

onn.TM

Brand Standards

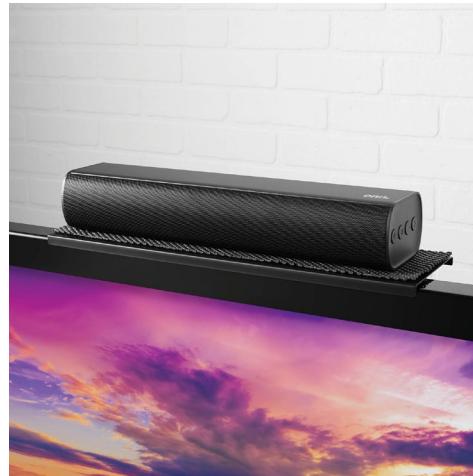


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onn.

Instructions & Contacts

How to Use This Guide

This guide is designed to provide an overview of the onn. private brand visual language through imagery, graphics, copy & media. Please use this guide in conjunction with the appropriate department specific style guide, which can be found through the following links:

[Online Item Page Content Standards Guide](#) *note* Please read this guide in its entirety before applying the Brand Standards to your content.*

[onn. Packaging Guide](#)

Here are some other helpful links you may utilize during your onn. product journey:

For details on item setup, please review the articles online at [Walmart Supplier Help](#)

Questions about this guide?

Email: contentACQ@walmart.com

Note: All content for an item's PDP (images, copy, rich content, etc.) are required **40** days before mod set date and/or MABD.

SECTION 1

Brand Overview



The onn. Brand

Brand Statement - *Who We Are*

For a better everyday. onn. is design-driven brand of quality entertainment devices and accessories. We strive to enhance our customer's experience through approachable products that bring delight and simplicity to the everyday.

Brand Personality:

Approachable - onn. products offer designs that are inviting and appealing at accessible prices. The voice of the brand is human and conversational.

Clear - Intentional design that communicates its value in a simple and relatable way.

Delightful - Unexpected moments and thoughtful details work in unison to create compelling experiences that resonate with the consumer.

Our Customers Are:

Comprised, but not limited to Millennials - Age doesn't define them as much as how they use technology does.

Social Media Savvy - They don't need help opening up a PDF, but also won't show up in your feed as an influencer.

Busy with Work & Life - They need tech solutions that will simplify their already full life

Everyday Users - Not audiophiles or hardcore enthusiasts; interested in solutions to keep them connected

Tech Enthusiasts - Curious about technology and the role it plays in their lives; eager to try new products

Brand Overview

Brand Mission - *What We Deliver*

To provide approachable and relevant products that delight our customers by helping them stay connected, no matter their budget or knowledge of technology.

Brand Belief - *Our Philosophy*

We want customers to see onn. as an affordable solution to all their technology needs. We believe our products should be relevant to the customers lifestyle. onn. offers the latest technology and durable products. Our experience is consistent with easy to understand language and a shopping experience that was designed with the customer in mind.

Product Promise - *What We Do*

To deliver simply and thoughtfully designed electronic accessories and hardware to help customers get the most out of their tech.

SECTION 2

Graphic Content



Color Palette

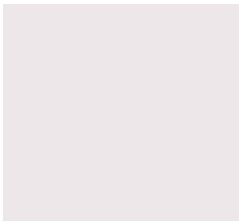


Color is an essential component of the onn. design language and plays a significant role in our brand recognition. The onn. color palette should be utilized across all content - lifestyle imagery, graphics, signage, POP, marketing, social, etc.

Please note - actual product colors utilize a different color palette.

The brand has 6 primary colors

 <div>Chartreuse RGB: 234, 234, 108</div>	 <div>Ice RGB: 188, 231, 230</div>	 <div>Forest RGB: 0, 88, 80</div>
 <div>Cobalt RGB: 0, 71, 186</div>	 <div>Vermillion RGB: 255, 81, 0</div>	 <div>Primrose RGB: 240, 217, 234</div>

And 3 neutral colors

 <div>Stone RGB: 237, 231, 233</div>	 <div>Charcoal RGB: 45, 42, 38</div>	 <div>Ash RGB: 134, 134, 136</div>
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The color palette lives as a family with variety, and not seen in isolation

Graphic Content

Below are some great examples of different graphics utilizing the color palette and onn. branding while highlighting important product information, features, compatibility, etc.

Including graphics such as these in the image carousel on an item page, is helpful for customers shopping on mobile, and also helps to quickly grab attention while conveying key callouts that some customers may not take the time to read in the copy section.

Graphics will also be used in POP, signage, marketing, social and packaging.

When looking to create new graphics for the onn. brand, always reach out to the appropriate Walmart creative to develop internally.

onn.

Lightning to USB Cable

Compatible Lightning Devices

Tablet

Apple:
iPad Pro (10.5 inch)
iPad Pro (12.9 inch) 2nd generation
iPad Pro (12.9 inch) 1st generation
iPad Air 2
iPad Air
iPad mini 4
iPad mini 3
iPad mini 2
iPad 7th generation
iPad 6th generation

Mobile

Apple:
iPhone 11
iPhone 11 Pro, Pro Max
iPhone XS
iPhone XR
iPhone 8, 8 Plus
iPhone 7, 7 Plus
iPhone SE
iPhone 6s, 6s Plus
iPhone 5s

Other

Apple:
iPod touch 7th generation
iPod touch 6th generation

Wireless Charging Compatible*

*If your device supports wireless charging.
Wireless charging pad sold separately.

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Cable Color Guide

Need a cable?

Find it by color in-store or online:

USB-C to Lightning

Lightning to USB-A

USB-C to USB-A

USB-C to USB-C

Micro USB to USB-A

Aux to Aux

For optimum performance use a 5V/2.4A rated charger.

Easy Application

Bubble Free Installation

Perfect Alignment

Parts Included

Wall Plate & TV Bracket

Hardware Bag

Hanging Template

Quick Start Guide

Product Guide

onn.

For 50" - 86" TVs

Weight capacity : 120 lbs / 54.4 kg

SECTION 3

Photography Styling



Image Styling

onn. photography is direct, yet personable. It helps give the customer more information about what they're buying and helps to highlight some of the key details in the design.

Angles

Products need to be shot in a variety of angles so the product can be well documented on the website. At a minimum, products should be photographed front, side, and back view. Additionally, photograph products at a slight angle or 3/4 view to best show the design elements. Doing so helps clarify all aspects of a product beautifully and quickly.

Setting

Show the products in a bright and fresh environment. It's important to set the stage for what the customer's life will look like with the products. Do this in a way that would be appealing to people across aesthetics. Don't show the products in an environment with distractions or visual noise. Use a background that gives more information about how the product will fit into the customer's lifestyle. For example, a shower speaker should be shown in the context of a shower. Don't use a background that only provides texture.

Subject Matter

Focus on the product and ensure the entire product is visible in crop, don't lose the product in crop.

Lighting

Products should be well-lit and clear. In-order for the colors of the products and to come through accurately the lighting must be balanced with a spectrum of values across the design. Don't use dramatic lighting. A single strong light source will yield dramatic, high contrast lighting (strong highlights and

shadows). Use two light sources at a 45-degree angle with one being slightly dominant.

Detail Photography

Capture the texture of the product. Make sure the textural elements come through in the photography. This may warrant one detail shot in the set of photos. Don't hide details.

Decorative Elements

The environment the products are shot in can quickly date the photos. Be selective about props and don't include too many decorative elements or people with accessories that may go out of style or distract from the product.

Model Usage

Use candid and natural expressions Be genuine. Show people using products as they would in real life. Don't use exaggerated movements. People that use our products unnaturally (i.e. aggressively pointing a remote toward a TV) appear inauthentic. onn. is a brand that appeals to all customers and any models featured in photography or videography should reflect the customers.

When selecting models, ensure you show diversity throughout the selection Promote the brand using a variety of demographics (urban, rural, AA, Hispanic, White, Asian, first time users and novices. Men and women should be treated equally as our products can be used by both genders. Models should wear Walmart clothing and be neutral – avoid bright patterns and prints to not distract from the product itself.

Image Styling Continued

Supporting Devices

When shooting for the electronics brands, a variety of electronic props will be needed - phones, computers, tablets, TVs, etc. If the branded logo is visible in any of the technology pieces and it is not a Walmart owned brand, then it needs to be removed in post production. No apple logos, samsung, google, vizio, etc. Additionally, any logos on any props need to be removed for legal purposes. Turn book's spines away from camera to avoid showing the title. When hiding the brand is not possible, ensure to remove all names and logos in post.

On-Product Imagery

It's as important to tell a story about how a customer will use a product through the imagery on the product, supporting products, and images in the periphery. TVs, phone accessories, and camera accessories will often feature on-device imagery. Show imagery that would actually be seen on the product. Be timely. Use contextual imagery, such as Netflix on a TV or Instagram on a phone if legally possible. Don't use generic stock imagery. Hot air balloons and waterfalls are dated, and don't represent the customer experience or the brand. If not the above, use abstract or textural imagery. Consider using artful, yet non-distracting images on any product screens. Architecture, patterns from nature, and aerial shots are a good place to start. Don't use polarizing imagery. Our customers vary greatly, so using imagery (such as football games on a TV) only speak to a few. Use simple imagery. Images should enhance, not compete with the product. Don't use images with too many details. The goal is not to distract or detract from the actual product.

Styling

When selecting the electronic devices that are compatible with the onn. products, coordinate the color of the device to the product. Black USB cables

should be shot with a black phone. Color in propping can also be used to tie into the brand's color pallet, but ensure the color doesn't overtake the focus of the product for sale. Also, ensure any packaging, twist ties or branding tags and stickers have been removed or are not visible in the shot. If any additional supplies are used to manipulate the item for the shot, such as sticky tack, fishing line, etc. these also need to be removed in post. Ensure the product is facing the right direction, forwards, and the product is turned so the logo (if visible) is legible. The onn. set styling is simple and straightforward to keep the product hero. Many shots require an outlet to be placed on the wall. ***The outlet must be a standard American outlet.***

There will be some additional set requirements based on certain product's end use. For example, the inside of a car will be needed for car chargers, mounts, etc. onn. should use a mid-range quality car. Light leather interior with silver/gray accents.

Windows & Outdoor Scenery

Windows should always include appropriate muted outdoor scenery consistent with a residential yard. Do not include city skylines or beach scenes. Use simple white or black casement for windows. Anything that requires being shot outdoor or includes an outdoor scene, keep the background very soft and out of focus. Include mostly greenery and/or sky and try not to include anything busy that would draw attention away from the product.

Note: When shooting for Walmart, props should be purchased at Walmart, Walmart.com or Hayneedle. When the right prop cannot be found from these places, then it should be non-specific in retail. For example, a glass vase will look similar no matter where it is purchased, and therefore would be acceptable to be purchased from a different store. Always use as many onn. products available first, then select from other Walmart private label brands and lastly non-specific Walmart products.

Wall Colors, Surfaces & Flooring


Room Styling

onn. lifestyle photography uses a modern and clean environment that lends itself with the high tech more fashion forward look and feel of the onn. products. This neutral setting allows the colored onn. products to pop. Be aware when shooting white products to ensure there is enough contrast between the product and environment. If ample contrast cannot be achieved, the lighter blonde wood stain can also translate to a desktop or tabletop surface color to provide this contrast so the product isn't lost. Simple vignettes should utilize a matte white or white marble surface. Windows help to add natural light and walls should be white or light gray. Choose from a black casement or white casement, whichever highlights the product best. Keep a soft outdoor greenery scene. Select between the blonde oak or gray wood flooring options shown here. Floors should have a matte or more natural finish. Planks should be all the same width, selecting from a wider plank for a more open, trendy appearance.


Wall Colors

Light Gray


White




White Marble Surface



Blonde Oak Wood Floors/Surface



White Matte Surface



Gray Wood Floors

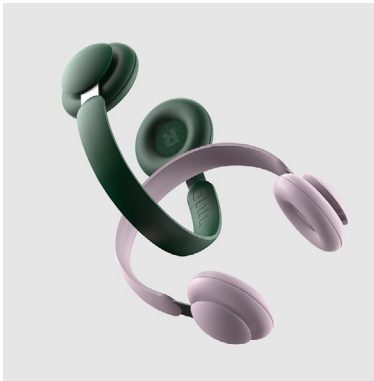
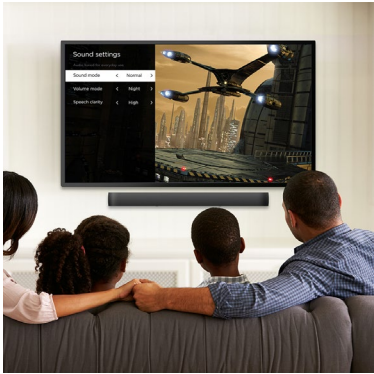


SECTION 4

Visual Category Examples

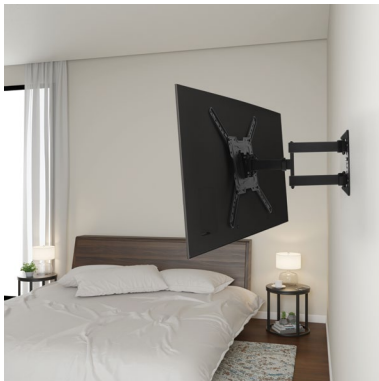
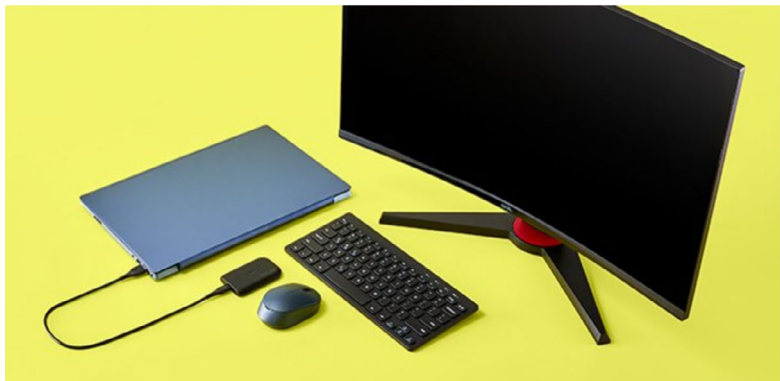


Lifestyle Image Examples



Please refer to the appropriate product type specific [Content Standards Guide](#) for detailed information on image specifications and the types of images required for each product type.

Lifestyle Image Examples Continued



Please refer to the appropriate product type specific [Content Standards Guide](#) for detailed information on image specifications and the types of images required for each product type.

SECTION 5

Copy Guidelines



Tagline

**“Thoughtfully designed tech
for the way you live.”**

Our brand voice is friendly, yet informative

The personality of the onn. brand is one of an informed friend who is excited to share what they like about a product.

- Only tell the customer things that will help them make their decision
- Don't overwhelm them with technical details, but keep copy direct and focused for very niche cables and adapters
- Share with the customer what's exciting about a product rather than trying to sell them on it
- The copy should be conversational and human
- Don't try to add delightful copy to products only an expert would need

* Note, these are basic principles to adhere to when writing any copy for onn products. For more information about item page content - product naming, word count, SEO optimization, specifications, HTML formatting, etc.

Please refer to the appropriate category specific [Content Standards Guide](#)

How to Spell the Brand

When typing out the brand name always spell it using all lowercase letters and a period at the end - **onn.**

DOs	DONT's	Brand Keywords
Use relatable language. 3' Lightning Cable	Don't use technical language. USB-C to USB A 2.0 Cable	Exclusive
Speak directly to the customer. "Pair your headphones with Bluetooth."	Don't speak to a robot. "Pair the headphones with Bluetooth."	Thoughtful
Talk about tech how people do. Stream your music with Bluetooth.	Don't use technical language. Utilize Bluetooth Technology to listen to your music wirelessly.	Design
Only refer to common uses. Listen to your favorite music.	Don't get too specific or niche. Listen to tunes, audiobooks, podcasts, or other audio types.	Well-designed
Stay current with the words you use. Connect your phone.	Don't use outdated language. Connect your portable device.	Essential
Use "We" to refer to the brand. We've included a protective case.	Don't dehumanize the brand. Includes a protective case.	Tech
Describe how the product will be used in their life. These headphones are perfect for someone on the go.	Don't pitch the product. Appreciate your freedom and your music wirelessly with these Bluetooth Wireless On-Ear Headphones in blue and black by onn.	Gear
		Everyday
		Work & play
		Useful
		Elevated
		Practical

Online Item Page Copy Examples

Short & Long Description Example

Jam out! Your moves just got a whole lot smoother - with our Wireless Earphones you won't have to worry about cords tripping you up while you perfect your Running Man! Each charge gives you 4 hours of playtime - and with 2 extra charges in the case, you've got 12 hours of total playtime! They instantly power on and pair with your Bluetooth device. Doesn't that sound like music to your ears? Groove onn.

onn. Wireless Earphones with Charging Case, White:

- Bluetooth wireless technology streams audio from all your devices
- Up to 33 ft (10 m) wireless range
- High definition sound
- Ideal for indoor and outdoor activities
- 4 hours playtime with 2 extra charging case charges
- IPX5 Waterproof
- High definition sound with deep bass and clear treble
- What's in the box? 1 Pair Wireless Earphones, 1 charging cable 9 in (23 cm), 1 Charging case, 3 Sizes of silicone ear tips, 1 Quick Start Guide

Short & Long Description Example

Power up! With our onn. Wall Charging Kit, we've taken the hassle out of charging. Simply plug your Lightning device into our USB-A Wall Charger and charge away! Our kit comes ready with the wall adapter and the cable, so you don't have to worry about another trip to the store for extra accessories -- we've got you covered! Power onn. with our Wall Charging Kit.

onn. Wall Charging Kit with Lightning to USB Cable, White::

- Made for iPhone/iPad/iPod
- Includes Lightning to USB Cable - 3 ft (91.4 cm)
- Over-Voltage/current/heat and short circuit protection
- 90 degree folding plug
- Input: AC 100V 240V
- Output: DC 5V/2.4A*
- LED power indicator
- What's in the box? 1 USB Wall Charger and 1 Lightning to USB Cable 3 ft (91.4 cm)

Short & Long Description Example

Make an octopus jealous; deliver rich, dark black prints with the onn. ink cartridge. The cartridge is remanufactured using performance. It's for use with select HP DeskJet, HP ENVY 4500 and 5530, and HP Officejet 2620, e-All-In-One 2622, and 4630 printers. Whether you're a parent printing out coloring sheets for your child, a student printing a research paper, or a young professional printing out a presentation, the onn. Remanufactured Ink Cartridge is here your all your printing needs.

onn. HP 61XL Black Remanufactured Ink Cartridge:

- Rich, black color
- Remanufactured using performance-tested recycled cartridges
- For use with select HP DeskJet, HP ENVY 4500 and 5530, and HP OfficeJet 2620, e-All-In-One 2622, and 4630 printers
- Great for students, young professionals, and more

Brand Blurb

We're onn. to something here. We took the hassle out of buying electronics and built a brand that's fresh and simple. With delightful pops of color, finding the right product has never been easier. Say goodbye to stressful decision-making and fear of the electronics aisle. Our mission is simple ... to deliver great products and make it easy. Choose onn. and get back to using your brainpower for the important things in life ... like pondering the question, "What should I binge watch this weekend?"

In addition to the product type specific short description, the brand blurb can be added to the end of the short description as a separate paragraph.

SECTION 6

Rich Media Guidelines



Rich Media

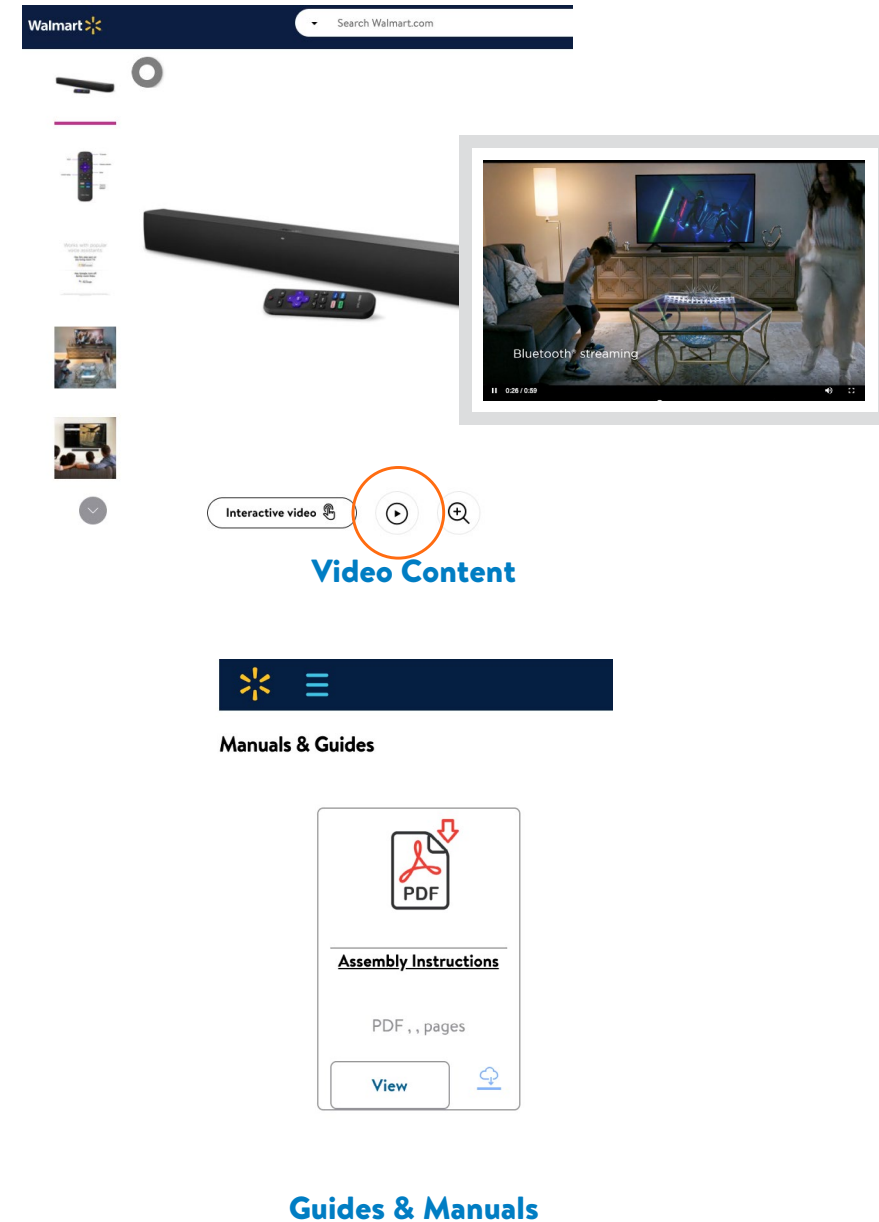
For a better customer experience, we recommend all onn. products to utilize rich content on their item page:

Optional (but highly recommended) rich media can include:

- **Videos** - These can be product setup videos, demonstrations, items overviews, unboxing content, etc.
- **20 Reviews & 4+ Star Rating** - Bazaar Voice will help collect reviews from your most loyal customers: www.bazaarvoice.com/walmart
- **Assembly Instructions or Owner's Manual** - This will be in PDF form with step-by-step instructions for assembling your product (if applicable) or an owner's manual with general use and care instructions. If your product is powered, such as a soundbar, wireless headphones, etc. a guide is **required**. All other product types are highly recommended.
- **360 Degree Product Spin** - Used to showcase all angles of the product. Great for items that may require more detail to understand use case. Used to showcase quality attributes or other attributes to compete in that category.
- **Interactive Product Tour** - Use base images that best showcase the product to reinforce top points for the items. Copy written in a clear, easy to understand style to promote key product points .
- **Product Comparison Charts** - Used when we want to give a clear comparison for our product vs others. Copy written should be brief to emphasize comparison points. Given the nature of the chart, we would need to use more specific technical jargon.

Hosting

There are two options for hosting rich media - using an approved CCP partner or [Walmart's internal platform](#) (which currently allows for video and 360 spin.) To find an approved partner and learn more, please reach out to the [Content Acquisition Team](#) and review [this article](#).



Video Guidelines

Video content should be shot in such a way that the customers can easily understand key features and benefits. The product should be front and center with a background that is not distracting – some of the key points from the photography styling should be implemented for video.

There should be three elements included in every video:

1. Product

- Identify the top attributes/features that are most important to the customer
- Shoot in such a way that the attributes identified are front and center
- If demonstrating a product, unboxing or walking through product setup, remember to use a friendly tone of voice and simple to understand language

2. Quality

- Focus on the quality features that matter – if it's waterproof, sweat proof or protected from dust, call those features out
- Always ensure that the quality can be seen or heard

3. Experience

- Our experience for the customer is simplified so the content should be simplified too
- Don't over complicate product setup or unboxing – tell them exactly what they need to know

Example Storyboard

Below is an example storyboard outlining a basic product instruction video that describes how to setup/assemble the product as well as details, features and end-use of the product. Text overlays convey the features and benefits.

Keep the following questions in mind when determining how to educate a customer on the product:

- 1. Why should they choose your product?
- 2. What can you offer that other products don't?
- 3. How can the product benefit them?

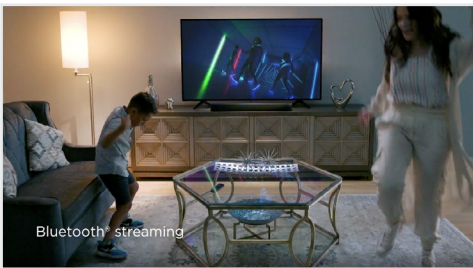
- **Font Colors:** White, Black, onn. brand colors
- **Font:** Myriad Pro, Bogle or similar sans serif typeface



Videos should always begin with the onn. logo in the same color scheme as the packaging.



Introduce the product and include the product name as a text overlay.



Highlight any key features of the product.

[Click here to watch the video](#)



Describe how to assemble



Highlight any key features of the product.



Videos should always end with the onn. logo in the same color scheme as the packaging.