

Shopify Plus Brand Guidelines

<https://www.shopify.ca/plus/about/brand>

Brand colours

PRIMARY COLOURS

We use only black and white to render the logotype, allowing our name and typography to provide all the necessary distinction. Limiting the use of colour in the logo imbues it with maturity and restraint.

Black



HEX: #000000 | RGB: 0/0/0 | CMYK: 60/40/40/100 | Pantone: PMS Black

White



HEX: #FFF | RGB: 255/255/255 | CMYK: 0/0/0/0 | Pantone: n/a

ACCENT COLOURS

Please consult with Plus Marketing UX before using accent colours.

Chartreuse



HEX: #D0F224 | RGB: 208/242/36 | CMYK: 24/0/98/0 | Pantone: PMS Neon
809

Cobalt



HEX: #1238BF | RGB: 227/83/41

SECONDARY COLOURS

Platinum



HEX: #F4F4F4 | RGB: 245/245/245 | CMYK: 4/2/4/8 | Pantone: n/a (for
digital only)

Silver



HEX: #8D9091 | RGB: 141/144/145 | CMYK: 47/37/38/2 | Pantone: MPS
Metallic 877

Tungsten

HEX: #3D3F40 | RGB: 61/63/64 | CMYK: 44/34/22/77 | Pantone: n/a (for digital only)

DATAVIZ COLOURS

We have a set of colours designed for data visualizations (charts, graphs, etc). Ask the Plus Marketing UX team for these colours and guidance around how they should be used.

TYPOGRAPHY

Use Shopify Sans in your local documents (Keynote, Sketch, Adobe, etc.) and Helvetica Neue in Google Suite.