the ideas that helped develop the company and inspiration that's inside us all. The blue stands for excellence and reliability while the yellow/orange stands for joy, confidence, and success. I personally see the logo as the blue sky and yellow sun, symbolising for happiness. The logo creates an image of friendliness and innovation of the company and also symbolizing the eco-friendly philosophy and organic nature of the company. The old design had a feel to it with that star and angular shape of the font that it was a brand in America which is represented by the star and that blue and yet simple. The current logo on the other hand, has a sky blue color font with the sun like orange seems like a representation of the world where everyone can see the same blue sky with the sun in it. The design itself seems cheap like not that much effort was really placed into it causing many to criticize about its design. But I feel as if it was meant to be like that, giving us a feeling that they products they sell are inexpensive.

Citations:

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