



# Shoptet Partners Brand Kit

Practical manual  
for all our Partners



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 **Shoptet**

# A few numbers to start with



**#1 on the market**

we operate in CZ, SK and HU



**45 000+ e-shops**

run on Shoptet



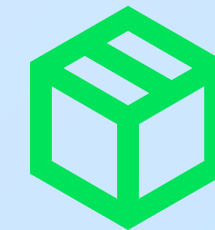
**86 billion Kč**

annual turnover of e-shops on Shoptet



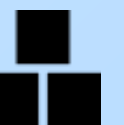
**17 years of experience:**

our know-how helps you launch a successful business



**32 million**

orders per year through Shoptet e-shops



# A complete solution for e-shops

## Comprehensive SaaS solution

One system for the operation and growth of an e-shop. Fast and easy operation of an e-shop without technical complications. Secure hosting, continuous development.

## Local focus

Shoptet is created specifically for the Czech, Slovak and Hungarian markets and offers add-ons, integrations and new features that exactly match the needs of local e-shoppers.

## Global sales

Easy expansion and sales abroad thanks to language mutations and foreign currencies.

## Modularity and modern design

Modular e-shop and tariffs that everyone can choose from. A range of add-ons from our partners. Responsive design with the possibility of individual adjustments.

## Automation

Matching payments and orders, automating warehouses and other processes.

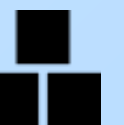
## Educational content and Shoptet

### Poradna

Educational content on various platforms. A community that advises and helps each other.



# Together we create successful business stories



# Shoptet is not just a platform, but a strong team and reliable partners

## Internal team

320+  
employees

- Technical Support, Help & Advice
- Cybersecurity & System Administration
- Product Development, Add-ons & Innovation



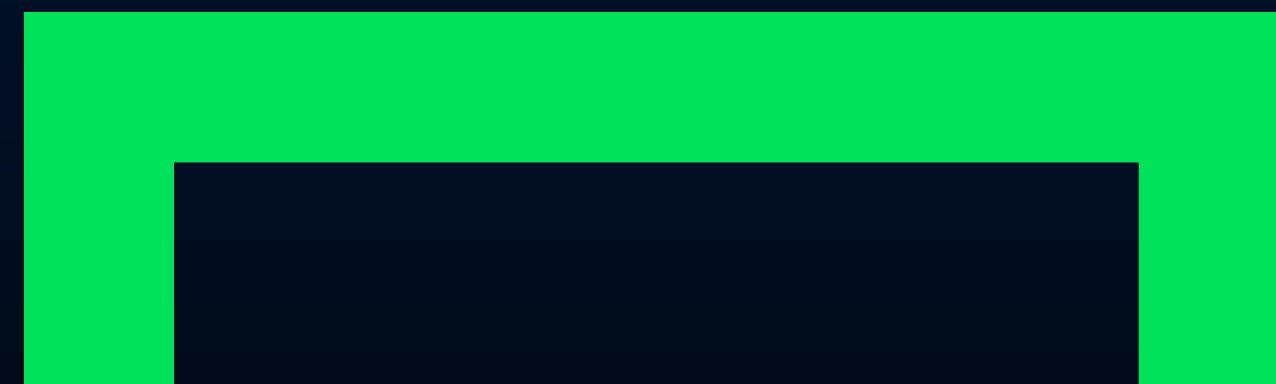
## External team

1000+  
partners

- Digital & Marketing Agencies
- E-shop Designers
- Expert Advisors



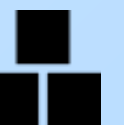
# Shoptet Brand



# What is a Brand Kit?

To help you understand how to properly use Shoptet branding when communicating within the Partner Program, we have prepared a complete manual that will help you with everything.

Here you will find all the necessary materials and instructions - from the brand and its use, to the rules of proper communication, to the use of communication channels. Yours and Shoptet's.



# Shoptet colors

These are the three main Shoptet colors that you can work with when communicating within the Partner Program.

The primary color serves as the base color of the brand, symbolizing reliability and trust. It helps maintain a uniform and easily recognizable visual.

Blue is the most prominent color. Complementary colors (orange, green) are used to add vibrancy and contrast and support the primary color.

## How to use colors?

- ✓ Use accurate color codes (digital: HEX/RGB, print: CMYK).
- ✓ Ensure readability (e.g. sufficient contrast between text and background).
- ✓ Use colors in order to express the logo on SOME.
- ✗ Do not change shades (lighten, darken), do not use gradients, effects or transparency.
- ✗ Do not combine colors with similar ones (e.g. different green).

### Blue 500

HEX #3B88FF  
RGB 59, 136, 255,  
CMYK 94, 38, 0, 0

### Green 500

HEX #00DB33  
RGB 0, 219, 51,  
CMYK 72, 6, 100, 0

### Orange 500

HEX #FFBE0E  
RGB 225, 190, 14,  
CMYK 0, 40, 100, 0



# Shoptet typography

## What type of font is ideal for communication?

Choose from two main fonts: [Neue Haas Grotesk Pro](#) and [Inter](#). Arial can be used as an alternative font.

Choose this in cases where custom fonts are not supported or you do not have a license available.

### Neue Haas Grotesk Pro

„Neue Haas Grotesk Display and Text Pro“ se používá pro branding, marketing, produktové webové stránky, mikrostránky, tisk a digitální komunikaci.

**Aa**

### Inter

„Inter“ se používá pouze pro digitální produkty jako webové aplikace Shoptet a mobilní aplikace.

**Aa**

**Use Arial Bold  
for headlines.**

Use Arial Regular  
for all other texts.



# Shoptet Tone of Voice

**Tone of Voice is the way Shoptet communicates and acts externally.**

In texts, presentations and on social networks. As a Partner, you can use it wherever you mention Shoptet or prepare a joint communication (co-branding, posts, articles, banners, event materials). So how to communicate correctly?

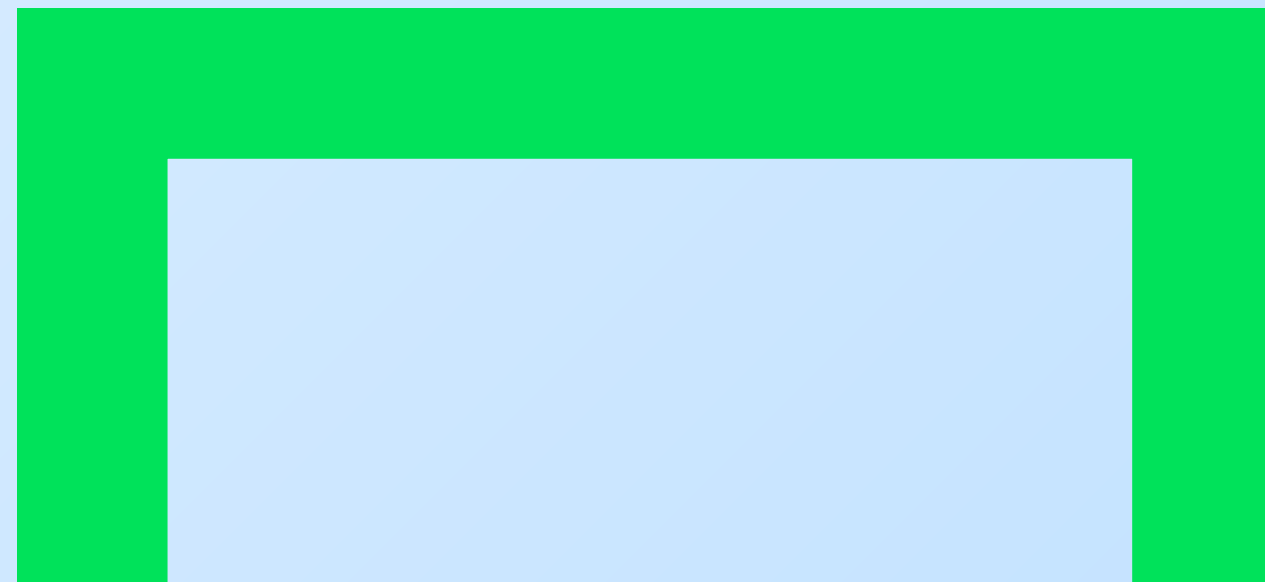
## Rules

- Write clearly, concisely and understandably, without unnecessary anglicisms, slang and long sentences.
- Don't be too corporate, technical or complex. Speak the language of your customers.
- Keep a friendly but professional tone (we help, we don't train), be careful not to be condescending.
- Be polite.
- Verify facts and don't promise unrealistic things (e.g. become a millionaire in a year). Fairness and truth come first.
- Maintain discretion, don't pass on internal information from Shoptet to clients.
- Declutter correctly: "Shoptet" has only 3 correct variants (Shoptet / Shoptetu / Shoptetem), don't use "na Shoptetě" etc. Never inflect subbrands (e.g. "na Shoptet Premium" is correct, never "Premiu" etc).

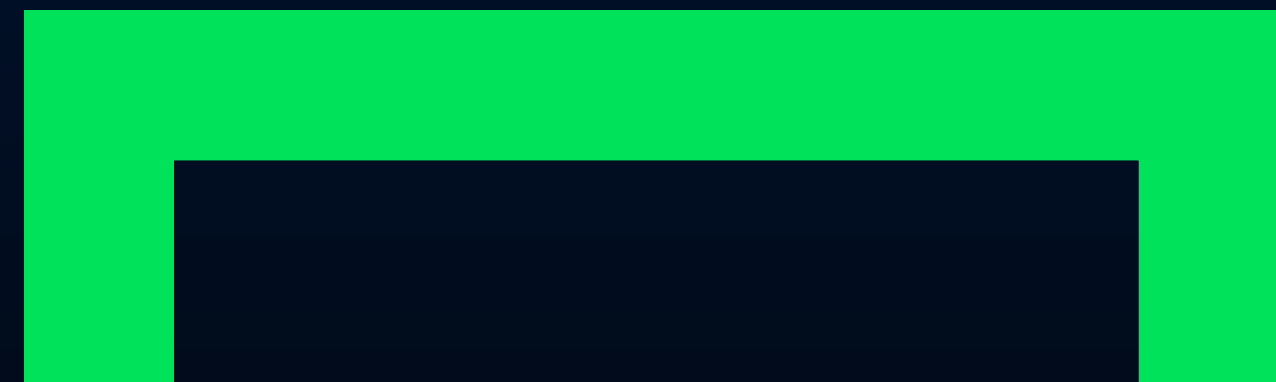


- Follow the spelling rules and use standard word forms (e.g. “e-shop”, not “eshop”)
- Do not use caps lock and use exclamation marks sparingly (ideally, max. 1 per entire text).
- Do not write numbers in words (the correct one is “10 %”, not “ten percent”).
- Do not overdo it with emojis, use them in moderation on social networks.
- Do not bend the terminology to your own liking (stick to what Shoptet uses).
- Indicate clients, e-shops and collaborations in the outputs.

**If you are unsure of the tone or wording, please contact us, we will be happy to advise you.**



# Shoptet Partners Brand

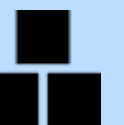
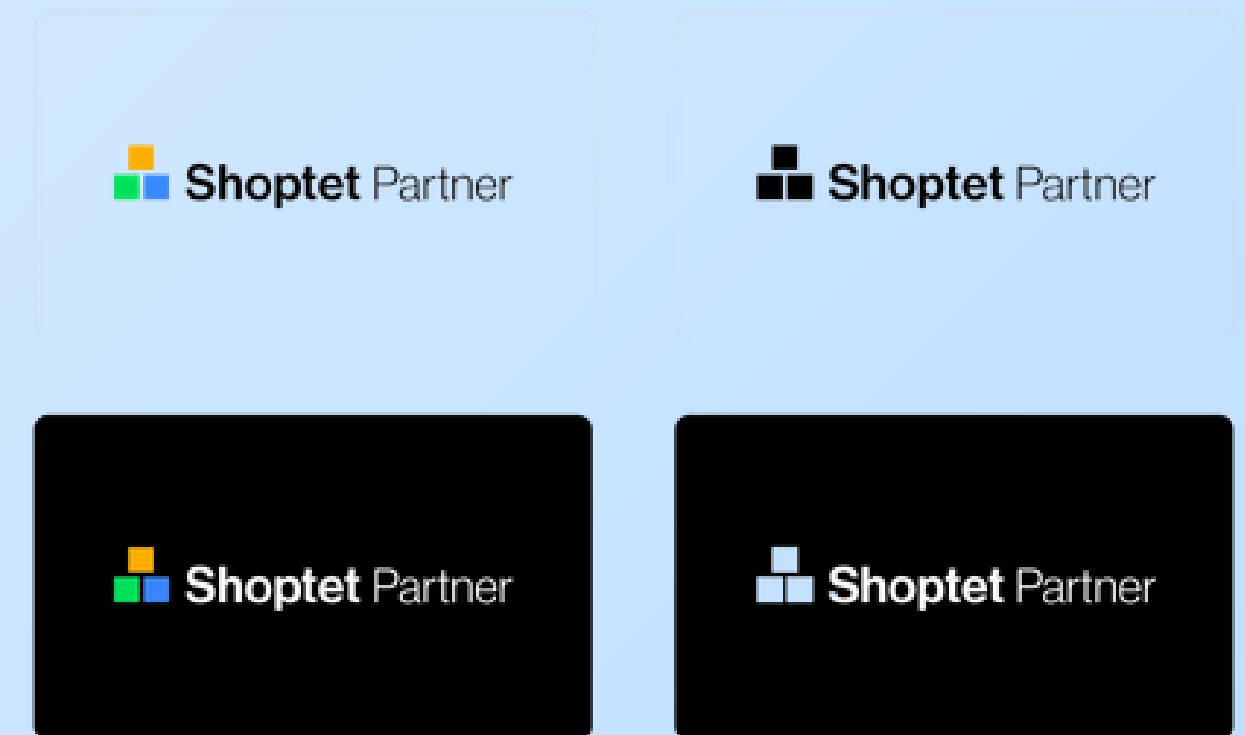


# Partners Subbrand

**Shoptet Partners is a subbrand under which we cover our partnership program. This includes collaboration on joint activities and content. The goal is to communicate the partnership uniformly, maintain consistency, and clearly show that it is an official collaboration with Shoptet.**

## How to use it correctly?

- You can use the Shoptet partner branding on all social networks where you normally publish – Instagram, LinkedIn, Facebook, Youtube, articles/blogs, etc.
- Creating posts is the 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.
- Videos can be easily cut in the CapCut application.

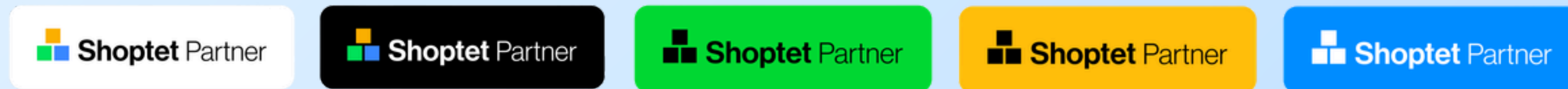


# Logo color variations

Always use the logo in its official form, never deform it, and maintain its protective zone so that it has enough space around it and remains clearly legible. Do not place any text or graphics in this zone.



We prefer our color version of the logo on a white label. However, since this use is limited, we have prepared other color options for you, which you can use, for example, in posts on SOME.



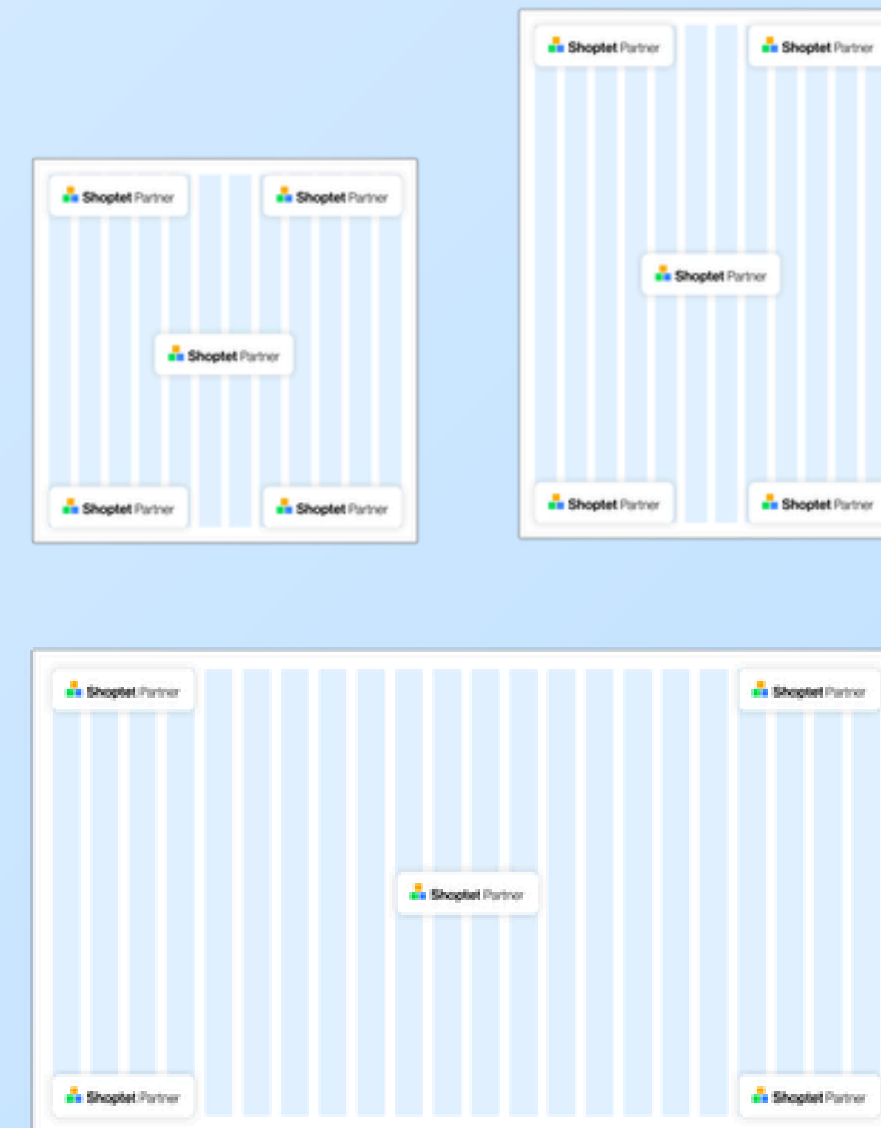
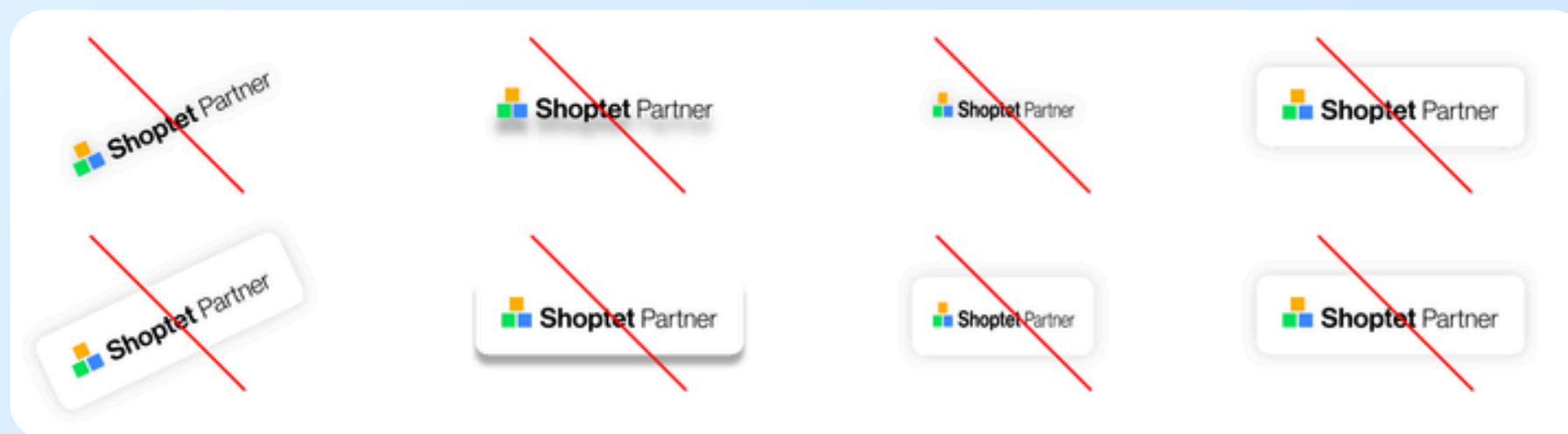
# How to use the logo

Even using a label with a logo has its rules.

The correct use is easy, just follow a few simple principles.

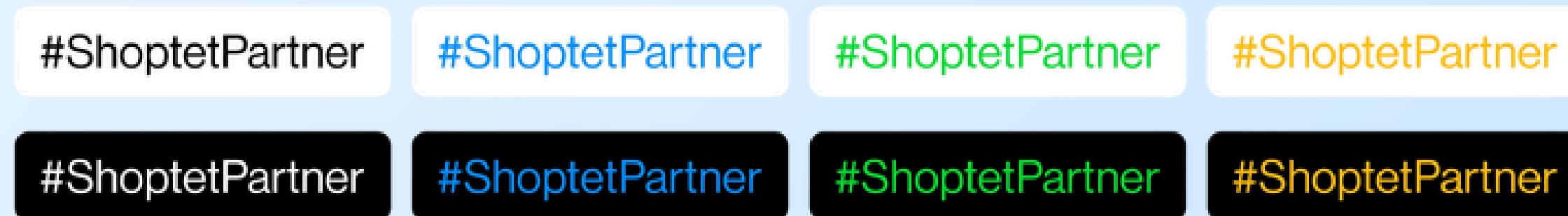
## What to avoid?

- ✗ Do not rotate the logotype
- ✗ Do not use shadows or other effects
- ✗ Do not distort the logotype
- ✗ Do not use colors other than those defined



# Hashtag #

In addition to the logo, you can also use our [#ShoptetPartner](#), either as a separate text or use a prepared label.



Unlike the logotype, you can rotate, place, and duplicate [#ShoptetPartner](#) as you wish.

If it is in written form, you can choose the font, style, color, and size. Basically, just keep it legible and don't divide it into multiple lines.

## #ShoptetPartner

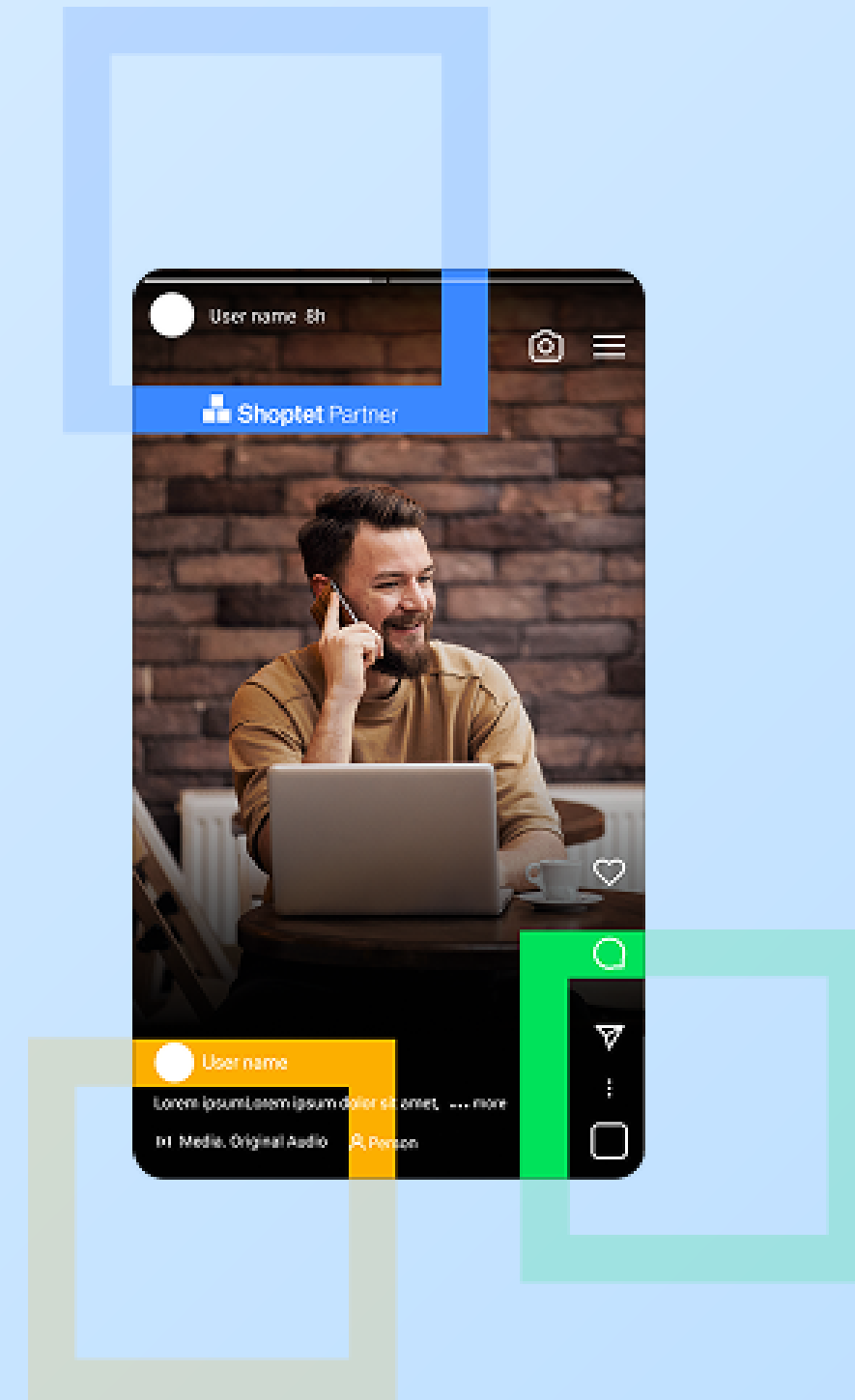


# Shoptet lines

Our original graphic element for branding is lines, which we create using squares in the colors of the logo.

The lines create an original design associated with our brand.

If you create them yourself, for example for Instagram stories, they should be a little wider than the circle of the profile photo, use that as a reference.



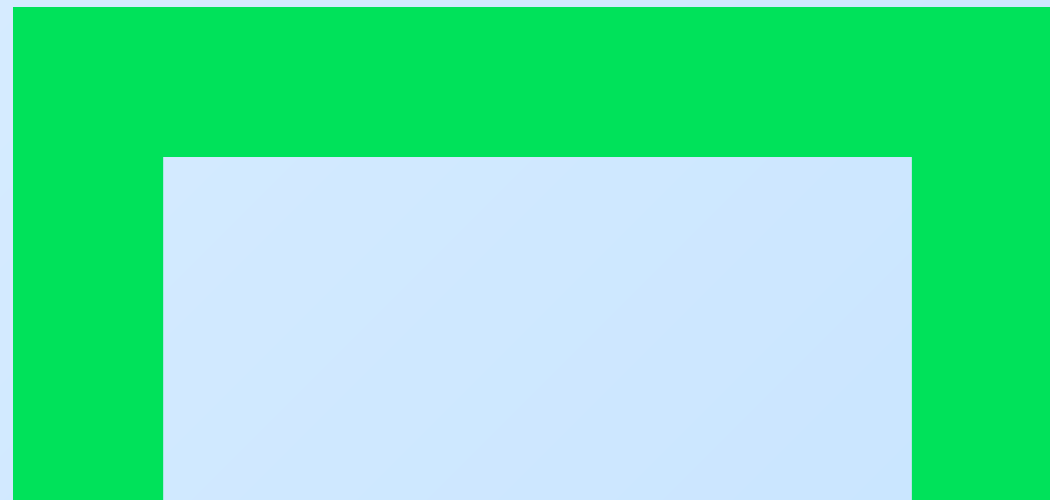
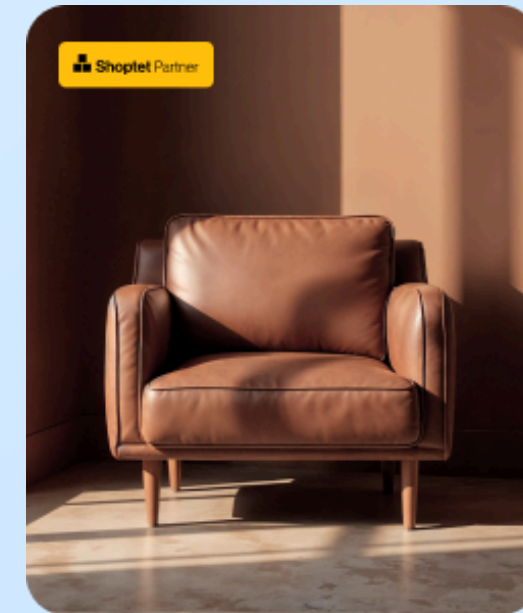
# Shoptet Partners branding in practice

**Get inspired by examples** of how to work with Shoptet Partner branding on social networks.

Stick to approved logo variations, contrast and simple composition so that the output is readable and recognizable at first glance.

You can notice in the examples that the logo is always readable thanks to the contrast, has its own space and does not interfere with the main content. At the same time, you can see consistent work with the brand.

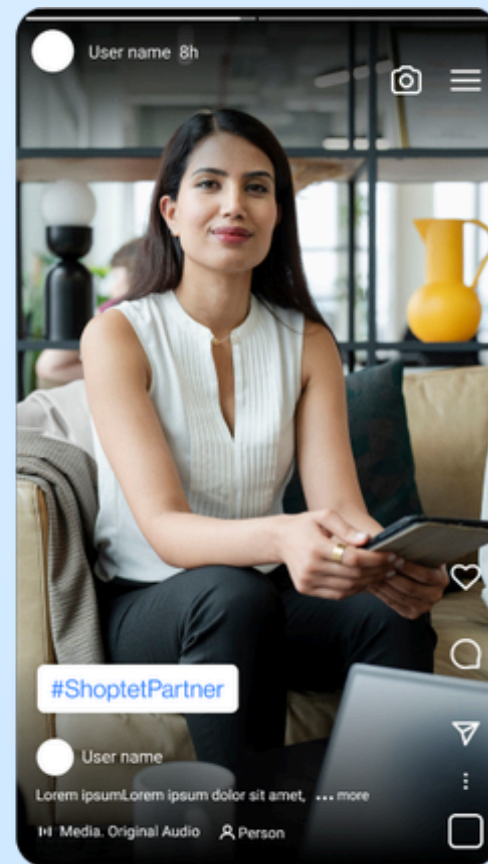
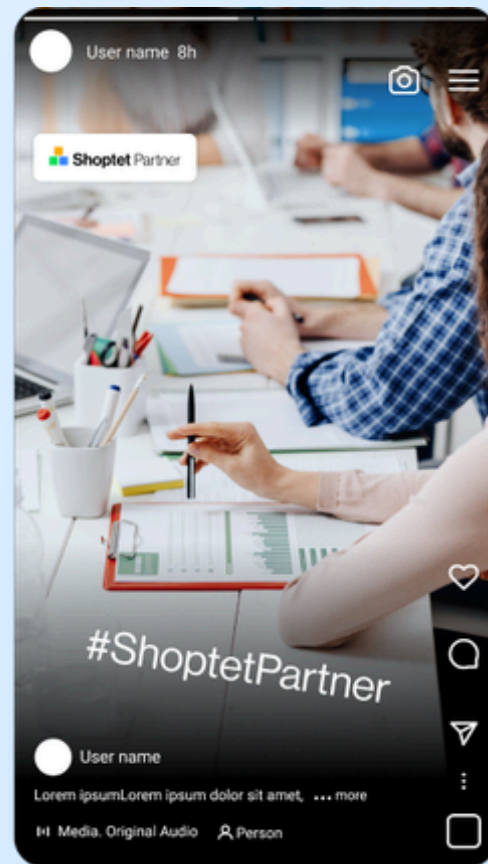
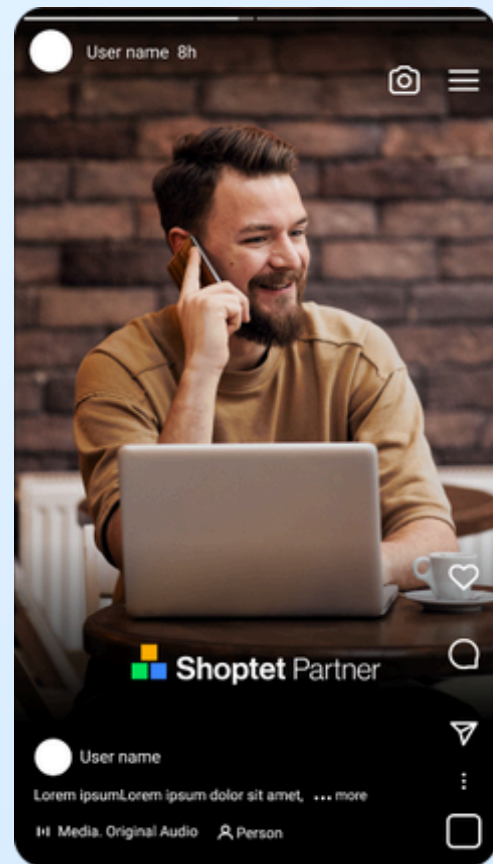
Choose between the Shoptet logotype and the hashtag #Shoptet Partner.



# Stories – easy option

Creating branded content is a breeze, even if creativity and a sense of aesthetics are not your strongest suit.

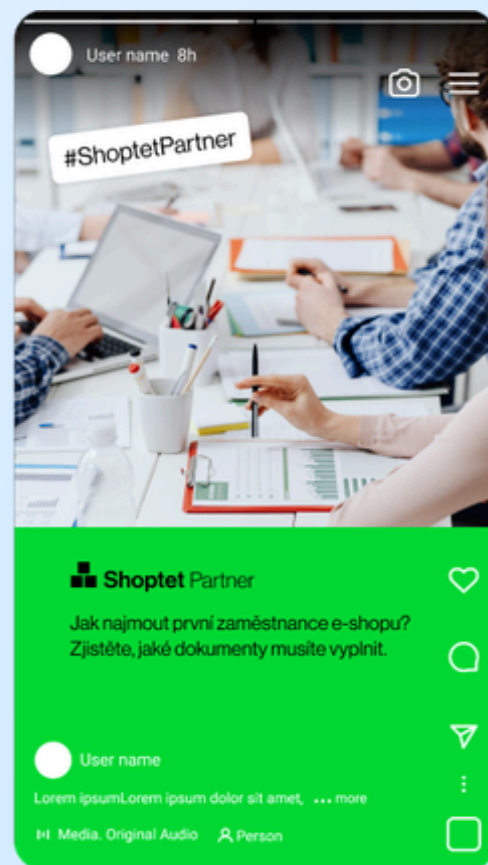
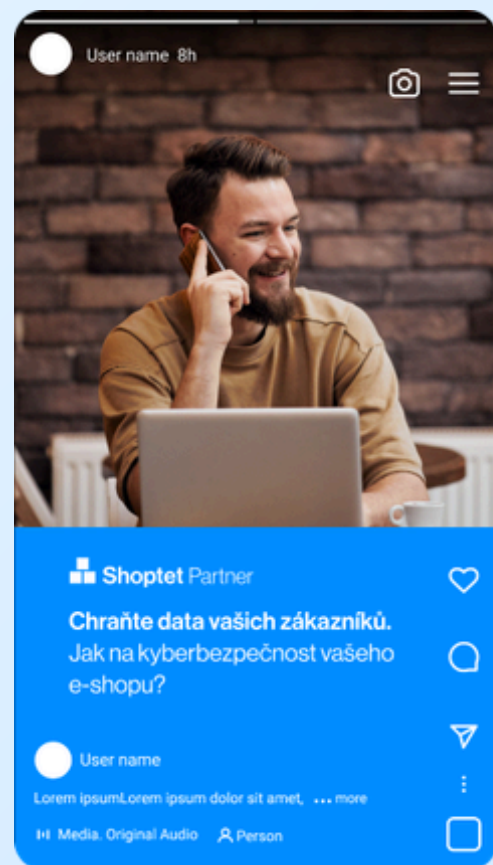
You don't have to do anything complicated, just add a logo or #ShoptetPartner, follow the simple rules of their use and you're done. Get inspired by these simple options.



# Stories – medium difficulty option

Would you like to create something more complex, but aren't sure which direction to go?

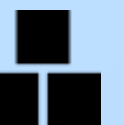
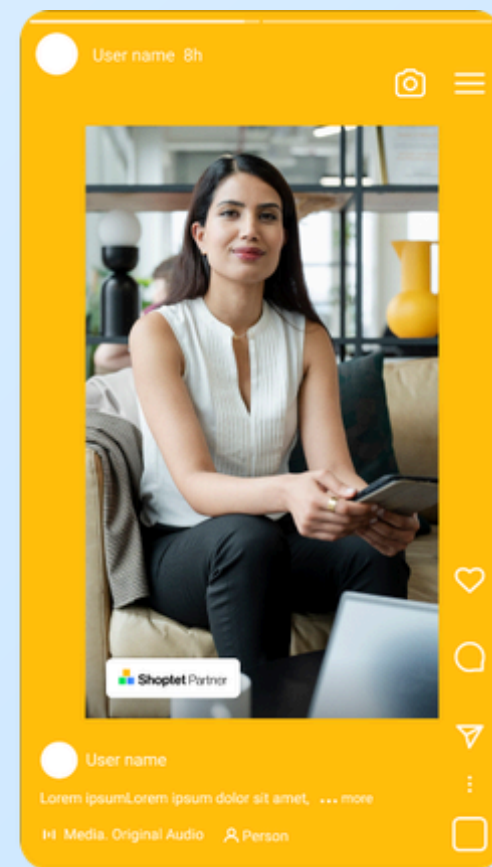
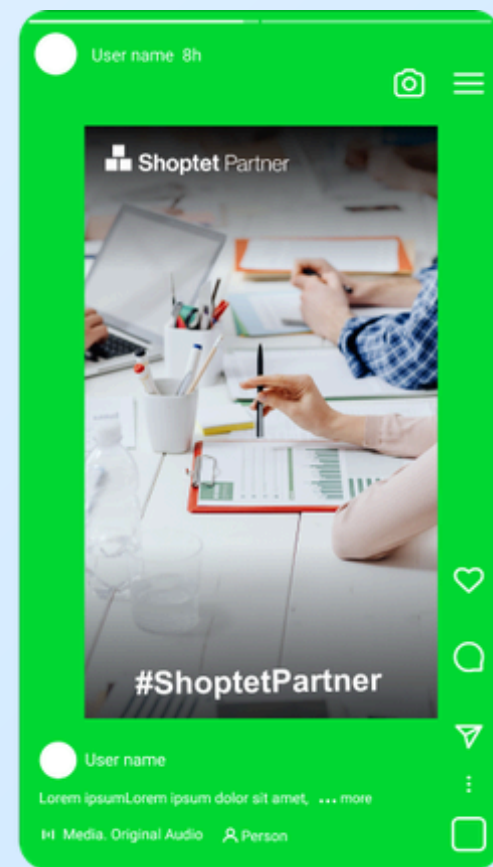
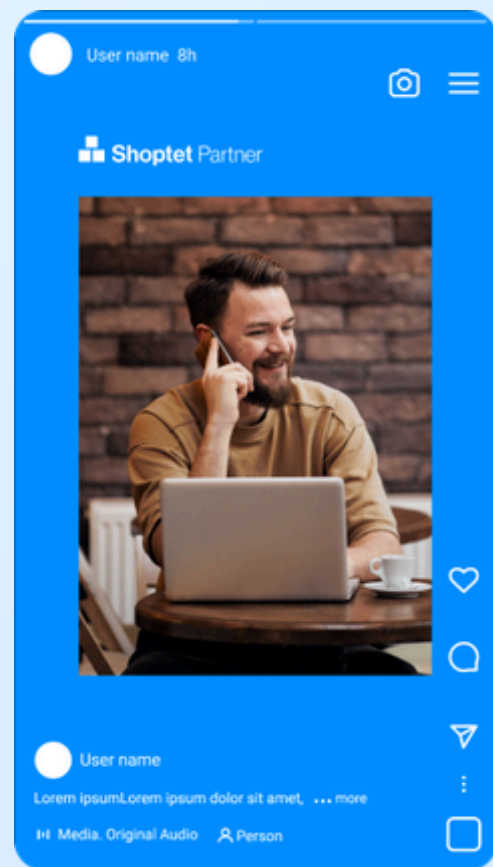
Try adding an area in one of our colors (blue, green, orange) as a background underneath the text, don't forget to add a logo or hashtag and add a short and clear message.



# Stories – advanced option

Do you like to experiment with content? Then we have prepared this inspiration just for you.

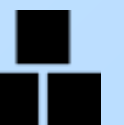
Choose one of our colors and use it as a background. Add an image or video and a logo or hashtag. You don't have to spend hours creating professional-looking content, it only takes a few minutes.



# Stories – variant with lines

**Do you like our iconic lines? Don't be afraid to use them!**

Create them using squares in our colors and place them anywhere depending on the content. Their thickness should be larger than the profile photo circle in the top left. As always don't forget the logo and possibly #ShoptetPartner.



# Video + thumbnail

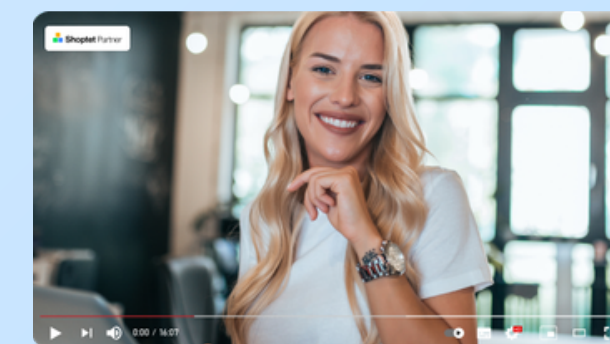
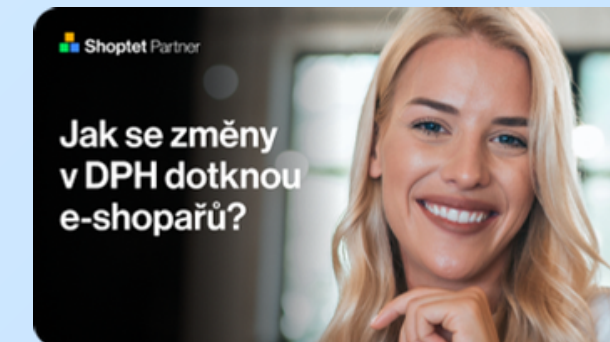
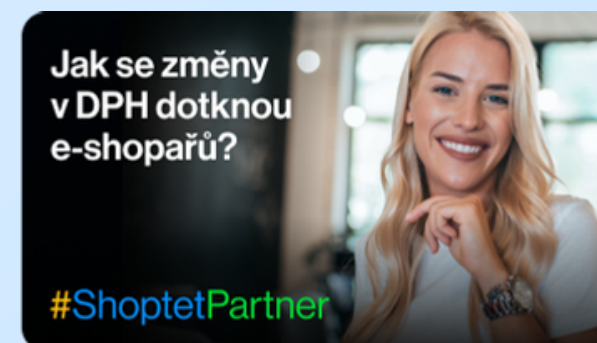
You can easily incorporate Shoptet Partner branding into videos and thumbnails.

You can insert a logotype with or without a label into the video, e.g. in the upper left corner (see images). Thanks to the thumbnail, or video preview, it will be clear at first glance that it is Shoptet Partner content.

## How to make a thumbnail step by step

1. Choose the main visual to build on.
2. Add a short and concise headline.
3. Add the logotype / #ShoptetPartner.
4. Check: contrast, readability at scale, protection zone, color and composition.

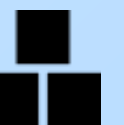
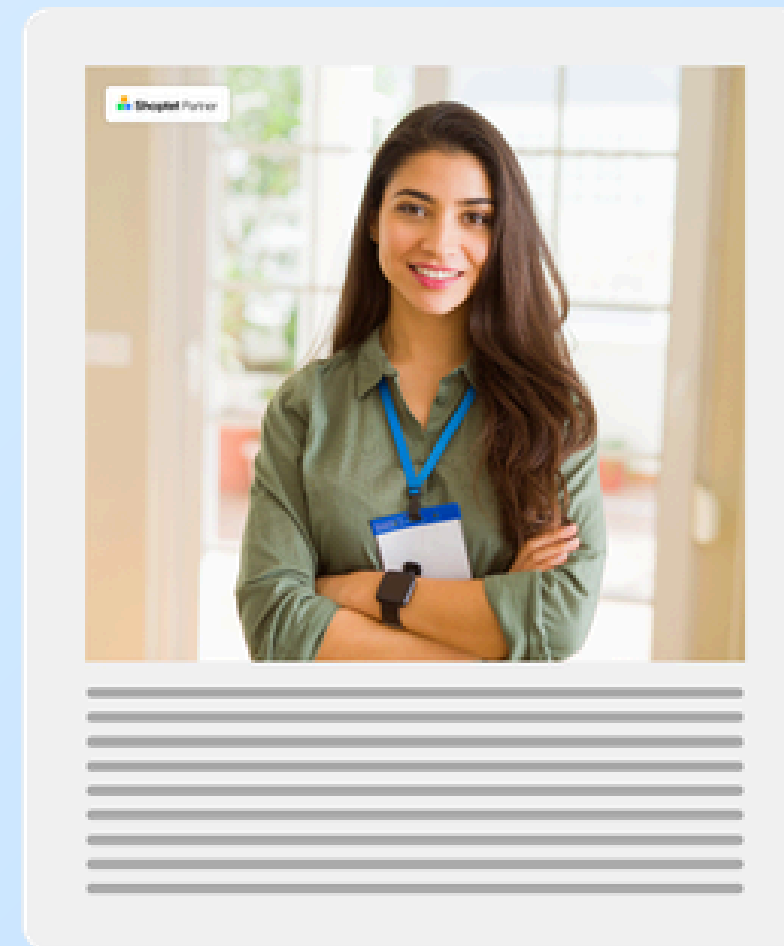
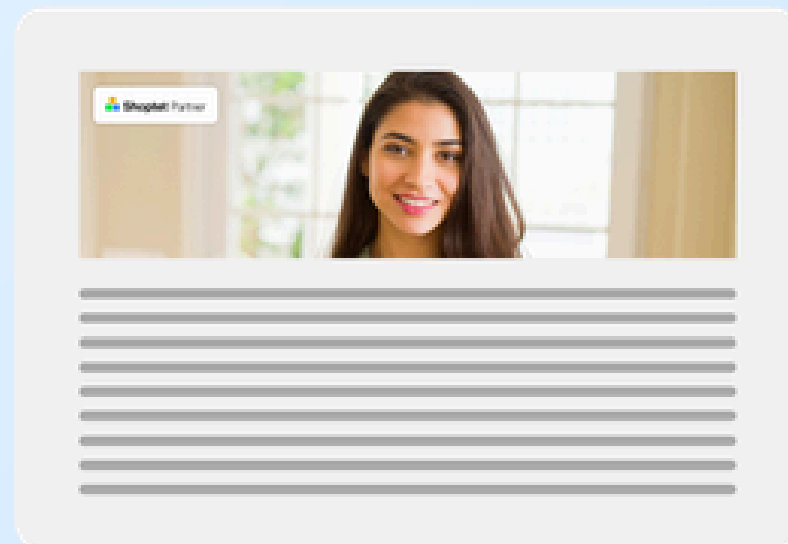
Tip: try using colored lines and other elements.



# Blog – photo in an article

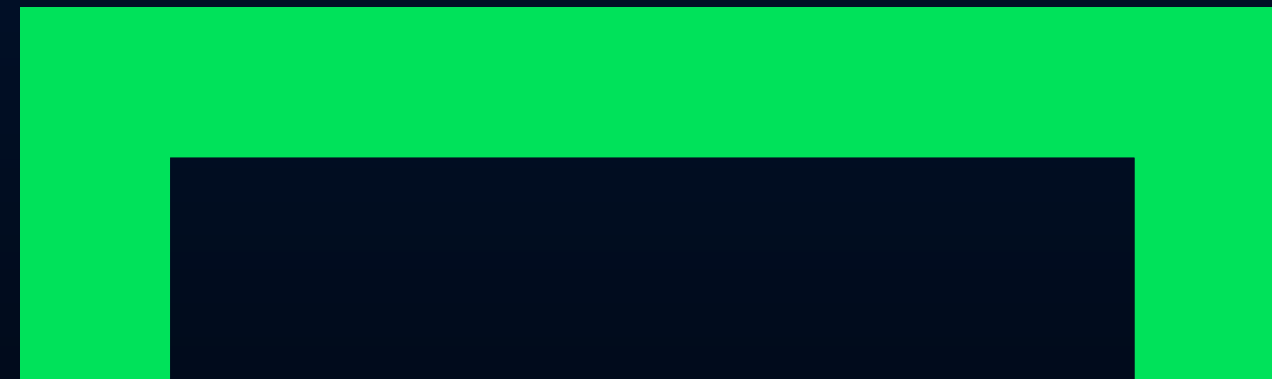
If you use photos in articles, blogs or just on their own, it is best to use the logo or label itself.

Try to place it, for example, in the top left so that it does not overlap inappropriately with the background, remains readable and easily recognizable at first glance.



# Co-Brand communication

## Shoptet + Partners



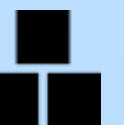
# Mutual marketing cooperation

**Co-brand collaboration means that we jointly create content for e-shoppers and publish it on [Shoptet channels](#).**

The partner brings know-how and practice, we give them space and promote their work and outputs among our clients. The goal is to create educational and professional content that will help our e-shoppers with their business.

## Where will people see our mutual marketing cooperation?

- ✓ Shoptet University (articles on e-shop administration)
- ✓ Shoptet Blog (expert articles and case studies on the blog)
- ✓ Shoptet Webinars (online + recorded on YouTube)
- ✓ Meet Ups (online/offline meetings)



# Shoptet Blog articles

**Writing professional and educational blog articles on the Shoptet blog, where the Partner will be mentioned as the author.**

Our blog is also enriched by our Partners with their articles. We love case studies and expert articles. If you would like to share with us the journey of an interesting Shoptet client you helped, or simply write an article on a topic you understand, let's go for it! It's a great way to help and inspire clients, while also building a good reputation.



**Propojte marketingové kanály e-shopu, je to cesta k vyšším tržbám**

3. 11. 2025 [Včeliště](#) [Marketing](#)

Chcete více konverzí, vyšší tržby a loajální zákazníky? Podívejte se, jak propojit marketingové kanály e-shopu a dostat z nich maximum. Seznamte se s pojmem omnichannel.

[Přečíst celé](#)



# Shoptet University articles

**The partner will write a professional or educational article for our Shoptet University, where he/she will be listed as the guarantor of the article.**

This great project was created primarily thanks to you, our Partners. The articles are read daily by hundreds of e-shop owners in the administration of their e-shops and help clients with their business. That is why we welcome all skilled Partners who have something to say about their field. Build quality content with us.

Where can you find the University? General information [here](#), you can read the articles directly only in the administration under the student cap icon.

Google mění pravidla hry. Co jsou AI Overviews a proč vám mohou snížit návštěvnost e-shopu



Je to největší změna ve vyhledávání za poslední roky. SEO expert Pavel Ungr vysvětluje, co znamená, a má i tipy, co mohou e-shopy dělat.

[Ukázat článek](#)



# Case study on the website of a Partner, or Shoptet

Shoptet Partner will prepare a practical case study about Shoptet or its client (e-shopper) that they have helped. They will publish this case study on their platform or one of the Shoptet channels, depending on the agreement.

Do you find many articles too general and lacking in examples and real examples? Then case studies are exactly for you. A specific client, problem and solution.

PRIPADOVÁ STUDIE

Redesign a migrace zavedeného e-shopu na Shoptet



### Home Pond: po přechodu na Shoptet rosteme, expandujeme a stali jsme se jedničkou na trhu

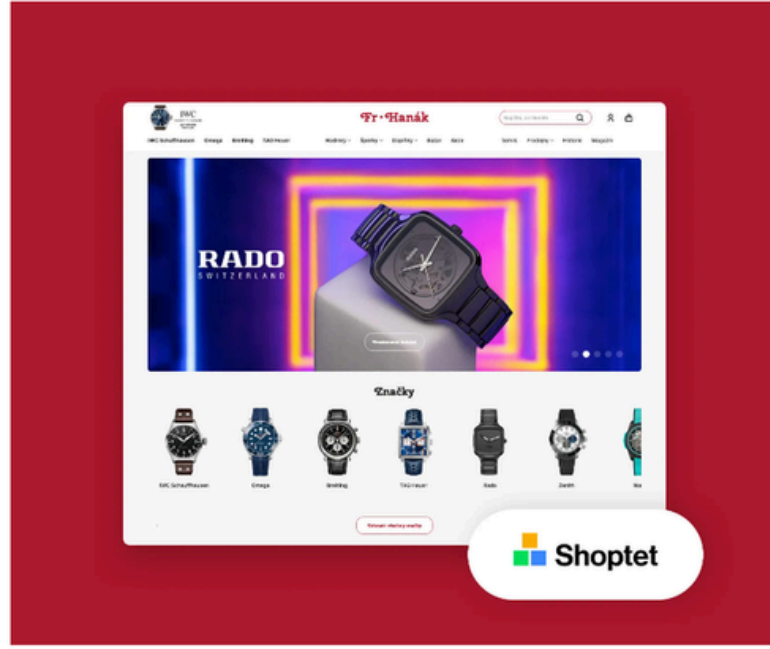
9. 6. 2025 [Tomáš Zahálka](#) [Příběhy](#)

Když v Home Pond zjistili, že jejich systém přestává stíhat obchodní ambice, škálování i marketingové aktivity, rozhodli se pro zásadní změnu – přechod na Shoptet.

[Přečíst celé](#)

## Fr. Hanák Hodinky & Klenoty

2024 – současnost



Jak jsme provedli rodinnou společnost s tradicí od roku 1905 Fr.Hanák procesem od tvorby nové korporátní identity až po nový e-shop.

[Více](#)



# Webinar in collaboration with Shoptet, or separately

A practical webinar for our e-shoppers on a pre-prepared topic with subsequent discussion.

Number of webinars we prepare with partners annually: 12x for CZ and 6x for SK.

If you are not shy about speaking into the camera to hundreds of listeners, you are in the right place. Share your experience and know-how with our clients and make yourself visible.

There are already dozens of webinars from our Partners on our YouTube Shoptet channel, join them too!



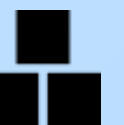
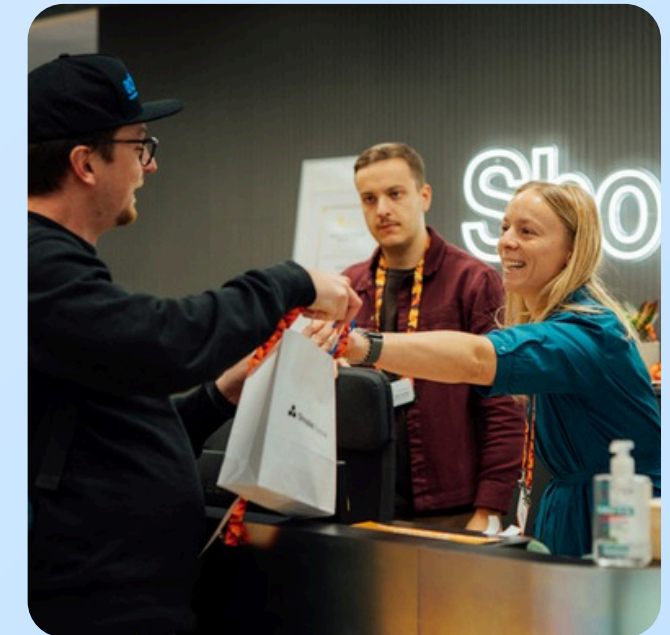
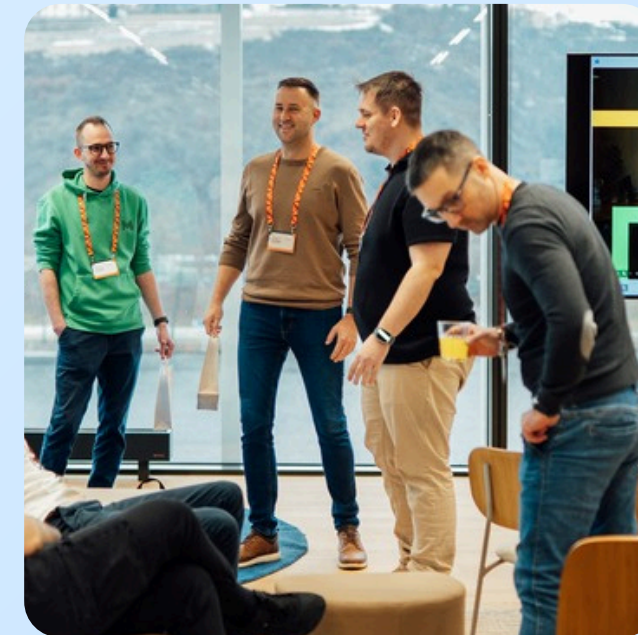
# Lectures at Shoptet Meet Ups

Shoptet is building a community not only of e-shoppers, but also of Partners. [Participate in our regular Meet Ups](#) and share your knowledge with other Partners.

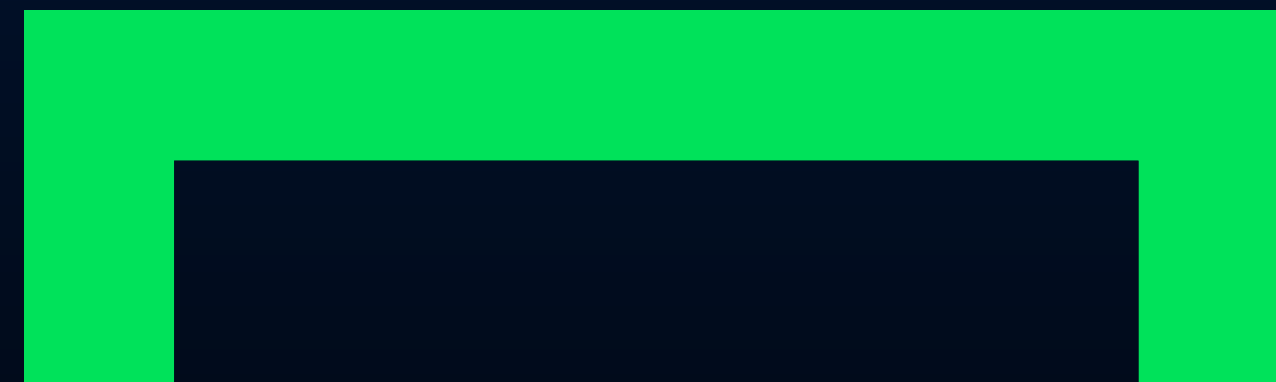
**This activity is essential for our cooperation.**

We love to meet! Both online and offline. Because building relationships with Partners is important to us, we organize regular Meet Ups. These are either general, where Shoptet, its departments and their functioning and plans for the future are introduced, or they are industry-specific meetings (for PPC, SEO, UX, etc.).

What can you expect from Meet Ups as a Partner?  
Full of information, new contacts, better relationships with Shoptet, and also full of fun, food and good drinks.



# Partners communication about Shoptet



# Partners Communication about Shoptet

Partners communication about Shoptet takes place **on your channels** (website, **SOME**, newsletter, presentations) and helps e-shoppers understand what Shoptet offers, what you can help them with, and what knowledge you, as a Partner, can pass on to them.

You not only become a certified Partner, you also become our advocate and helper for our clients on their journey to their online business.

## Where will people see your communication about Shoptet?

- ✓ Your website and blog (articles, Shoptet subpage, case studies)
- ✓ Social media (posts about case studies, invitations to events we organize)
- ✓ Conferences, podcasts, YouTube videos (mention/invitation of Shoptet)
- ✓ E-commerce FB groups and Shoptet Advice Center (client assistance)
- ✓ Reviews (Apps, Google)



# Partner's blog article with a link back to Shoptet

The partner writes an article on their blog in which they mention and link to Shoptet.

It can be a professional or an educational article, a case study, etc. This article does not have to be focused on Shoptet as such. The key is its mention and a link to our website.



**Martin Tomčík**

ÚVOD CO NABÍZÍM DOPORUČENÍ O MNĚ BLOG KONTAKTNÍ ÚDAJE

## Vánoční SEO. V listopadu? Je už pozdě, nebo...

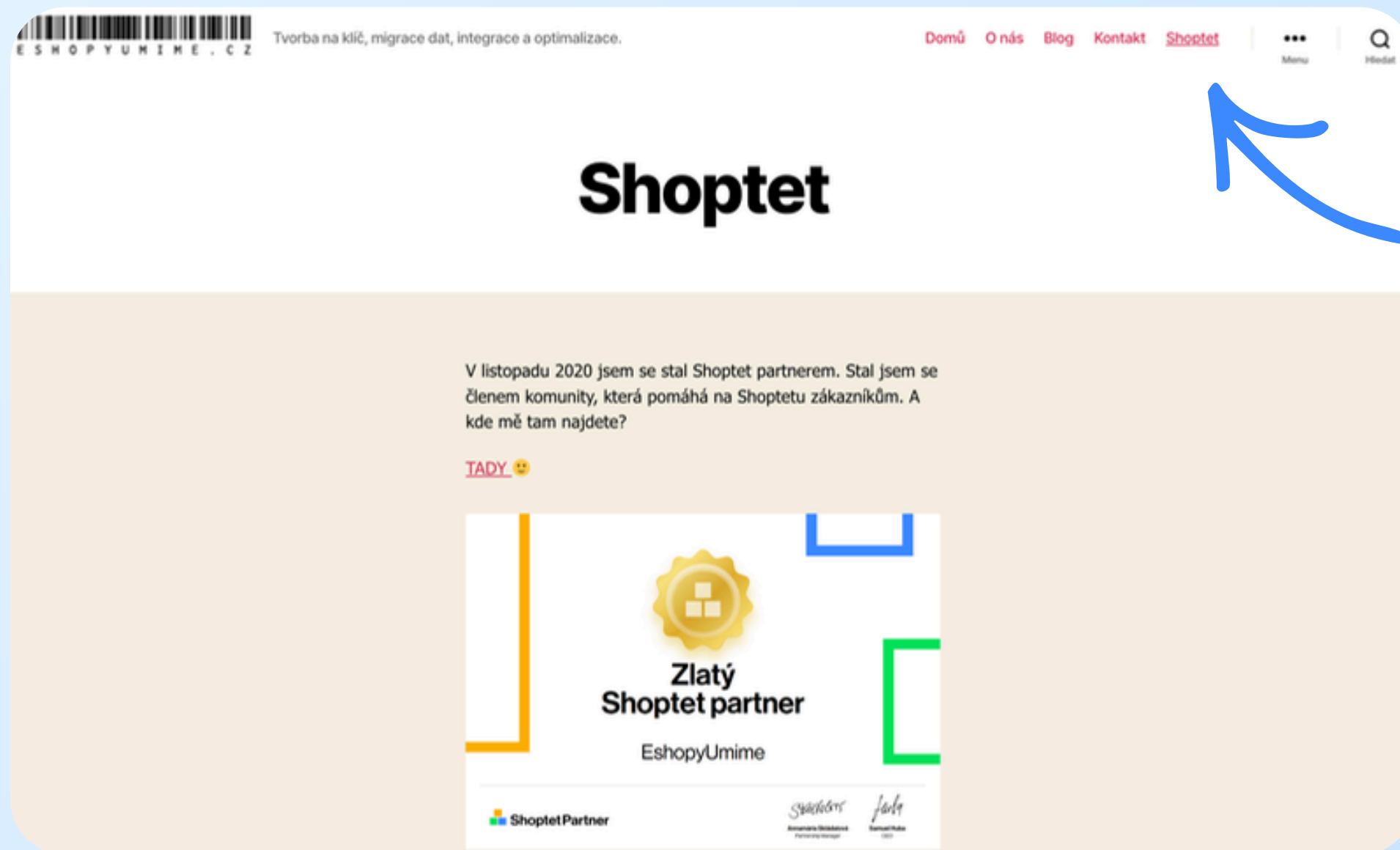
Pár týdnů zpátky jsem se podílel na revizi a aktualizaci článku [jak řešit SEO na Vánoce](#) na [Shoptet blogu](#). Není na to už trochu pozdě? Na začátku listopadu? Něco málo se ještě dá stihnout. I pro letošek...

### 1) Nový obsah

Jako jsou články, kategorie a částečně i produkty (když cílíte na hledaná a relevantní klíčová slova). Možnost naposílat stránky k indexaci přes GSC je teď k nezaplacení na druhou. Vánoce jsou navíc obecně bohaté na trendová témata (takže třeba klapne i Google Discover, když se trefíte do trendu hledanosti).



# Subpage about Shoptet on the Partner's website (Silver and Gold Partners)



The Partner will create a subpage about Shoptet on their website, where they present themselves as a Shoptet Partner, introduce Shoptet and state their focus.

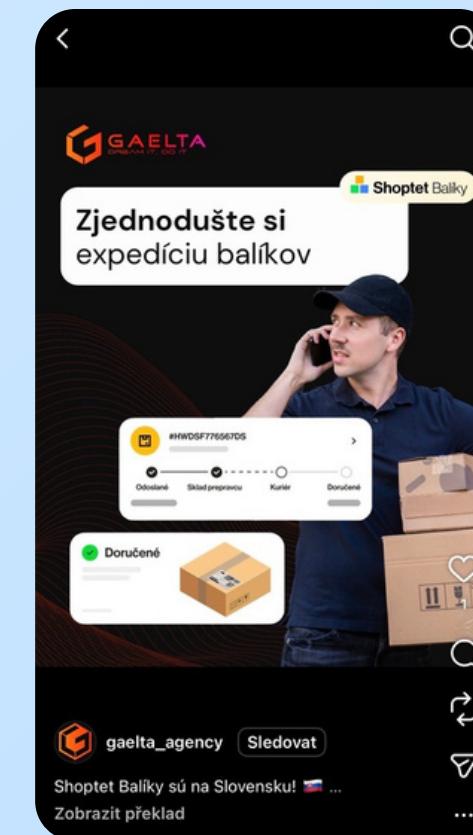
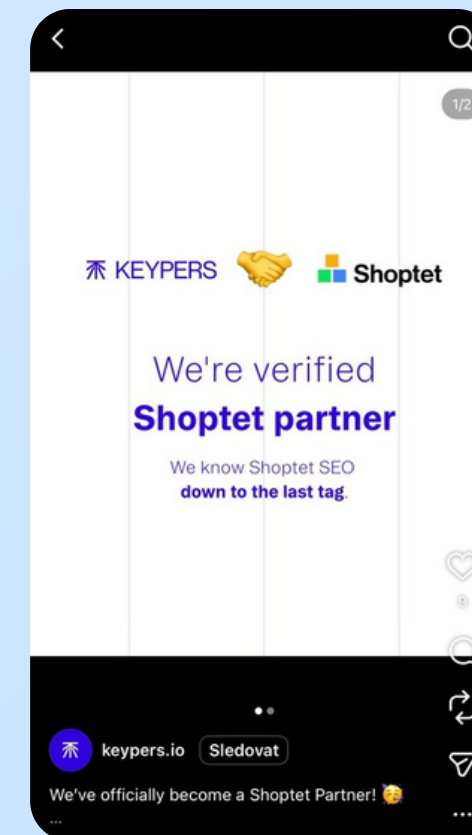
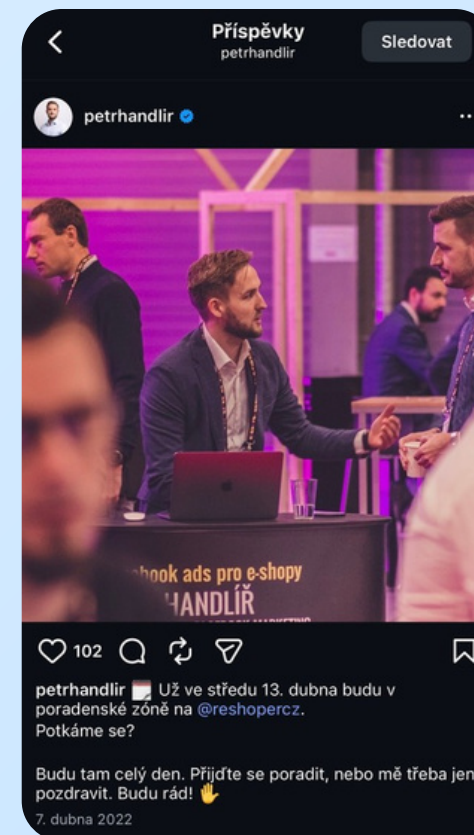
Valid only for Silver Partners and above.



# A series of posts on Partner's social networks

**Create several social media posts**  
(Instagram, Facebook, LinkedIn or other)  
with Shoptet-related content.

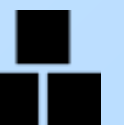
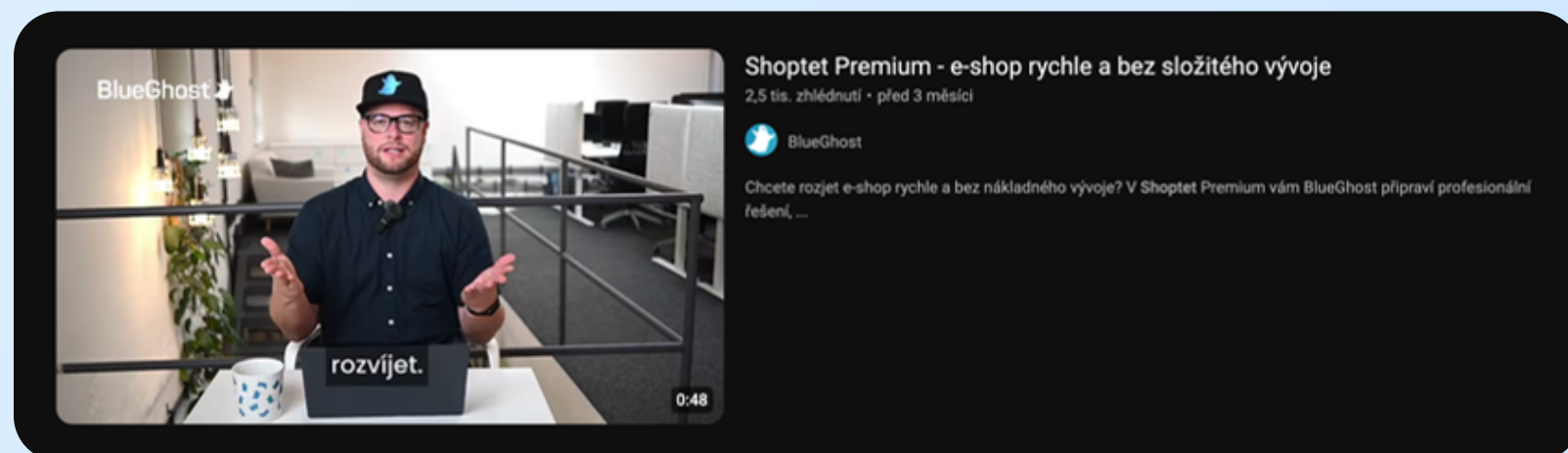
These may include posts about articles and case studies, our services, promotions of events that Shoptet is a part of or organizes, such as Reshoper, Upterdam and others.



# Invitations / mentions of Shoptet at conferences, podcasts and YouTube videos

Invite Shoptet to a conference, podcast, or video. [Or at least mention us.](#)

Are you planning to attend or organize a thematic conference? Invite Shoptet, we would be happy to join in too. Will you be giving a lecture at the conference? We would be happy if you mentioned us. Do you prefer to go the route of creating online content? Invite us to your podcast or video, or dedicate a few sentences to us.



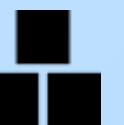
# Recommending and advocating for Shoptet in professional Facebook groups

Join professional e-commerce groups on Facebook and become a true Shoptet Partner.

Advocate for Shoptet in FB groups and recommend it to potential clients, highlight its benefits and come up with solutions to the problems of our e-shoppers.

## Groups to join:

- [Upgates poradna, Upgates forum](#)
- [Shopify komunita CZ/SK](#)
- [Provozovatelé eshopů](#)  
[- výměna zkušeností](#)
- [Marketingová poradna pro e-shopy](#)
- [Eshopar - zkušenosti, inspirace](#)
- [Sebevědomé eshopy](#)
- [Nastartuj svůj e-shop](#)
- [Učíme sa podnikat s eshopom](#)
- [Podnikatelé sobě](#)
- [Nabídky firmám a podnikatelům](#)
- [Hvězdy online podnikání](#)
- [Podnikání pro holky](#)
- [Podnikatelé v ČR](#)
- [Tipy pro podnikání](#)
- [Podnikatelé CZ/SK](#)
- [Podnikatelé, živnostníci, OSVČ](#)  
[- spolupráce, rady, tipy](#)
- [WooCommerce Komunita SK + CZ](#)
- [Učíme sa podnikat](#)
- [E-shopy CZ/SK - diskuze](#)



# Active assistance to Shoptet clients at Shoptet Poradna

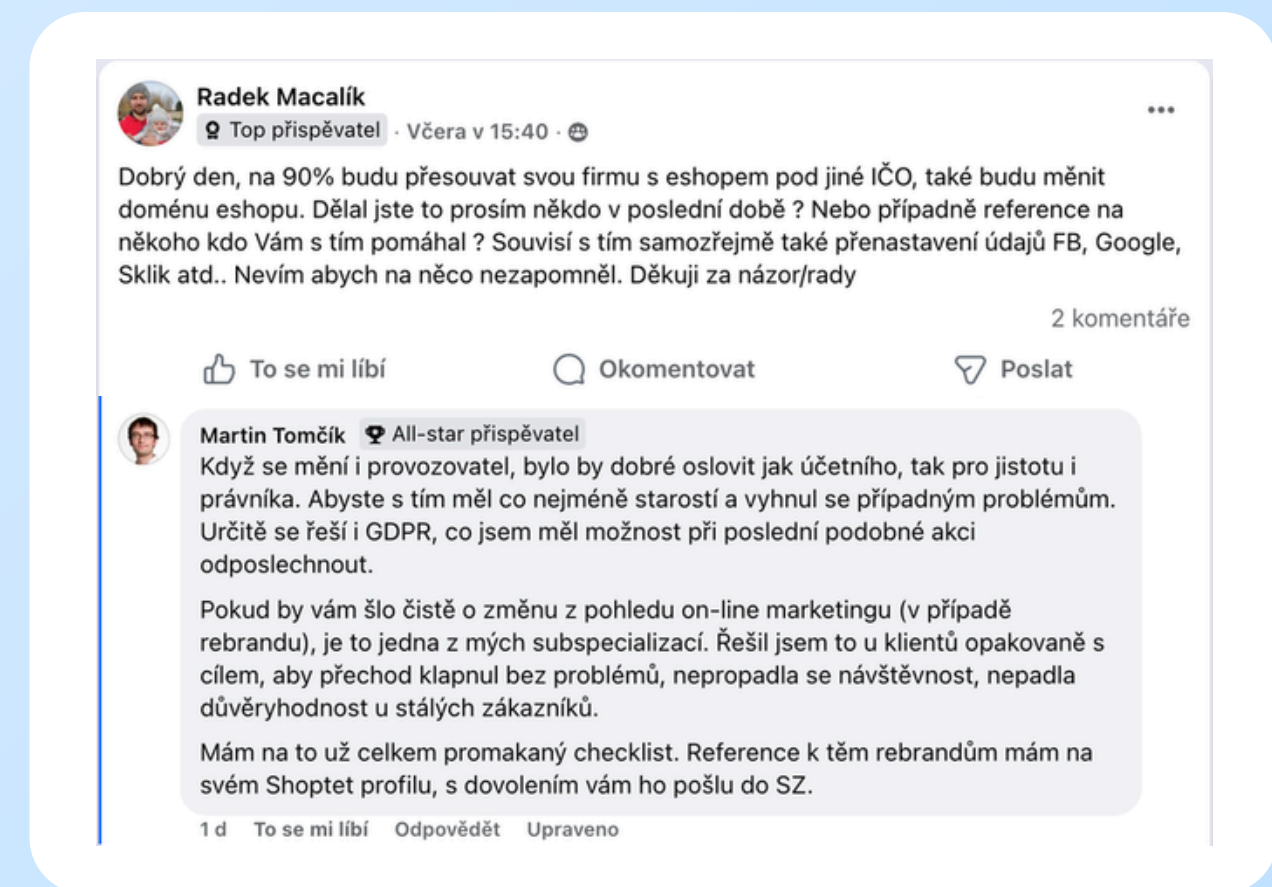
Help e-shoppers grow their businesses in our Shoptet Poradna.

The [Shoptet Poradna](#) Facebook group is a place for all e-shoppers to give each other advice and share their experiences. The task of Shoptet Partners is to propose solutions and support e-shoppers.

## Shoptet Poradna best practises

- Fast and proactive communication (when an add-on is down).
- Detailed answers and active interest in helping.
- Explanation of outages and support from Shoptet.
- Willingness to selflessly help e-shoppers.

*Note: Partners contributions (own articles, news in supplements, promotions of own services even if it is free, etc.) must be approved by the Partnership Manager.*



# Reviews (Silver and Gold Partners)

Add a review of our mobile app Shoptet to the App Store or Google Play, or a review of Shoptet on Google.

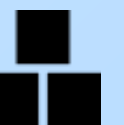
This activity is valid for Silver Partners and above.



**Shoptet**

4,2 ★★★★★ 301 recenzí ⓘ

Služby elektronického obchodování v Praze



# Rules for cooperation



**We hold a common direction**

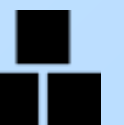


**We evaluate cooperation**



**We are creating a good name for Shoptet and Shoptet Partners**

The partnership program is based on mutual support and cooperation. Therefore, we support each other and communicate with respect. Politeness, consideration and willingness are values that we value.





**Thanks for being  
with us!**

Shoptet is your ideal partner.