



# Shopify Partners brand toolkit

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# Shopify Partners brand toolkit

As a trusted Shopify partner, you play a crucial role in introducing new merchants to Shopify and helping them start, sell, market, and manage their businesses.

We put this toolkit together to equip you with all the Shopify brand assets you need to showcase our partnership. From logos to messaging to partner badges, find everything you need sell more Shopify and build trust with new clients.

Let's keep making commerce better for everyone, together.

The Shopify Partners Team

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# 01 Logos

# Logos

The logos for Shopify, Shopify Plus, and Shopify Partners combine our iconic brandmark, the Shopping Bag, with our italicized wordmark.

Wherever possible, use our primary logos. When our primary or full-color logos aren't an option, use the secondary logo that provides the most contrast.

Only use the Shopping Bag icon when primary and secondary logo legibility is compromised, space is limited, or our primary logo is nearby.

Use the Shopify Partners logo to represent your partnership with Shopify Plus.

Use the Shopify and Shopify Plus logos to market and sell Shopify or Shopify Plus, respectively.

**This toolkit contains the most up-to-date Shopify logos. Replace any older logos with these ones.**

# Shopify Partners

Primary

Secondary



# Shopify

Primary

Secondary

Icon



# Shopify Plus

Primary

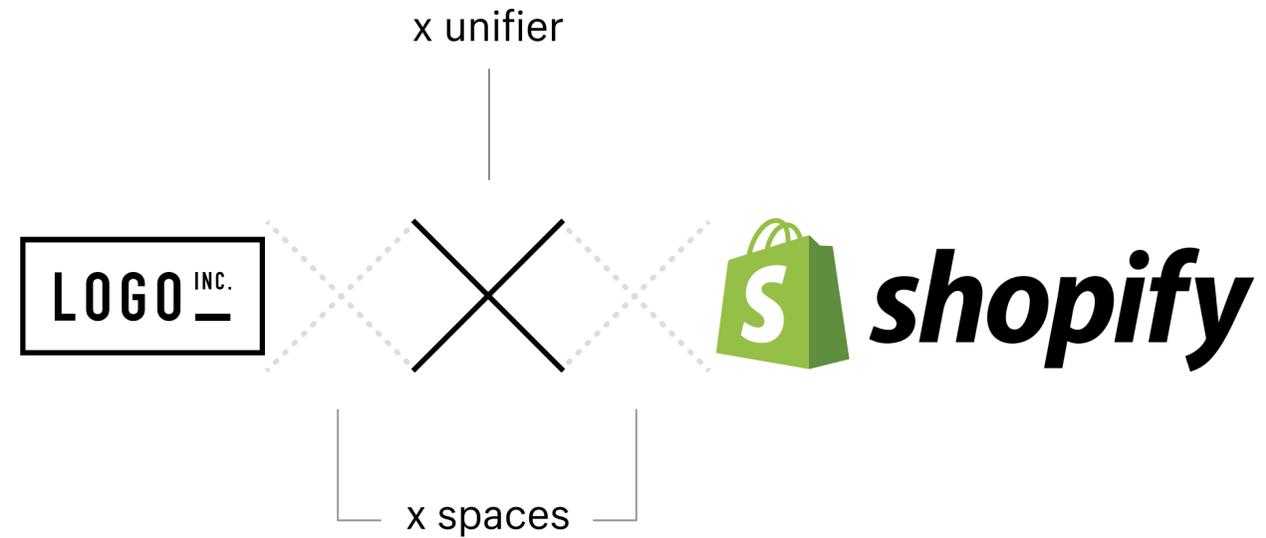
Icon



## **02** Logo lockups

# Logo lockups

You can use logo lockups to represent our collaboration. To create a logo lockup, combine your logo with ours using a simple black or white X shape. The distance between the logos and the X shape should be the same as the width of the X shape, providing ample breathing room between the logos.



# 03 Messaging

# Shopify messaging



Wherever needed—from your website to pitch decks and beyond—use this description of Shopify to outline what it is and who it's for.

Shopify is the leading all-in-one commerce platform for startups to high-growth businesses. Powering millions of businesses worldwide, Shopify gives independent brands the tools to sell online, in person, and everywhere in between. Whether it's an online store designed for mobile, or a point of sale that syncs with retail, Shopify is where businesses start, scale, and never outgrow.

# Shopify Plus messaging



Wherever needed—from your website to pitch decks and beyond—use this description of Shopify Plus to outline what it is and who it's for.

Flexible, customizable, and crazy fast, Shopify Plus isn't traditional enterprise ecommerce software. It's the only commerce platform trusted by over 10,000 of the world's fastest growing and largest brands, from digitally native disruptors to Fortune 500s. Automation, AR, headless commerce, and flash sales are just some of the ways brands scale with Shopify Plus—online, offline, and everywhere in between.

# 04 Shopify partner badges

# Shopify expert badges

Members of the [Shopify Experts Marketplace](#) can display the Shopify expert badge in their marketing and promotional materials.

Wherever possible, use one of the primary badges. When our primary or full-color badges aren't an option, use the secondary badge that provides the most contrast.

**Not a Shopify expert? [Apply today.](#)**

## Primary



## Secondary



# Shopify Plus Certified App badges

Members of the [Shopify Plus Certified App Program](#) can display the Shopify Plus Certified App badge in their marketing and promotional materials.

Not a certified app partner? [Apply today.](#)

## Primary

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