



Corporate design guide

The basics



Corporate design guide

Shopware logos

- Logos
- Lock-ups
- Plan lock-ups

Colors

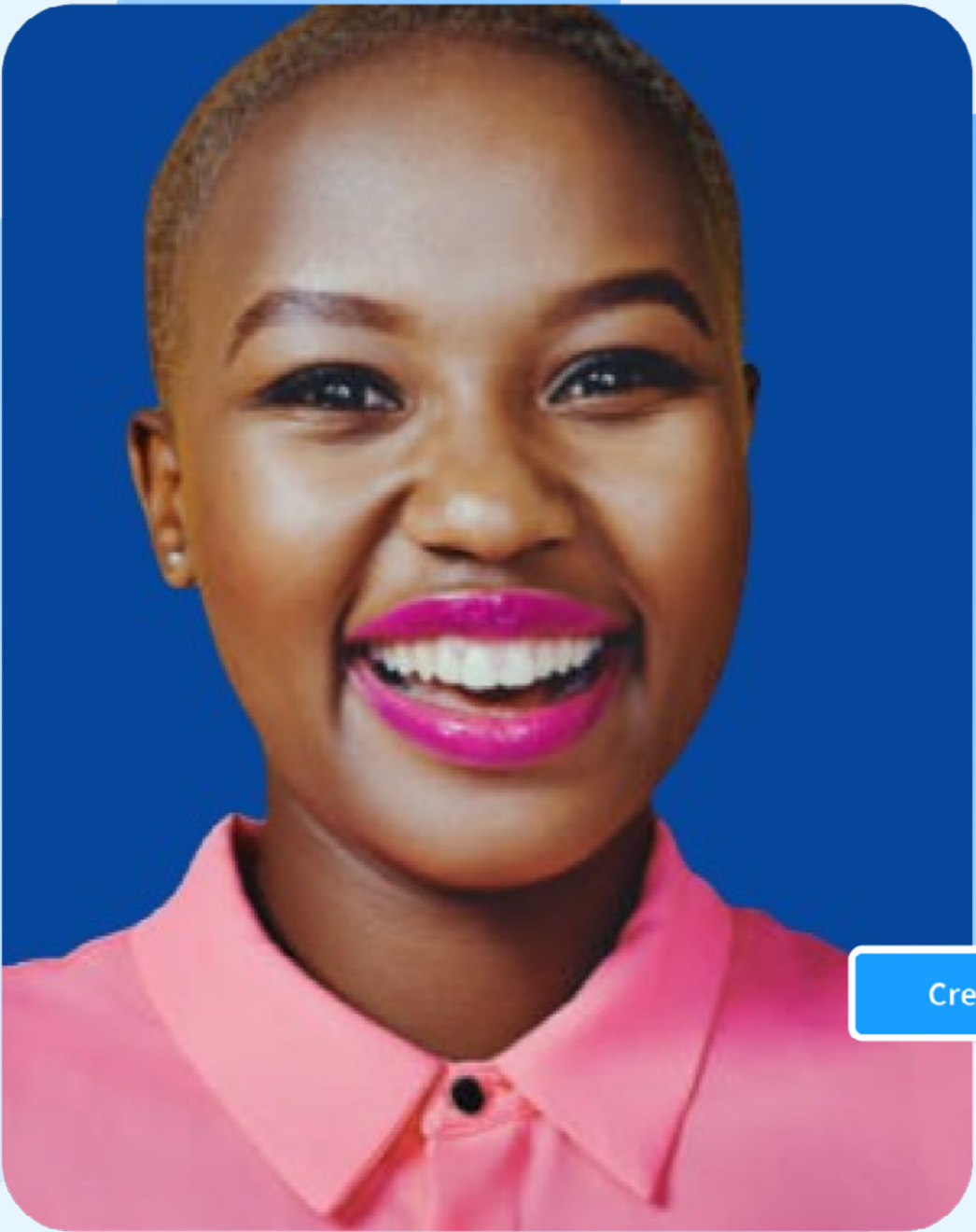
- Core colors
- Gradients

Typography

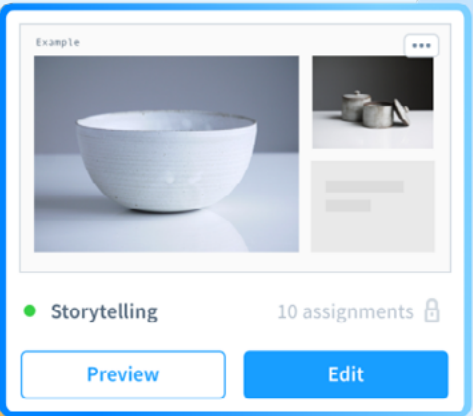
Graphic elements

- Shapes
- Device frame
- UI moments

It's all about people...



Create layout





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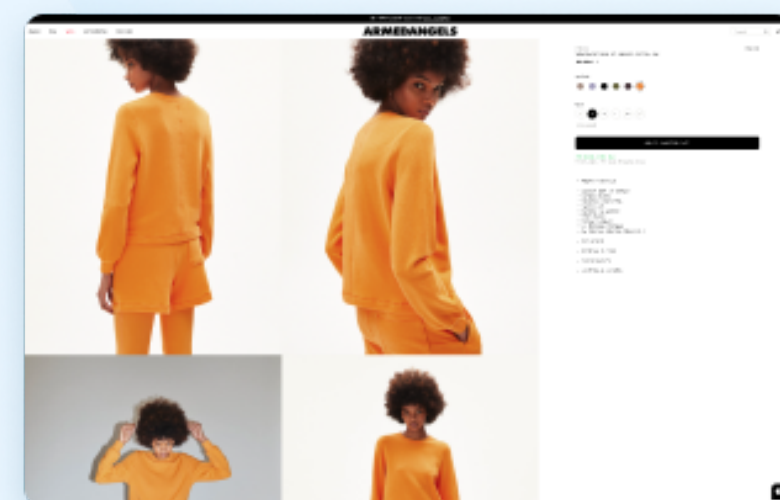
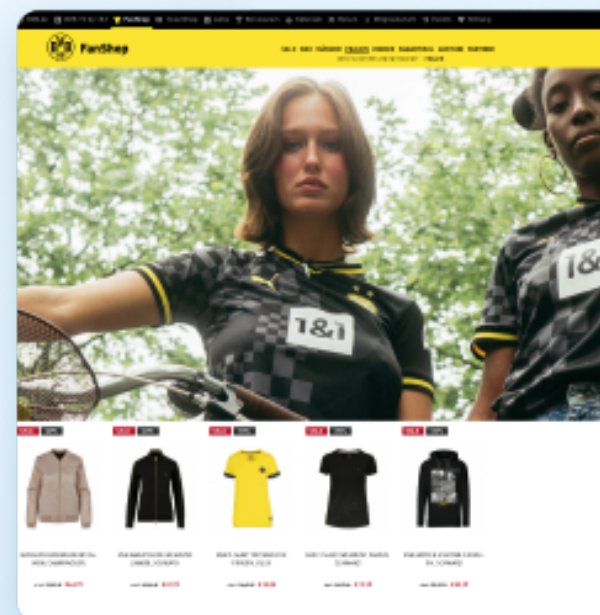
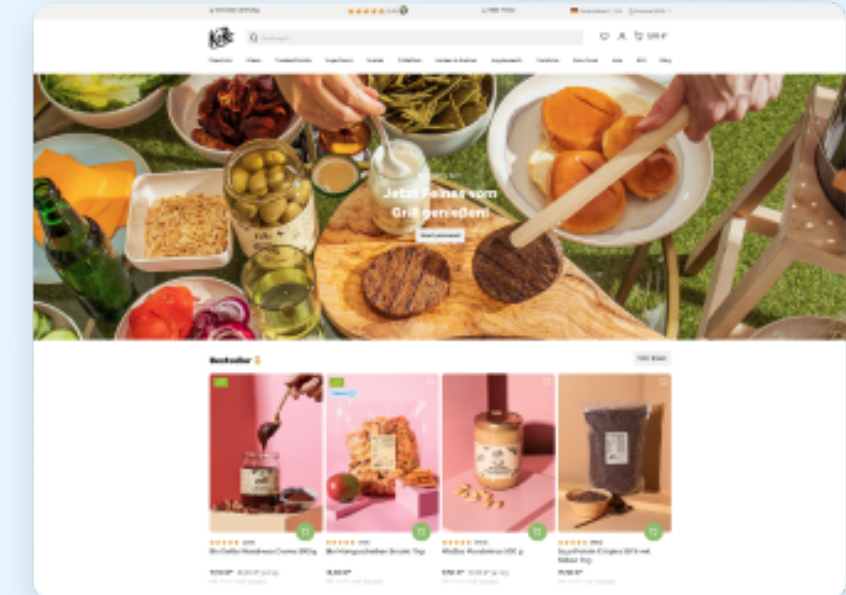
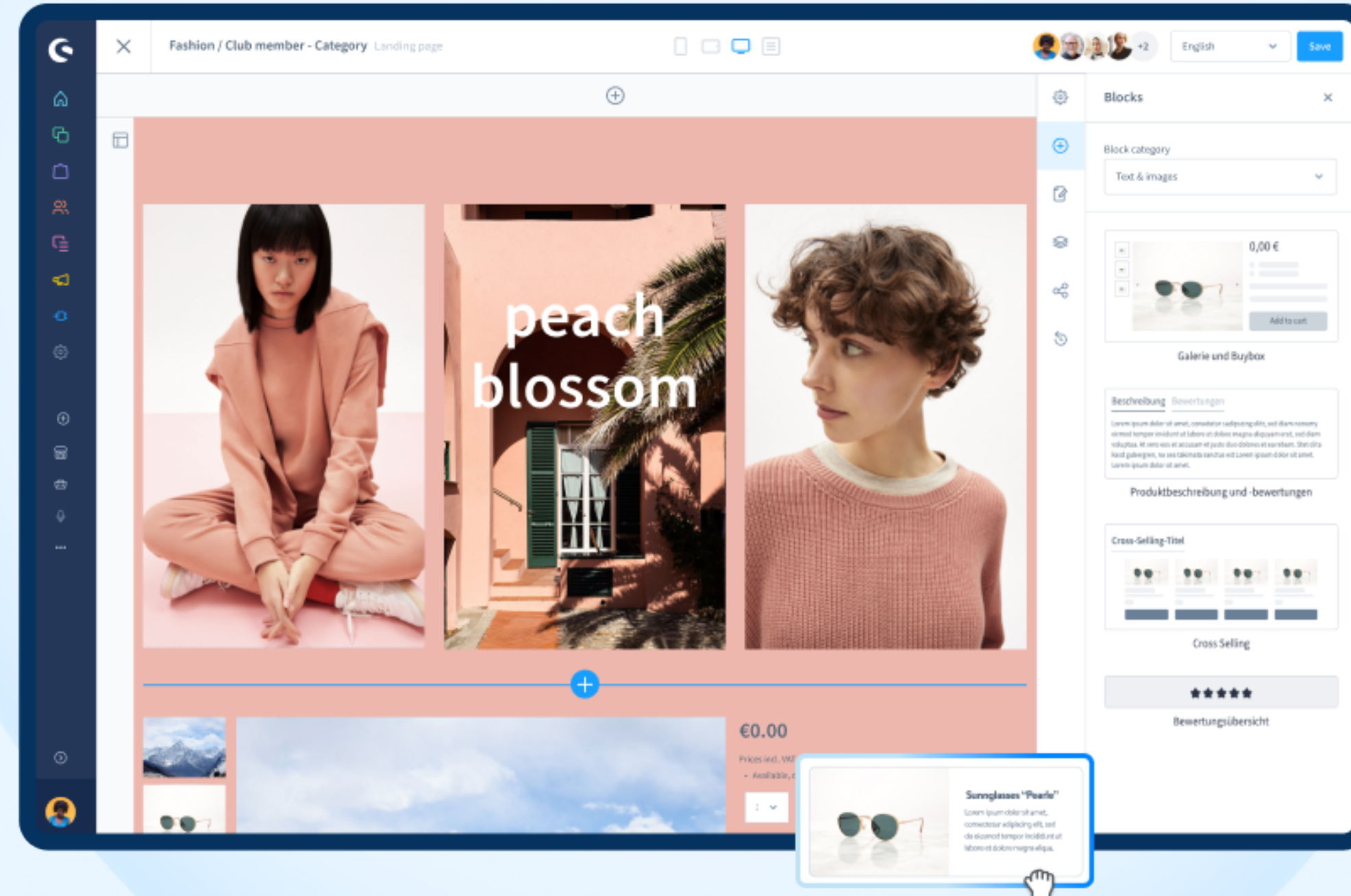
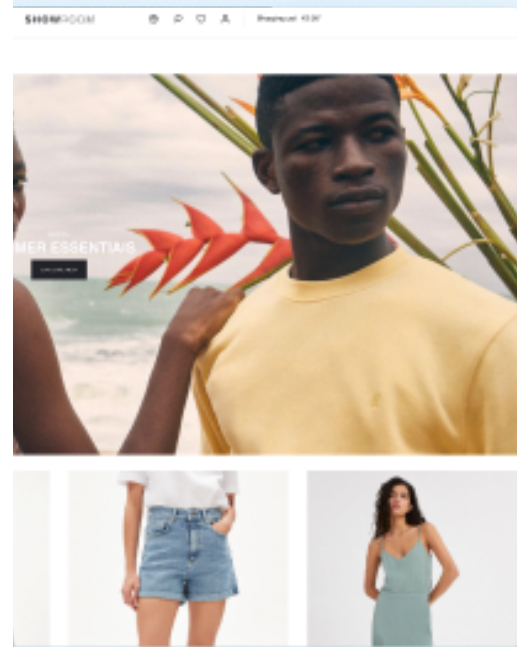
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...building the exceptional with Shopware





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Logos



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Logos

The Shopware logo is one of the core elements in our visual identity – indispensable and timeless.

Word-picture mark

Our classic logo consists of a signet and a word mark. This combination is our primary design that you can use as much as possible.

Signet

Depending on context and only when it’s crystal clear that the sender is Shopware, you can also use the signet just by itself without the word mark.

Word mark

Please be aware that we never use the word mark without the signet.

Alignment

The Shopware logo comes in both horizontal and vertical alignment. The horizontal version is our primary and preferred design – if you can, go with this.





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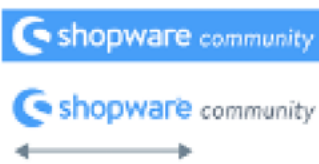
Lock-ups

We’ve created logo lock-ups for our Shopware sub-brands. The extension is always attached according to the same principle and surrounded by a defined area that needs to remain free from other design elements.

Please only apply the logo extensions where appropriate. If you’re not sure, ask the Shopware brand design team. We prefer using the classic Shopware logo as much as possible, keeping our brand image consistent and sharp.



Minimum size horizontal



Minimum logo size without additions
Print: 18 mm wide
Digital: 85 pixels wide

- shopware academy
- shopware community
- shopware design
- shopware developers
- shopware docs
- shopware issuetracker
- shopware markets
- shopware meetup
- shopware shipping
- shopware store
- shopware unconference
- shopware payments by mollie



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Plan lock-ups

We’ve designed different logo lock-ups for the respective Shopware plans. Use these when appropriate to optimize your communication:

- The classic lock-ups are the preferred logos for all external communication.
- The isolation lock-ups consist of the signet without the word mark and are most suitable for smaller layouts.
- The headline lock-ups are without the Shopware signet in the Poppins font, intended for internal communication only.

Classic	Isolation	Headline



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Core colors

Shopware’s primary color is cyan blue. Together with the logo, our core color palette has become a strong and instantly recognizable feature – firmly embedded in our corporate identity.



Additional to our brand color, there is a variety of blue tones used to create a visual diversity.

Additional core color palette





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Gradients

In addition to the core color palette, we use gradients to enhance the brand image in general and to distinguish between the Shopware plans Rise, Evolve, and Beyond. Gradients don't only make each plan stand out, they also harmonize with all our branded content and visual communication.

Light brand gradient

#E3F3FF

#189EFF

Brand dynamic gradient

Brand linear gradient

#0B339B

#0176FF

#189EFF

#00D1FF

Rise dynamic gradient

Rise linear gradient

#0176FF

#80DCf2

#CDF4E3

Evolve dynamic gradient

Evolve linear gradient

#0176FF

#7D7BEB

#80DCf2

#E3F3FF

Beyond dynamic gradient

Beyond linear gradient

#0B339B

#7D7BEB

#0176FF

#80DCf2

#E3F3FF



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Typography

Brandon Text

The Shopware in-house font is Brandon Text from HVD Fonts which we use throughout our body copy. We have chosen Brandon Text for its high recognition value and optimal readability.





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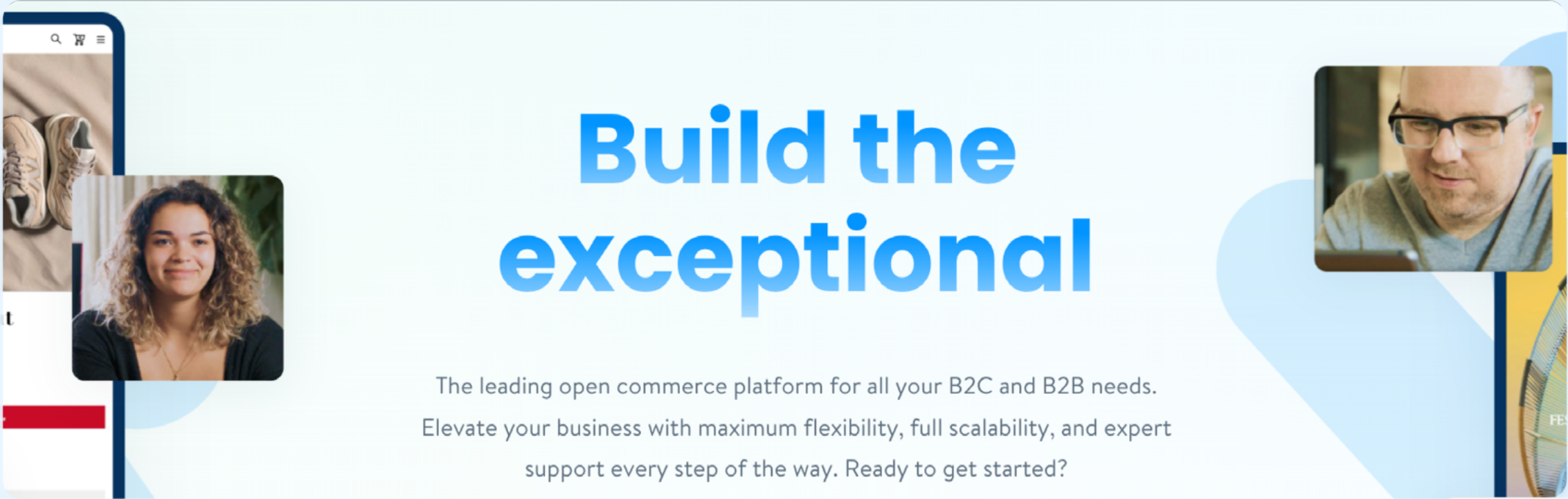
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Poppins

In addition to Brandon Text, we use the font Poppins to add contrast and a contemporary touch. Poppins is particularly suitable for banner copy and eye-catching headlines.





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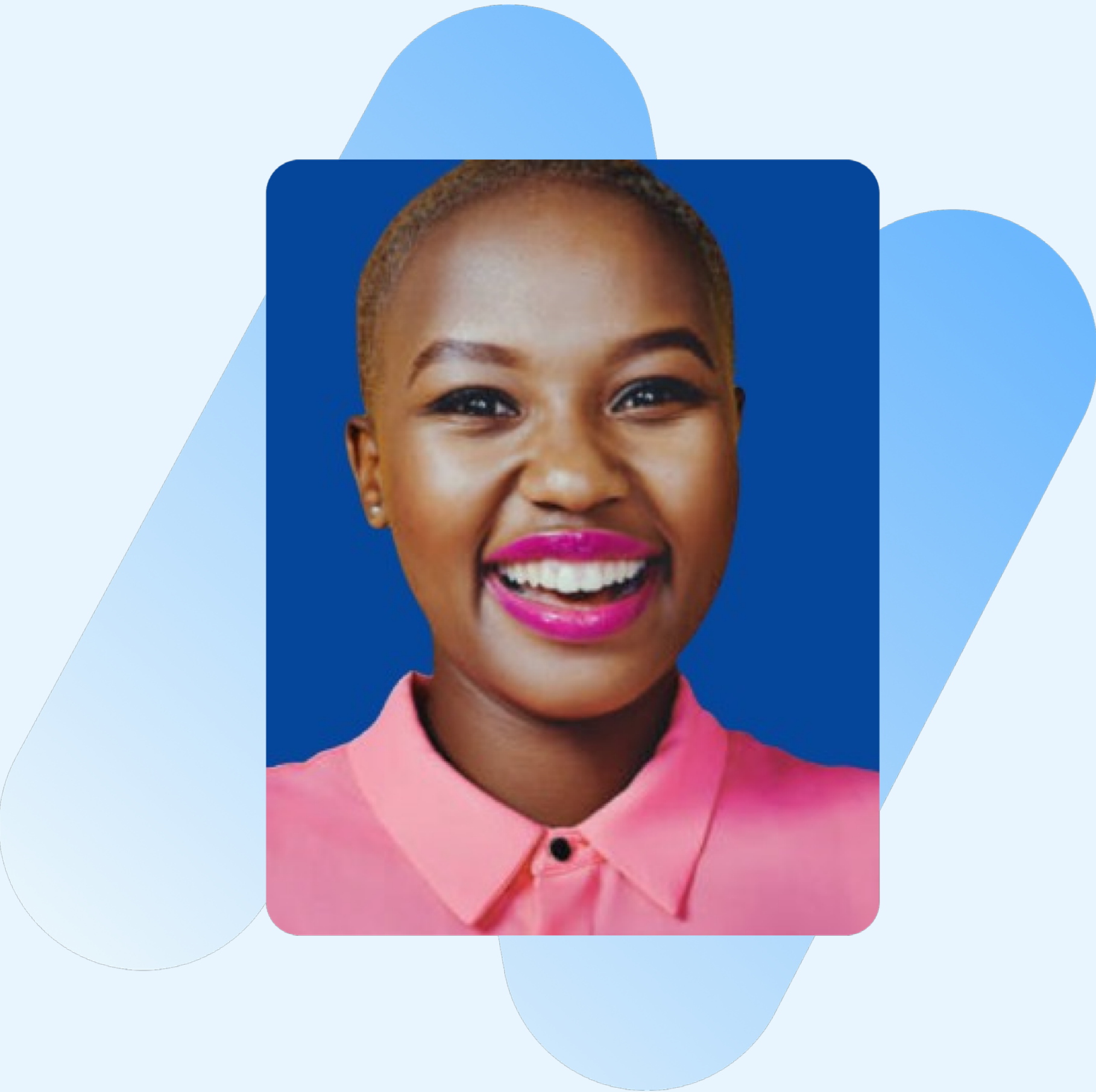
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Graphic elements

We’ve created various graphic elements such as shapes, patterns, UI frames, compositions, and highlights to enhance and strengthen our visual communication. If you’re not sure how to apply these in the best possible way, simply contact the Shopware brand design team who will be happy to assist and advise you.

Shapes

Shapes are used as background elements. A collection of shapes for your usage can be found in our logos and visual elements package.





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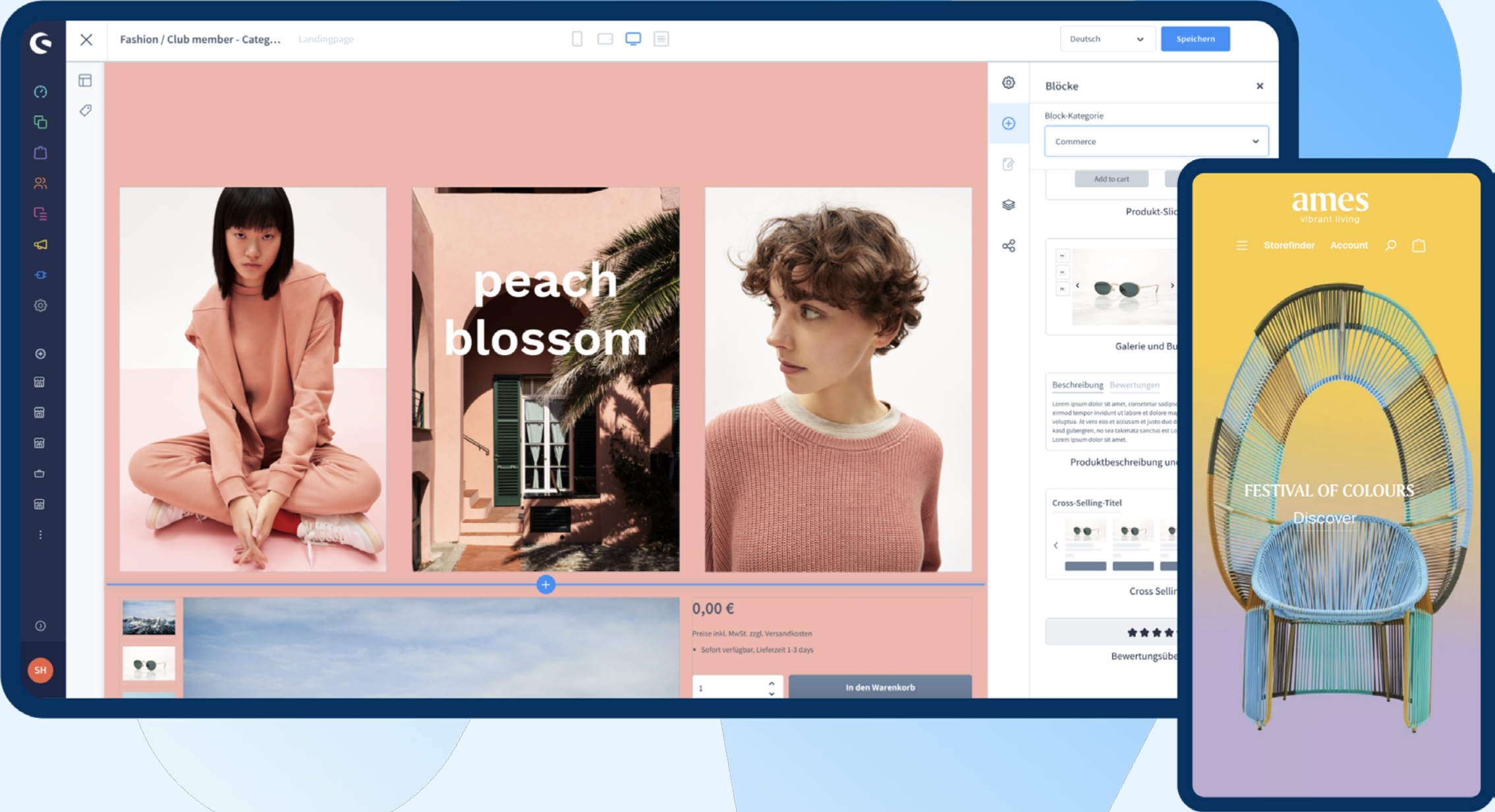
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Device frames

We’re continuously inspired by the success stories of our merchants. There simply is no better advertising than highlighting these outstanding brands in our communication. To do this, we use frames that are as simple and as clean as possible. These frames are always rounded and are set in our color Shopware Dark Blue.





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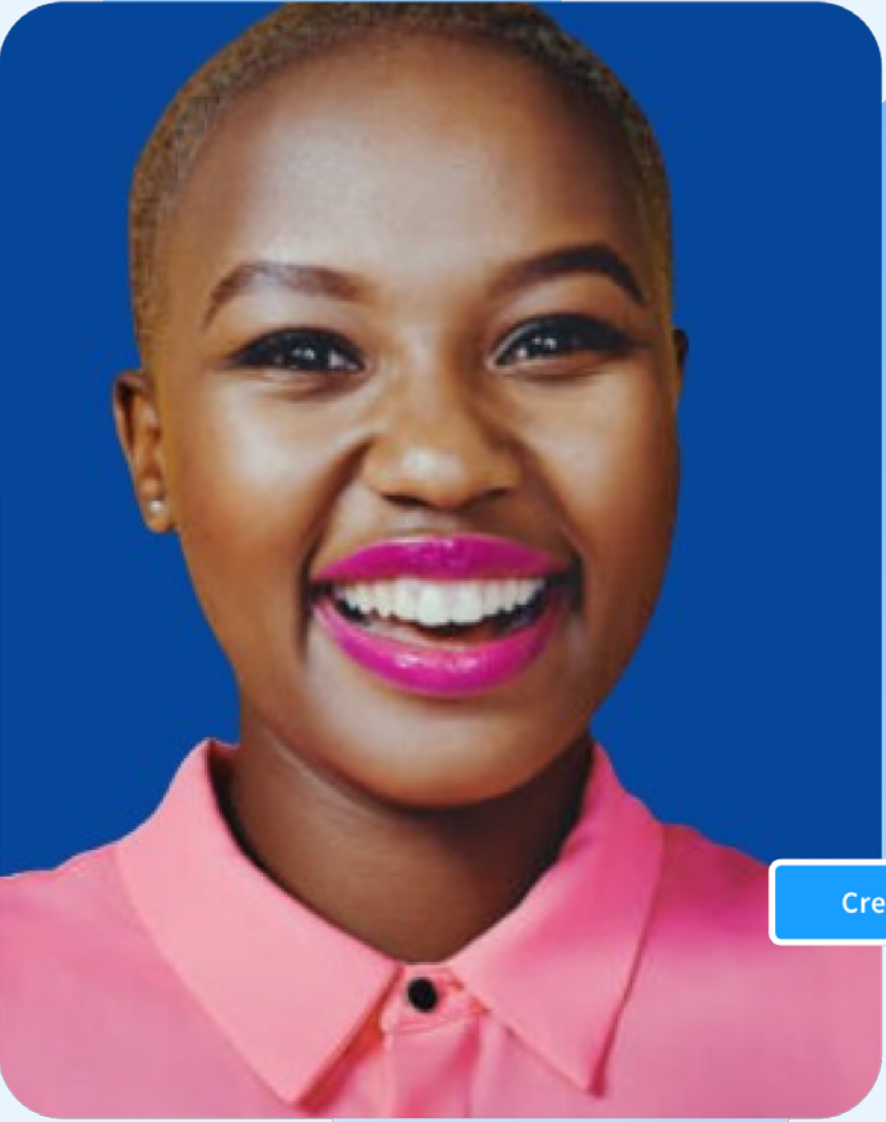
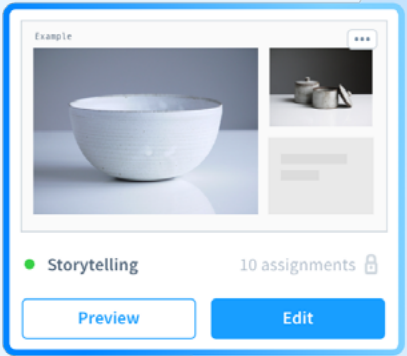
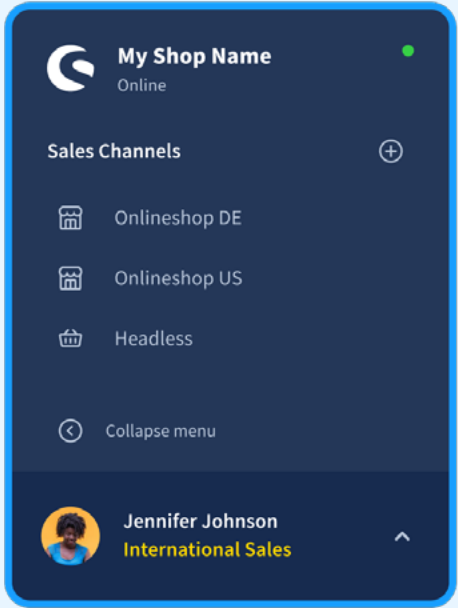
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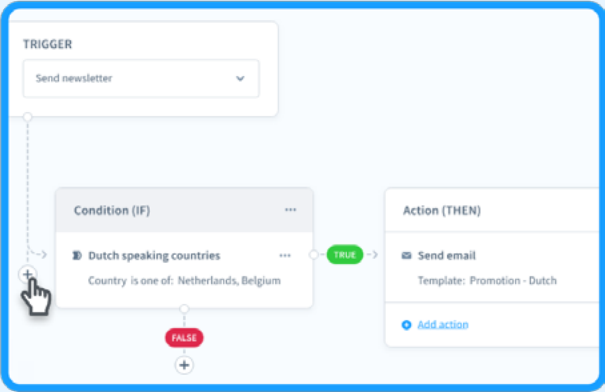
Extraordinary achievements are made possible with an extraordinary platform. We love a deep dive into the heart and soul of Shopware, to peek behind the curtains and offer insights into our software. That is why we display UI screenshots where appropriate in our communication. These UI moments are always rounded and are highlighted with a frame in our brand gradient or in white.

Composition

Shopware is all about empowering great minds to create outstanding ecommerce experiences, giving our merchants the best tools and features to support their vision. To communicate this visually, we provide insights into our merchants’ work and their corporate stories. In our design, we show real people and their online stores combined with UI snapshots, highlighting our software in the process of building the exceptional.



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CONTACT

If you have any further questions about Shopware’s corporate design guide, please feel free to contact design@shopware.com