THE SHOPIFY TOOLKIT

Brand Guidelines Template

shopify

[Your brand name]

BRAND GUIDE

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Introduction

Use this space to provide a brief overview of your brand and emphasize the importance of following the brand guidelines. You may choose to include your mission statement or core values on this page.

Logos

[Type of logo (e.g. wordmark)]

Use this space to describe the intention behind this logo and when to use it. Include usage guidelines like approved logo-and-background color combinations, clear space (the minimum space surrounding the logo), and sizing requirements (the minimum acceptable size of the logo). Duplicate this slide for each of your brand logos and remember to update the table of contents when you are done.

[visual example of logo usage]

[visual example of logo usage]

Typography

[Name of typeface]

Use this space to describe the intention behind this typeface and when and how to use it. Include minimum and maximum acceptable font size, leading (space between lines), and tracking (space between letters).

You may also want to include a link to download the typeface and suggestions for replacement typefaces for use in applications that do not support this typeface.

Duplicate this slide for each of your brand typefaces and remember to update the table of contents when you are done.

[Name of typeface]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

01234567890!?.,()[]&@*%

Use this space to show acceptable variations of your typeface, such as different weights and when to use each.

[Name of typeface] Normal

[Name of typeface] Medium

[Name of typeface] Semibold

Typesetting

Heading 1
[name of typeface] [typeface style, e.g. bold, light, regular, condensed]
[case, e.g. title case, uppercase, or lowercase]
Size: [font size] pt
Leading: [space between lines] pt
Tracking +[space between letters]

Heading 2
[name of typeface] [typeface style][case]
Size: [font size] pt
Leading: [space between lines] pt
Tracking +[space between letters]

Body Copy
[name of typeface] [typeface style]
[case]
Size: [font size] pt
Leading: [space between lines] pt
Tracking +[space between letters]

[Example Heading 1]

[Example Heading 2]

[Example body copy]

Use this page to illustrate your brand typeface hierarchy with a real-world example. You can use this space to explain the intention behind the hierarchy and any special considerations.

Duplicate this page if you have multiple typesetting conventions, and remember to update the table of contents when you are done.

Colors

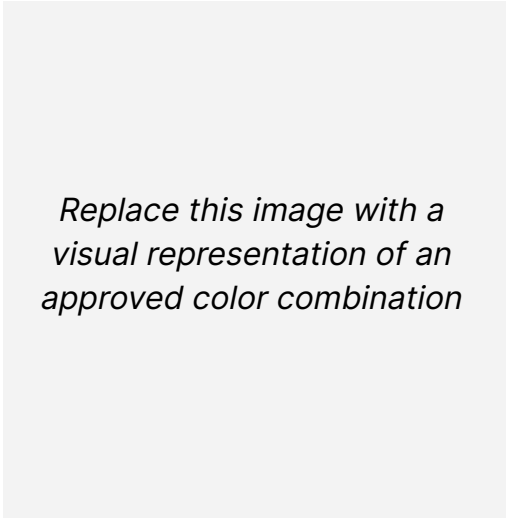
Color palette

Use this space to describe the intention behind your brand colors and when to use them. You can add or delete cells from this table as needed.

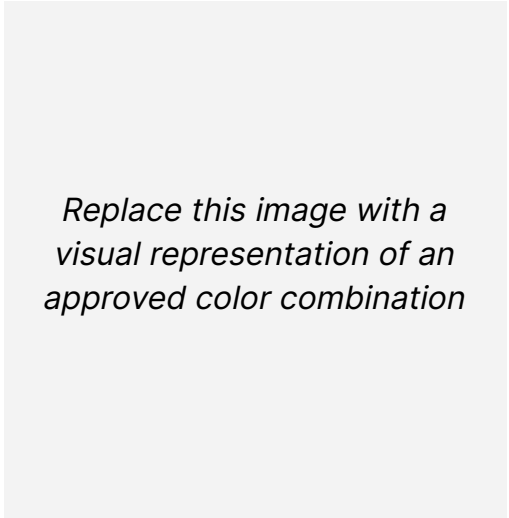
[Name of color]	**[Name of color]**	**[Name of color]**
PANTONE [Pantone code]	**PANTONE** [Pantone code]	**PANTONE** [Pantone code]
HEX [Hex code]	**HEX** [Hex code]	**HEX** [Hex code]
CMYK [CMYK code]	**CMYK** [CMYK code]	**CMYK** [CMYK code]
RGB [RGB code]	**RGB** [RGB code]	**RGB** [RGB code]
Use [name of color] for [typical applications of this color].	Use [name of color] for [typical applications of this color].	Use [name of color] for [typical applications of this color].

Approved color combinations

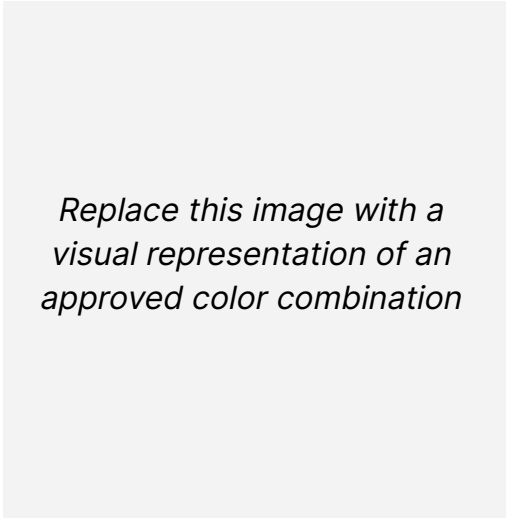
Use this space to explain the intention behind your approved color combinations and when to use each.



[usage guidelines for above color combination]



[usage guidelines for above color combination]



[usage guidelines for above color combination]

Imagery

Iconography

Use this space to provide guidelines for using any iconography or illustrations your brand uses. (Not your logos, emblems, or marks.) You can also provide instructions for creating new icons or illustrations.

Photography

Use this space to describe your photography style. Include visual references.







Voice and tone

Audience

Use this space to describe your brand's target audience. Include any features that could be important for communicating with this audience, such as their goals, shopping habits, and pop culture references.

Voice

Use this space to provide an overview of your brand voice. Remind readers that while your tone will change depending on the situation, the brand voice should always be the same.

[Brand name] is:

[Adjective describing brand voice]

Use this space to explain how to convey this element of the brand voice.

[Adjective describing brand voice]

Use this space to explain how to convey this element of the brand voice.

[Adjective describing brand voice]

Use this space to explain how to convey this element of the brand voice.

Tone

Use this space to explain that while your brand's voice remains constant, tone will change depending on the situation. Describe how your brand adjusts its tone to adapt to different situations, then illustrate with examples in the table below. Add rows to this table as needed.

Situation	What to say	What not to say
[example situation]	[successful example]	[unsuccessful example]
[example situation]	[successful example]	[unsuccessful example]

Approved messaging

[Type of messaging, such as taglines or value propositions]

- [Approved messaging]
- [Approved messaging]
- [Approved messaging]

[Type of approved messaging, such as ad copy or email copy]

- [Approved messaging]
- [Approved messaging]
- [Approved messaging]

Grammar and usage

Use this slide to share grammar and usage guidelines, such as which style manual you use (AP or Chicago), your preferred dictionary, and any other important written conventions. This is also a good place to list banned words and alternative suggestions.

Words to avoid	What to use instead
• Word to avoid • Word to avoid • Word to avoid • Word to avoid • Word to avoid • Word to avoid • Word to avoid	• Approved alternative word • Approved alternative word • Approved alternative word • Approved alternative word • Approved alternative word • Approved alternative word • Approved alternative word

Resources

Use this space to share any closing remarks, as well as additional resources like links to folders with brand assets. Include contact information for someone who can answer questions your reader may have about these brand guidelines.