

# Shopify Store Branding Blueprint

## 1. Brand Identity

Store Name

Tagline / Slogan

Brand Mission

Brand Values

Target Audience

## 2. Visual Style

Primary Logo

Secondary Logo / Icon

Typography (Fonts)

Primary Color

Secondary Color

Accent Color

**Image Style / Photography Direction**

### 3. Brand Voice

**Tone/Personality**

**Messaging Guidelines**

**Key Phrases / Taglines**

### 4. Store Experience

**Homepage Content Focus**

**Navigation / Menu Structure**

**Product Photography**

### 5. Extra Notes

**Additional Details**

