

Shoptet branding manual

 for partners

How to

You can use Shoptet branding on all social networks where you normally publish - Instagram, LinkedIn, Facebook, Youtube, articles/blogs, etc.

Creating posts is easiest in the classic way in applications, where you add a photo/video and text directly. Another option is to use Canva or Figma to edit graphics. You can easily cut videos in the CapCut application.

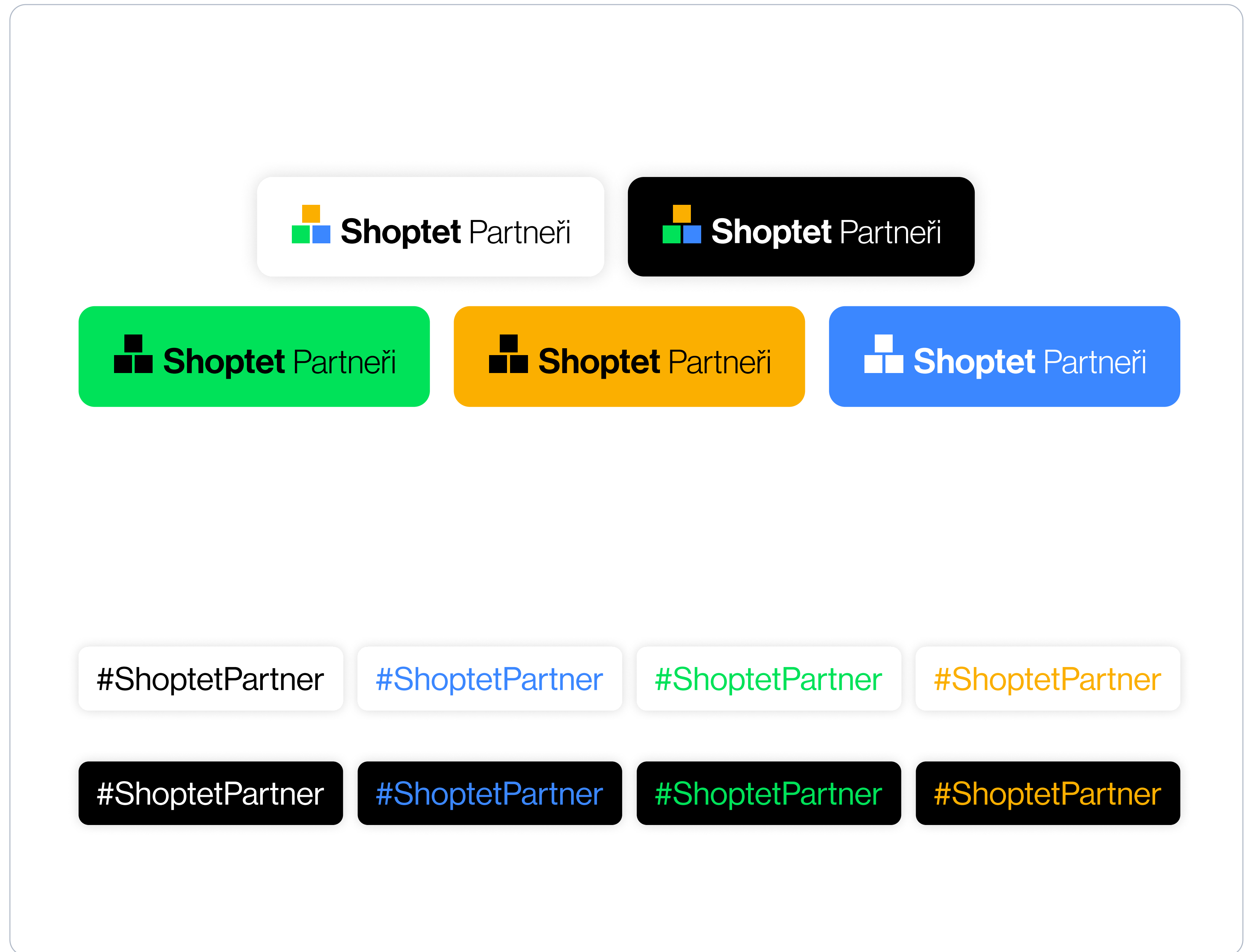
You can download the Shoptet branding template at the link <https://partneri.shoptet.cz/partner-kit/>.



Logo and labels

These are the logo alternatives we recommend using - for example, when posting on SOME. We prefer a white label with our logo in a color variant. However, since this use is limited, we have prepared other color options.

You can also use our #ShoptetPartner as a separate text, also using a prepared label.

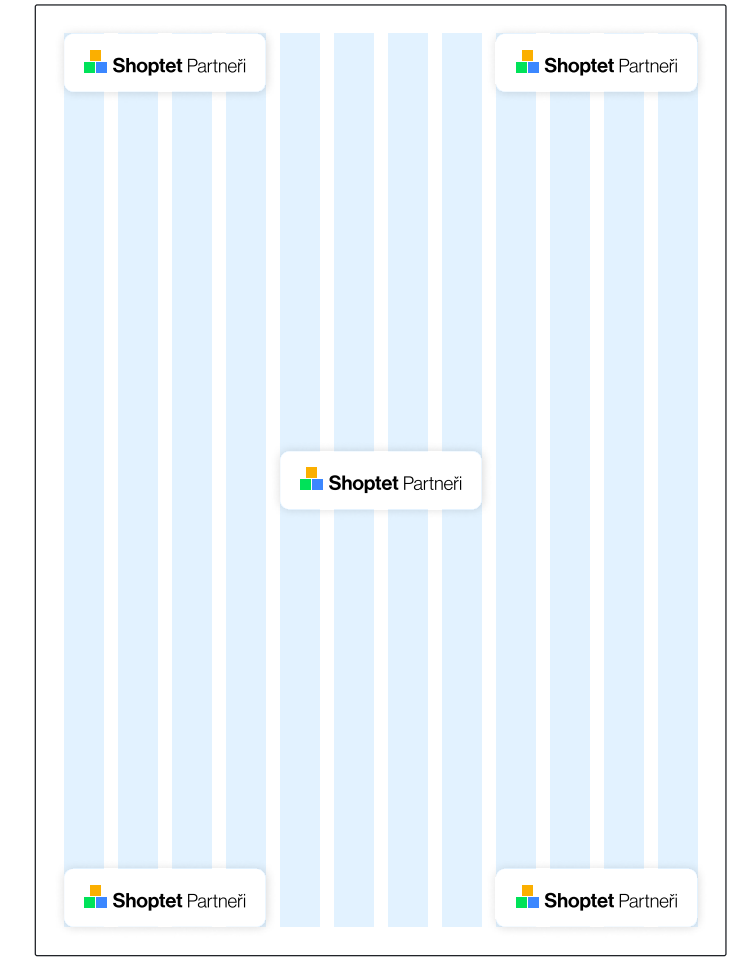
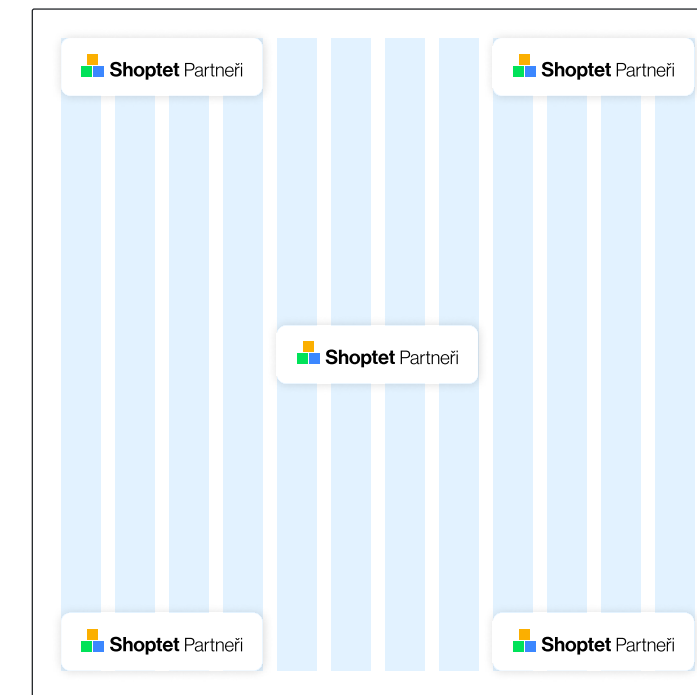
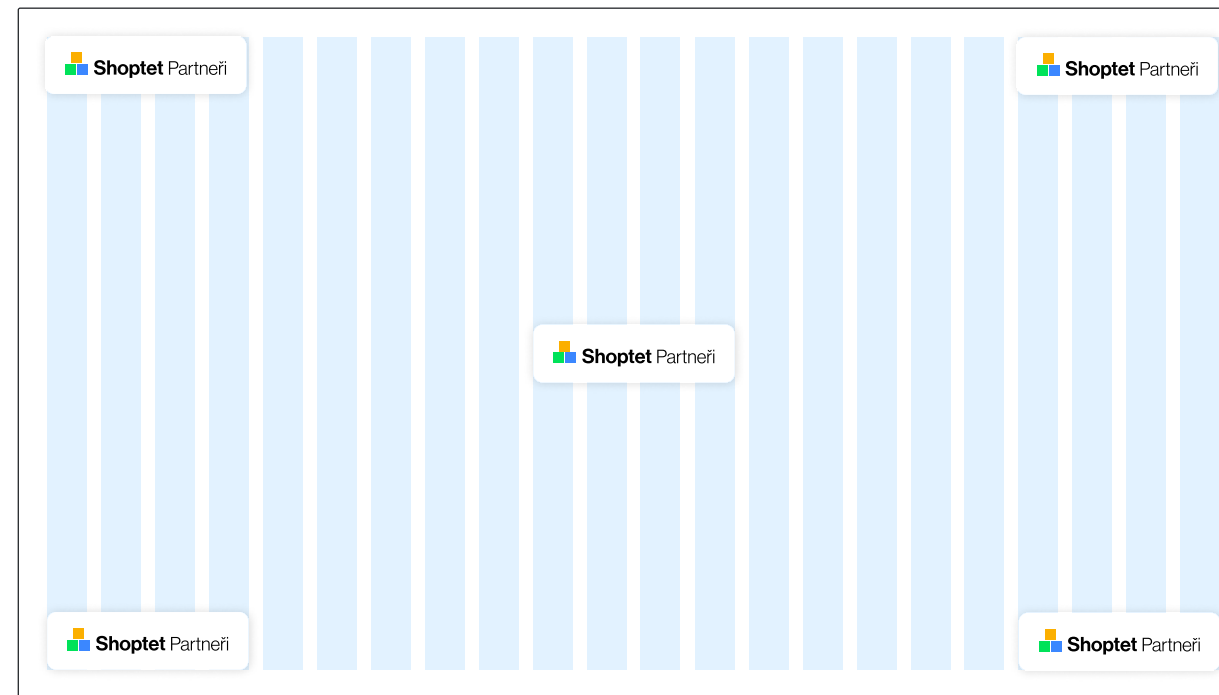


How to use label with logo?

Using the logo correctly is easy, just follow a few rules. You can see an example on this page.

- ☹ Do not rotate the logotype
- ☹ Do not use shadows
- ☹ Do not distort the logotype
- ☹ Do not use colors other than those defined

These are the options for placing a logo or label on your format - choose from these options



How to use

You can rotate, place, and duplicate the hashtag as many times as you want.

As long as it's in written form, you can choose the font, style, color, and size you want.

Basically, just keep it legible and don't split it into multiple lines.

#ShoptetPartner

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#ShoptetPartner

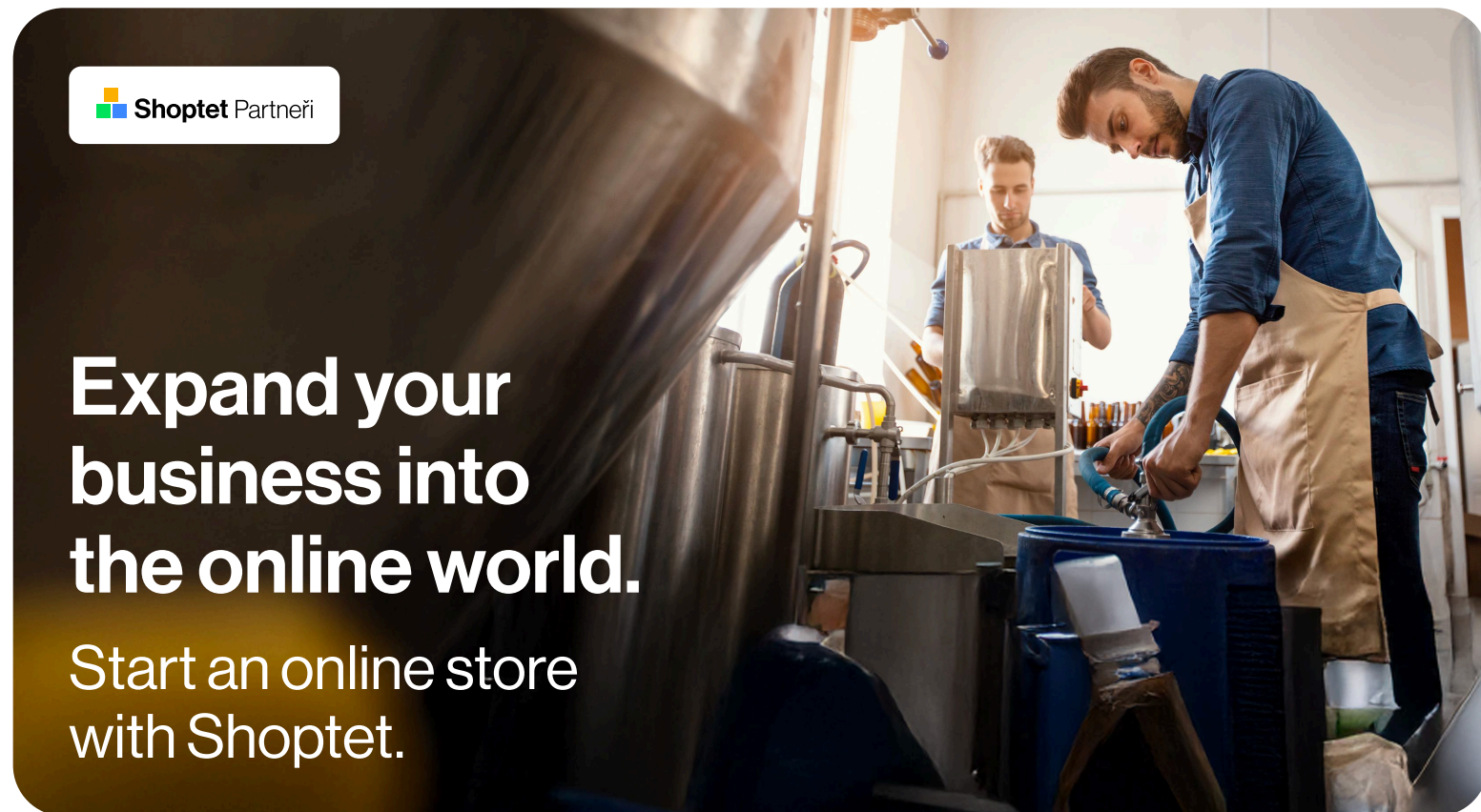
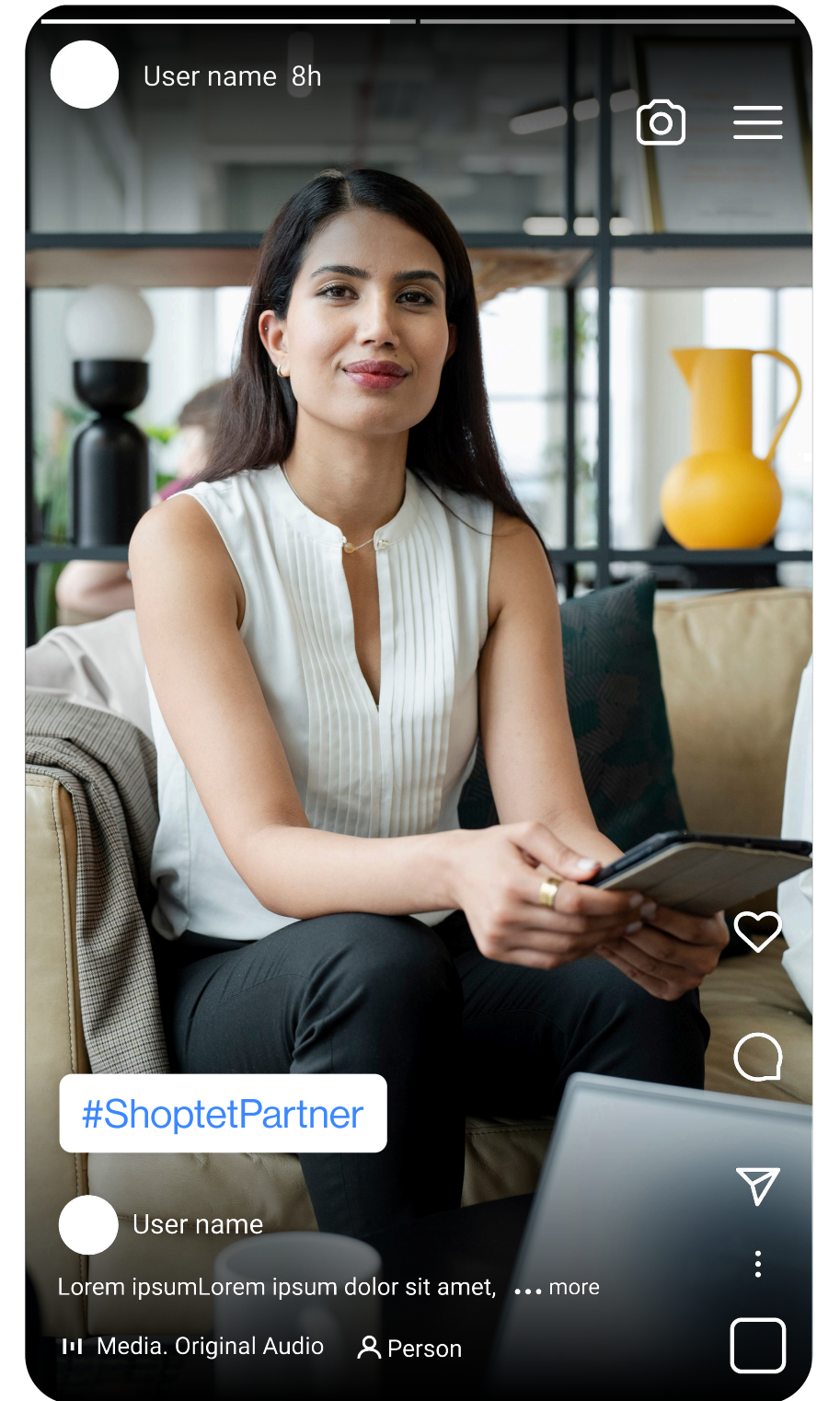
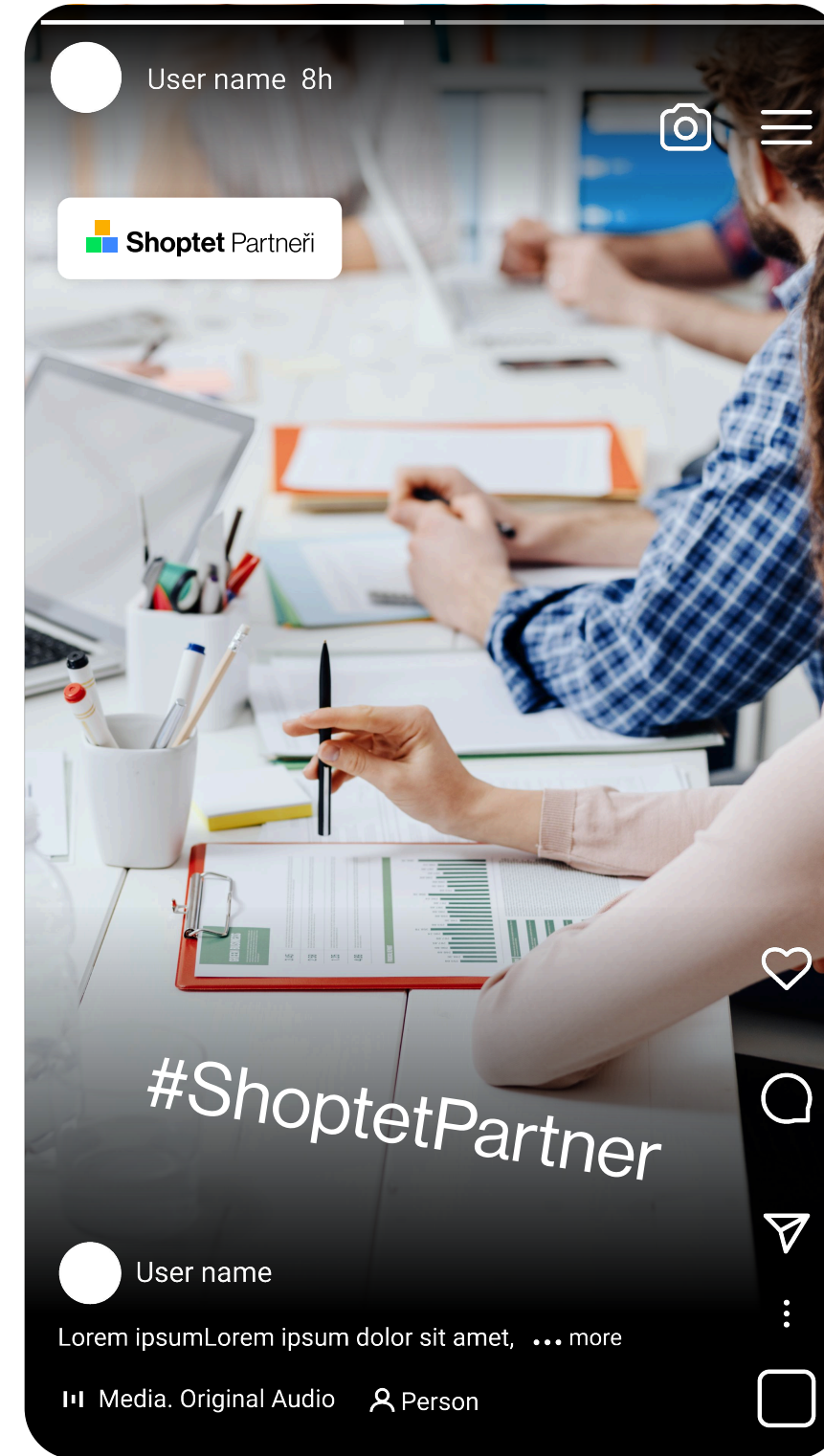
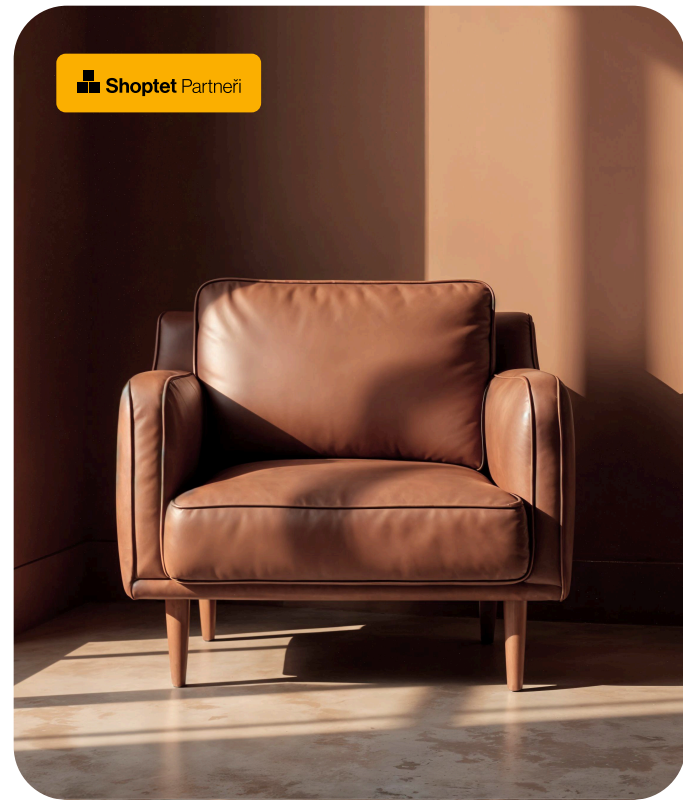
#ShoptetPartner

#ShoptetPartner



Inspiration for your social media

✓ EASY



Inspiration for your social media

★ **MEDIUM DIFFICULTY**

You can create the color boxes yourself or use our ready-made template.

It is important to follow the Shoptet color scheme.

Blue 500

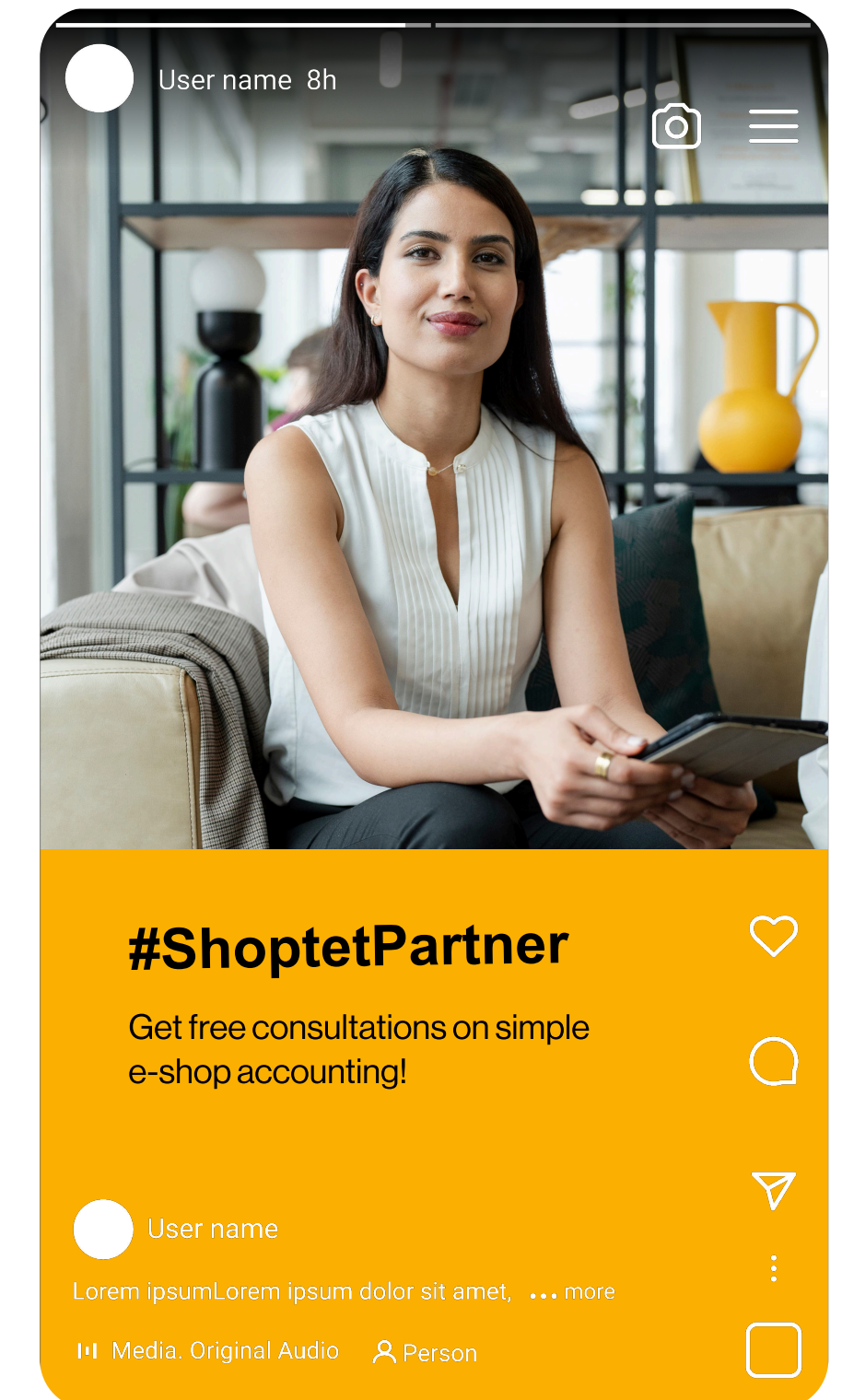
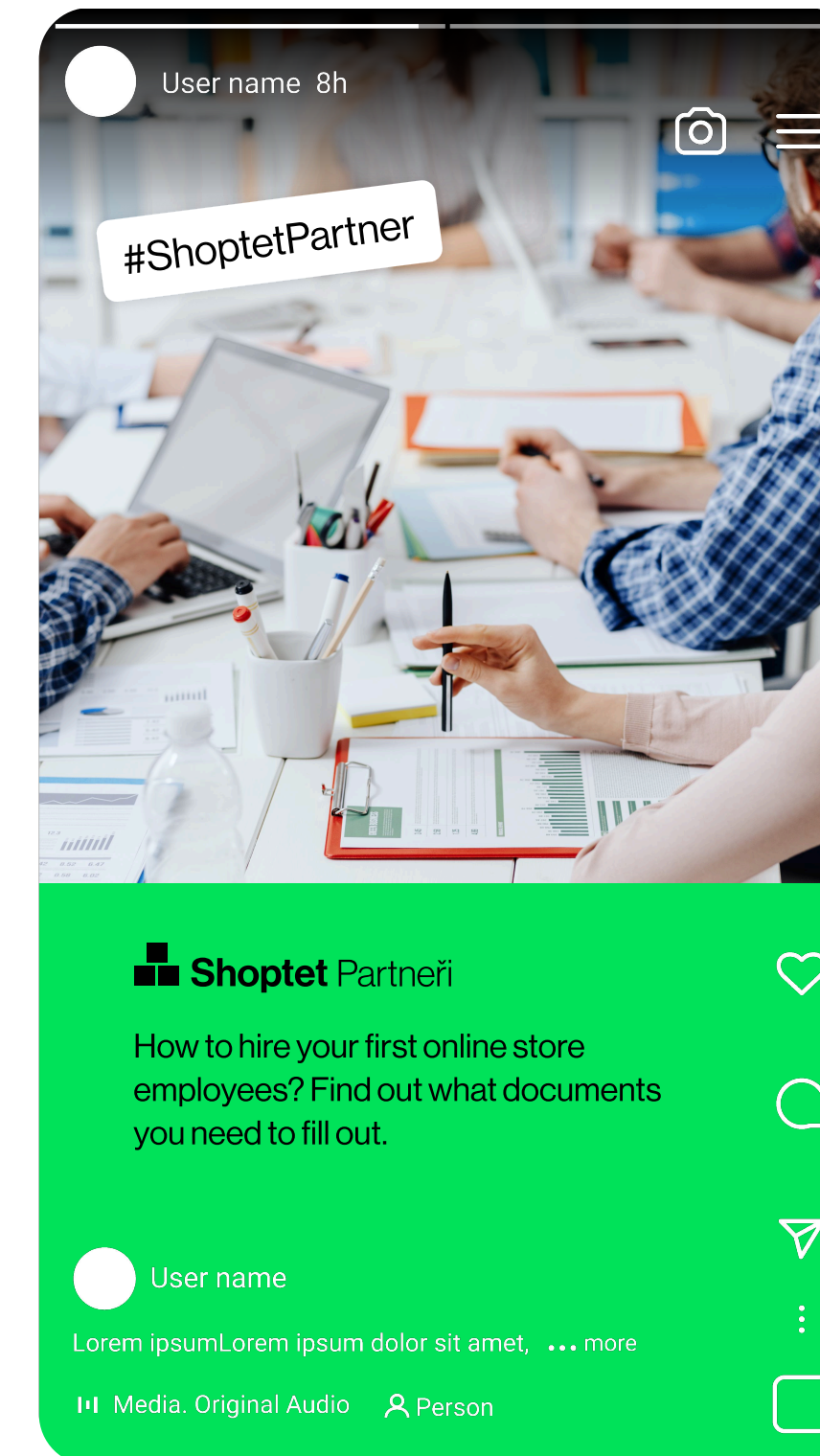
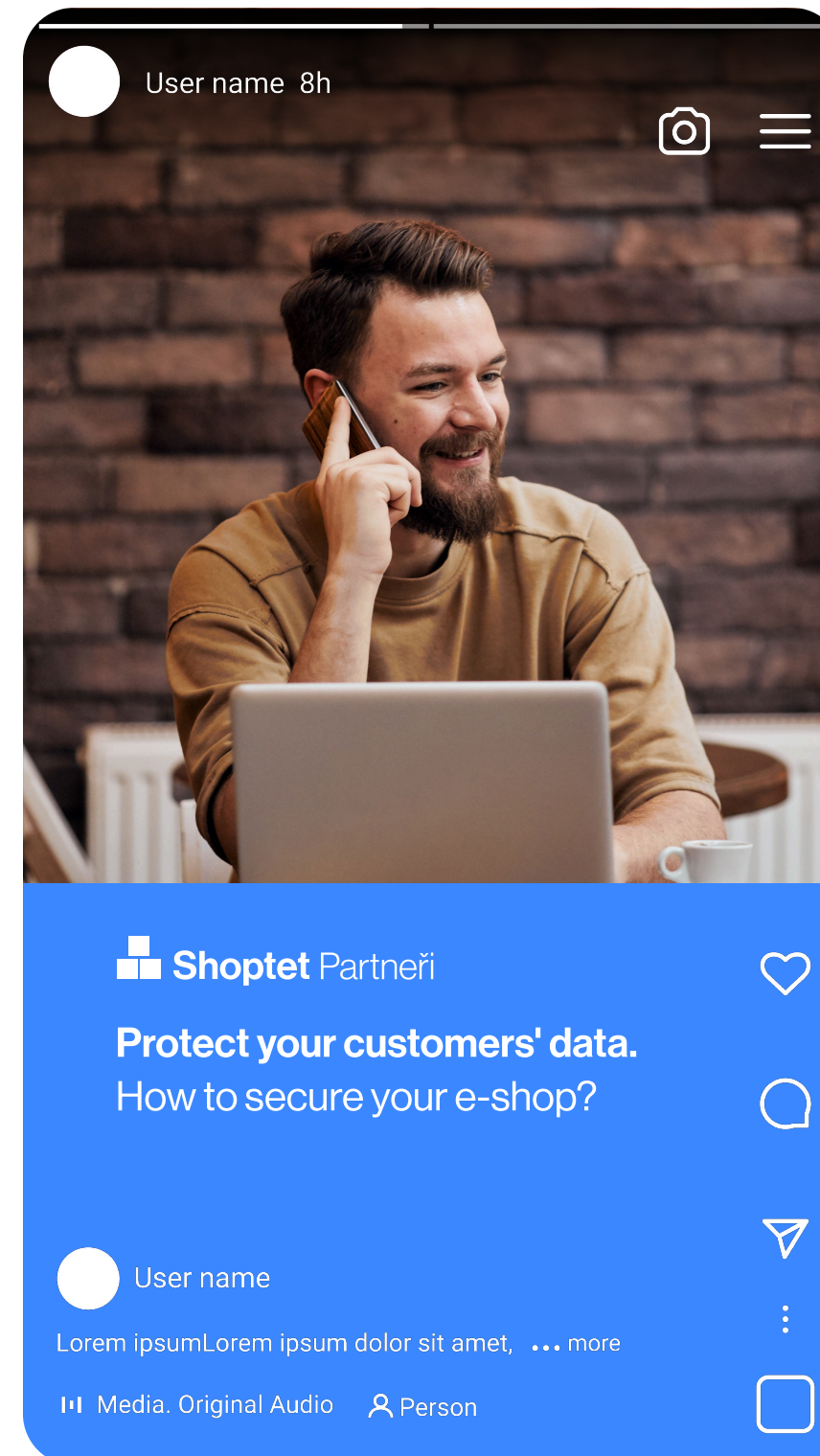
HEX #3B88FF
RGB 0, 143, 255, 100
CMYK 73, 47, 0, 0

Green 500

HEX #00DB33
RGB 0, 219, 51, 100
CMYK 67, 0, 84, 0

Orange 500

HEX #FFBE0E
RGB 255, 190, 14, 100
CMYK 0, 36, 94, 0

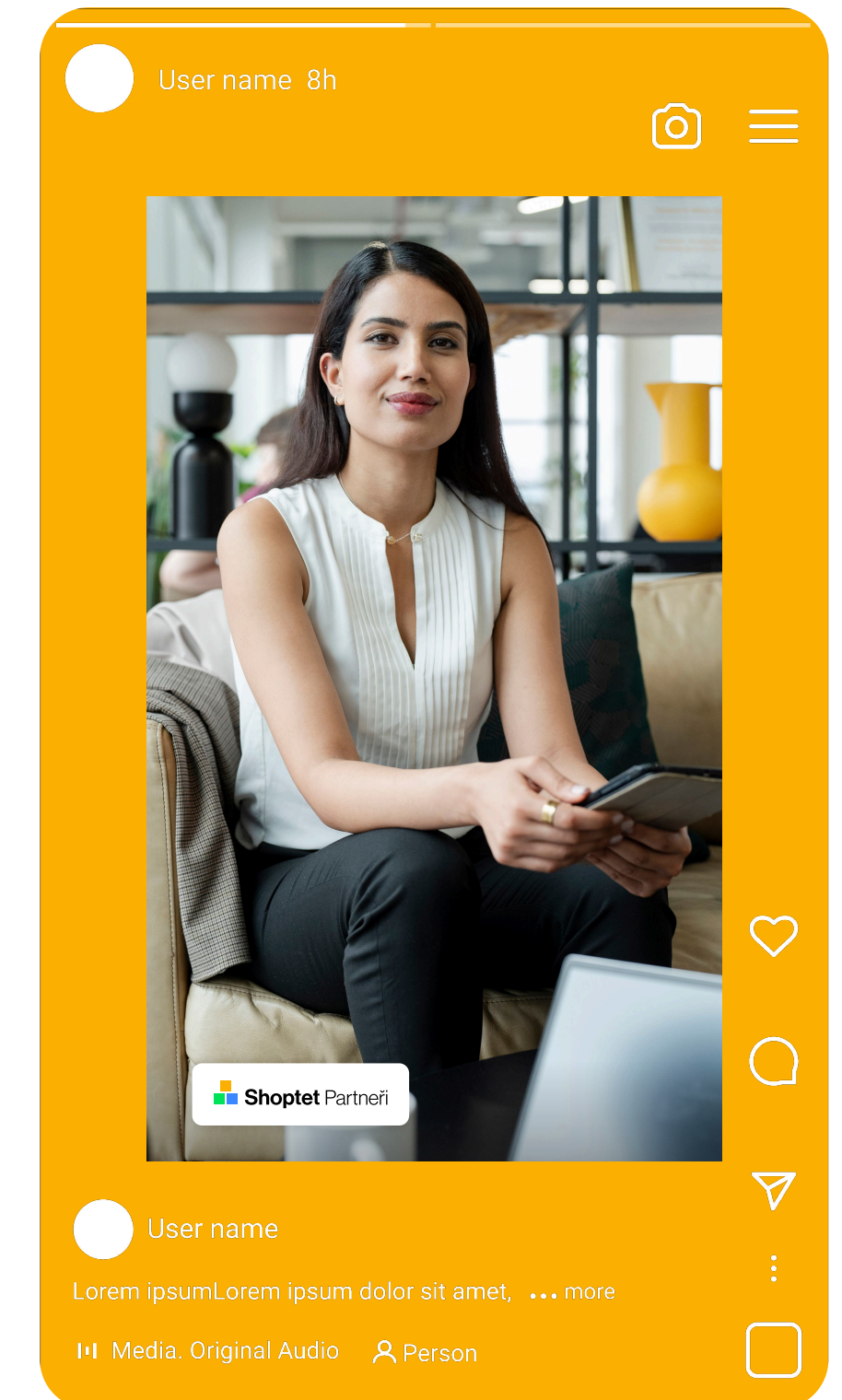
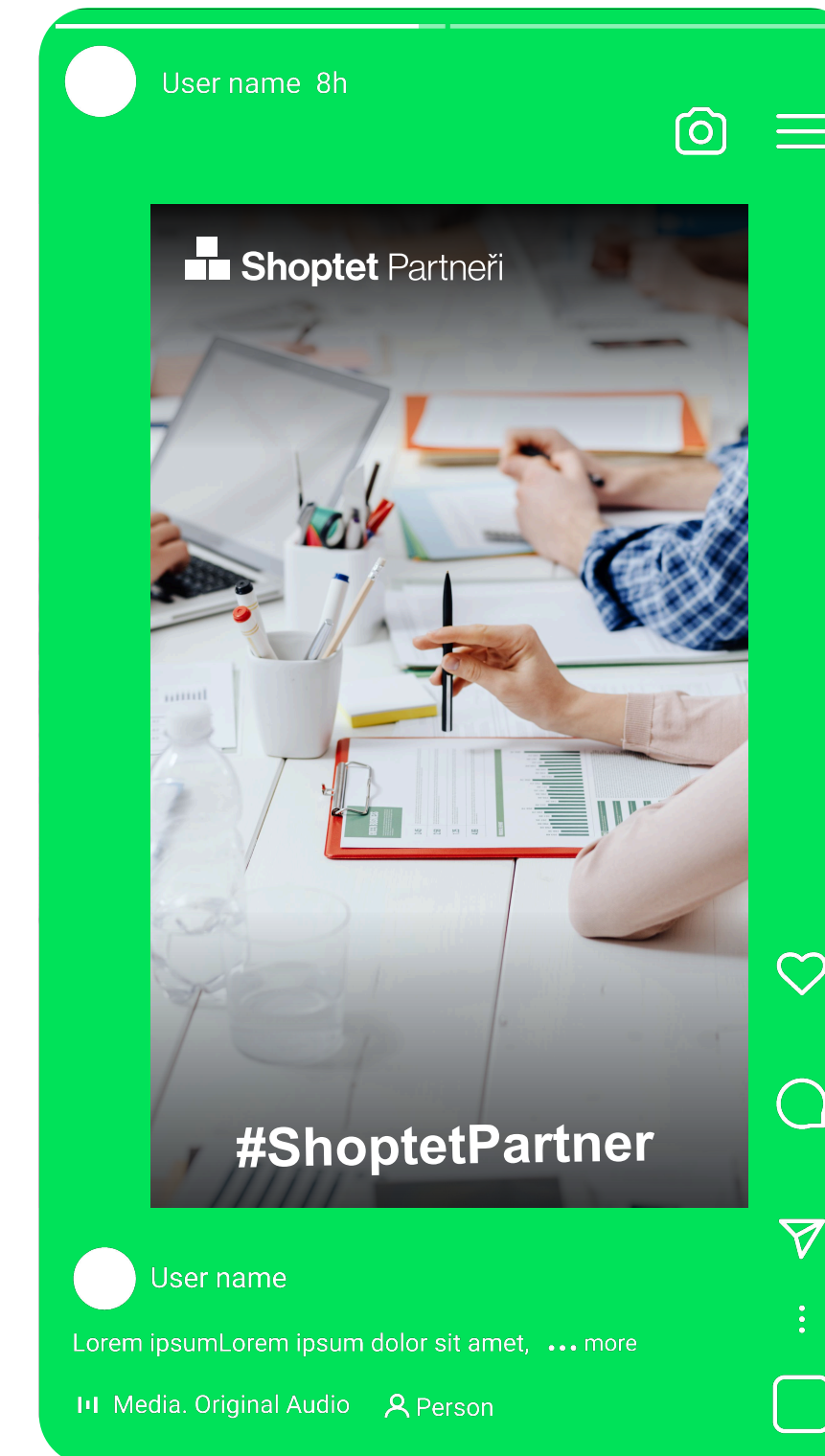
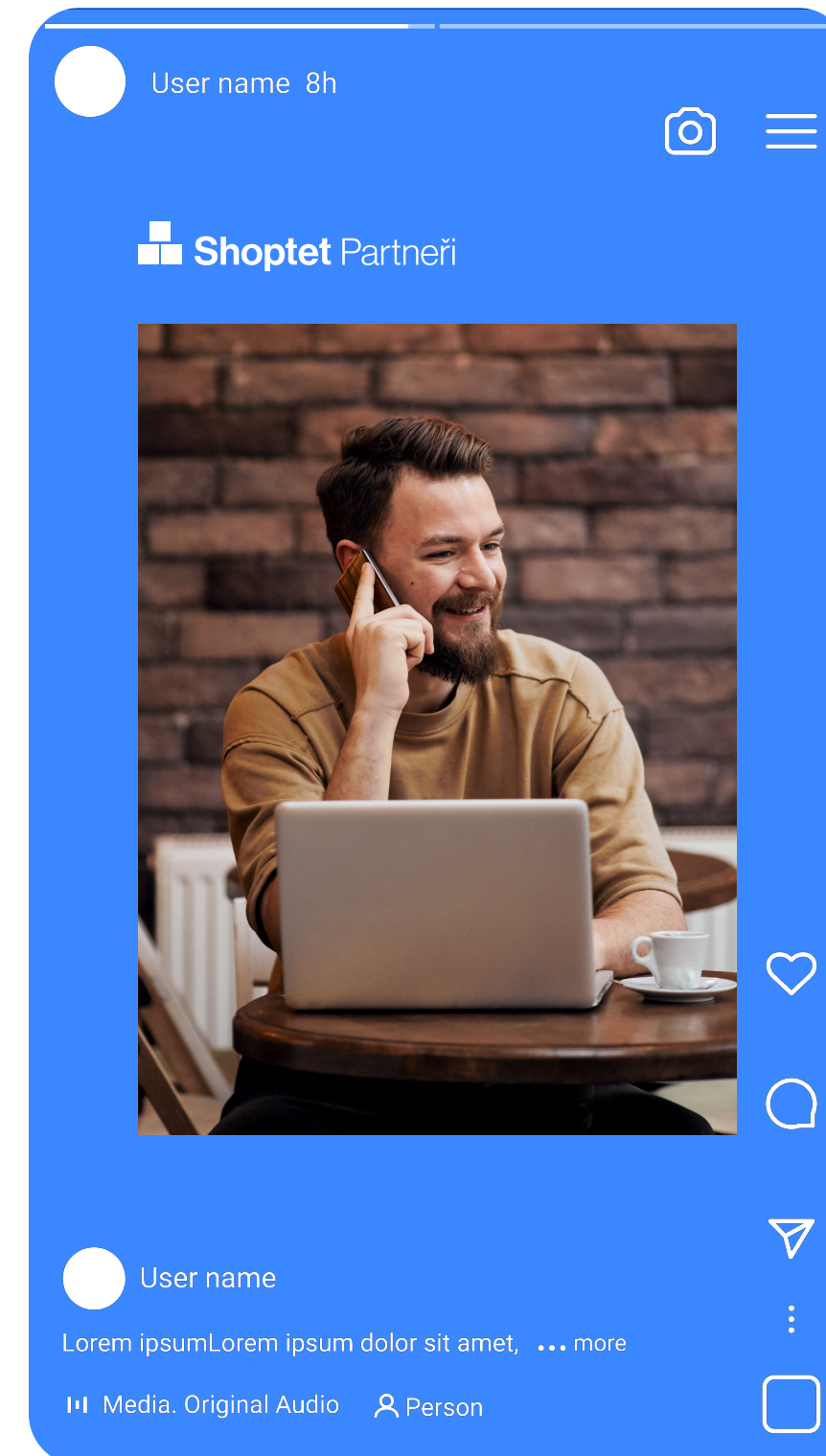


Inspiration for your social media

 **HARD**

You can insert your posts and videos into colorful frames, making your graphics even more original.

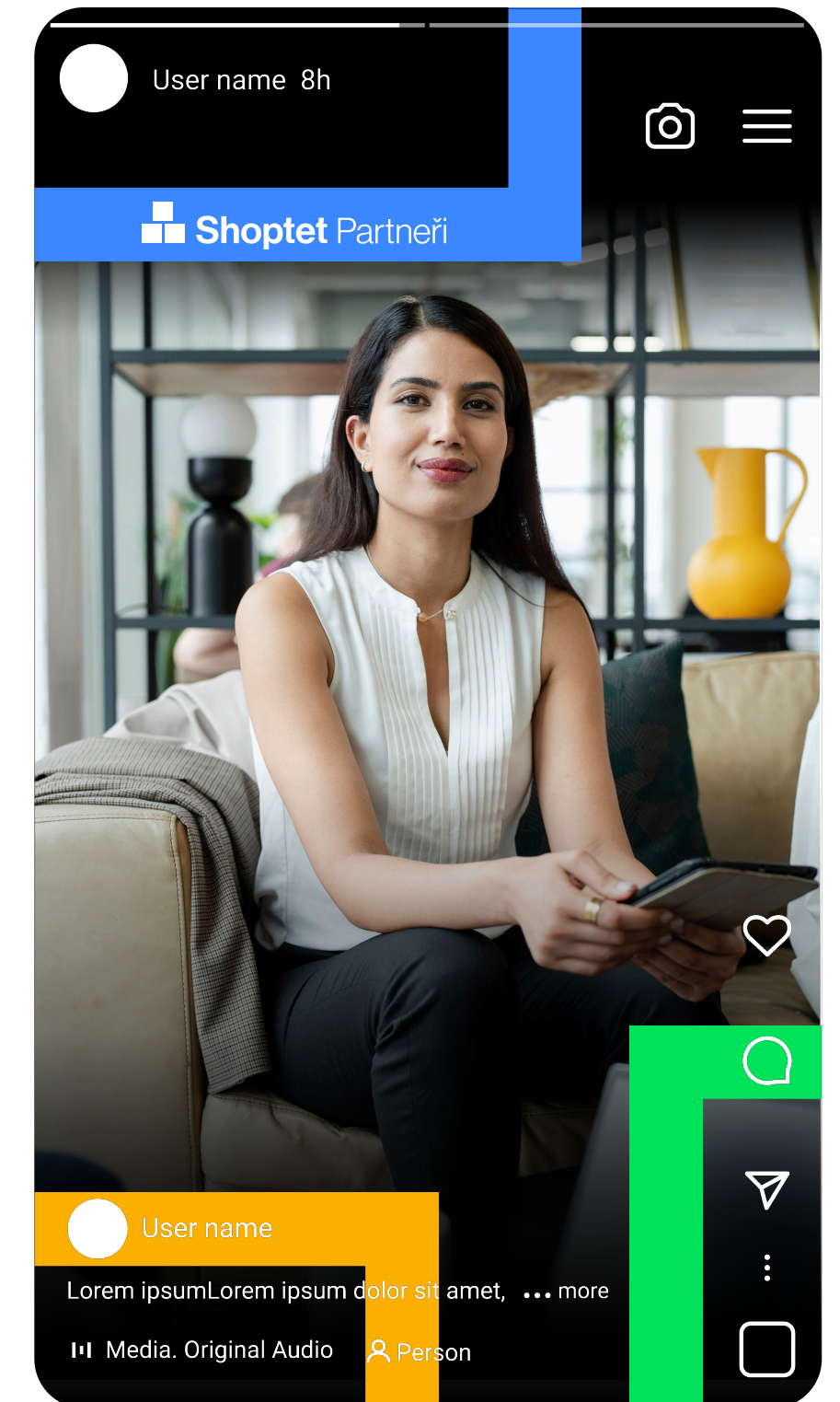
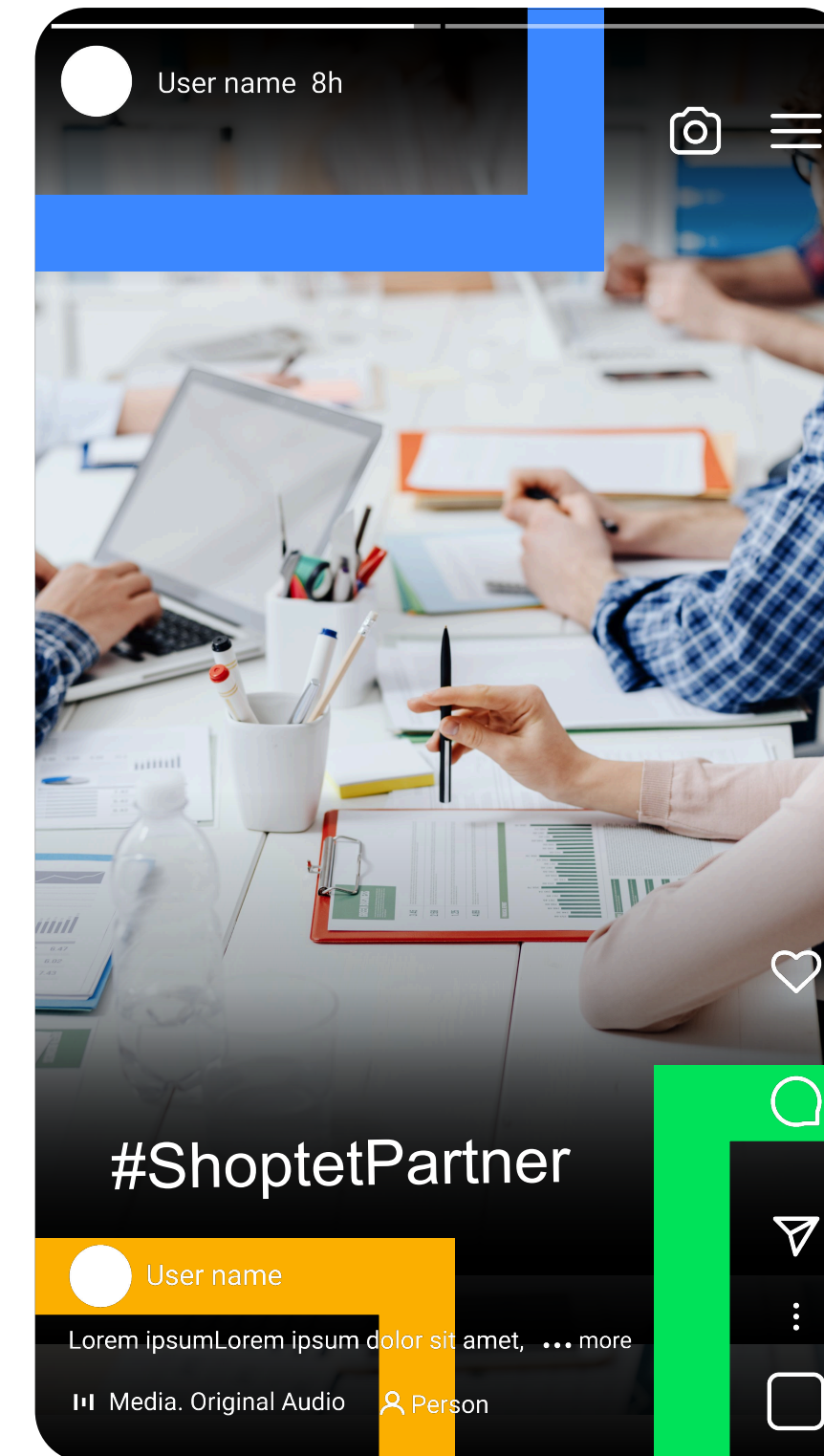
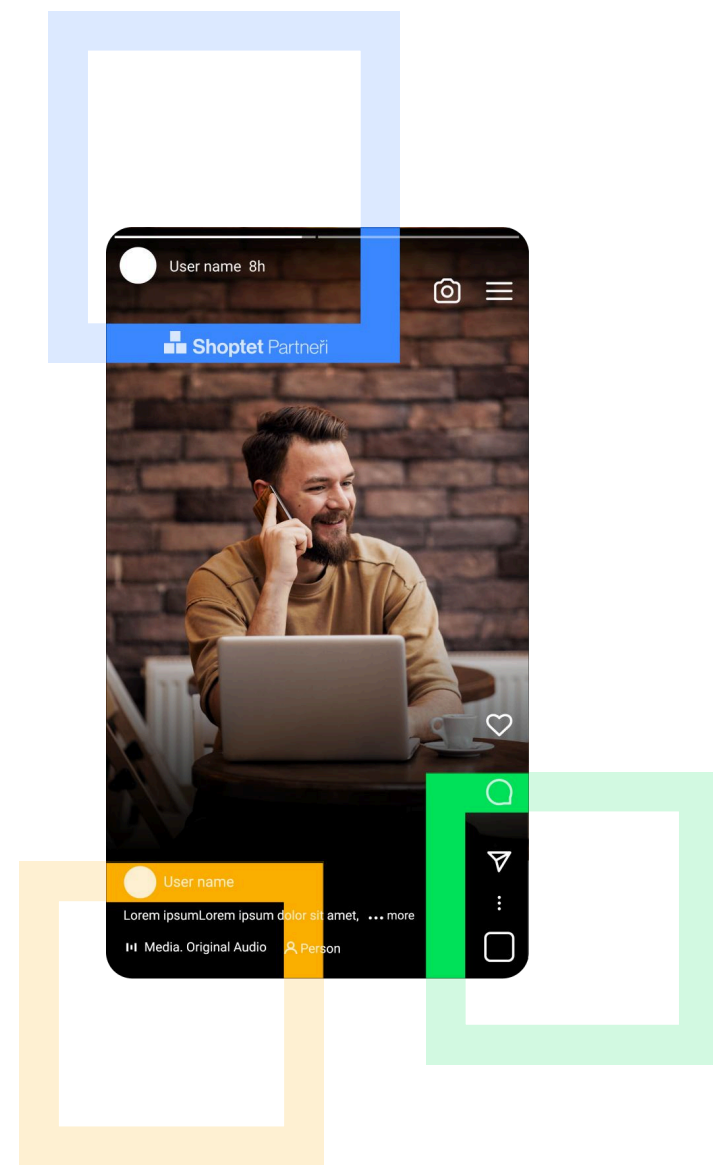
Again, you can use our ready-made templates, or create a frame yourself. Get inspired by our previews and enjoy having beautiful posts.



Inspiration for your social media

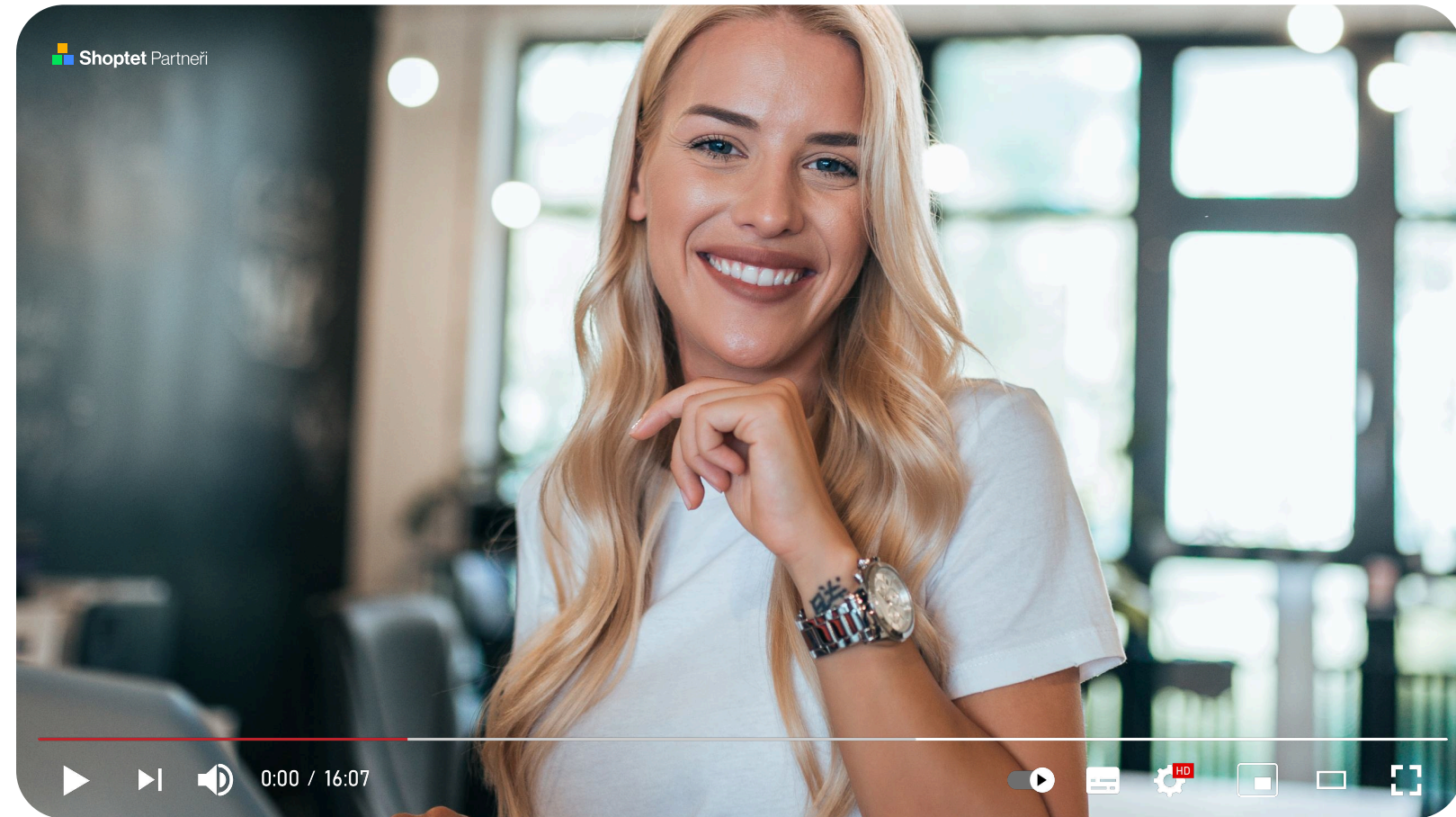
 **HARD**

Our original branding element are the lines, which we create with squares in the colors of our logo. They create an original design associated with our brand. (If you create the lines yourself, they should be slightly wider than the circle of the profile photo - use that as a reference).

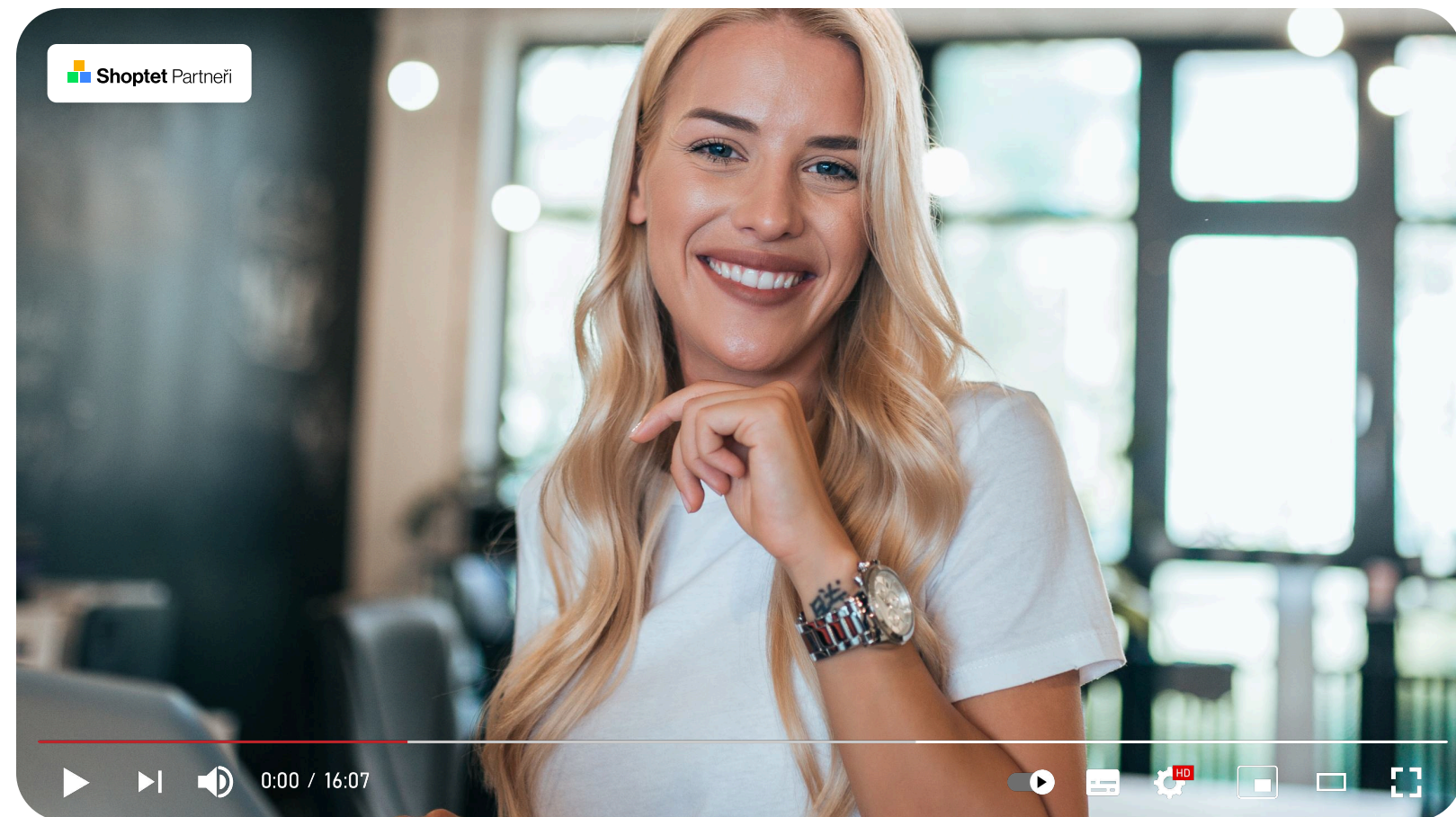


Inspiration for your videos

✓ EASY



thumbnail



👑 HARD

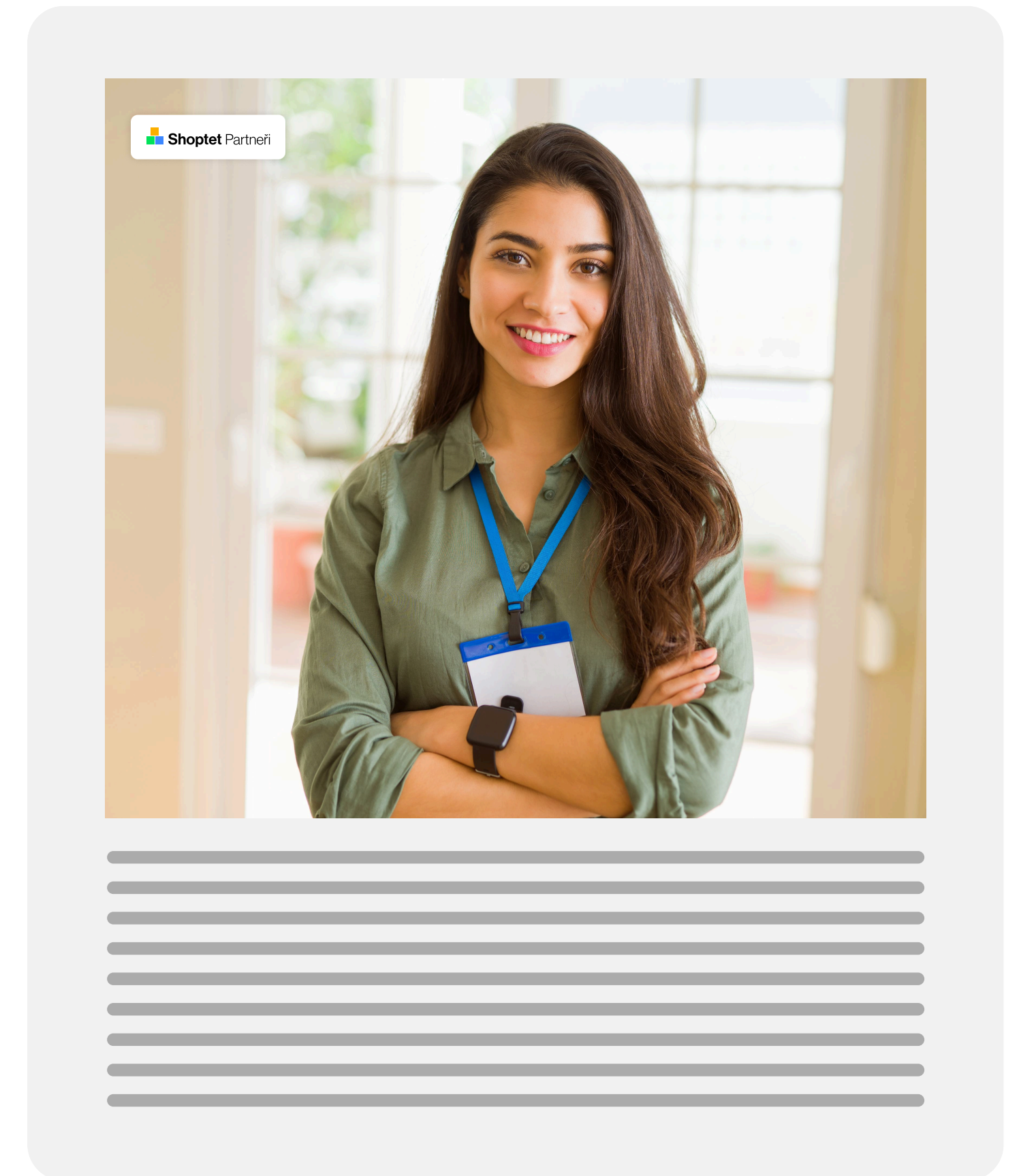
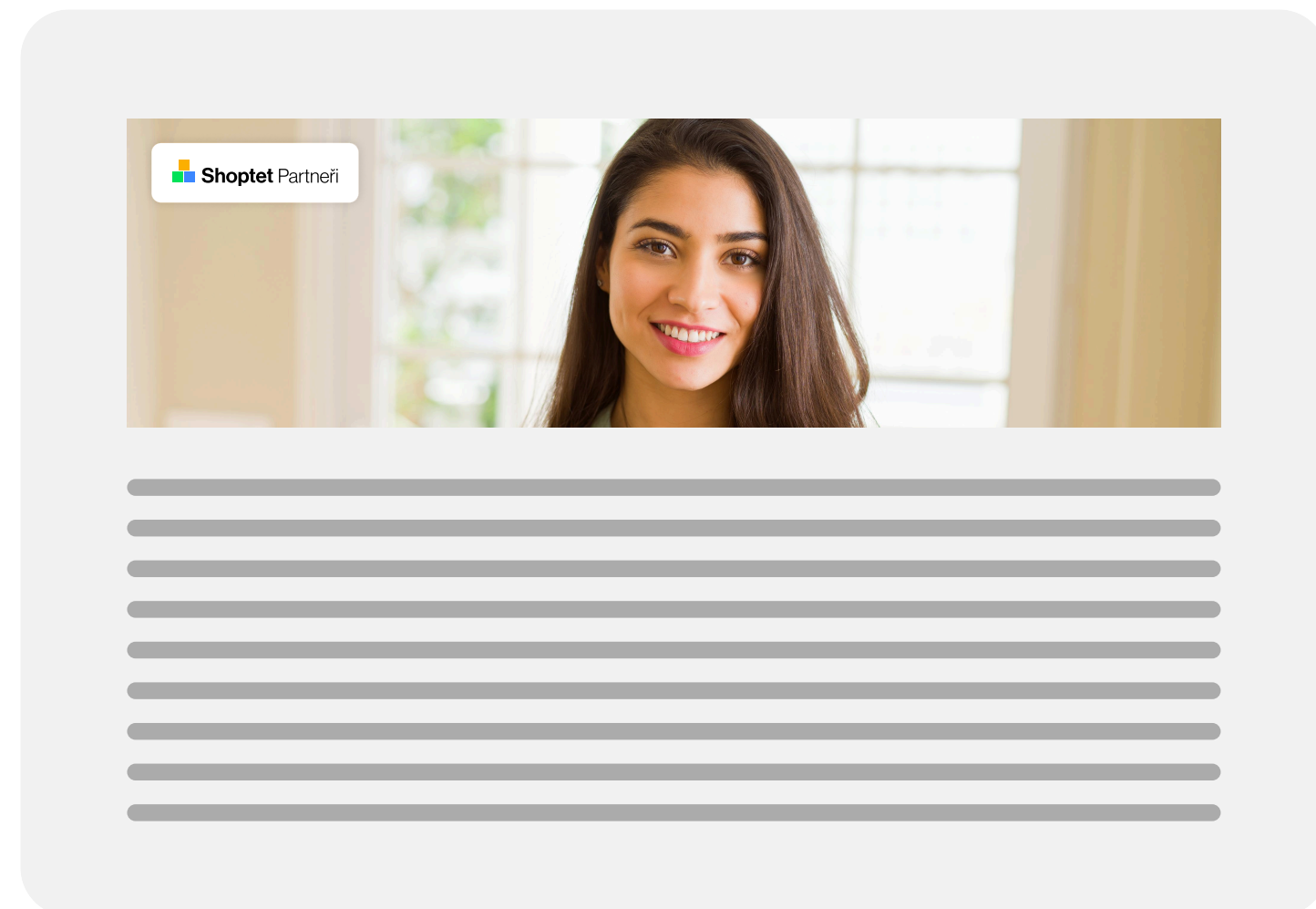
👍 Shoptet TIP

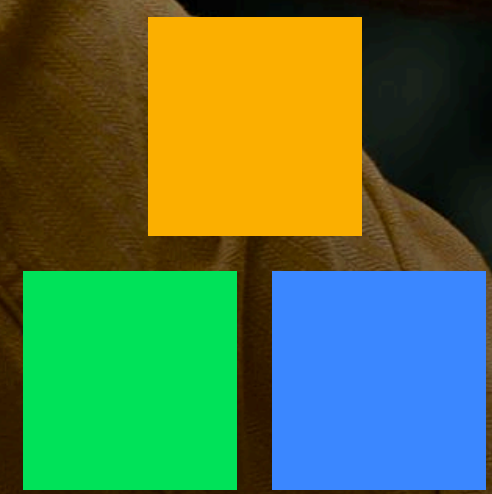


Inspiration for photos in articles

✓ EASY

If you use photos in articles, blogs, or just on their own, it is best to use the logo or label itself.





Shoptet