

Target



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Walmart

Walmart Guidelines

History:

- Walmart was founded on July 2nd 1962 by Sam Walton's.
- Walton's goals for great value and great customer service was a great success.

Mission/ vision Statement:

Walmart Inc.'s corporate mission statement is **“to save people money so they can live better.”**

Walmart Inc.'s corporate vision statement is ***“To be the best retailer in the hearts and minds of consumers and employees.”***

Key Values:

- Service to the customer.
- Respect for the individual.
- Strive for excellence.
- Act with integrity.



Target Guidelines



History

- Target first starts as Dayton's Dry Goods Company in Minneapolis, Minnesota, in 1902 by George Draper Dayton.
- Name changes from Dayton's Dry Goods to Target in 1961 and opens its first store in Roseville Minnesota. It begins to expand over the 60's & 70's to neighboring states all over the US.

Mission Statement

“Our mission is to make Target your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and exceptional guest experiences by consistently fulfilling our Expect More. Pay Less. brand promise.”

Key Values

- Diversity
- Global accessibility
- Innovation Budgeting
- Community support



Walmart Logo Evolution

WALMART

1962

WAL-MART

1964



1968

WAL-MART

1981

WAL★MART®

1992

Walmart 

2008–Present

Target Logo Evolution



1962



1968

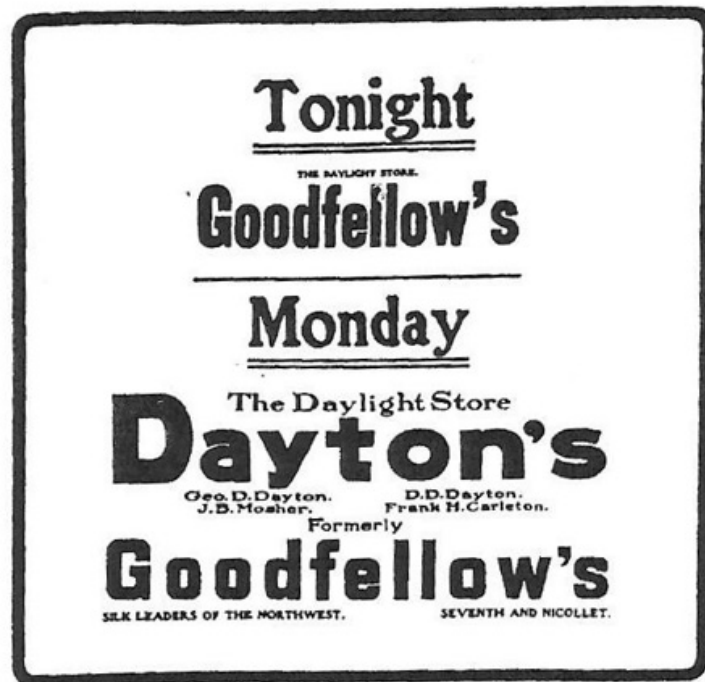


1975

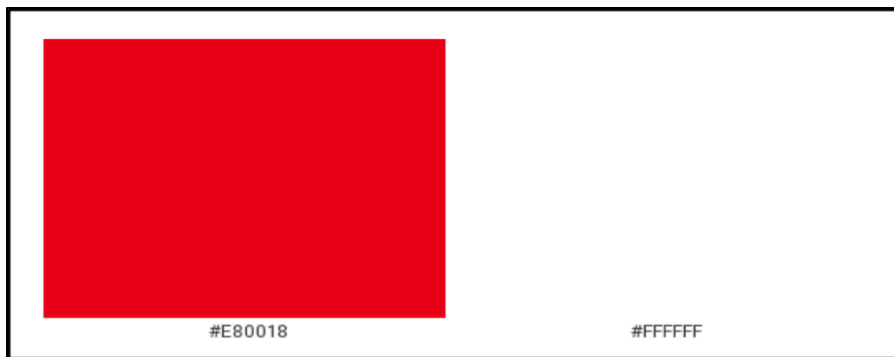


TARGET

2004



Color Palette

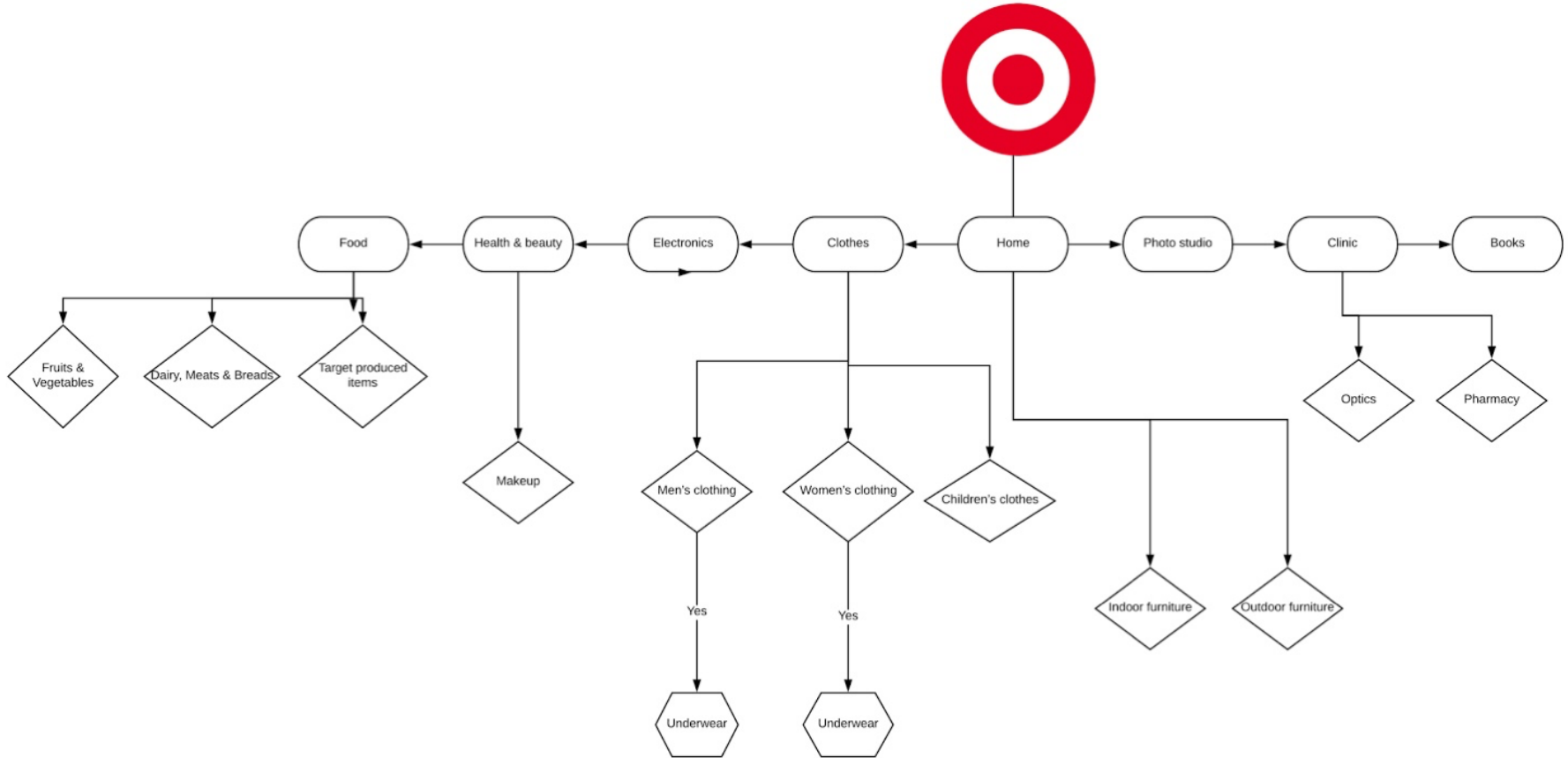


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Target's Brand Architecture



Walmart's Brand Architecture



Allswell.

BARE NECESSITIES

BONOBOS

ELOQUII

hayneedle 

Jet

ModCloth

Moosejaw 

 Sam's Club

SHOES.COM

VUDU

Target & Walmart's POD

- Target has switched to *plastic carts* that are a lot easier to glide around the store and not cling onto one another such as walmarts *archaic metal carts*.
- Not only does target offer carts that have *2 child seats*, but it also has what's known as "Caroline's Carts", which are made for *kids with disabilities*.



Target & Walmart's POP

1- Indoor layout, design and lighting.



Target



Walmart

2- Outdoor architecture



Target



Walmart

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