

# Colors

The ShopWP brand colors have a “royal” theme using purples and oranges. They are slightly different depending on dark or light mode context. You can substitute black in both cases with #0C0E1B. White can be used with both light and dark colors.

## Dark mode colors:



#0C0E1B



#2D2D7E



#C5CBFF

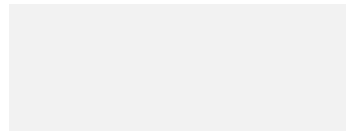


#F4BC41

## Light mode colors:



#0C0E1B



#F2F2F2



#FFE4A9



#415AFF



# Fonts

The ShopWP brand comes in two major fonts. Metropolis Black and Source Sans Pro. These fonts should not be used within the WordPress backend, only in marketing facing materials. Native WordPress fonts should be used when displaying the brand inside of the WordPress context.

## **Metropolis Black**

For headings and any large text

## **Source Sans Pro**

For body text and text next to headings

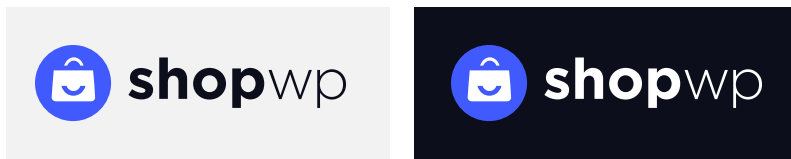
# Logos

The ShopWP logos can be used in a variety of ways depending on the context. Below are three different options to choose from. Please try your best to use the Primary logo variety if possible.

## Primary:



## Color:



## Icon only:

