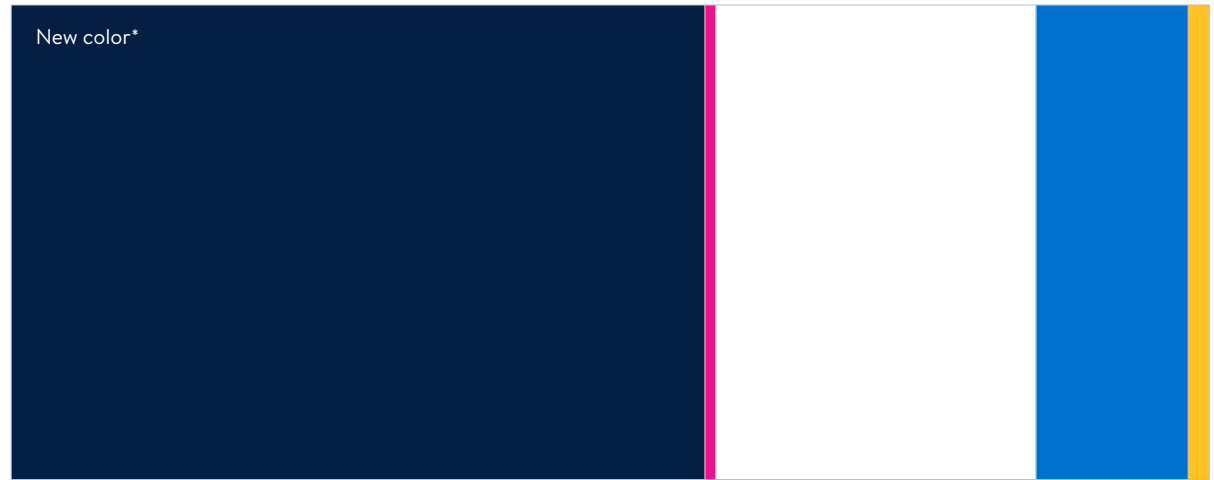


Associate Brand Color Palette

We have five colors in our brand palette.

Color hierarchy, context of message, and media channel need to be considered when producing a piece of communication for the Associate Brand.

The simplest way to design a piece of communication for our brand is to start from the primary color palette.



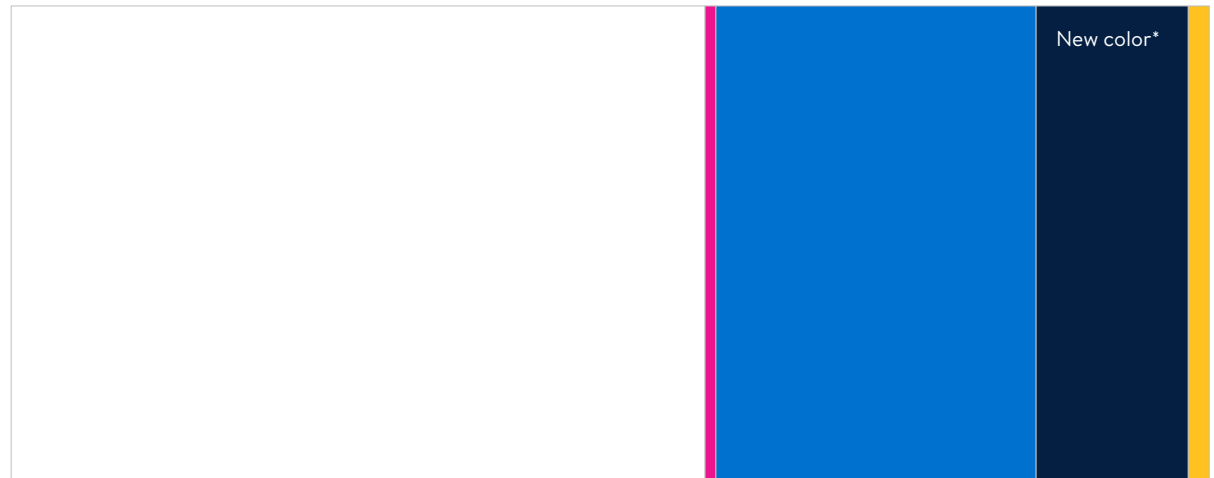
Blue Ink
CMYK 100-86-43-51
RGB 4-31-65
HEX 041f41

Pink
PMS Rhodamine Red C
CMYK 0-98-0-0
RGB 235-20-141
HEX eb148d

White
CMYK 0-0-0-0
RGB 255-255-255
HEX ffffffff

Walmart Blue
PMS 285 C
CMYK 100-45-0-0
RGB 0-113-206
HEX 0071ce

Spark Yellow
PMS 1235 C
CMYK 0-25-100-0
RGB 255-194-32
HEX ffc220



White
CMYK 0-0-0-0
RGB 255-255-255
HEX ffffffff

Pink
PMS Rhodamine Red C
CMYK 0-98-0-0
RGB 235-20-141
HEX eb148d

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