



Friday, June 22, 2012

# Front End Tenant and Wal-Mart Services Signage Guidelines

## 4th Wall Guidelines

Walmart Consumer Services



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All content belongs to its respective entities.

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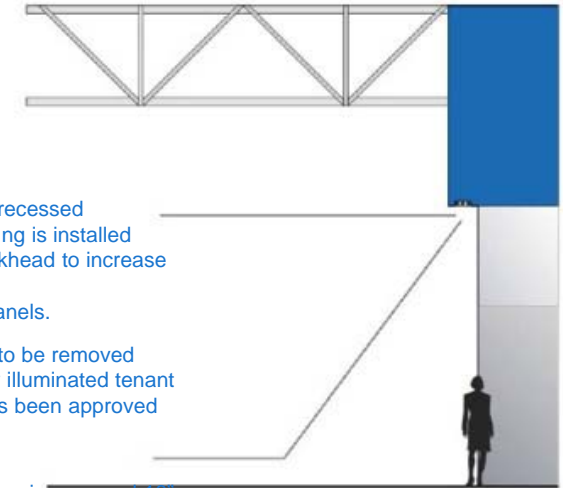
Walmart has been carefully planned to provide quality retail venues for its customers. The purpose of this manual is to assist retail tenants not only in meeting the signage criteria of Walmart, but also to help each tenant communicate an overall image of quality to its customers. These signage guidelines have been developed to ensure appropriate retail identification and uniform graphic applications.

Retail tenants within Walmart stores are urged to carefully review these guidelines prior to designing and implementing their signage programs.

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## 4th Wall Design (New Stores)

The preferred 4th Wall design uses an extended Walmart bulkhead in brand blue. Tenant signage and storefronts are slightly recessed to create a more enclosed and welcoming shopping experience for our customers. The restaurants and merchants lining the front end are important resources to Walmart shoppers, and this new layout provides a more boutique shopping experience in contrast to the large scale of the rest of our store.



In select stores recessed fluorescent lighting is installed under upper bulkhead to increase visibility of tenant sign panels.

Light bulbs are to be removed above internally illuminated tenant signage that has been approved by Walmart

Lower wall portion is recessed 18"

Section Elevation



Front Elevation

Upper bulkhead is painted brand blue to contain Walmart identity signage

Painted to match PANTONE 285C (SW 0285 Walmart Blue)

Door to exit corridor (including door frame) to be painted dark gray to match SW 7664 Steely Gray

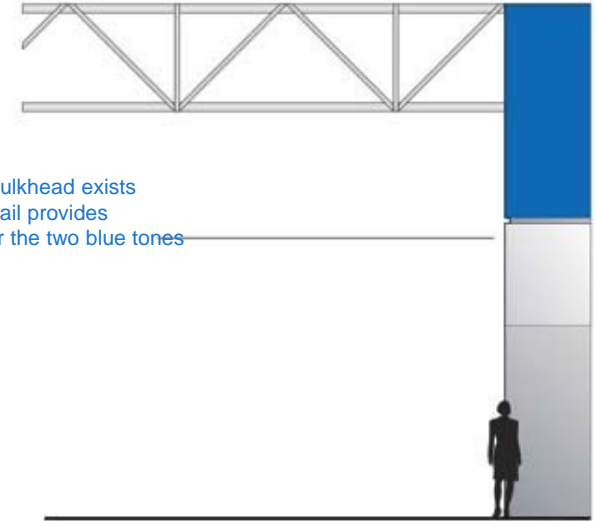
Lower wall portion is flush with upper brand wall  
Painted SW 6519 Hinting Blue

Ice machines are to be placed in two carved out niches at the 4th Wall

Ice machines are to be black with metal frames and handles (stainless steel or chrome may be used)

# 4th Wall Design (Remodel)

The alternative 4th Wall design should be used when the extended brand bulkhead is not achievable, as in the case of certain retrofit stores. Tenant signage and storefronts are flush with the bulkhead, but a paint reveal should be implemented to provide clear differentiation between the two zones and a natural barrier for both paint colors.



When an upper bulkhead exists a paint reveal detail provides a logical break for the two blue tones

Section Elevation



Front Elevation

Upper bulkhead is painted brand blue to contain Walmart identity signage

Painted to match PANTONE 285C (SW 0285 Walmart Blue)

Door to exit corridor (including door frame) to be painted dark gray to match SW 7664 Steely Gray

Lower wall portion is flush with upper brand wall

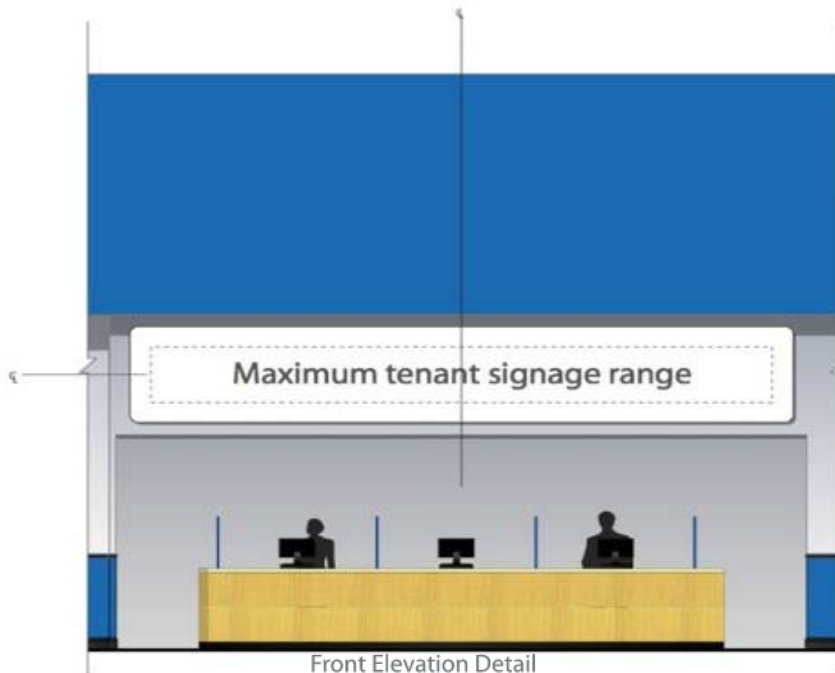
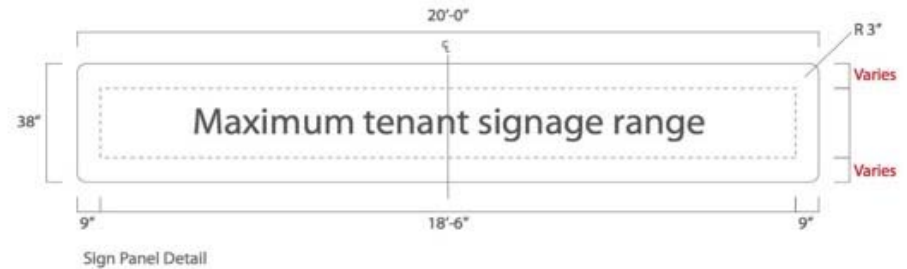
Painted SW 6526 Icelantic Blue

Ice machines are to be placed in two carved out niches at the 4th Wall

Ice machines are to be black with metal frames and handles (stainless steel or chrome may be used)

# Tenant Sign Panels Optimal size

All tenant signage is to be placed on an individual sign panel supplied by Walmart that complies with the size, shape, and material requirements defined here.



Optimal sign panels should be exactly 38" in height and are not to exceed 20'-0" in length\*.

Panel to be installed vertically centered between the top of the tenant entry and the bottom of the brand blue bulkhead.

Panel to be installed centered horizontally based on tenant storefront opening.

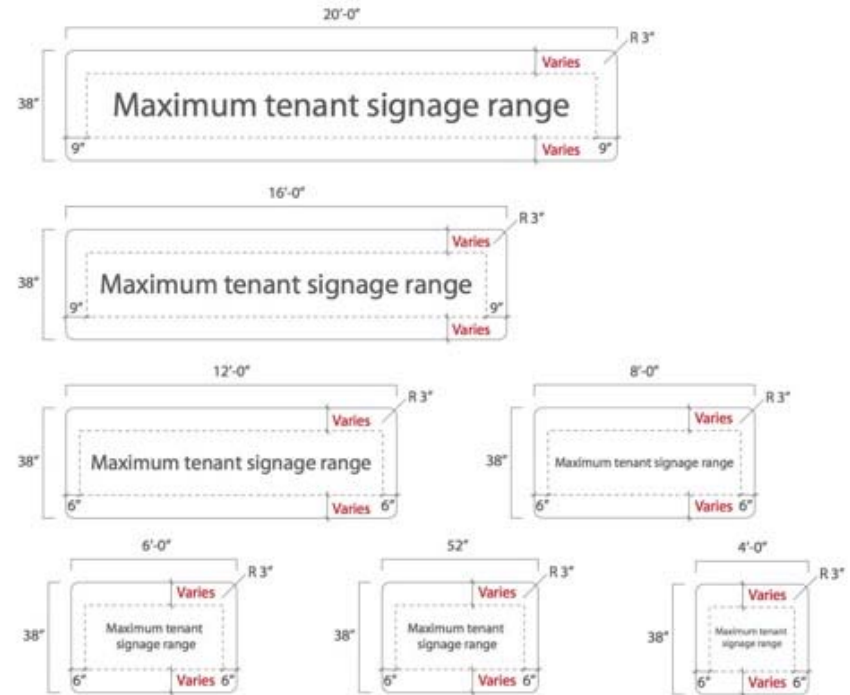
The sign panel is required to be 24" less than lease space and cannot exceed 12" in width of opening if opening is less than lease space.

\* Please refer to pages 17 through 19 for specifications of signs less than 38" in height.

# Tenant Sign Panels: Additional Sizes

Based on existing bulkheads or other size considerations, Walmart will determine possible alterations of size and scale of tenants signs to fit the available space. In these instances, Walmart will notify the tenant of required sign panel size to fit tenant space and/ or sign letters in that specific store location.

Modified signs may be 20'-0", 16'-0", 12'-0", 8'-0", 6'-0", 4'-0", or 52" in length, as specified here. Walmart will specify the largest sign size possible for your specific application. All sign panels must maintain a height of 38" when possible. Please refer to pages 17 through 19 for specifications of signs less than 38" in height.



## Tenant Sign Panels: Branded Sign Panels

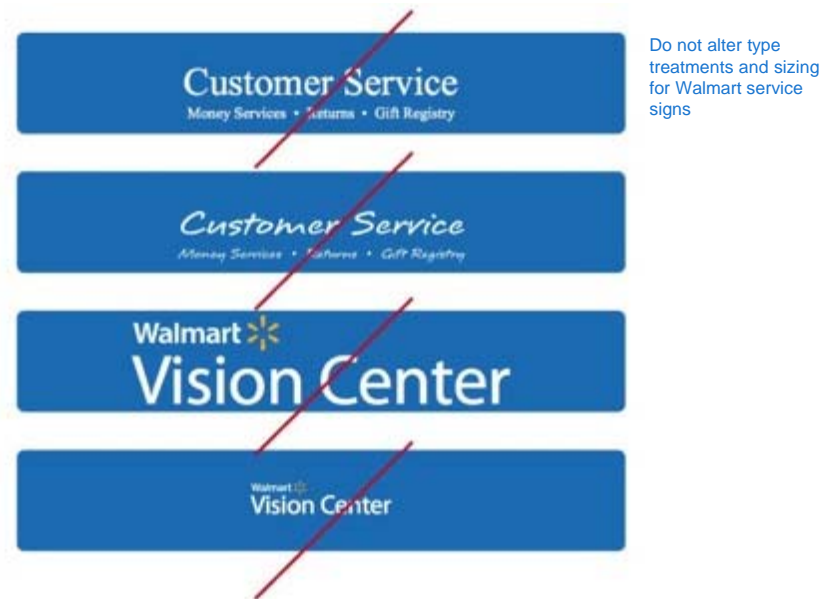
Your brand is important to our customers, and recognizable logos can act as helpful wayfinding elements in the store. Brands that are approved by Walmart may use their own color palette for their logo and background sign panel. The size and shape of the sign panel must adhere to the guidelines set forth in this document, including corner conditions.

Any variations in 4th Wall signage by brands must be reviewed and approved by Walmart prior to implementation. This includes internally illuminated signage construction, which must use internal LED lamps.

Please refer to page 5 of this document for alternate panel sizes for branded signs.



# Tenant Sign Panels: 4th Wall Restrictions



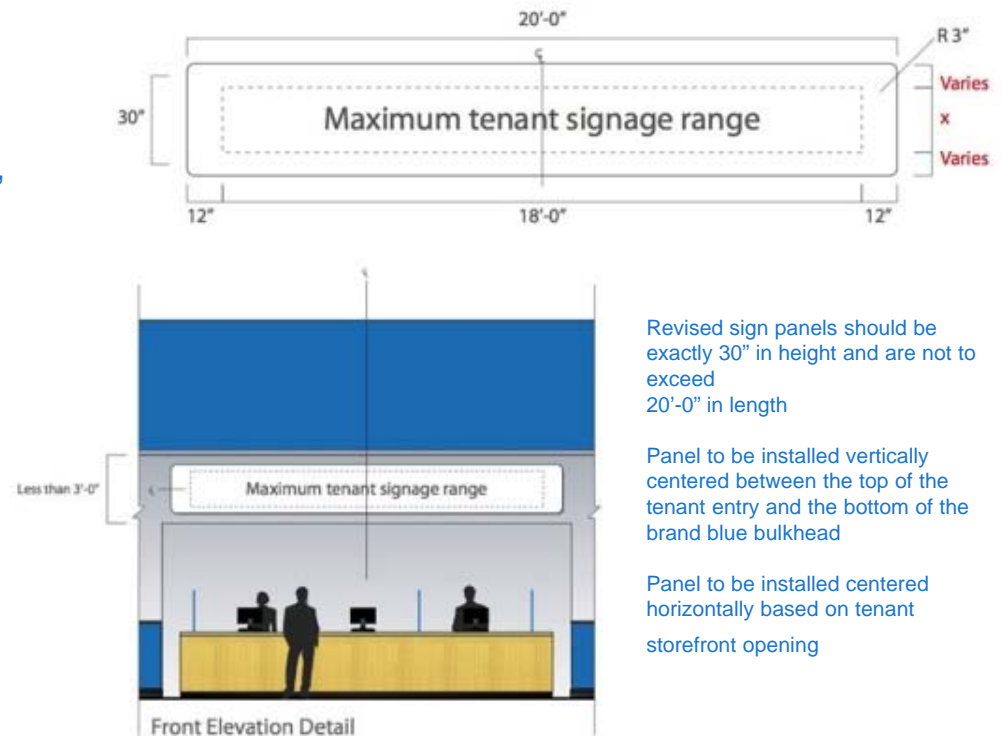
The following types of signs or sign components are strictly prohibited:

- Thermoformed or injection molded plastic signs or letters
- Animated, flashing, blinking, moving, rotating, or audible signs
- Pole signs
- Portable signs
- Signs made of paper, fabric, or flexible plastic
- Credit card signs or symbols
- Polished finishes on sign faces
- Exposed electrical raceways
- Any other type of signage or graphics deemed unsuitable by Walmart
- Tenants advertising must stay within the tenants lease space



# Tenant Sign Panels: Lowered Ceiling Height

Some stores may have a lower than average ceiling height, and therefore less space available for tenant signs. When less than 3'-0" is available for signage, use the revised panel shown here, with a height of 30" for all tenants and Walmart services. The optimal length for these sign types is 20'-0". Modified signs may be 16'-0", 12'-0", 8'-0", 6'-0", 4'-0, and 52" in length.



## Tenant Sign Panels: Lowered Ceiling Height (Branded Sign Panels)

Please refer to the specifications on pages 18 and 19 for branded and service sign panels that are reduced to 30" in height.



## Tenant Sign Panels: Lowered Ceiling Height (Walmart Services)

## Tenant Sign Panels: Walmart Services

All services that are brought to our customers by the Walmart brand must use the Myriad Pro typeface in white and be presented in the approved lockups as shown in this document.



Walmart Service Sign Panels

Sign panels to match PANTONE 285C  
(SW 0285 Walmart Blue)

# Tenant Sign Panels: Customer Service

Please refer to these specifications when alternate-size signage panels are needed for Customer Service.



## Tenant Sign Panels: Customer Service

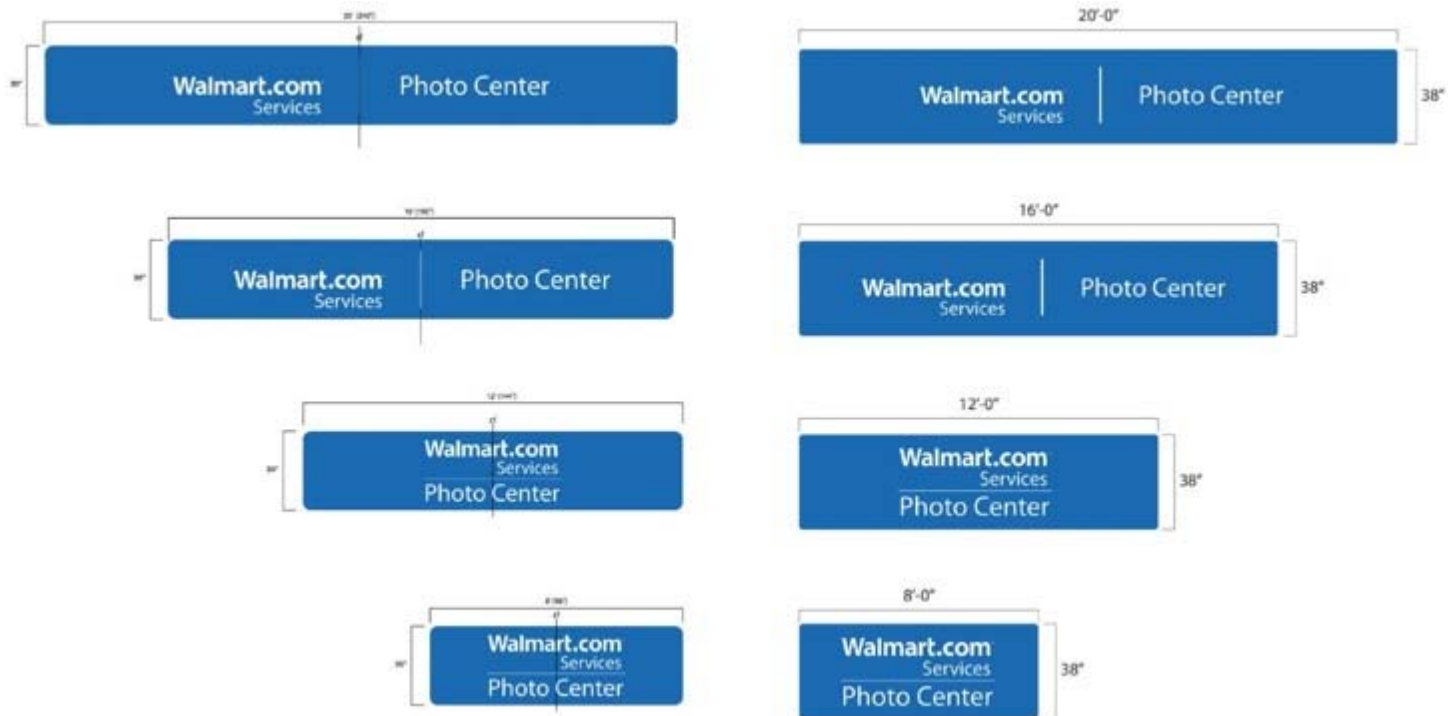
In some stores Customer Service will occupy the same tenant space as both Site to Store and Photo Center at the 4th Wall.

In this instance, the Customer Service will receive the placard Walmart.com | MoneyCenter | Photo Center byline.



# Tenant Sign Panels: Walmart.com/Photo Center

Please refer to these specifications when alternate-size signage panels are needed for joint Site to Store / Photo Center sign panels.



# Tenant Sign Panels: MoneyCenter

Please refer to these specifications when alternate-size signage panels are needed for MoneyCenter.



# Tenant Sign Panels: Vision Center

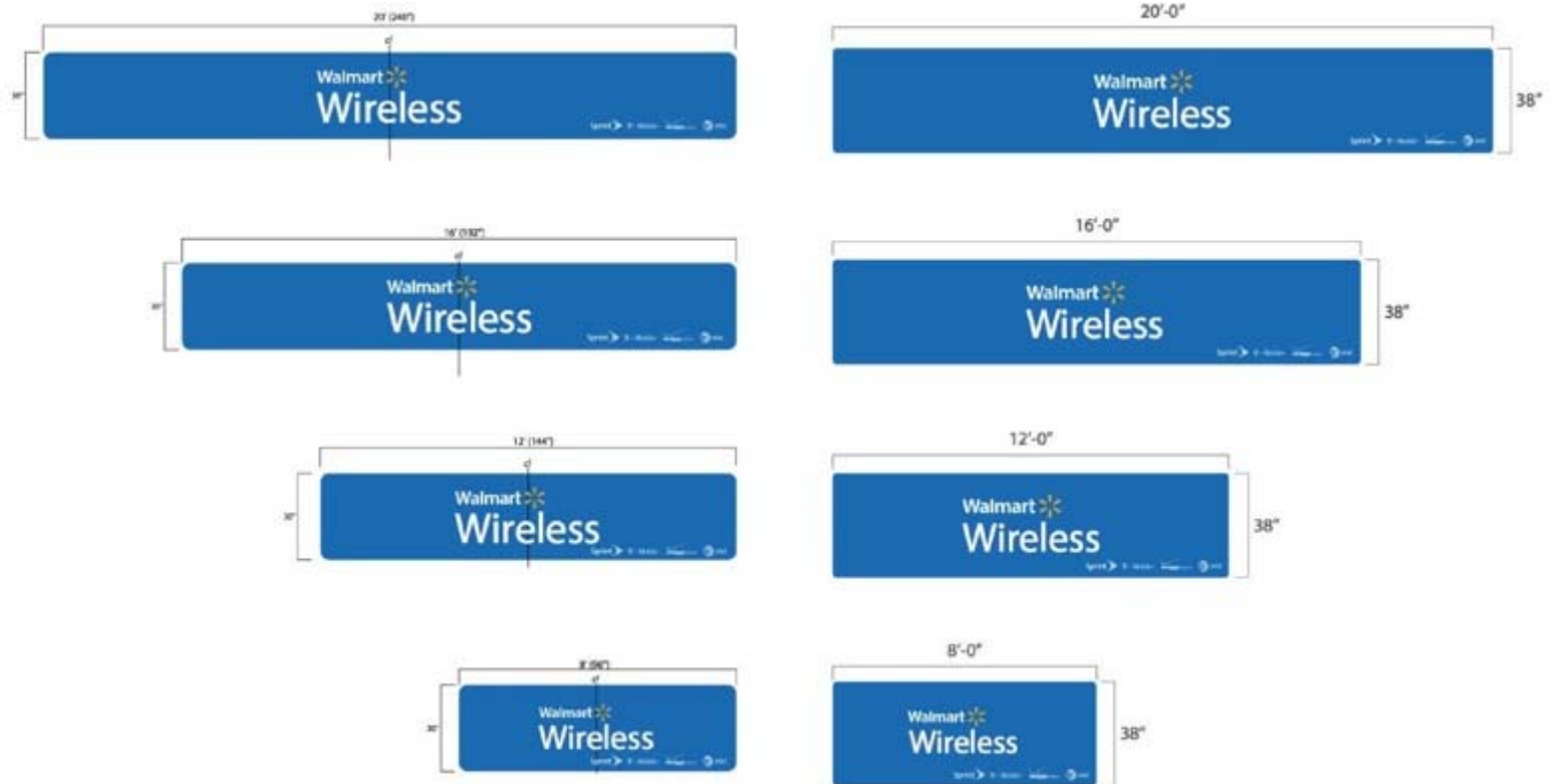
Please refer to these specifications when alternate-size signage panels are needed for Vision Center.





# Tenant Sign Panels: Walmart Wireless

Please refer to these specifications when alternate-size signage panels are needed for Walmart Wireless.



# Fabrication & Installation

The following construction and fabrication guidelines apply to all signage and identifying graphics:

All tenant signage materials and fabrication methods must be approved by Walmart in writing prior to manufacturing and installation.

All signs must be fabricated and installed using the highest quality workmanship, materials, and components, and shall comply with all industry standards, building codes and all other applicable codes.

All plastic materials must have a matte finish to limit glare.

All rigid signage materials must be of sufficient thickness to prevent warping or bending.

Installation methods for all signage elements must be indicated in shop drawings and approved by Walmart prior to installation.

If illuminated signage has been approved by Walmart lighting methods are to be limited to internal LED lamps. Thickness of illuminated signs should be no deeper than 4". There should be no visible fasteners or framing on faces of lit signs.



Fabricate all letter forms using 1" thickness high-density sign foam

Returns and faces of all tenant signage letter forms and logos can be in tenant brand colors

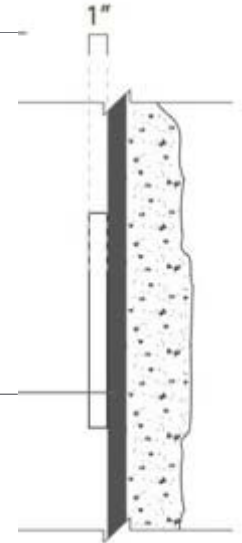
Walmart services should use white letter forms

Standard backer panels are to be fabricated from 1" white Gatorfoam (backer panels supplied by Walmart)

Sign panel edges are painted to match face, and signs are attached to the wall using a cleat system specified by sign fabricator

Backer panels printed in a dark color can have black Gatorfoam edges

Letter forms are mounted flush to sign panels

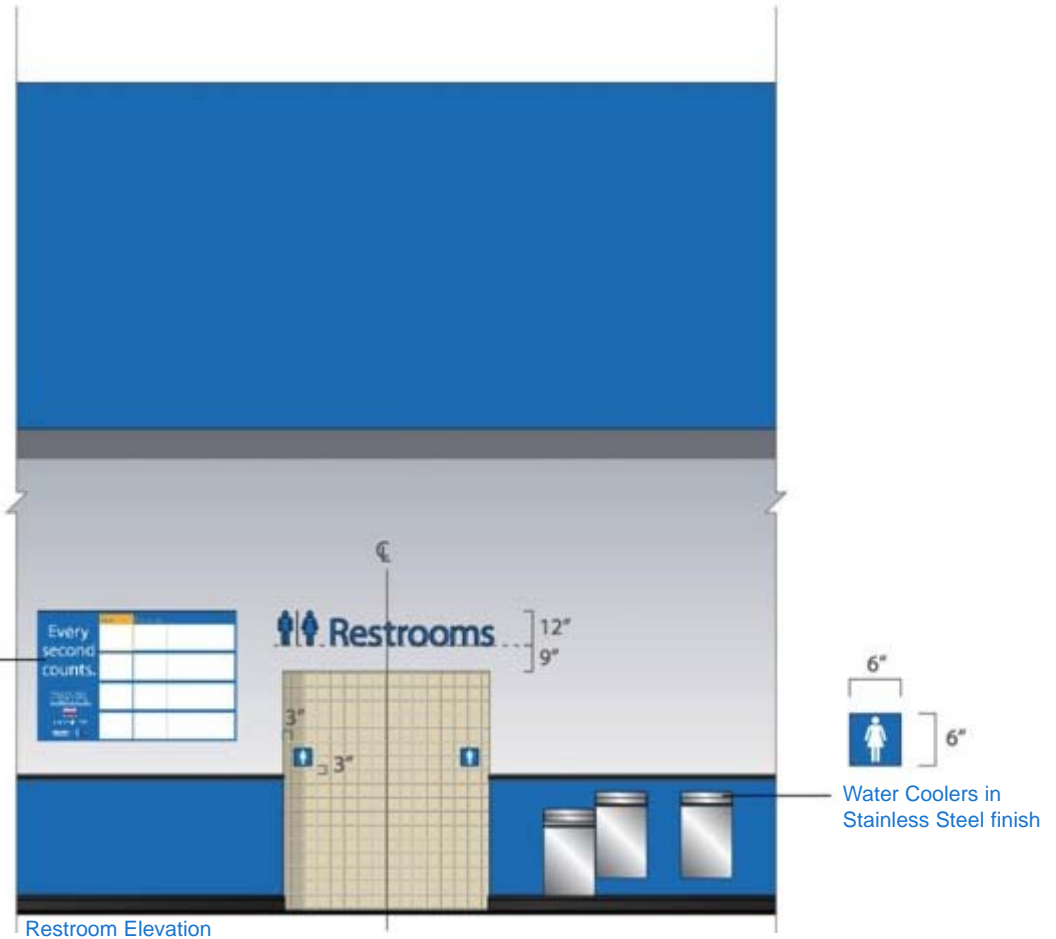


# Restroom Signage

General restroom signage, as well as and female indications, should adhere to the following set of guidelines.

Restroom signage lettering is to use the Myriad Pro typeface to match PANTONE 285C

Missing Children's Board placement



## Hours of Operations

This is a recommendation. Please contact Miller Zell.

<b>Monday - Friday</b> De lunes a viernes	12 :30 am - 7 :30 pm
<b>Saturday</b> De sábado	12 :30 am - 7 :30 pm
<b>Sunday</b> De domingo	Closed

# Contacts

For sign art questions or to submit sign renderings for review please contact the following individuals:

Steve Rogers  
Senior Director, Visual Merchandising  
Merchandise Execution  
Phone: 479.204.8457  
E-mail: [steve.rogers@Walmart.com](mailto:steve.rogers@Walmart.com)

Heather Clark  
Walmart Consumer Services  
Phone: 479.273.4421 Fax 479.204.2263  
E-mail: [heather.clark@Walmart.com](mailto:heather.clark@Walmart.com)

Gary Withrow  
Senior Director Leasing Operations  
Walmart Consumer Services  
Phone: 479.277.9433  
E-mail: [gary.withrow@Walmart.com](mailto:gary.withrow@Walmart.com)

Carla Hackett  
Walmart Health & Wellness  
Phone: 479.204.8112  
Cell: 479.246.8887 Fax 479.273.8778  
E-mail: [carla.hackett@Walmart.com](mailto:carla.hackett@Walmart.com)

One of the following sign fabricators will be specified by Walmart for use on 4th Wall signing elements based on store location:

Miller Zell, Inc.  
Contact: Paul Papantonis  
Phone: 404.526.1467  
Fax: 404.526.1391  
E-mail: [paul.papantonis@mzretailservices.com](mailto:paul.papantonis@mzretailservices.com)  
Website: [www.millerzell.com](http://www.millerzell.com)

O’Ryan Group (Clinic Signage Only)  
Contact: Barbara Hale  
Phone: 901.794.4610  
Fax: 901.794.3206  
E-mail: [bhale@oryangroup.com](mailto:bhale@oryangroup.com)