

# Your Store. Your Brand. Your Growth.

How ShopperzKey looks, sounds and shows up: logo, colour, type, voice, components and ready-to-post social templates.



ESSENTIALS

## Who we are, in one table.

ShopperzKey is the commerce operating system for local shops, D2C brands and growing businesses: an independent online store with its own domain, customers and data, instead of a rented shelf on a marketplace. Made in India, for sellers everywhere.

|               |                                                                                                             |
|---------------|-------------------------------------------------------------------------------------------------------------|
| Name          | ShopperzKey: capital S, lowercase z, capital K, one word. Never "Shopperzkey", "Shopperz Key" or "SK".      |
| Category line | The Commerce Operating System                                                                               |
| Tagline       | Your Store. Your Brand. Your Growth.                                                                        |
| Promise       | Stop renting your business. Start building one.                                                             |
| Proof lines   | Your URL. Your brand. Your data. · Sell locally, everywhere. · Stores that look like brands, not templates. |

|                    |                                        |
|--------------------|----------------------------------------|
| <b>Sign-off</b>    | Made in India, for sellers everywhere. |
| <b>Primary CTA</b> | Start Your Store Free                  |

**Who we talk to:** owners of local shops moving online, D2C founders leaving marketplaces, and growing brands that have outgrown a website builder. They are busy, practical and wary of lock-in. Lead with ownership, then speed, then growth.

**The five pillars** organise every feature story: **Store** (look and pages), **Sell** (catalogue, orders, payments), **Grow** (discounts, reviews, SEO), **Extend** (apps: Shiprocket, FedEx, Stripe, PayPal, PayU, PhonePe) and **Intelligence** (AI search).

# The wordmark and the Z bag.

**Primary**

Light grounds · 600 × 193 PNG

PNG

**Reversed**

Dark grounds · 600 × 185 PNG

PNG

**Z mark**

Favicon, app, avatar · 200 × 200

PNG

- Clear space on every side equals the height of the Z's bag handle, about a quarter of the logo's height. Nothing (text, edges, other logos) enters it.
- Minimum width: wordmark 120px on screen or 30mm in print; Z mark 24px or 8mm.
- Keep the Z crimson and the letters black or white. Never put the logo on crimson: on a crimson ground use `logo-light.png` only if the Z still separates, otherwise use the white wordmark text set in type.
- Never stretch, rotate, outline, add shadows or rebuild the wordmark in a font.
- The artwork spells the name with the Z large ("Shopper**Z**key"). In running text always write **ShopperzKey** (capital S, lowercase z, capital K).

[Clear space, minimum size and misuse →](#)

# Monochrome, with one crimson.



**crimson-700 · Logo crimson**  
Fills, and crimson text on light grounds.



**ink**  
Text and dark surfaces.



**canvas**  
Light page background.

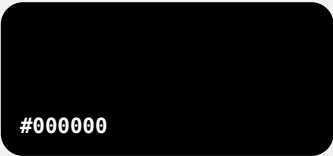


**pure-black**  
Hero and video stages.

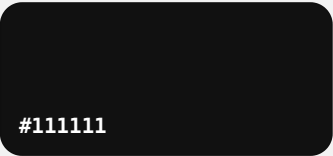
CRIMSON SCALE



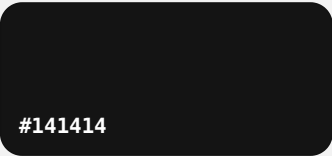
NEUTRALS AND FUNCTIONAL



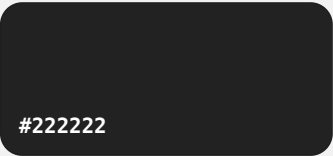
**pure-black**  
Hero and video stages; the darkest ground. Source token.



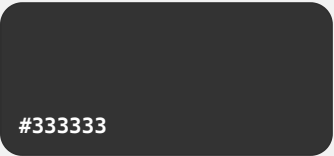
**ink**  
Default text colour in code (`body { color }`) and the toast/dark card fill.



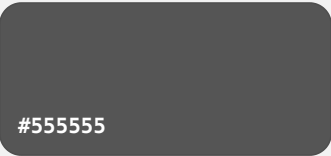
**ink-soft**  
Raised surface on dark sections.



**charcoal**  
`'brand'` fill: the dark primary button and the floating demo pill.



**surface-dark**  
Borders and dividers on dark grounds; also legacy `--sd-dark-4` text.



**muted**  
Secondary text on light grounds (6.7:1 on canvas).

#888888

subtle

Captions and placeholder text. FAILS body contrast on canvas (3.2:1): use for 24px+ text or decoration only, or switch to `muted`.

#E1E1E1

border

Card and input hairlines on light grounds.

#EEEEEE

frame

Row-highlight flash in table animations; image frames.

#F2F2F2

canvas

Light page background (`body`).

#F7F7F7

soft-white

Card fill on canvas; text on dark.

#FFFFFF

pure-white

Raised cards, secondary button fill, text on crimson.

#007CFF

action

Link / Action Blue from the design guide. Product UI links only, never marketing. 3.9:1 on white, so keep it to 18px+ or underline it; flagged.

#F84F65

danger

Error and destructive states. 3.3:1 on white: pair with an icon and a dark label, never as small text alone; flagged.

SEMANTIC TOKENS

| TOKEN            | LIGHT                                                                                       | DARK                                                                                        | USE                                                                                                                                                    |
|------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| bg               |  #F2F2F2   |  #000000   | Page ground. Canvas Gray in light; Pure Black in dark sections (hero, CTA bands).                                                                      |
| bg-raised        |  #FFFFFF |  #141414 | Cards, sheets, the nav bar and form fields sitting on <code>bg</code> .                                                                                |
| bg-soft          |  #F7F7F7 |  #222222 | Quiet inset panels and table stripes inside a <code>bg-raised</code> card.                                                                             |
| line             |  #E1E1E1 |  #333333 | Hairlines, dividers and outline-button borders. Decorative only: never the only edge of a control.                                                     |
| fg               |  #111111 |  #F7F7F7 | Headlines and body copy on <code>bg</code> , <code>bg-raised</code> and <code>bg-soft</code> (16.9:1 light, 17.6:1 dark).                              |
| fg-muted         |  #555555 |  #A3A3A3 | Secondary copy, descriptions and metadata on <code>bg</code> and <code>bg-raised</code> (6.7:1 light, 7.5:1 dark).                                     |
| accent           |  #B6142C |  #F76D85 | Crimson used AS TEXT or an icon: highlighted words, active nav, prices on sale. On <code>bg</code> / <code>bg-raised</code> (6.0:1 light, 7.5:1 dark). |
| accent-fill      |  #D01F3F |  #D01F3F | Crimson used AS A FILL: the primary CTA, the live dot, a badge. Always carries <code>on-accent</code> text (5.3:1).                                    |
| accent-fill-deep |  #B6142C |  #B6142C | Bottom stop of the CTA gradient and pressed state; the logo's own crimson.                                                                             |

| TOKEN       | LIGHT                                                                                     | DARK                                                                                      | USE                                                                                              |
|-------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| on-accent   |  #FFFFFF  |  #FFFFFF  | Text and icons on <code>accent-fill</code> and <code>accent-fill-deep</code> .                   |
| accent-soft |  #FFF1F3 |  #460611 | Tinted ground behind crimson text: tags, toasts, the 'New' chip. Pair with <code>accent</code> . |
| focus       |  #B6142C |  #F76D85 | 2px focus outline with 2px offset on every interactive element ( $\geq 6:1$ on both grounds).    |

ShopperzKey is a high-contrast monochrome brand with one hue: **logo crimson**. Neutrals carry the page; crimson marks the one thing to look at.

- Pages sit on `bg` ( `canvas` `#f2f2f2` light, `pure-black` in dark sections). Cards use `bg-raised`.
- Text is `fg`; secondary text `fg-muted`. Use `subtle` (`#888`) only for 24px+ text or decoration: it is 3.2:1 on canvas.
- Crimson as text uses `accent` ( `crimson-700` on light, `crimson-400` on dark). Crimson as a fill uses `accent-fill` ( `crimson-600` ) with `on-accent` white text.
- The accent CTA is the gradient `crimson-600`  $\rightarrow$  `crimson-700` with `shadow-accent`. One per screen.
- The highlight word (the hero's rotating "Store. / Brand. / Growth.") is a text gradient `crimson-600`  $\rightarrow$  `crimson-500` on dark.
- Keep crimson to roughly 10% of any composition. A full crimson ground is for merchant stories and the 300  $\times$  250 ad only.
- `action` blue (`#007cff`) is for links inside the product dashboard, never in marketing. `danger` (`#f84f65`) is for errors with an icon and a label.
- Focus rings: 2px solid `focus` with a 2px offset, on every interactive element.

## TYPOGRAPHY

**Inter Tight for headlines,  
Inter for everything else.**

---

`.display-1`

Inter Tight · 80px / 1 · 600 · -0.04em  
Hero headline at ≥1024px. One per page.

**Your Store. Your  
Brand. Your Growth.**

---

`.display-2`

Inter Tight · 72px / 1 · 600 · -0.04em  
Section-opening statement on large screens.

**Stop renting your business.**

---

`.display-md`

Inter Tight · 60px / 1 · 600 · -0.04em  
Hero at 640–1023px; social post headlines at 1080px.

**Sell locally, everywhere.**

---

`.display-sm`

Inter Tight · 40px / 1 · 600 · -0.04em  
Hero on phones; card headlines in social posts.

**Your URL. Your brand. Your data.**

**.heading-1**

Inter Tight · 64px / 1.3 · 700 · -0.04em

Section titles on desktop.

---

# See the difference for yourself.

**.heading-2**

Inter Tight · 48px / 1.1 · 700 · -0.04em

Section titles on tablet; feature block titles.

---

## Search that thinks like your customer.

**.statement**

Inter Tight · 28px / 1.25 · 600 · -0.04em

Pull statements and card titles.

---

### Everything your business needs to sell, in one dashboard.

**.body-lg**

Inter · 20px / 1.4 · 500 · -0.04em

Hero and section intros, max 36rem wide.

---

### Launch a fully independent online store. No developers. No infrastructure headaches.

**.body-md**

Inter · 17px / 1.2 · 500 · -0.04em

Link buttons and short supporting lines.

---

### Watch a 2-minute demo

**.body**

Inter · 16px / 1.4 · 400

Running copy, feature descriptions.

---

### A customer database that's yours. Not shared, not rented.

**.ui**

Inter · 15px / 1.4 · 500

Nav links, small buttons, tabs, table cells.

---

### Orders · Products · Customers

.caption

## THE COMMERCE OPERATING SYSTEM

Inter · 12px / 1.4 · 600 · 0.05em

Eyebrows and labels, set UPPERCASE.

- Display and headings: **Inter Tight** 600–700 at −0.04em tracking. Body and UI: **Inter** 400–600. Both are self-hosted in the site ( `src/app/local-fonts.css` ) and on Google Fonts for designers.
- Use the scale as written: `display-1` 80px for the hero, `heading-1` 64 and `heading-2` 48 for sections, `statement` 28 for card titles, `body-lg` 20 for intros, `body` 16 for copy, `ui` 15 for controls, `caption` 12 uppercase for eyebrows.
- Display lines run at leading 1.0; body at 1.4. Keep body measure under 65 characters (about 36rem).
- Regional scripts (Hindi, Tamil, Arabic for UAE): Noto Sans in the matching script and weight.

## VOICE

# Talk like a seller's partner, not a platform.

- Speak to the seller as "you" and "your". ShopperzKey is "we" only in support and legal copy.
- Short declaratives, often in threes: "No developers. No infrastructure headaches. No renting space on someone else's marketplace."
- Ownership words over feature words: own, yours, your domain, your customers. Contrast with renting.
- Concrete over clever: "Live this weekend", "2-minute demo", "0% marketplace commission".
- Headlines end with a full stop. Title Case only for CTA buttons ("Start Your Store Free"); sentence case everywhere else.
- Indian English spelling and ₹ first for Indian audiences; local currency for UAE, UK and US posts.
- No emoji in product UI or ads. On social, at most one, at the end of a caption.
- Never claim figures, ratings or quotes that are not current and approved. Mark sample numbers "illustrative".

| WRITE                                  | NOT                                      |
|----------------------------------------|------------------------------------------|
| Launch your store this weekend.        | Unlock the power of seamless e-commerce! |
| Every customer is yours.               | Leverage first-party data synergies.     |
| Search that thinks like your customer. | AI-powered next-gen search solution.     |

# Layout, imagery, motion and icons.

## Layout, shape and depth

- Container `max-width-site` 1440px. Gutters: 40px above 1280px, 30px laptop, 20px tablet, 12px phone, 8px below 360px.
- Section rhythm `space-24` (96px) on desktop; hero bottom padding `space-20`.
- Corners: buttons `radius-xs` (4px, squared on purpose); toasts and inputs `radius-md`; cards `radius-lg` – `radius-xl`; eyebrows and tags `radius-pill`.
- Shadows are faint: `shadow-card` at rest, `shadow-card-hover` on hover. Only the accent CTA glows ( `shadow-accent` ).
- Glass: the nav and modal sheets use `blur-nav` / `blur-glass` over content.

## Iconography

- Line icons at 1.5–2px stroke, rounded caps and joins, in `fg` or `on-accent`. The CTA arrow is the up-right ↗ ( `s-300x300_...svg` on dark, `s-301x300_...svg` on light in `public/assets/images` ).
- Payment and shipping partner logos appear only in their own colours, at equal height, in a row labelled with what they do.
- No emoji as icons.

## Imagery

- Hero and launch moments use full-bleed product video or real storefront screenshots on `pure-black`, faded to black at the bottom so white type sits on it.
- Show real merchants' stores ("stores that look like brands"): fashion, food, home and local retail from India first.
- Product UI shots sit in a soft-white frame with `radius-2xl`. No stock photos of people pointing at laptops.
- Decorative crimson appears only as a soft radial glow off one corner of a dark ground.

## Motion

- Reveal: `cubic-bezier(0.2, 1, 1, 1)` over 800ms ( `ease-fluid` ) for headings and cards on scroll.
- Hover: `cubic-bezier(0, 0.5, 0.22, 1)` over 400ms ( `ease-snappy` ); arrows nudge 2px up-right.
- Modals: `cubic-bezier(0.4, 0.4, 0, 1)` over 500ms. Dropdowns and the mobile menu: `cubic-bezier(0, 1, 0.5, 1)` over 800ms.
- The hero word rotates every 2.8s. Everything stops under `prefers-reduced-motion`.

## COMPONENTS

# The building blocks, live.

Styles in `assets/css/components.css` ; tokens in `assets/css/tokens.css` .

## BUTTONS

[Start Your Store Free ↗](#)[Book a demo ↗](#)[View themes](#)[Compare plans](#)[Log in](#)[Watch a 2-minute demo](#)

```
<a class="sk-btn sk-btn--accent" href="/signup">Start Your Store Free <span class="sk-arrow">↗</span></a>
```

## EYEBROW

• THE COMMERCE OPERATING SYSTEM

MADE IN INDIA

• NOW LIVE IN UAE

## FEATURE CARDS

### STORE

## Your look, not a template.

Shape a dynamic homepage and every page with the theme customizer, no code needed.

### EXTEND

## Apps when you need them.

Connect Shiprocket, FedEx, Stripe, PayU and PhonePe the moment your business needs them.

### INTELLIGENCE

## Search that thinks like your customer.

AI finds what shoppers mean in seconds, not scrolls.

# Ready to post, at full size.

Every image is shown at its real proportions, ready to post. All of them are in the brand kit download.

## FEED POSTS

ShopperZkey

• THE COMMERCE OPERATING SYSTEM

Your Store.  
Your Brand.  
Your Growth.

Start Your Store Free ↗

shopperzkey.com

### Launch / hero

1080 × 1080

ShopperZkey

OWNERSHIP

Your URL.  
Your brand.  
Your data.

- ✓ Your own domain
- ✓ Your own customers
- ✓ Found on Google

shopperzkey.com



### Feature / value

1080 × 1080

ShopperZkey



We moved off the marketplace  
in a weekend. Now every  
customer is ours, and  
repeat orders have tripled.

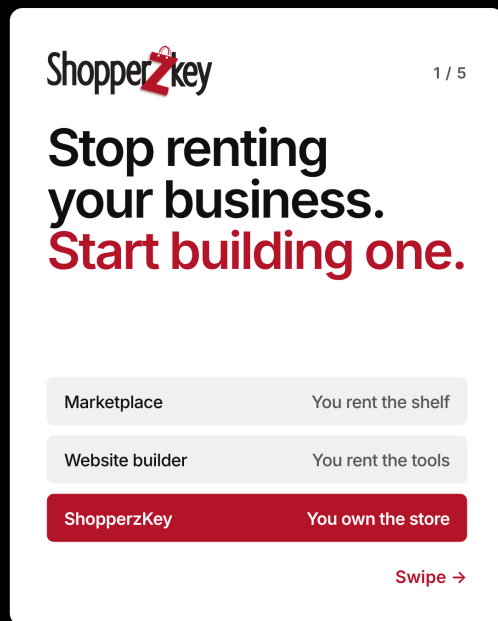
Priya Sharma  
Founder, Meera's Boutique · Jaipur

3× repeat orders

0% commission

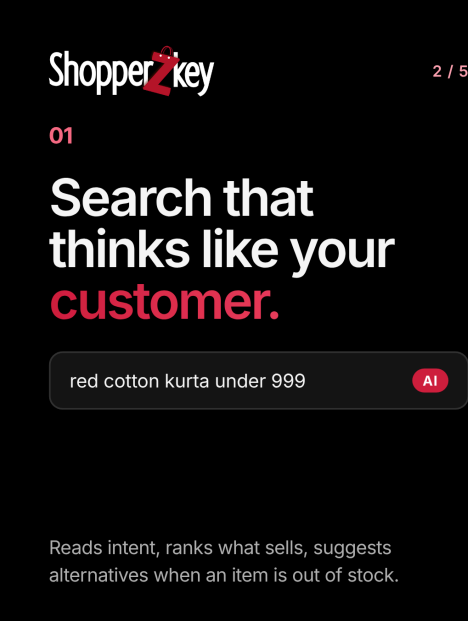
### Merchant story

1080 × 1080



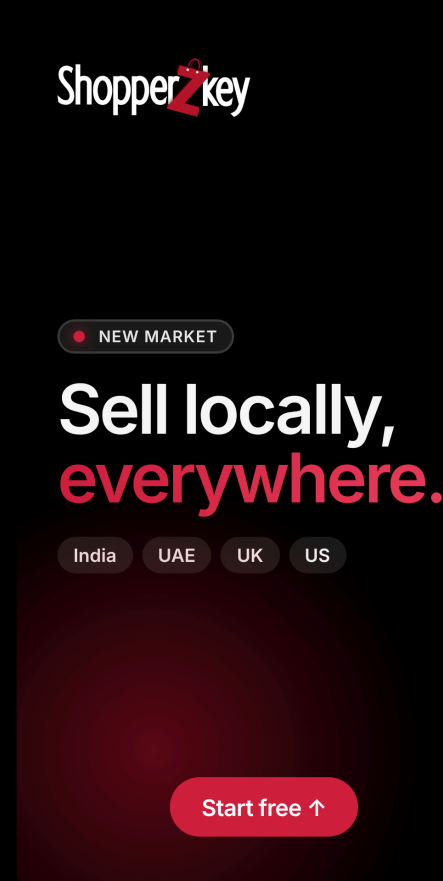
Carousel cover

1080 × 1350



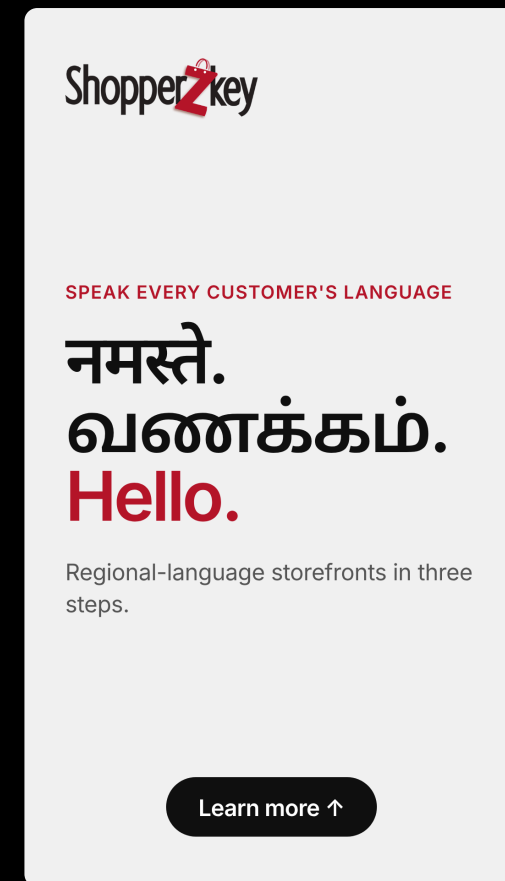
Carousel slide

1080 × 1350



Story · new markets

1080 × 1920



Story · languages

1080 × 1920

# Your Store. Your Brand. **Your Growth.**

The commerce operating system for local shops, D2C brands and growing businesses.



LinkedIn page cover

1128 × 191

MADE IN INDIA, FOR SELLERS EVERYWHERE

Stop renting your  
business. **Start building  
one.**



Start Your Store Free ↗

X header

1500 × 500



## Your Store. Your Brand. **Your Growth.**

shopperzkey.com

Link preview (og:image)

1200 × 630

TODAY

**₹48,250**

32 orders · 3× repeat buyers



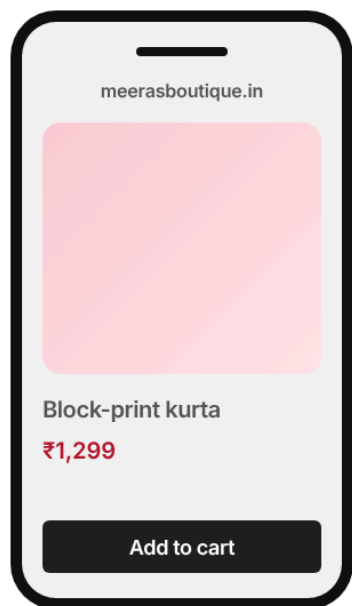
Illustrative figures



Stores that look like brands,  
**not templates.**

YouTube channel art

2560 × 1440



ShopperZkey

**0% marketplace  
commission.**

Your own store, your own domain. Live this weekend.

[Start Your Store Free ↗](#)

ShopperZkey

**Your store.  
Live this weekend.**

[Start free ↗](#)

Performance ad

1200 × 628

Display ad 300 × 250

600 × 500 @2x

# What to post, and how.

## Channels and sizes

| CHANNEL                       | FORMAT                  | SIZE (PX)                     | TEMPLATE CARD  |
|-------------------------------|-------------------------|-------------------------------|----------------|
| Instagram, Facebook           | Feed post               | 1080 × 1080                   | Feed posts     |
| Instagram, LinkedIn           | Carousel / portrait     | 1080 × 1350                   | Carousels      |
| Instagram, Facebook, WhatsApp | Story, Reel cover       | 1080 × 1920                   | Stories        |
| LinkedIn                      | Company cover           | 1128 × 191                    | Profile covers |
| X                             | Header                  | 1500 × 500                    | Profile covers |
| YouTube                       | Channel art             | 2560 × 1440 (safe 1546 × 423) | Profile covers |
| All                           | Link preview (og:image) | 1200 × 630                    | Link preview   |
| All                           | Profile picture         | 400 × 400                     | Link preview   |
| Meta, Google                  | Ad                      | 1200 × 628, 300 × 250         | Ads            |

## Content pillars and mix

| PILLAR               | SHARE | WHAT IT POSTS                                                                     |
|----------------------|-------|-----------------------------------------------------------------------------------|
| Merchant stories     | 30%   | Real stores that moved off marketplaces: before/after, a quote, one number.       |
| Product in action    | 25%   | One feature per post, tied to a pillar (Store, Sell, Grow, Extend, Intelligence). |
| Seller know-how      | 25%   | Practical tips: SEO for a new store, COD vs prepaid, festive-season discounts.    |
| Ownership manifesto  | 10%   | Rented vs owned, "Your URL. Your brand. Your data."                               |
| Launches and markets | 10%   | New features, new countries, new languages.                                       |

Post 4–5 times a week on Instagram and LinkedIn, 3 stories a week, one Reel a week.

## Layout rules for every post

- One message per post. Headline of 3–8 words, Inter Tight 600, -0.04em, last phrase in crimson.
- Logo top-left at 1/3 of the width on squares; domain or CTA bottom row.
- 72px safe margin at 1080px. Story text stays between y = 250 and y = 1580.
- Alternate grounds through the grid: dark, light, dark, crimson. Never two crimson posts side by side.
- Screens and numbers in posts are real or labelled "Illustrative figures".

## Captions

Structure: hook line (the headline restated as a benefit) → 1–3 short lines of detail → CTA → hashtags.

Your marketplace takes a cut of every order. Your own store doesn't. ShopperzKey gives you your own domain, your own customers and 0% commission. Start your store free: link in bio.

**ShopperzKey #OwnYourStore #D2CIndia #SellOnline  
#MadeInIndia**

- Brand hashtags: **#ShopperzKey #OwnYourStore #YourStoreYourBrand**
- Topic hashtags (pick 3–5): #D2CIndia #SmallBusinessIndia #SellOnline #Ecommerce #MadeInIndia #ShopLocal
- LinkedIn: no hashtags in the first line, 3 at the end, a question to close.
- Tag merchants by handle only with their permission.

## Reply tone

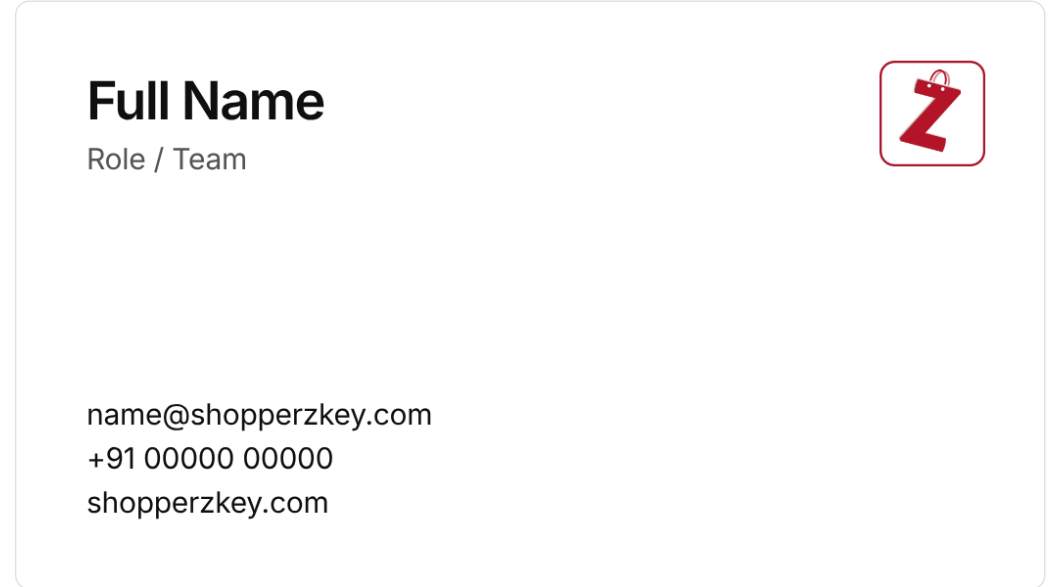
Friendly, direct, and quick. Answer the question in the first sentence, then link the help page. Move order or payment issues to DMs. Never argue about competitors; restate what ShopperzKey does.

# Business card and email signature.



Business card front

1050 × 600 · 300 dpi



Business card back

1050 × 600 · 300 dpi



Made in India, for sellers everywhere.

ShopperzKey brand guidelines. Inter and Inter Tight are licensed under the SIL Open Font License.