



# Content style guide for themes submitted to Shopify's Theme Store

All Shopify and designer-created theme content must meet these standards.

## Styleguide

- Headings are written in sentence case. Only the first word and proper nouns (e.g. "Facebook") are capitalized.
- Everything is written in American English. Watch out for these words:

USE THIS	DON'T USE THIS
Color	Colour
Center, centered	Centre, centred
Dialog	Dialogue
Organize	Organise
Canceled	Cancelled
Gray	Grey

- No ampersands.
- No question marks. Always rephrase into a declarative statement. For example:

NO:	"Use a custom logo?"
YES:	"Use a custom logo"

- The subject of each section (e.g. "slideshow") is only stated once in the heading. Watch out for subject repetition (e.g. "slideshow", "slideshow color", "slideshow image", etc.).
- Cart type (whether it's a page, drawer, etc.) is used instead of "Ajaxify" or an "Ajax cart".
- Everything written in the active voice (subject-verb-object).
- All buttons/actions start with a verb.
- All technical specifications follow these formats:

TECHNICAL SPECIFICATION	FORMAT
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Image size	(([numeral] x [numeral])px [required/recommended])
Image size with format	(([numeral] x [numeral])px [.format] required)
Word / character count	(([numeral] words max)
Text format	(Use basic HTML to format text)

## Terms to use

Theme uses Shopify theme terminology throughout:

USE THIS	DON'T USE THIS
home page	homepage
social media	social sharing, social
social media icons	social media buttons
top bar	meta-nav, search bar
bottom bar	below footer, legal
slideshow	slider
navigation (to refer to all navigational elements)	menus, menu
main menu (to refer to primary navigational element)	navigation, menu
secondary menu (to refer to secondary navigational element)	navigation, menu
footer menu (to refer to a menu located in the footer)	navigation, menu
.png	PNG, png, .PNG
subheading	sub-heading
use (for actionable options that include a next step, such as uploading a file)	show, enable
show (for options that allow the merchant to show or hide a basic element)	use, enable
enable (for options related to apps or plugins, or something that will significantly modify the theme layout)	use, show

Theme uses Shopify theme headings. Select the headings you used:

HEADING	DESCRIPTION
<input type="checkbox"/> Theme support	Use this section to tell merchants about your theme, including links to supporting documentation and contact information.
<input type="checkbox"/> Presets (Styles) <input type="checkbox"/> Color <input type="checkbox"/> Typography <input type="checkbox"/> Navigation <input type="checkbox"/> Header <input type="checkbox"/> Sidebar <input type="checkbox"/> Footer	Use these sections to give merchants global options, from background color to what content lives in the footer.
<input type="checkbox"/> Home page <input type="checkbox"/> Home page – slideshow <input type="checkbox"/> Home page – featured collections <input type="checkbox"/> Home page – featured products <input type="checkbox"/> Home page – featured content <input type="checkbox"/> Product page <input type="checkbox"/> Collection page <input type="checkbox"/> Blog page <input type="checkbox"/> Cart page <input type="checkbox"/> Checkout	Use these sections to give merchants page-specific options, including what slideshow images to put on their home page, and whether or not to enable image zoom on product pages.
<input type="checkbox"/> Social media	Use this section to allow merchants to link their social media accounts and set sharing options.

or

**This page was printed on 06 Oct 2015.** For the latest version, please go to <https://docs.shopify.com/themes/theme-development/theme-store-requirements/content-style-guide/>