

Shopify Guide - Building Your Shopify Store

Recommended Shopify Image Sizes (2025)

Here’s a breakdown of optimal dimensions for various image types in your store:

Image Type	Recommended Size	Aspect Ratio	Notes
Product Images	2048 x 2048 px	1:1	Best for zoom and clarity
Collection Images	1024 x 1024 px	1:1	Used in collection grids
Collection Banners	2800 x 1000 px	2.8:1	Full-width headers
Homepage Banners (Desktop)	1200 x 400 px	3:1	Horizontal layout
Homepage Banners (Mobile)	800 x 600 px	4:3	Optimized for mobile
Blog Featured Images	1920 x 1080 px	16:9	For blog headers
Blog Thumbnails	1200 x 800 px	3:2	For previews and listings
Logo	Up to 450 x 250 px	Varies	Keep file size small for fast loading

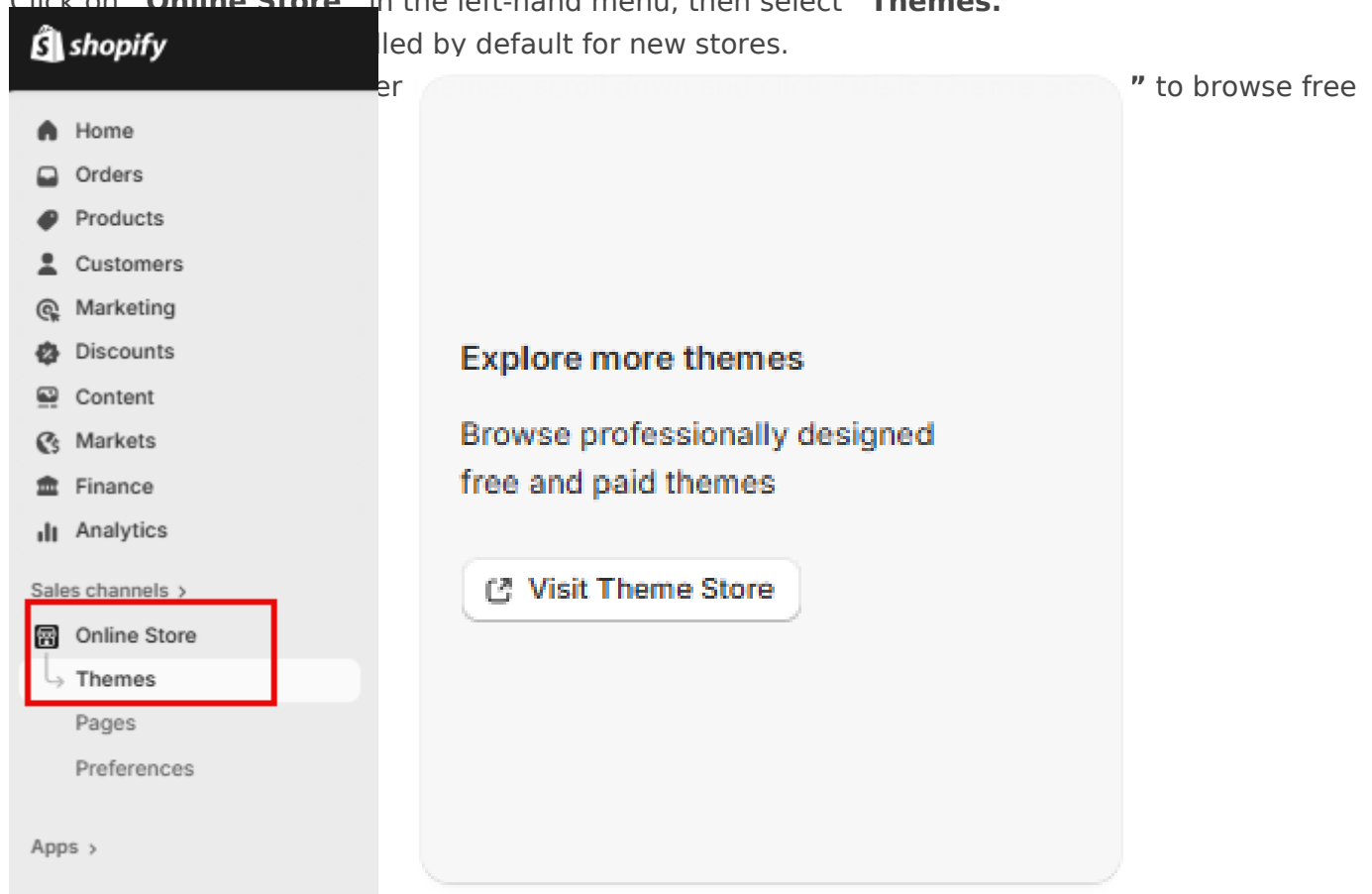
Tips for Uploading to Your Main System

- **Use JPG or WebP formats** for best balance of quality and load speed.
 - **Compress images** before uploading to avoid slowing down your site.
 - **Maintain consistent aspect ratios** to avoid cropping or distortion.
 - **Avoid overly large files** Shopify limits image uploads to 20 MB.
-

Selecting Your Theme

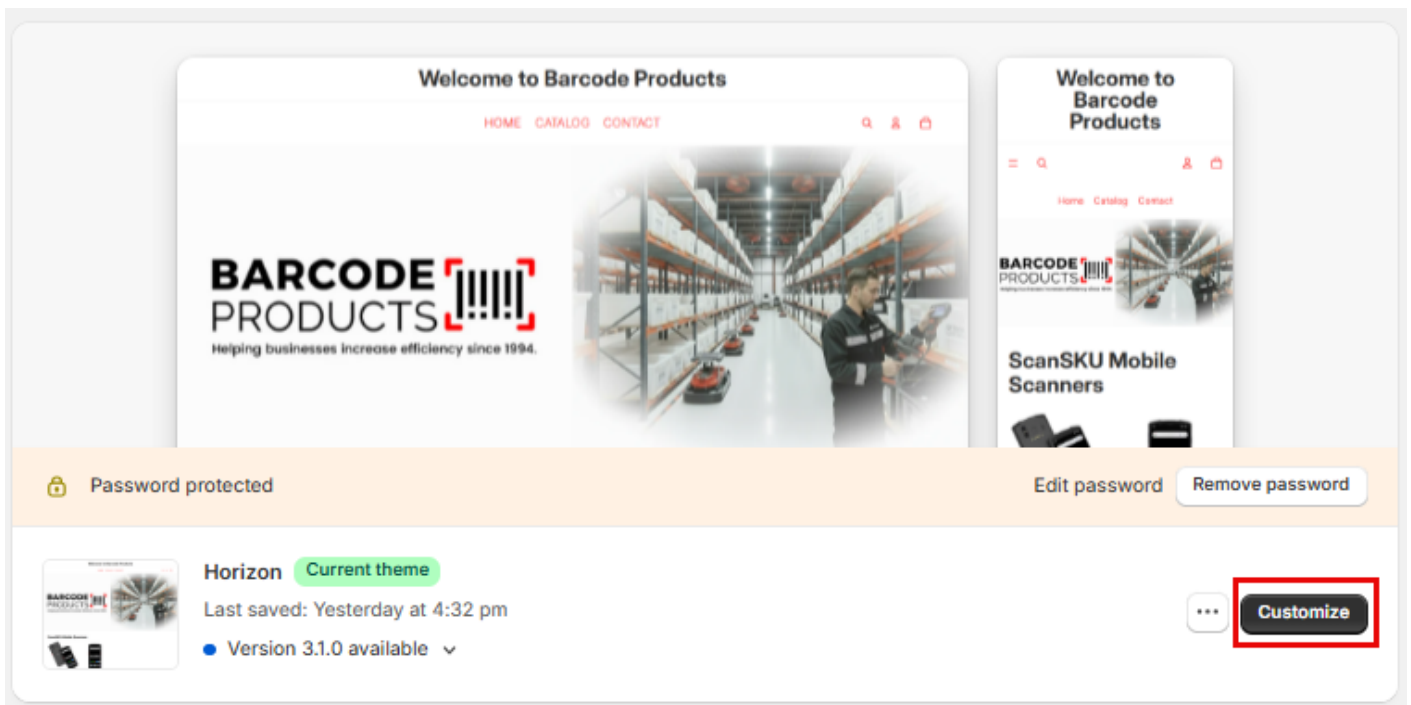
A Shopify online store theme is a customizable template that controls the look, layout, and functionality of your storefront. It defines how your products, pages, and navigation appear to customers across desktop and mobile.

Click on **“Online Store”** in the left-hand menu, then select **“Themes.”**



Customize your Store

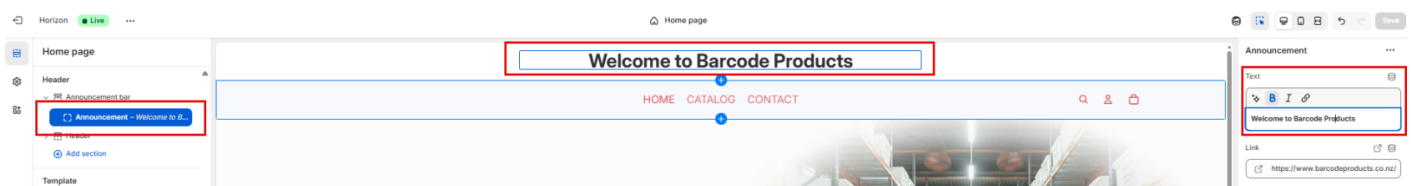
To customize your store, click on **“Customize”** this will take you into the store editor.



Main Header (Home Page)

Announcement Bar

The **Announcement Bar** in Shopify is a customizable banner that appears at the top of your online store, used to highlight important messages like promotions, shipping updates, or store news. It's a simple but powerful tool to grab attention and guide customer behavior.



Commonly Used for:

- “Free shipping on orders over \$50”
- “Holiday sale ends Sunday!”
- “We’re currently experiencing shipping delays”
- “New gift cards now available”

How to Add or Edit It

1. Go to **Online Store > Themes > Customize**
2. Select the **Header** or **Announcement Bar** section
3. Enter your message, choose colors, and set visibility from the

Announcement Bar Settings

Announcement bar ... ▲

Time to next announcement 5 sec

Appearance

Section width

Color scheme

Divider thickness 1 px

Padding

Top 15 px

Bottom 15 px

Custom CSS ▼

Time to Next Announcement

- **Slider (e.g., 5 sec):** Controls how long each announcement stays visible before switching to the next one (if you have multiple messages rotating).

Appearance

- **Section Width:**
 - **Page:** Keeps the bar aligned with your page content width.
 - **Full (selected):** Stretches the bar across the entire screen width for maximum visibility.
- **Color Scheme:** Choose a predefined color palette (e.g., Scheme 1) that matches your store's branding.
- **Divider Thickness:** Adds a horizontal line below the bar. The slider (e.g., 1 px) controls how thick that line is.

Padding

- **Top & Bottom (e.g., 15 px):** Adds space above and below the announcement bar to control its vertical spacing. Useful for visual balance and readability.

Custom CSS

- Expandable section where you can add custom styling rules (CSS) to fine tune the look, like font tweaks, animations, or responsive behavior.

You can delete this bar as well by hovering over "Announcement" and clicking on the Bin icon

Header

▼  Announcement bar

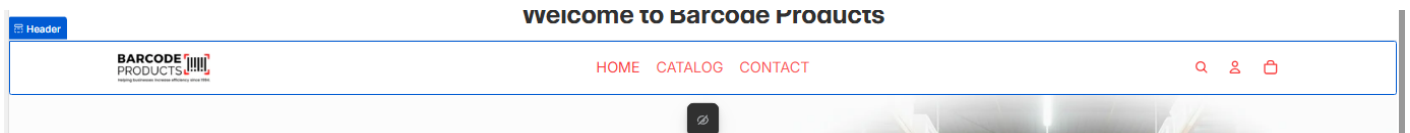
 Announcement – Welc...



▼  Header

Header Bar

The **header bar** is the top section of your store that displays your logo, navigation menu, search, and cart icons. It helps customers find key pages like Shop or Contact, return to the homepage, and access their cart.



Header Menu Settings

Position Left Center Right

Row Top Bottom

Customer account

[Manage visibility](#) in customer account settings. Legacy accounts not supported.

Search

Search icon ☒

Position Left Right

Row Top Bottom

Localization

Country/Region ☒

[Manage countries/regions](#)

Flag ☐

Language selector ☒

[Manage languages](#)

Font Heading

Size 18px

Position Left Right

Row Top Bottom

Width Page Full

Height Compact Standard

Sticky header Always

Border thickness 0 px

Colors

Default  Scheme 8

Inverse  Scheme 6

Home page

Transparent background ☐

Product page

Transparent background ☐

Collection page

Transparent background ☒

Color scheme Default Inverse

Theme Settings ▼

Custom CSS ▼

Logo

- **Position:** Choose where your logo appears—Left, Center, or Right.

Menu

- **Position:** Set the horizontal alignment of your navigation menu.
- **Row:** Choose whether the menu appears on the Top or Bottom row of the header.

Customer Account

- **Visibility:** Manage whether the customer account icon is shown. Note: legacy accounts are not supported.

Search

- **Search Icon:** Toggle visibility of the search icon.
- **Position:** Align the icon to the Left or Right.
- **Row:** Choose Top or Bottom placement within the header.

Localization

- **Country/Region:** Toggle to show or hide country/region selector.
- **Flag:** Toggle to display country flags.
- **Language Selector:** Toggle to enable language switching.
- **Manage Countries/Languages:** Access settings to configure available regions and languages.

Font Settings

- **Font:** Select the font style used in the header.
- **Size:** Choose the font size (e.g., 18px).
- **Position & Row:** Control where the text appears—Left or Right, Top or Bottom.

Appearance

- **Width:** Choose between “Page” (aligned with page content) or “Full” (spans entire screen).
- **Height:** Select “Compact” for a slim header or “Standard” for a taller layout.

Color and Transparency Settings

These settings control the visual styling of your header and page backgrounds:

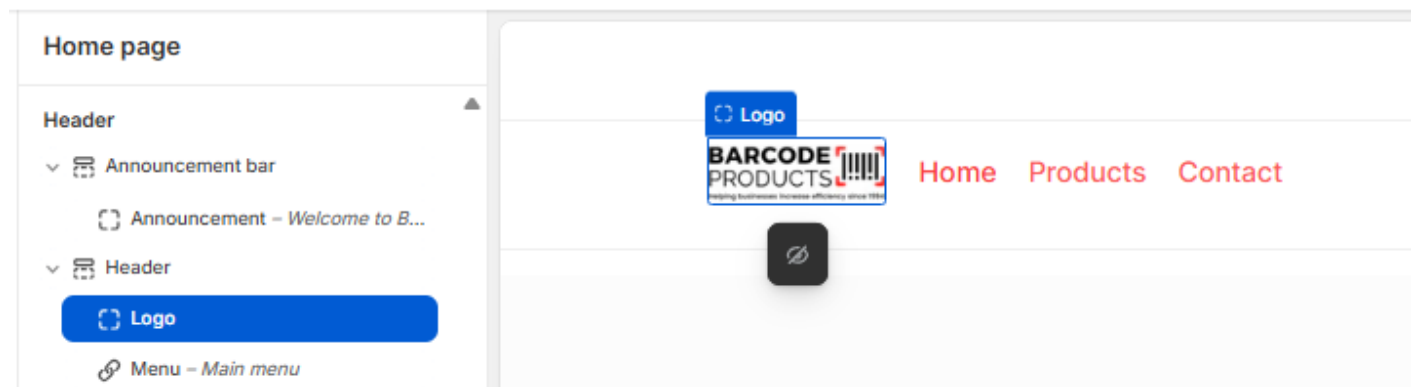
- **Color Scheme:** Choose from predefined schemes (e.g., Scheme 1, Scheme 8, Inverse) to match your brand.
- **Bottom Row Scheme:** Apply a separate color scheme to the lower portion of the header if supported.
- **Transparent Backgrounds:**
 - **Home Page:** Toggle transparency for a clean, overlay-style header.
 - **Product Page:** Enable transparency to let product imagery shine through.
 - **Collection Page:** Combine transparency with color schemes for visual consistency.

Theme Settings

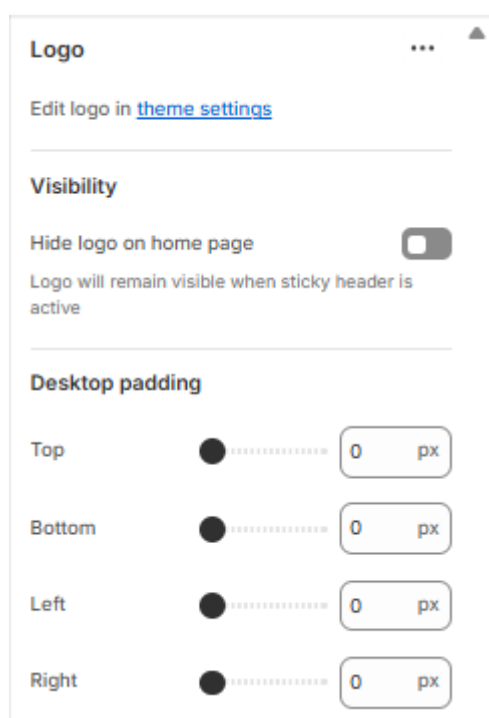
- **Custom CSS:** Expand this section to apply advanced styling rules for full control over header appearance.

Logo

The **Logo tab** controls how your store’s logo appears in the header. This is a key branding element that helps customers recognize your business and navigate back to the homepage.



Logo Settings



Edit Logo

- **Edit logo in theme settings:**

To change the logo image itself (upload, replace, or resize), go to your theme’s main settings panel.

Visibility

- **Hide logo on home page (toggle):**

If enabled, the logo will be hidden on the homepage but will still appear when the sticky header is active (e.g., during scrolling). Useful for minimalist designs or when the homepage already features a large logo elsewhere.

Desktop Padding

Controls the spacing around your logo on desktop devices:

- **Top / Bottom / Left / Right (px):**

Use sliders or input fields to fine-tune the logo's placement.

- Example: Increase top padding to lower the logo vertically
- Set left/right padding to center or offset the logo horizontally

Position:

Choose where the logo appears within the header:

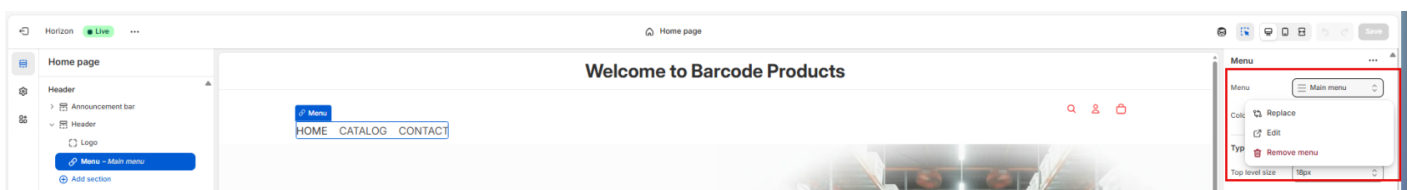
- **Left:** Common for traditional layouts
- **Center:** Ideal for minimalist or symmetrical designs
- **Right:** Less common, but useful for specific branding styles

Best Practices

- Use a high-resolution logo with a transparent background (PNG format recommended).
- Keep the logo size proportionate to your header height for visual balance.
- Ensure it's clickable, most themes link the logo to your homepage by default.

Menu - Main

When you click on Menu > Main menu in Shopify's theme editor, you're customizing how your store's primary navigation menu looks and behaves across desktop and mobile.



Main Menu Settings

Menu

...

Menu

≡ Main menu

⌵

Color scheme

Aa

Scheme 5

⌵

Typography

Top level size

18px

⌵

Submenu text style

Large

⌵

Font

Subheading

⌵

Case

Default

Uppercase

Submenu feature

Media type

Featured products

⌵

Features are populated from your menu links

Image ratio

Portrait

⌵

Image corner radius

●

0

px

Mobile layout

Navigation bar

☐

Navigation bar color scheme

Aa

Scheme 8

⌵

Accordion

☐

Expand first group

☐

Dividers

☐

- **Menu:** Selects which navigation menu to display (e.g., “Main menu” from your Shopify Navigation settings).
- **Color scheme:** Applies a predefined color palette to your menu (e.g., background, text, hover states).

Typography

- **Top level size:** Controls the font size of your main menu items (e.g., Home, Shop, Contact).
- **Submenu text style:** Sets the size or emphasis of dropdown items (e.g., bold, large).
- **Font:** Chooses the font style for menu text (e.g., Subheading, Body).
- **Case:** Toggles between default casing and uppercase for menu labels.

Submenu Feature

This section enhances dropdown menus with visual content:

- **Media type:** Lets you display images or featured products within dropdowns.
 - “Featured products” pulls product images from linked collections.
- **Image ratio:** Defines the shape of images (e.g., Portrait, Square).
- **Image corner radius:** Adjusts how rounded the image corners are (0 px = sharp corners).

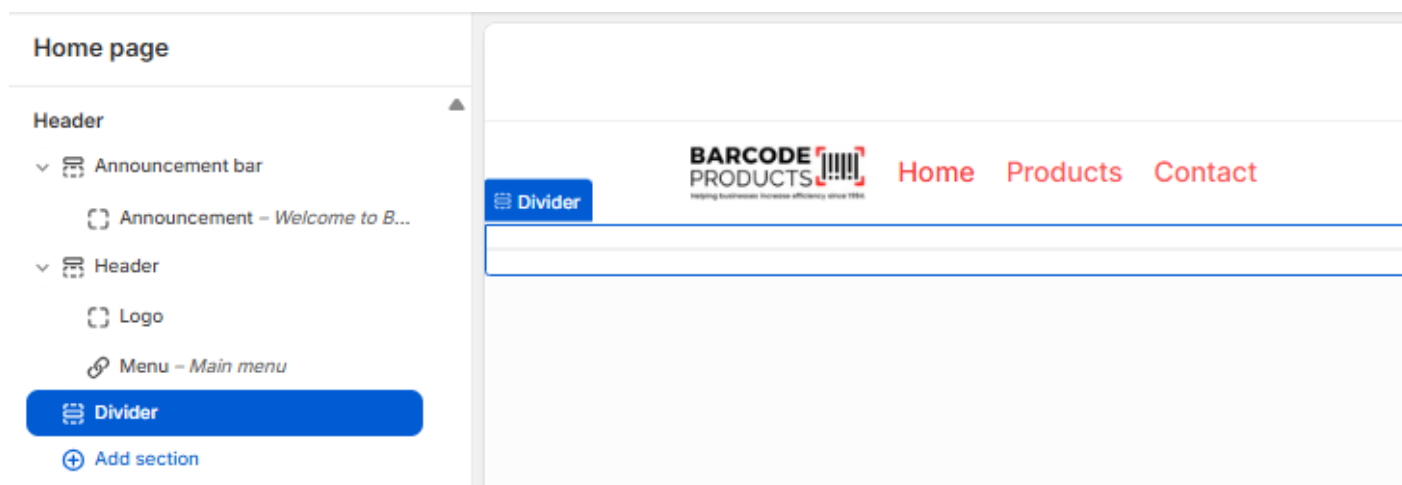
Mobile Layout

Controls how the menu behaves on mobile devices:

- **Navigation bar:** Toggles a sticky top bar for mobile navigation.
- **Navigation bar color scheme:** Sets the color palette for the mobile nav bar.
- **Accordion:** Enables collapsible menu groups for easier mobile browsing.
- **Expand first group:** Automatically opens the first menu group on mobile.
- **Dividers:** Adds visual separators between menu items.

Divider

In Shopify theme settings, the **divider** refers to a thin horizontal line used to visually separate sections, often between the header and the rest of the page or within the announcement bar.



Divider Settings

The image shows a settings panel titled "Divider". It has a menu icon (three dots) and a close icon (X) in the top right corner. The settings are organized into sections: "Color scheme" with a dropdown menu showing "Scheme 1"; "Width" with two buttons, "Page" (selected) and "Full"; "Thickness" with a slider and a text box showing "2.5 px"; "Length" with a slider and a text box showing "100 %"; "Padding" with "Top" and "Bottom" settings, each with a slider and a text box showing "16 px"; and "Custom CSS" with a dropdown arrow.

Divider

- **Color Scheme:**

Select a predefined color palette (e.g., Scheme 1) that matches your store's branding. This affects the divider's color.

- **Width:**

- **Page:** Aligns the divider with your page content width.
- **Full:** Stretches the divider across the entire screen for a bold, clean break.

- **Thickness:**

Adjusts how thick the line appears. For example, 2.5 px creates a medium weight divider, visible but not overpowering.

- **Length:**

Controls how much horizontal space the divider spans (e.g., 100% = full width). You can reduce this for a centered or stylized look.

Padding

- **Top & Bottom Padding:**

Adds vertical spacing above and below the divider (e.g., 16 px). This helps balance layout and prevent crowding.

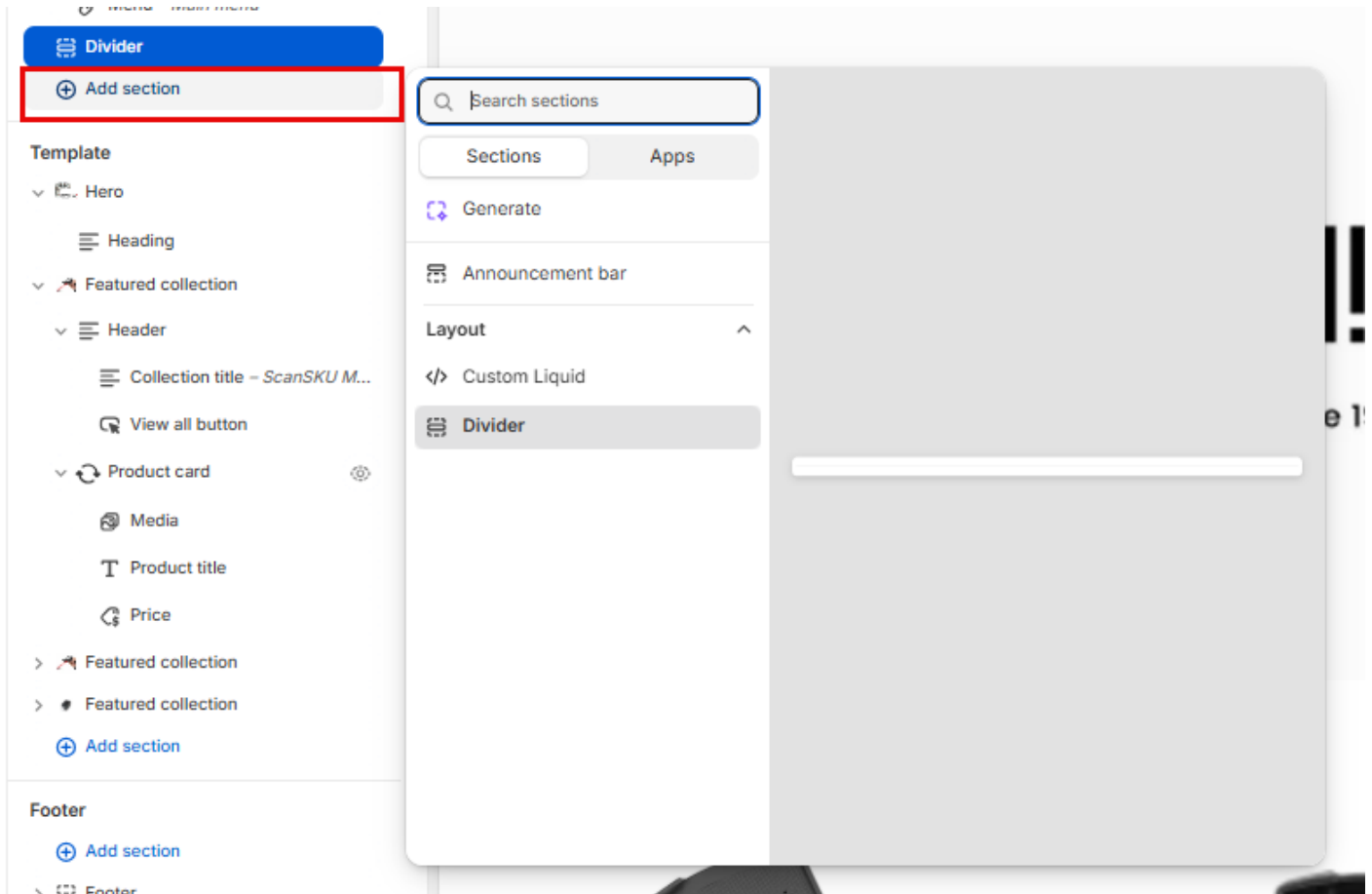
Custom CSS

- Expand this section to apply advanced styling rules—such as dashed lines, animations, or responsive behavior.

Add Section

[Video Link](#)

The **Add Section** tool lets you insert new content blocks into your store's pages, like your homepage, product pages, or custom templates. It's a flexible way to build and organize your layout without editing code.



[What You Can Add](#)

- **Visual elements:** Hero banners, slideshows, images, videos
- **Product displays:** Featured collections, product grids, product cards
- **Text blocks:** Headings, testimonials, rich text, FAQs
- **Functional tools:** Announcement bars, dividers, custom Liquid, contact forms
- **Apps:** If installed, app-based sections may appear here too

[How to Use It](#)

1. In the theme editor, click **"Add Section"**
2. Use the **search bar** or browse tabs like **Sections** and **Apps**
3. Select a section (e.g., Divider, Featured Collection)
4. Customize its content, layout, and styling using the right-hand panel
5. Drag to reorder or remove as needed

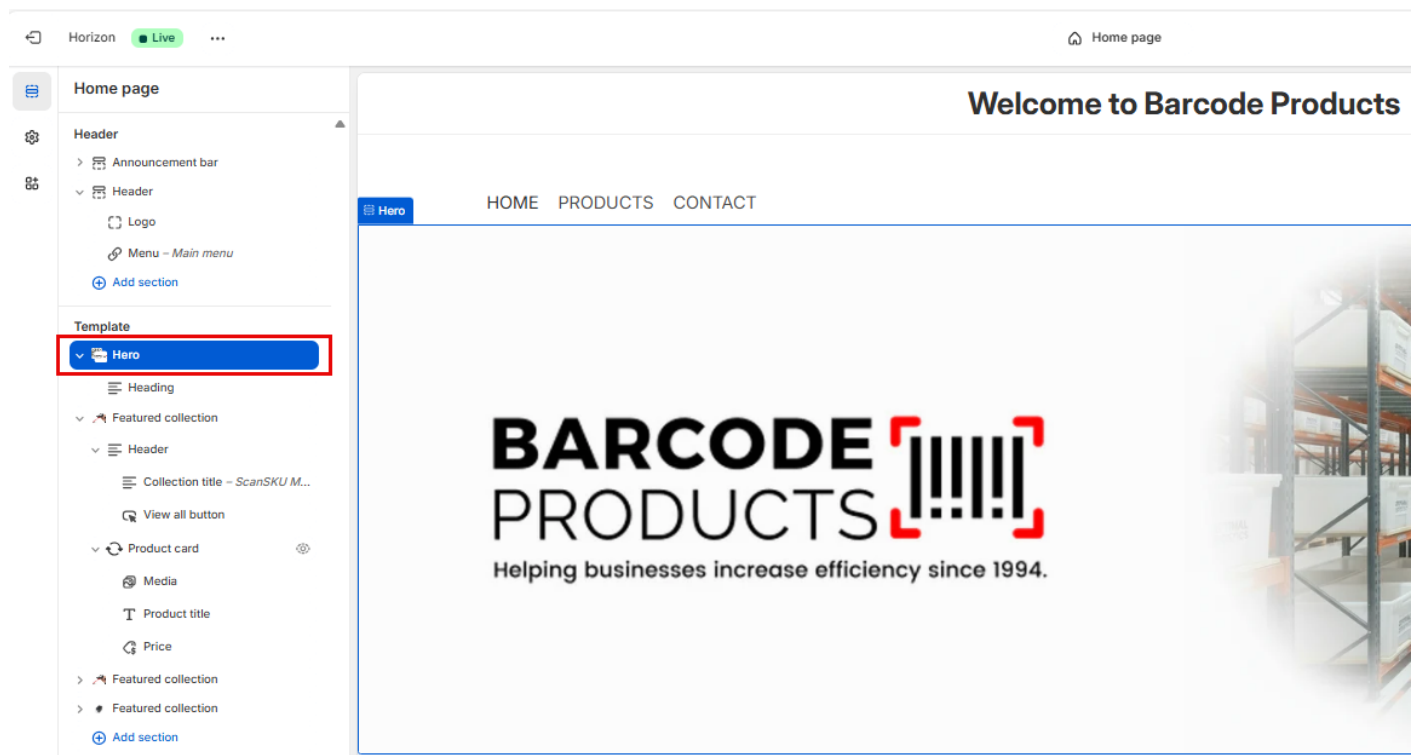
Layout Tip

Sections are modular, each one can be added, removed, or repositioned independently. This makes it easy to test layouts, highlight seasonal content, or tailor pages to your business needs.

Template

Hero Image

A hero image in Shopify is the large, eye-catching banner at the top of your homepage that creates your store's first impression. It's often the first thing visitors see and plays a key role in setting the tone, showcasing your brand, and guiding users toward action.



Hero Settings

Barcode_Log... round.jpg

Media 2

Type

ImageVideo

Image

go-back-to-...2e89d.png

Section link

Link

Paste a link or search

Open link in new tab

Layout

Direction

VerticalHorizontal

Align text baseline

Alignment

LeftCenterRight

Position

Bottom

Gap

24 px

Width

PageFull

Height

Medium

Appearance

Color scheme

Scheme 6

Media overlay

Overlay color

#00000003

Overlay style

SolidGradient

Blurred reflection

Applies to images only

Padding

Top

100 px

Bottom

72 px

Custom CSS

Remove section

Navigate to the Home Page

- In the left sidebar, make sure you're editing the **Home page**
- Scroll to find the **Hero** section — or click **Add section** and choose **Hero** if it's not already there

Upload Media

- **Media 1:** Upload your “first” logo image.
- **Media 2:** Upload the "Second" logo image.
- Set both media types to **Image**.

Configure Layout

- **Direction:** Choose **Vertical** or **Horizontal** depending on how you want the images and text stacked.
- **Alignment:** Set to **Left**, **Center**, or **Right**.
- **Position:** Choose **Bottom** to anchor content lower in the section.
- **Gap:** Set to **24 px**.
- **Width:** Select **Full** for edge-to-edge display.
- **Height:** Choose **Medium** for balanced vertical space.

Add Section Link

- Paste your desired URL (e.g., product page or collection).
- Toggle **Open in new tab** if needed.

Set Appearance

- **Color scheme:** Use **Scheme 6** (customizable in theme settings).
- **Media overlay:** Leave **off** unless you want a semi-transparent layer over images.
- **Overlay color:** Set to for a subtle tint.
- **Overlay style:** Choose **Solid** or **Gradient**.
- **Blurred reflection:** Leave **off** unless you want a mirrored effect below images.

Adjust Padding

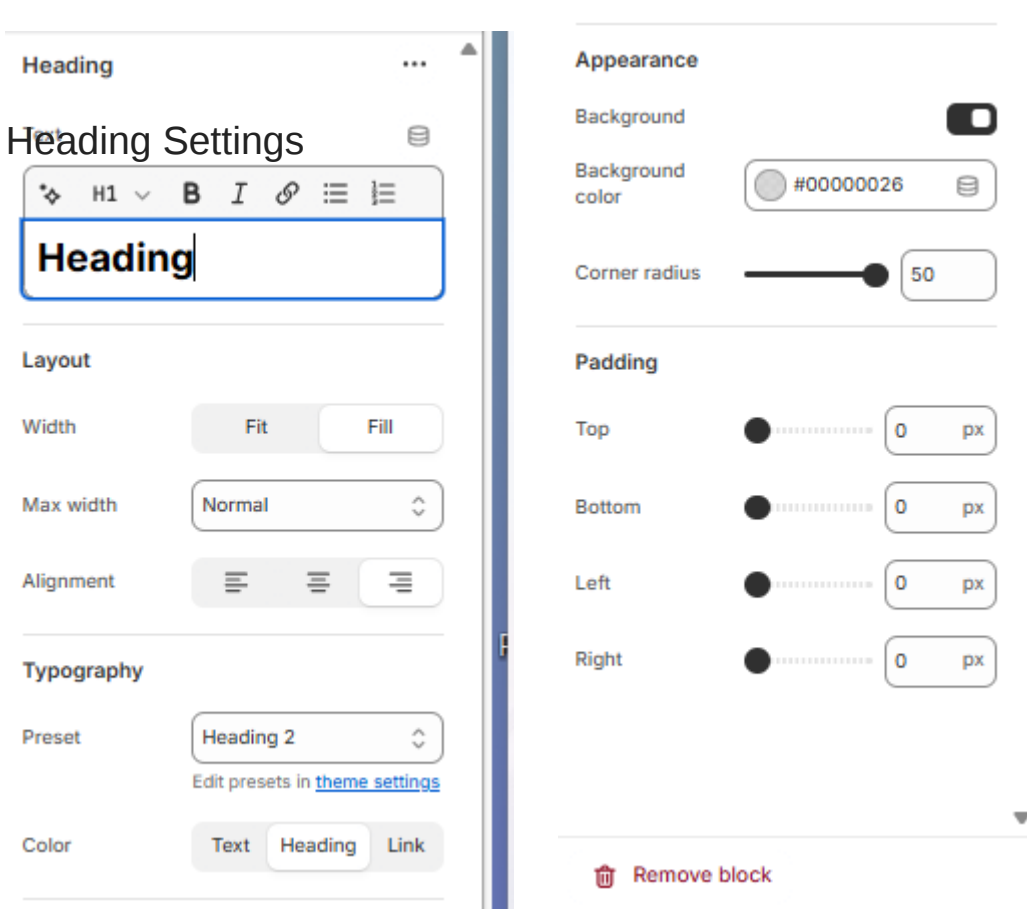
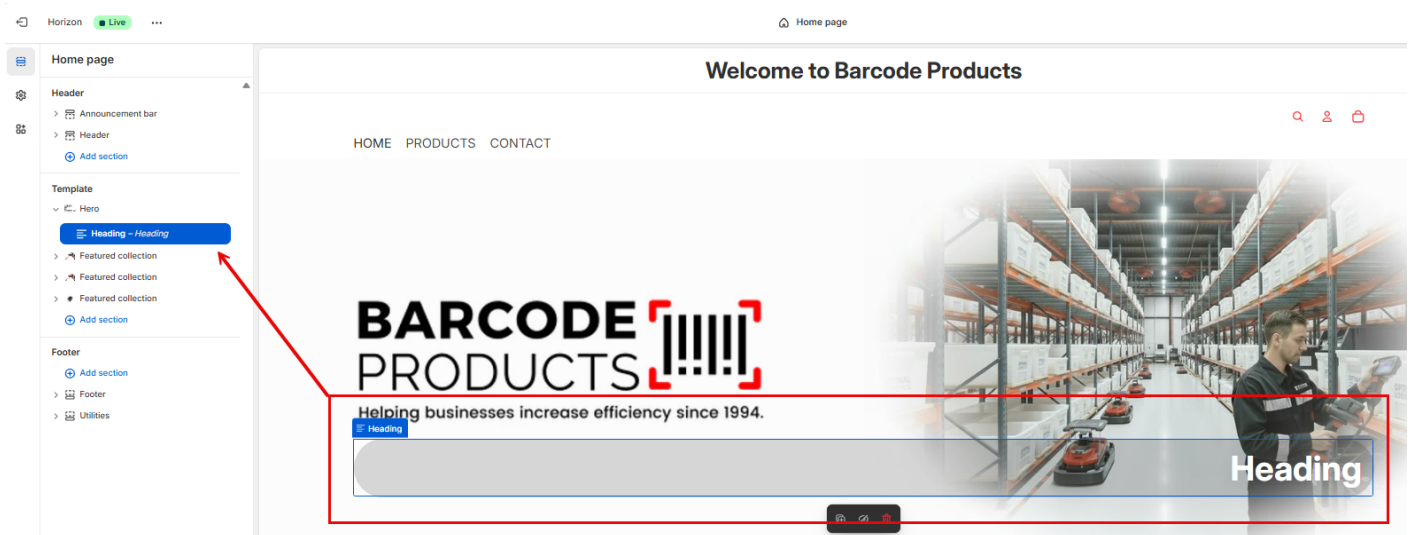
- **Top:** Set to **100 px**.
- **Bottom:** Set to **72 px**.

Optional: Add Custom CSS

- Use this field to fine-tune styles (e.g., font size, button styling).

Heading

In Shopify’s **Online Store > Theme > Customize** view, the **“Heading” under the Hero section in the Template** refers to the **main title text** that appears inside your hero banner on the homepage.



Text Field

- **Heading:** This is where you type the main title that appears in your Hero section.

Formatting Toolbar

- **H1:** Sets the heading level (H1 is the largest and most prominent).

- **B:** Bold
- **I:** Italic
- **Link icon:** Insert a hyperlink into the heading text
- Other icons may include underline, strikethrough, or list formatting depending on your theme

Layout Options

- **Width:**
 - **Fit:** The heading only takes up as much space as the text needs
 - **Fill:** The heading stretches to fill the available space
- **Max Width:** Controls how wide the heading can grow (e.g., “Normal” keeps it readable)
- **Alignment:** Aligns the heading text to the **Left**, **Center**, or **Right**

Typography

- **Preset:** Applies a predefined style (e.g., “Heading 2” uses a specific font, size, and weight)
- **Edit presets in theme settings:** Opens the theme’s typography settings where you can customize fonts, sizes, and styles globally

Color Settings

- **Text:** Color of any regular text
- **Heading:** Color of the heading itself
- **Link:** Color of any links added to the heading

Background

- **Toggle Background ON** to enable color behind the block
- **Background color:** Set the colour of the background
- **Corner radius:** Use the slider to set the roundness of the corners

Padding

- Adjust padding sliders

These settings create a clean, edge-to-edge block with a soft background and rounded corners — ideal for overlaying text on images without clutter.

Save Your Changes

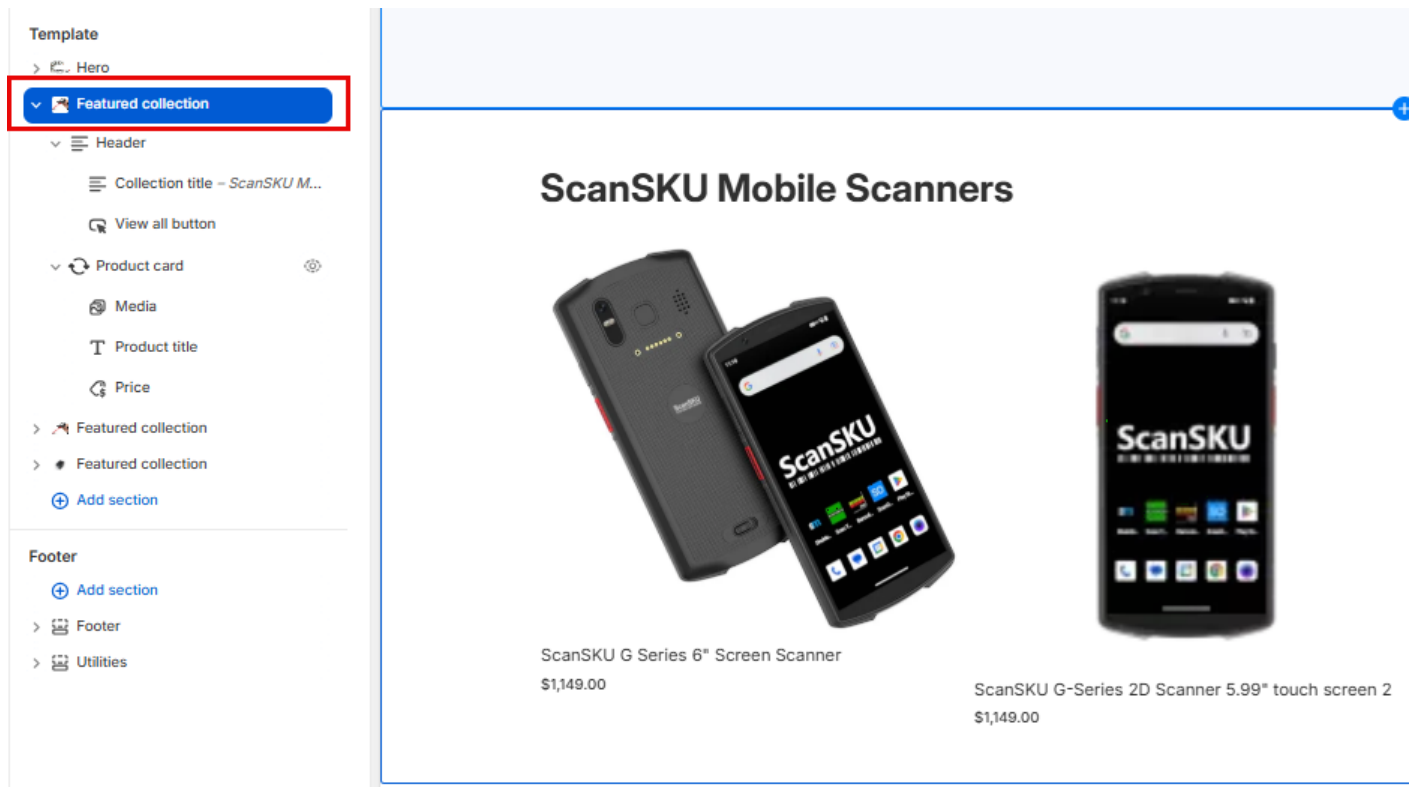
- Click **Save** in the top right to apply the block styling

Feature Collection

A **featured collection** is a curated group of products displayed prominently on your store, often on the homepage.

It's used to showcase:

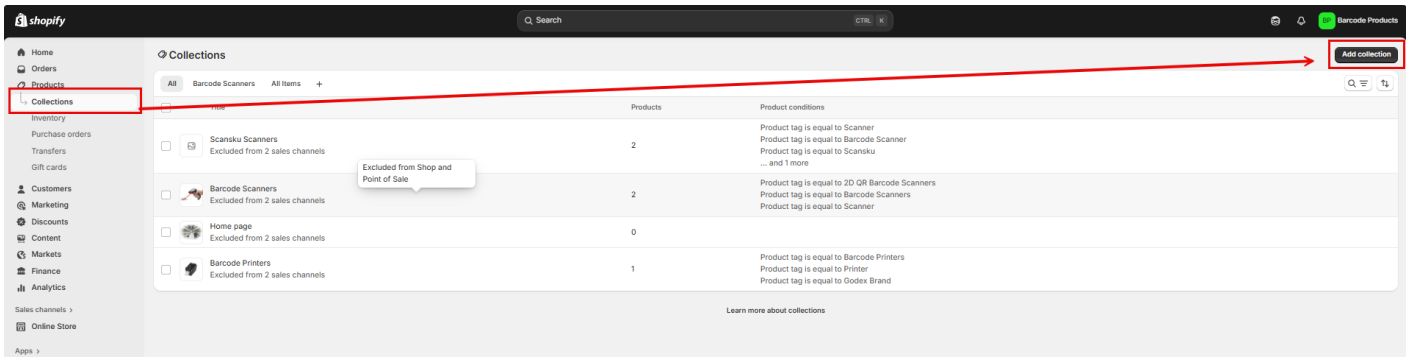
- **Best sellers**
- **New arrivals**
- **Seasonal promotions**
- **Product categories**



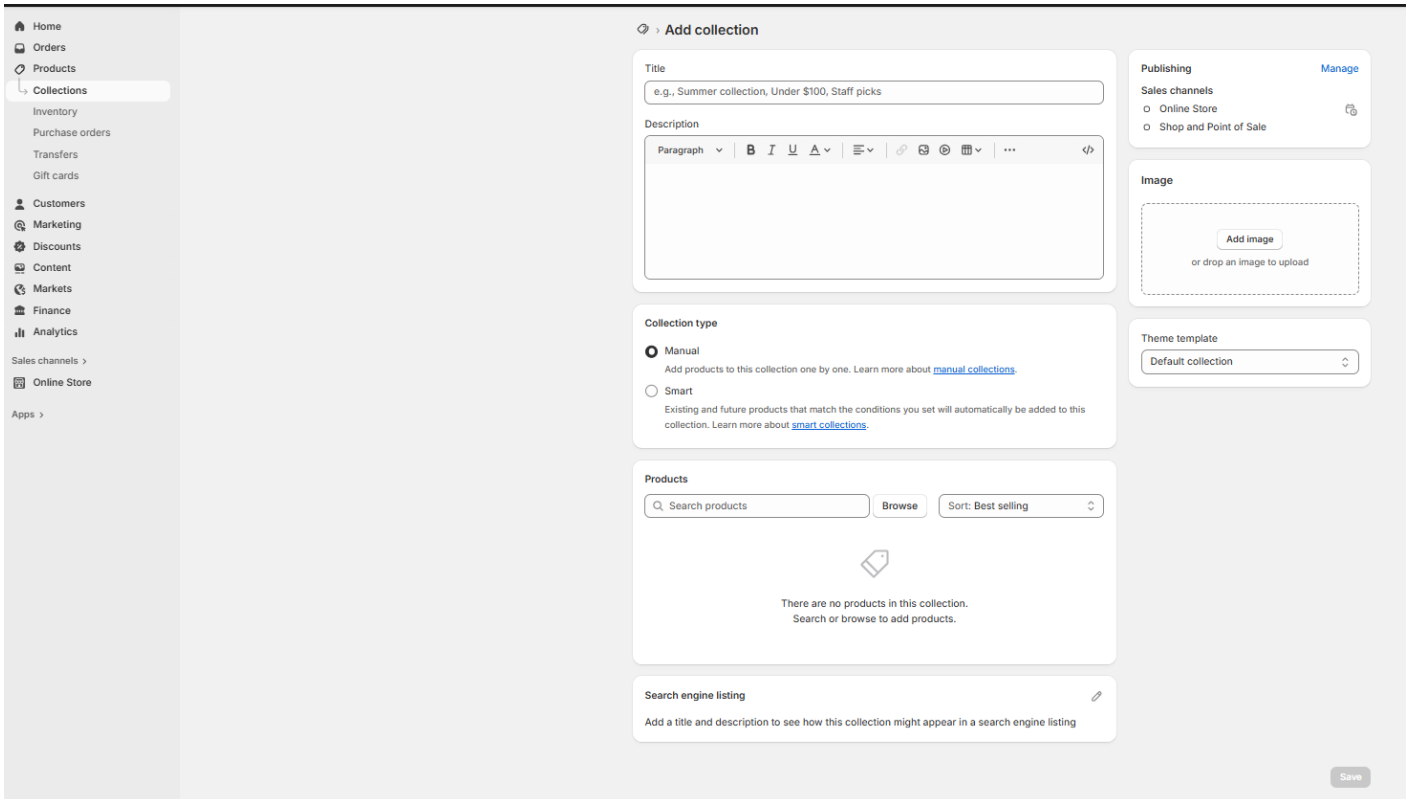
Feature Collection Setup

Step 1: Create a Collection

This interface lets you create a collection, which is a group of products organized around a theme (e.g., "Summer Picks," "Under \$100," "Mobile Scanners"). Collections help customers browse and discover products more easily.



1. Go to **Shopify Admin > Products > Collections**
2. Click **Add collection**



Title

- **Purpose:** Name your collection.
- **Example:** “ScanSKU Mobile Scanners” or “Barcode Essentials”
- This title appears on your storefront and in navigation menus.

Description

- **Purpose:** Add a short explanation or marketing message for the collection.
- **Example:** “Explore our top-rated mobile barcode scanners designed for warehouse and retail environments.”
- You can format text (bold, italic, links) using the toolbar.

Collection Type

Choose how products are added:

- Manual

- You **hand-pick** products for the collection.
- Best for curated selections or promotional groups.

- Smart (Automated)

- Products are added **automatically** based on rules (e.g., tag = “scanner” or price < \$100).
- Great for dynamic collections that update as inventory changes.

Products

- **Search or browse** to add products (for manual collections).
- You’ll see a list of added products here.
- You can sort them (e.g., by best selling, price, alphabetical).

Search Engine Listing

- **Purpose:** Customize how this collection appears in Google or other search engines.
- Add a **SEO title** and **meta description** to improve visibility.

Publishing

- Choose where this collection is available:
 - **Online Store**
 - **Shop and Point of Sale**
- You can also schedule visibility or hide it temporarily.

Image

- Upload a **cover image** for the collection.
- Appears on collection pages and in featured sections.

Theme Template

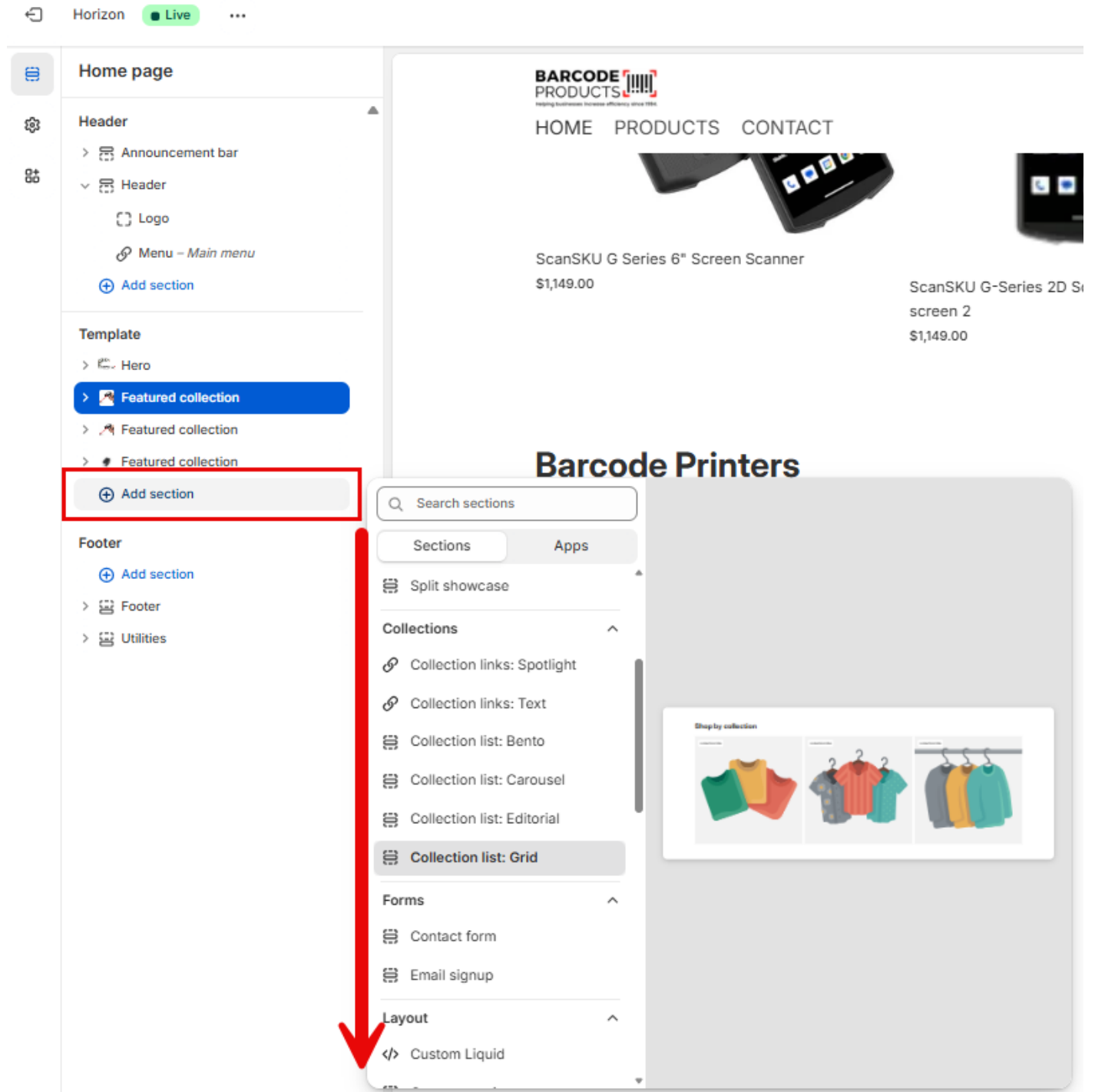
- Choose which template **layout** to use for the collection page.
- Most stores use **Default collection**, but custom templates can be created.

Save Button

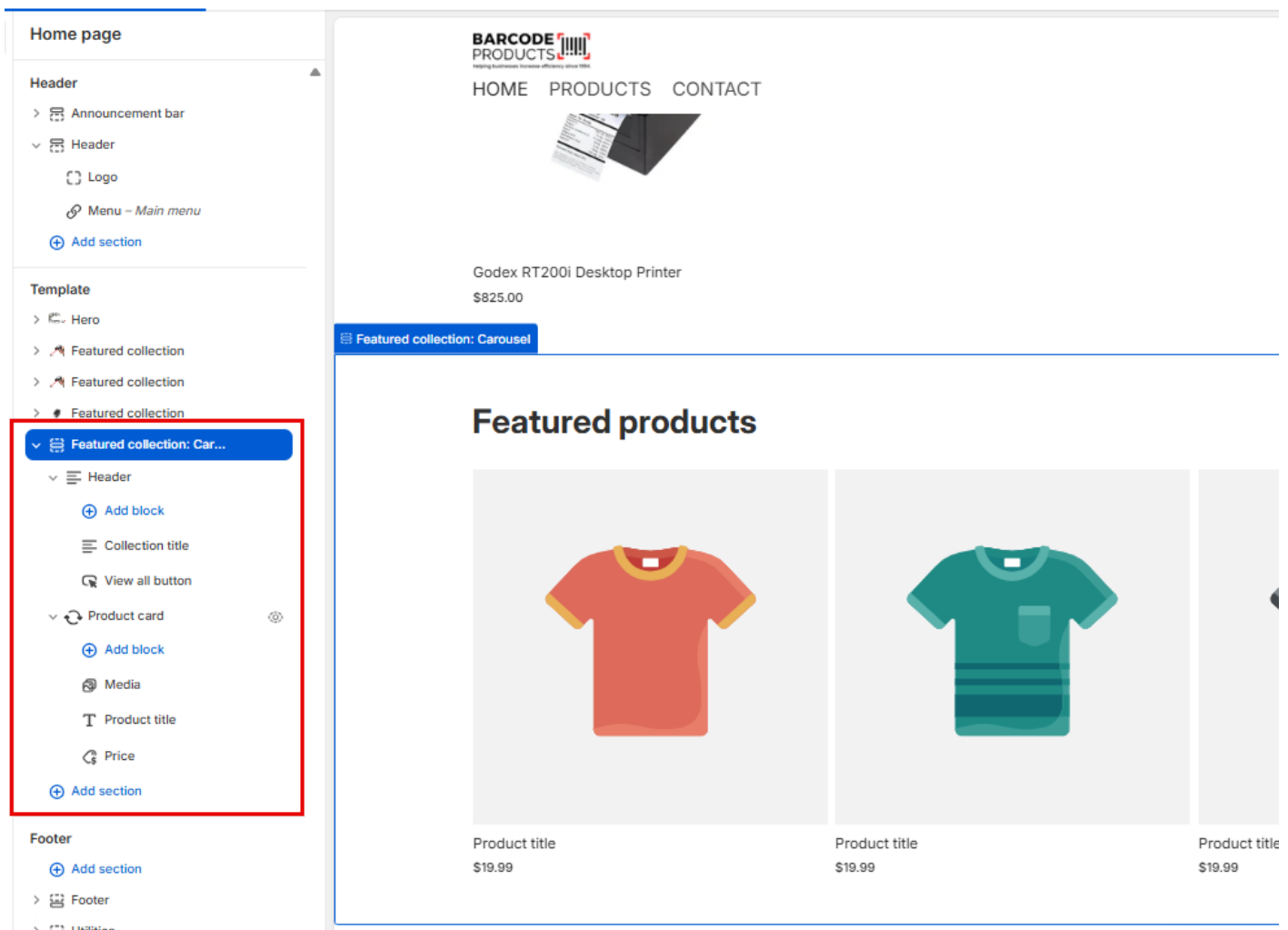
- Click **Save** to create the collection and make it available for use in your store.

Add the Collection to Your Homepage

- Go to **Online Store > Themes > Customize**
- In the left sidebar, click **Add section**
- Scroll down to **Collections**
- Select what you would like to add



Personalize the view of your Template



Each tab includes configurable settings located in the panel on the right-hand side of the screen when you click on it.

Featured Collection

This is the overall container for showcasing a group of products from a specific collection.

Carousel Settings

The image shows a configuration interface for a carousel, divided into two main sections. The left section contains settings for the carousel's content and navigation, while the right section handles styling and layout.

Left Section Settings:

- Collection:** A button labeled "Select" with a database icon.
- Type:** A dropdown menu set to "Carousel".
- Product count:** A slider and input field set to "6".
- Columns:** A slider and input field set to "4".
- Mobile columns:** Two buttons, "1" (selected) and "2".
- Horizontal gap:** A slider and input field set to "8 px".
- Carousel navigation:**
 - Icon:** A dropdown menu set to "Arrows".
 - Icon background:** Three buttons: "None", "Circle" (selected), and "Square".

Right Section Settings:

- Gap:** A slider and input field set to "28 px".
- Color scheme:** A dropdown menu set to "Scheme 1" with a color palette icon.
- Padding:**
 - Top:** A slider and input field set to "48 px".
 - Bottom:** A slider and input field set to "48 px".
- Theme Settings:** A dropdown menu.
- Custom CSS:** A dropdown menu.
- Remove section:** A red button with a trash icon.

Collection

Select which product collection to display in the carousel (e.g., “Car Accessories”).

Type

Choose the layout style — in this case, “Carousel” means products scroll horizontally.

Product count

Sets how many products from the collection will be shown in the carousel.

Columns

Controls how many product cards are displayed side-by-side on desktop screens.

Mobile columns

Sets how many product cards appear per row on mobile devices (typically 1 or 2).

Horizontal gap

Adjusts the spacing (in pixels) between product cards in the carousel.

Carousel Navigation Settings

Icon

Selects the style of navigation arrows (e.g., arrows, chevrons) used to scroll through products.

Icon background

Defines the shape or style behind the navigation icons:

- **None:** Icons appear without a background.
- **Circle:** Icons are placed inside circular backgrounds.
- **Square:** Icons are placed inside square backgrounds.

Section Layout Settings

Width

Determines how wide the section spans across the page:

- **Page:** Aligns with your site's standard content width.
- **Full:** Stretches the section edge-to-edge across the screen.

Alignment

Sets the horizontal positioning of content within the section:

- **Left, Center, or Right.**

Gap

Controls the spacing between elements inside the section (e.g., between product cards or blocks). Measured in pixels.

Color scheme

Applies a predefined theme color set (e.g., background, text, buttons) based on your store's design system — "Scheme 1" is one of those presets.

Padding Settings

Top / Bottom

Adjusts the vertical spacing above and below the section. Useful for creating breathing room between sections.

Theme Settings

Custom CSS

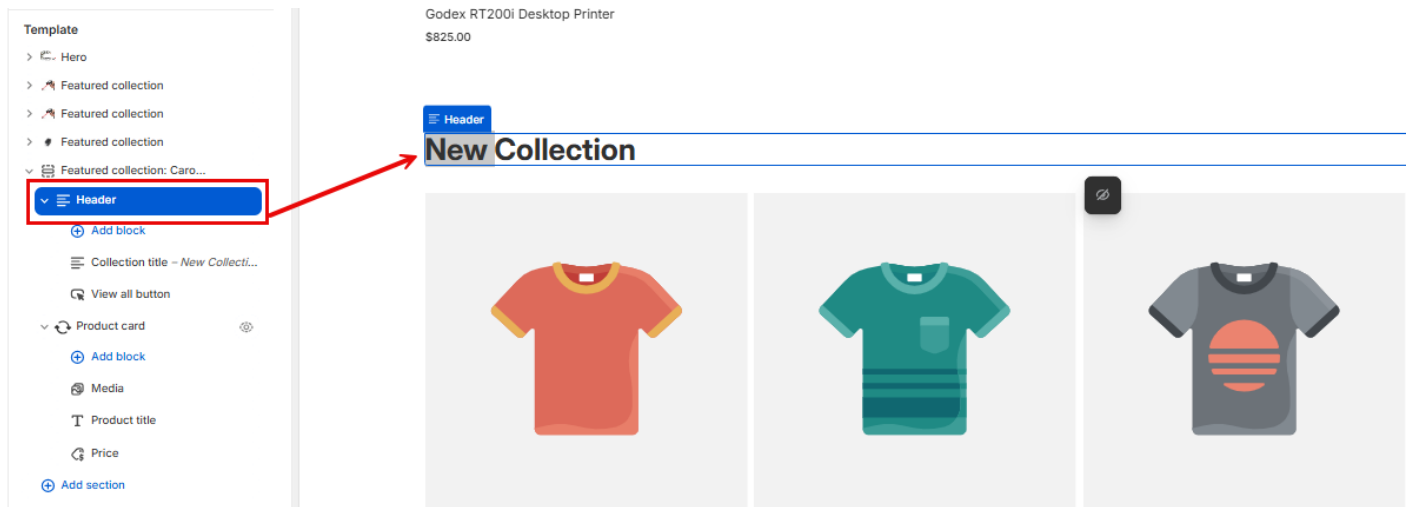
Allows you to apply custom styling rules if you want advanced control beyond the built-in options (e.g., font tweaks, hover effects).

Remove Section

Deletes the entire section from your homepage layout.

Header

Controls the top part of the featured collection display.



- **Add block:** Lets you insert additional header elements like text, images, or buttons.
- **Collection title:** Displays the name of the collection (e.g., "Car Accessories").
- **View all button:** Adds a clickable button that links to the full collection page.

Header Settings

Layout Settings

Controls how header elements (like title, subtitle, buttons) are arranged:

- **Vertical** stacks them top-to-bottom.
- **Horizontal** places them side-by-side.

Vertical on mobile

Forces a vertical layout on smaller screens for better readability and spacing.

- **Alignment: Space between**

Defines how elements are spaced within the header. “Space between” pushes items to the edges with space in between. Other options may include “Start,” “Center,” or “End.”

- **Position: Top / Center / Bottom**

Sets the vertical placement of the header content within the section.

- **Align text baseline**

Ensures that text elements align along their baseline for a cleaner, more consistent look — especially useful when mixing font sizes.

- **Gap (12 px)**

Adjusts the spacing between individual header elements (e.g., between title and button).

Size

- **Width: Fit / Fill / Custom**

Controls how wide the header content stretches:

- **Fit:** Content takes up only as much space as needed.
- **Fill:** Content stretches to fill the available space.
- **Custom:** Lets you define a specific width.

- **Mobile width: Fit / Fill / Custom**

Same as above, but applies specifically to mobile view.

- **Height: Fit / Fill / Custom**

Controls the vertical height of the header block:

- **Fit:** Adjusts to content height.
- **Fill:** Stretches to fill the section height.
- **Custom:** Allows manual height setting.

Appearance Settings

- **Inherit color scheme**

When toggled on, the section adopts the color palette defined by your theme (e.g., background, text, button colors). Turning it off lets you apply custom styling.

- **Background media**

Choose what appears behind the content:

- **None:** No background media.
- **Image:** Upload or select an image as the background.
- **Video:** Use a video as the background for dynamic visual impact.

- **Borders**

Controls whether the section has a visible border:

- **None:** No border.
- **Solid:** Adds a solid line around the section.

- **Corner radius (0 px)**

Adjusts how rounded the corners of the section are.

- **0 px** = sharp corners
- Higher values = more rounded corners

Padding Settings

Controls the internal spacing between the content and the edges of the section:

- **Top / Bottom / Left / Right**

Each slider sets the padding in pixels for that side.

- Increasing the value adds more breathing room between the content and the section's edge

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