



# Partner toolkit



**As Shopify Partners, **you are a vital part of our ecosystem** and one of the key ways in which clients learn about the value of Shopify and how they can scale on the platform.**

By creating a joint story between your business and Shopify, we all grow. We've created this Partner Toolkit to help you show up to clients in the best way possible.

→ Refer to the Partner Program Agreement for more details.



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# 01

## Positioning your relationship with Shopify

How to describe your relationship with Shopify while leaning into your own brand



Positioning your relationship with Shopify

**We want you to showcase your brand and services to build your business with Shopify.**

## Do

- Showcase how your services help clients make the most out of their Shopify store and the unique approach that you and your team bring
- Highlight your design, development, marketing skills, and more through case studies, blogs, and sales decks using the guidelines outlined in this deck

## Don't

- Use preferential messaging such as “#1 Shopify Partner” or “Preferred Partner”
- Make it seem or appear as if you represent Shopify or are Shopify



# 02

## Logos & co-branding guidelines

Which Shopify logo to use and how to create co-branded materials





Logos, branding, and positioning

# Logos to use

## Always show up as Shopify

Do not add apostrophes or any other additions to the logo

Use the monochrome logos only (black or white bag)

→ [Download logos](#)





Logos, branding, and positioning

# Logos **not** to use

## Do not use

- The Shopify logo with the green bag
- The Shopify Partners logo
- The Shopify Plus logo should only be used when talking about the Shopify Plus plan and it is not to be used as a brand. Always defer to the Shopify logo.







Logos, branding, and positioning

# Minimum size

To maintain the visual integrity of our logo, don't scale it below 80 pixels or 28 millimeters wide.

**Digital:** 80px (width)

**Print:** 28mm (width)



80px



28mm



Logos, branding, and positioning

# Spacing

Our logo works best when it has enough room to breathe.

## Logo

Keep a clear space of 'X' around our logo at all times to maintain its visual impact in every composition. X = the x-height of the wordmark.

## The shopping bag

Keep a clear space of  $\frac{1}{2}$  S around The Shopping Bag at all times, to maintain its visual impact in every composition.





Logos, branding, and positioning

# Best practices

Here's a few examples of the Do's and Don'ts for when you are using the Shopify logo. If you're unsure of the logo application, please reach out to your Shopify partner manager for support.

Do



✓ Only use the monochromatic version of the Shopify logo



✓ Only use the monochromatic version of the Shopify logo

Don't



✗ Don't use the old 3D logo



✗ Don't use against low-contrasting backgrounds



✗ Don't use the logo on a busy background



✗ Don't create a version of the logo



✗ Don't use the wordmark alone



✗ Don't rotate the logo



✗ Don't use shadows or gradients or both



✗ Don't stretch or squeeze



✗ Don't stack the logo





Co-branded Logo Template

# Co-branded logo template and maker

**Please use the monochromatic Shopify logos only.** You can use the below open design file to create co-branded lockups with your partner logo using the X unifier. In these co-branded designs, your partner logo should be the same size as the Shopify logo.

These logos can be used on digital platforms or physical items like swag or banners.

Download the .ai file from the folder below to create a co-branded logo. This requires Adobe Illustrator.

**Do not co-brand with the Shopify logo in any way other than the "X" unifier.**

→ [Download template](#)





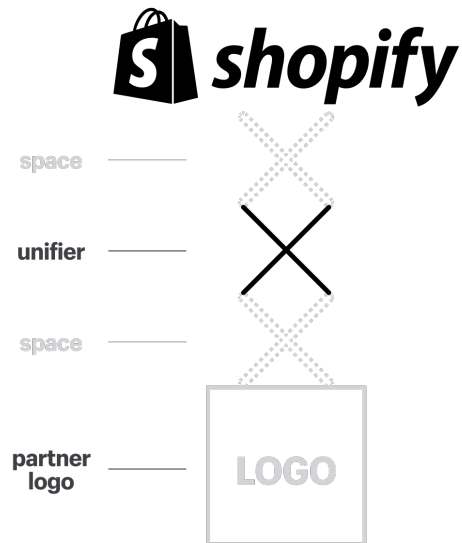
Co-branded Logo Template

# Vertical lockup black

Utilize this template when creating a vertically aligned co-branded logo in black.

Download or access the template here:

→ [Download template](#)  
Illustrator File





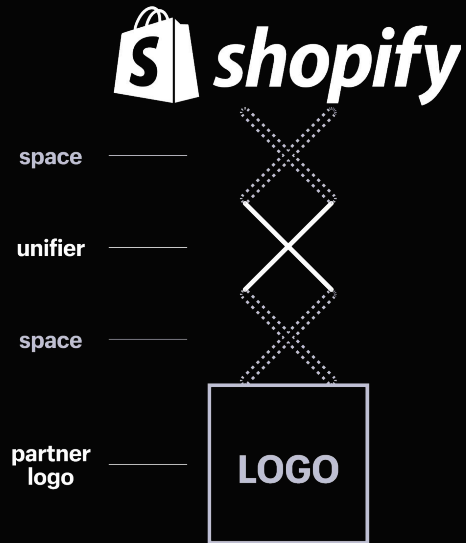
Co-branded Logo Template

# Vertical lockup white

Utilize this template when creating a vertically aligned co-branded logo in white.

Download or access the template here:

→ [Download template](#)  
Illustrator File







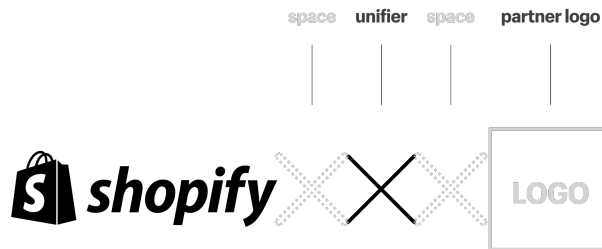
Co-branded Logo Template

# Horizontal lockup black

Utilize this template when creating a horizontally aligned co-branded logo in black.

Download or access the template here:

→ [Download template](#)  
Illustrator File





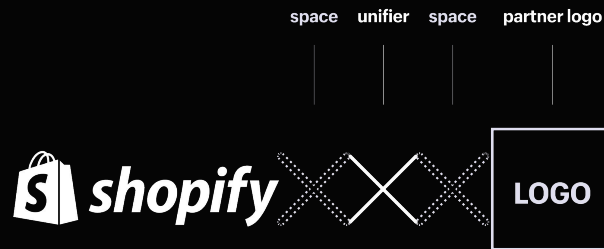
Co-branded Logo Template

# Horizontal lockup white

Utilize this template when creating a horizontally aligned co-branded logo in white.

**Download or access the template here:**

→ [Download template](#)  
Illustrator File





Logos, branding, and positioning

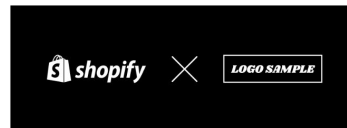
# Best practices

Here's a few examples of the Do's and Don'ts for when you are using the Shopify logo. If you're unsure of the logo application, please reach out to your Shopify partner for support.

Do



✔ Use the monochromatic version of the Shopify logo and partner logos

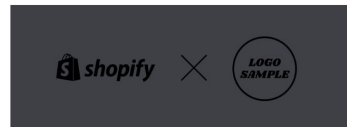


✔ Use the monochromatic version of the Shopify logo and partner logos

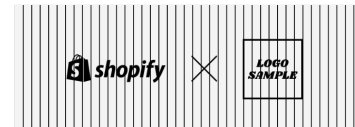
Don't



✗ Don't alter the logo color



✗ Don't use against low-contrasting backgrounds



✗ Don't use the lockup on a strongly patterned background



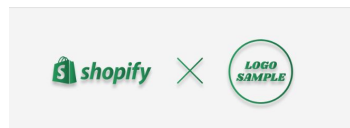
✗ Don't add multiple logos or rearrange the logo



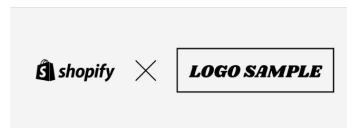
✗ Don't stretch or squeeze the logo



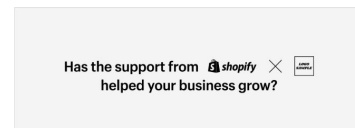
✗ Don't rotate the logo



✗ Don't use shadows or gradients or both



✗ Don't make the partner logo bigger.



✗ Don't use within a sentence





Logos, branding, and positioning

# Approved Shopify boilerplate

## Where to use

- Event landing pages
- Websites
- Anywhere you need to describe Shopify as a company

## Where not to use

- Partner-written press releases

## Long description | global, english

Shopify is the leading global commerce company, offering trusted tools to scale, market, and run the world's most innovative brands. Shopify makes commerce better for everyone with a platform and services that are engineered for speed, customization, reliability, and security, while delivering a better shopping experience for consumers online, in store and everywhere in between. Shopify powers millions of businesses in more than 175 countries and is trusted by brands such as Mattel, Gymshark, Heinz, FTD, Netflix, Kylie Cosmetics, SKIMS, Supreme, and many more.

For more information, visit [www.shopify.com](https://www.shopify.com).

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## Short description | global, english

Shopify is the best commerce platform for scale on the planet. The world's most innovative companies, including Brooklinen, Heinz, and Allbirds, choose Shopify for everything from online to retail to wholesale to social commerce.

For more information, visit [www.shopify.com](https://www.shopify.com).



# 03

## Partner Directory

Shopify recently unveiled the new Partner Directory: a curated list of Shopify Partners for clients to explore Partners and the services they offer to find the right fit





# Joining & updating

**Shopify isn't currently accepting applications to join the Partner Directory, and instead we send invitations to Partners who meet and maintain the eligibility requirements:**

Remain in good standing in regards to adhering to Partner Program Agreement terms

Actively contribute to client growth in at least one of these ways:

**01** Complete five or more successful referrals in the last 12 months

**02** Have worked with 50 or more active clients in the last 12 months

→ For more information on the Partner Directory, check out the **Partner Directory help center**

**To update your existing Partner Directory listing:**

- You can find your profile or create a new one (once you've been invited to join the Directory) in the Partner Dashboard under Partner Directory → Profile
- You can choose to temporarily hide your profile by de-selecting the Display profile in the Partner Directory checkbox. This prevents your profile from being visited directly or showing up in Directory searches.





Partner directory

# Client reviews

Partner **reviews** are done automatically by the client. Clients are sent a request to review a Partner if the following conditions are met:

- The client contacted a Partner through the Partner Directory
- The client accepted **a collaborator access request** from the Partner
- Collaborator access is enabled for at least two weeks





# 04

## Shopify trademark use

When describing your business's services and relationship with Shopify, lead with your own brand





## Shopify Trademark Use

Partners should always **lead with their brand,** and not make it appear as if they represent Shopify.

### Do

**Develop and grow your own unique brand.**

Partner's public use of the Shopify Trademarks becomes problematic when the branding they use is too generic and/or could be interpreted as affiliated, sponsored and/or pointing to us, not the Partner. We want the spotlight on you, not us.

### Don't

Use "Shopify" or the "S" shopping bag design, variations, or misspellings in partner names, product names, brand names, app names, theme names, domains, email addresses, or usernames.



# 05

## Organic search and paid ranking guidelines

When trying to improve your business's SEO ranking through organic search or improve paid rankings, there are a few things you can and cannot do





SEO & Search Guidance

# Unpaid SEO

## organic search

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### Do

Partners can refer to the platform to describe services offered (e.g. “Shopify developer”).

### Don't

Partners cannot use “Shopify” as a brand name

→ Refer to the **Partner Program Agreement** for more details. Shopify may prohibit and block the use of any keywords in its discretion.

# Paid rankings

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### Do

Partners must add "Shopify" as a negative keyword to their campaigns to avoid broad match results.

### Don't

- Partners cannot bid on anything containing "Shopify", Shopify misspellings, or other Shopify Trademarks on paid search
- Partners cannot use the Shopify Trademark OR Misspellings in advertisements
- Partners cannot impersonate Shopify on Search Engines (i.e. your ad looks like it's actually Shopify's ad, use of "Official Shopify website", etc)



# 06

## Partner-owned PR

Shopify will seek out top-priority Partner launches to support from the beginning. But when writing your own press releases, what does that process look like?





Partner-owned PR

# Partner-owned PR

## Do

- All partner press releases must be reviewed and approved by Shopify prior to distribution to ensure accuracy. Please send your release draft to [press@shopify.com](mailto:press@shopify.com) with your partner manager in copy, at least one full business week prior to the planned distribution date
- You must make the announcement language clear that the news is partner driven (e.g., The headline should not begin with “Shopify partners with [X]...”)
- To request a quote from Shopify, email [press@shopify.com](mailto:press@shopify.com)

## Don't

- You may not include the Shopify logo, boilerplate, or contact info in your announcement or subsequent media outreach



# 07

## Partner self-promotion

There are so many great things to say about your business that it can be hard to know where to start. In addition to the positioning guidance outlined previously, we've also put together a few guidelines to help you know how to promote yourself via partner-owned case studies and social media





### Case Study Guidelines

When creating a case study, keep in mind the positioning guidelines outlined in this deck. **Case studies are compelling sales tools** and can be used to show your business's approach to common challenges and how Shopify played a role in helping your clients succeed. Case studies should typically review a client's challenge, the solution or approach used to solve that challenge, and the results for the client that your business and Shopify helped to deliver.

We recommend your case study includes the following elements:

- Overview of the merchant and their business
- Project & challenge
- Solution to the challenge
- Highlights of the work conducted
- Key results or metrics  
Referencing quantifiable success metrics really helps "sell" a case study
- So instead of "we grew exponentially" we suggest a quantifiable such as "we grew 25% YoY" Testimonial from the client



Partner self-promotion

# Sample case study questions

01 What challenges did you have scaling your business before you joined Shopify?

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02 How did you find a Partner to help with your business?

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03 How has the relationship been working with them?

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04 How has a Partner helped you solve these challenges?

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05 What is the biggest advantage of working with your Partner?

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06 What outcomes did you hope to achieve in working with your Partner?

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07 What Shopify products or apps have been most useful to you and why?

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08 Can you characterize the role Shopify has played in your success/growth?

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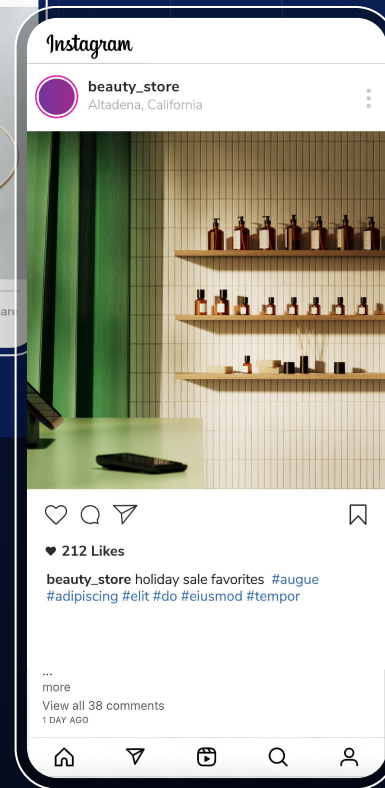
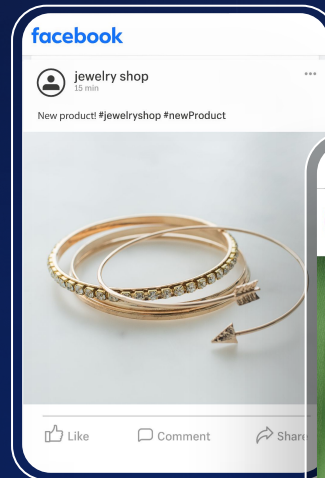
Partner self-promotion

# Partner Social Media

We want to enable partners to be their most authentic selves on social media. To allow this:

Partners do not have any hashtag or tagging restrictions, but keep in mind the positioning guidelines outlined in this deck.

Shopify does not provide templates or assets so that partners can share content using their own distinct tone of voice, look, and feel. If every partner posted the same asset or using the same template, it may negatively impact SEO rankings. And no partners would develop their own brand - which is what we want!







# 08

## Swag

Tradeshows and client meetings are two examples of great times to showcase your partnership with Shopify, and an effective way to do that is through partner-branded and co-branded swag. We've put together a few resources to help you create and order your own swag



### Positioning your relationship with Shopify

**When creating co-branded swag, please use the provided lockup logos using only the monochromatic Shopify logos that are equal size to your partner logo.**

→ **Partner Logo Maker & Editor**  
Illustrator File

→ **Partner Logo Maker & Editor**  
Figma File



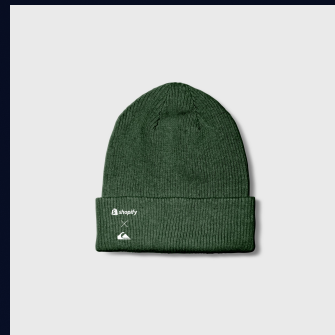
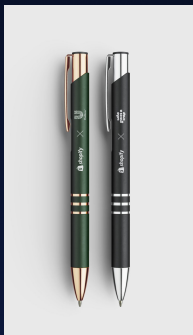
Swag

# Swag

These are examples and mockups of how we envision integrating the logo across various products across various products.

You can use the co-branded logo template to create your own co-branded logo or use the Shopify logo.

While these examples provide guidance on logo placement, feel free to explore a variety of products and items to showcase the event.





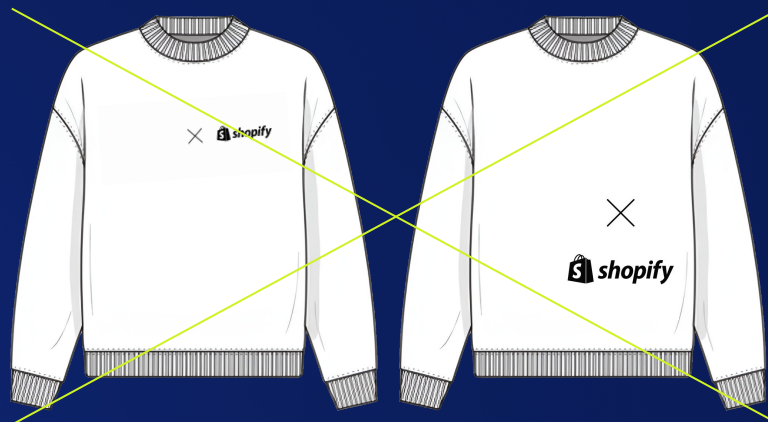


Swag

# Co-branded swag

## do's & don'ts

Follow our co-branded logo guidelines.





Swag

# Recommended swag vendor

We recommend that partners create custom merchandise through trusted vendor Genumark. Genumark is able to ship to any country that UPS can ship to.

**POC:**

Reed Paterson

[rpaterson@genumark.com](mailto:rpaterson@genumark.com)

Genumark has a wide selection of Shopify merchant clothing and accessory items, from T-shirts to tote bags. They also are able to support conference and tradeshow materials.

**Genumark**  
Branded Merch Makers





# Thank you

Armed with these resources, you are prepared to lay effective foundations for your growing business's brand and marketing initiatives.

For any additional questions, reach out to **Partner Support** – support is available 24 hours a day