

Walmart  Customer

Naming architecture

Guiding principles

05.05.20





Walmart naming architecture role & purpose

Reduce cognitive load & friction—for the customer & the company.

Externally, it serves as a **wayfinding tool** in customers' shopping journeys by clearly specifying the purpose, value, & position of Walmart's brands, products, and services.

Internally, Walmart's naming architecture **informs decision-making** about how to name, visually represent, & market Walmart's products, services, & core business units.



Walmart's naming framework

Our core brand principles inform our naming strategy.

Save money

Be Smart.

Don't overexplain
or use jargon.

Save time

Be Simple.

Be concise, clear,
& descriptive.

Live better

Be Human.

Talk like a person,
not a company.



Brand assets for naming

Primary colors



Exclusive colors (used sparingly)



Wordmark

Walmart

Spark



Typefaces

Bogle Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bogle Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Naming & context

Outside the Walmart ecosystem

Requires Walmart name
at the forefront.

Walmart  Logistics

Walmart  Health

Walmart  Grocery

Within the Walmart ecosystem

Doesn't require the Walmart name.

 Logistics

 Health

 Grocery



Walmart's guiding principles for naming

Be **purposeful**,
informative & succinct.

It's more important to be
clear & telegraphic than it
is to be clever or
differentiated.

Rely on **context & copy**,
rather than multiple-word
lockups, to describe a
program or service.

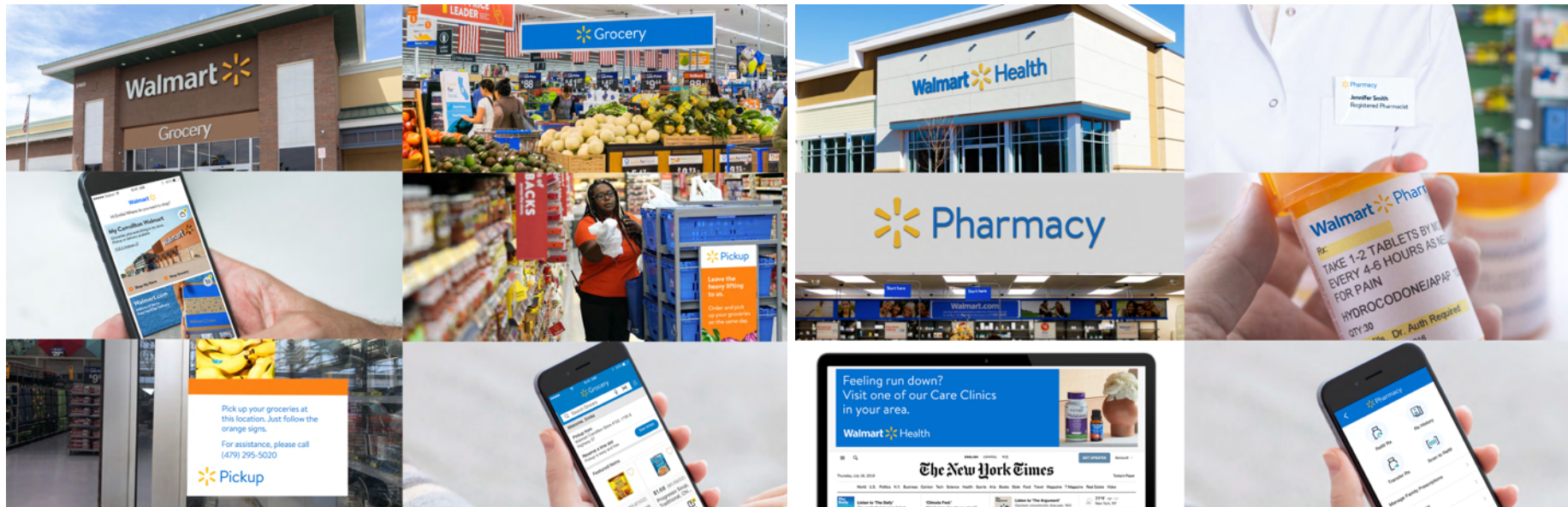


How we've looked to date





How we will look in the future





The road to consistency

What we've learned so far!

Approach as a system

Our communication systems are an interconnected whole and should be treated as such. For every project, we recommend auditing the entire system and mapping out core areas for improvement.

Strategize & prioritize

Reactivity breeds inconsistency. We do best when we have a clear strategy and roadmap for delivering on it. Also helpful: a defined messaging hierarchy, a list of hot-button words/phrases/issues, and other metrics to inform the work.

Lean into expertise

Copy by committee, written/revised during group meetings, creates errors in the system and breeds inconsistency. Further, decisions to amend copy or design work without those teams' consent throws off the consistency of the system, causes rework, and reflects poorly on those who are responsible.

Identify key team RASCI. Each role owns an aspect of the experience, and has final approval/responsibility. We cooperate but defer to expertise!



Naming & branded terms

What names are branded? How do we keep things simple for our customer?



Guiding principles for naming & branded terms

Questions? Contact the [Naming Council](#).

Tone of voice

Smart

Don't overexplain or use jargon.

Simple

Be concise, clear, & descriptive.

Human

Talk like a person, not a company.

Basic principles

Easy to understand:

Use simple & direct language.

Reduce complexity:

If you have to think about it,
it's not clear enough.

Branded terms

Names are “branded,” and capitalized,
when they describe **premium**,
proprietary, or **pay-to-play services**.

e.g., Unlimited delivery, Walmart+

**All other names are retail table
stakes**, and should be lowercased.

*e.g., pickup, returns, gift finder,
baby registry, protection plan*

**Names are always sentence case,
even as proper nouns.**

Formal name: **Scan & go**

Scan & go makes checkout faster.

Check out faster with **scan & go**.



Fulfillment & service name principles

Imperatives

Physical

Orient customers.

Digital

Support efficiency.

Invisible

Be conversation-friendly.

Guidelines

1. **Be descriptive.** "How can I return this?" --> in-store returns
2. **Help orient.** "Where do I pick up?" --> curbside pickup
3. **Keep standard functions unbranded.** "Where's the baby registry?" --> baby registry
4. **Use a light touch with branding.** Capitalization is enough, and should be used for premium, proprietary, or pay-to-play programs only. "Sign up for Unlimited delivery."
5. **Allow some flexibility across platforms & use cases to preserve simplicity & clarity.**
6. **Be simple, human, & direct.** "Do you want to return that by mail or in store?"
7. **Consider iconography when it serves to orient or support efficiency.**



But my program is different!

Will there be exceptions for branding & capitalization? What about new programs?

It depends.

Our brand is democratic & open to all.

We want our core services to feel accessible, like something customers deserve every day.

We want premium to mean Premium.

If customers are paying for the service, we want it to feel truly special.

We champion consistency above all.

It's a service to our customers to be consistent in how we name services.

It's a service to our associates too—for every name we don't have to refresh, we can spend that time improving how we serve customers.



Fulfillment naming – mini style guide

One app, one hallway

Overview

Customers seek simple & consistent brand presentations, particularly in the shopping path. We're streamlining our naming architecture, narrowing fulfillment to four core types: **pickup**, **delivery**, **returns**, and **pharmacy**.

Pickup	Delivery	Returns	Pharmacy
in store	standard	in store	Rx delivery
curbside	two day	by mail	Rx lockers
	next day	drop off	
	same day	---	
	---	with delivery (W+)	
	Unlimited		
	Express		
	In Home		

Capitalization

Only capitalize names that describe **premium**, **pay-to-play**, or **proprietary** services.

- *Unlimited delivery* (note "d" is lowercased)
- *Walmart+*

Names are always sentence case, even when they are proper nouns. Capitalize the name's first letter when used alone or at the start of a sentence.

- *Pickup & delivery* (hallway name)
- *Pickup & delivery leads to all your needs.*
- *Get everything you need with pickup & delivery*

Nouns & verbs

Some terms are treated differently whether they are a thing (noun) or an action (verb).

- *Pickup* (noun) / *pick up* (verb)
- *Checkout* (noun) / *check out* (verb)

Modifiers

We use modifiers to describe core terms when a good customer experience depends upon understanding the fulfillment type (e.g., *curbside pickup* vs. *in-store pickup*).

- When a modifier comes before the term, use a hyphen (e.g., *in-store pickup*).
- When a modifier comes after the term, do not use a hyphen (e.g., *pick up in store*).

Amperands

We use ampersands in marketing headlines and subheads to convey economy. It's acceptable to use an ampersand in marketing copy but not UX copy.

- *Pickup & delivery* (marketing)
- *Pickup and delivery* (UX)

Questions? Email the [naming council](#) [alias](#) or [Kay Streit](#), Editorial Director.

Walmart  Customer

Thank you!

