



happy choices

Clear choices. More ways to be found.

Product options and configured catalogues.
One product model. Two merchant workflows.

BRAND GUIDELINES / VERSION 1.1

by **happywebs**

Make complexity useful.

Two pillars. One promise.

Happy Choices helps merchants sell configurable products with clear choices and curate genuine configured offers from the same product model. The product must serve both options-only merchants and catalogue teams. A simpler editor alone is not the whole proposition.

Who we help

Owner/operators publish without a developer. Catalogue managers curate accurate offers. Shoppers understand the selected product and price. Fulfilment teams receive readable, dependable instructions. Agencies get stable theme integration.

How we sound

Approachable, specific and quietly capable. Use short British English, active verbs and plain labels. Explain the next action and retain work when something fails. Use Happy Choices in prose; the supplied wordmark remains lowercase.

Say what happened

Prefer: "12 offers need an image. Review offers."

Prefer: "Saved draft" and "Submitted to Google".

Avoid: "Explode your catalogue instantly" and "5,000 live products" when only candidates exist.

Keep claims tied to evidence

Never promise Google approval, ranking, traffic, zero performance impact or a larger Shopify native variant cap. Product-direction copy remains pre-release until the relevant implementation and provider evidence exists.

Choices, made clear.



The original two-row mark pairs an open choice with a deliberate selection. It is independent of the parent spark. Supplied wordmarks use outlined Inter Tight 650 geometry; a live-text master and fonts are also included.

Give it breathing room

Clear space is at least 18 units, one quarter of the 72-unit mark height, around every side. Add this as layout padding outside the SVG canvas. Normal minimum: 24px mark height or 160px wordmark width. Print: 8mm mark or 38mm wordmark width. Dedicated favicons are the small-size exception.

Use the right supplied variant

Dark text on white; white text on Midnight; monochrome only where reproduction requires it. Do not stretch, rotate, recolour, shadow, blur, clip or move pieces. Never add a tagline inside the logo.

by **happywebs**

The genuine parent wordmark stays unchanged in this separate endorsement. Keep both identities spatially separate. Use plain text “A Happy Webs product” when the logo would be too small.

Bright accent. Clear text.



Midnight Framework

#1A1A1A



Digital Spark

#02AAFE



Open Canvas White

#FFFFFF

Approved roles

Midnight anchors text, structure and primary actions. Spark marks selected choices and graphic highlights; use Midnight text on Spark. White supplies breathing room. Optional greys: #F7F7F7 surfaces, #6E6E6E secondary text and #E7E7E7 decorative dividers.

Measure the combination

Normal text needs 4.5:1. Large text and meaningful controls need 3:1. Midnight on white and Midnight on Spark pass. White on Spark and Spark on white fail normal-text AA and meaningful-control contrast. Do not use white labels on Spark buttons or blue-only selected outlines on white.

Accessible emphasis

Use dark underlined text links on white; white labels on Midnight actions. A selected choice also has a check or shape, never colour alone. Public focus: 2px Midnight outline with a 2px white offset; invert on dark. Decorative edge grey is not a sole input boundary.

Context matters

Use supported Shopify semantic tokens in embedded admin. Storefront controls inherit the merchant theme, with actual contrast verified in context. Brand token checks do not prove runtime WCAG compliance.

Calm, readable structure.

Inter Tight

Inter for the work.

Type with a purpose

Inter is for UI and prose. Inter Tight is for display. Public sizes: 12 metadata, 14 secondary, 16 body, 20 lead, 24 section title, 32 small display, 48 display, 64 large hero. Use a 36–40px mobile hero and 16px mobile form text. Essential instructions must not exist only in tiny metadata.

Comfortable reading

Body leading 1.5–1.65; heading leading 1.05–1.15. Keep prose near 68 characters per line. Supplied Latin WOFF2 files are self-hostable with included OFL notices. Localisation using other scripts needs an appropriate measured fallback or licensed subset.

A small space system

Use 4 / 8 / 12 / 16 / 24 / 32 / 48 / 64 / 96px. Public max width 1200px; gutters 20px mobile and 32px desktop. Control radius 8px, panel radius 12px. Flat surfaces and restrained boundaries; avoid glass, gradients and stacks of shadows.

Interaction without friction

Prefer 44px touch targets. Hover changes colour, not geometry. Transitions use colour/opacity for 150–200ms and honour reduced motion. Reserve space for delayed images and status feedback. Use a consistent SVG icon family, never emoji action icons.

Same product. Right context.

01 / Embedded Shopify admin

Use supported native components, shell, typography and semantic states. Catalogue and Option sets are first-class peers. Guided setup, contextual editing, useful preview, explicit publishing and actionable diagnostics reduce effort. Draft save, theme activation and channel connection are different states.

02 / Merchant storefront

The shop is the brand. Inherit theme typography, colours and control geometry; do not inject a Happy Webs font or logo into purchase controls. Deliver semantic choices in initial HTML. Group dependencies, bind quantities to active selections and show understandable base, extras and configured totals near purchase.

03 / Public site, help and communications

Use the original product identity and separate genuine parent endorsement. Explain options and catalogue workflows, show actual working-product demonstrations and publish clear limits. Help and emails use the same plain language and legible links, with a text fallback.

Catalogue as a first-class flow

Choose families and finite axes; inspect possible, valid and unique counts; curate a cohort; review price, image, stock, identity and source issues; preview the diff; publish; inspect actual processed/approved states. Feed, storefront visibility and indexing are independent decisions.

Dense choices are a real requirement

Verify the 17-field case at 390px, with both conditional branches active. Header, chat, sticky purchase controls, safe area and keyboard must not obscure a field, error or action. Do not judge the experience only on a single engraving field.

Help people finish.

Keep state honest

Use Saved draft, Publishing, Live on N products, Partially published, Needs attention and Paused with exact reasons. Catalogue counts distinguish Possible combinations, Valid configurations, Unique offers, Selected, Locally ready, Submitted, Processed, Approved and Withdrawn. Include channel, market and freshness.

Build real controls

Use labels, fieldsets and legends. Expose actual radio/checkbox/select semantics and visible focus. Do not hide native inputs with display:none to draw custom choices. Colour is not the only selected or error indicator. Drag operations have accessible move controls.

Preserve and recover

Keep answers after upload/network errors. Show inline repair guidance and a linked error summary; focus the first invalid visible field on submit. Conditional branches appear near parents without stealing focus. Hidden choices contribute no answer, quantity or charge.

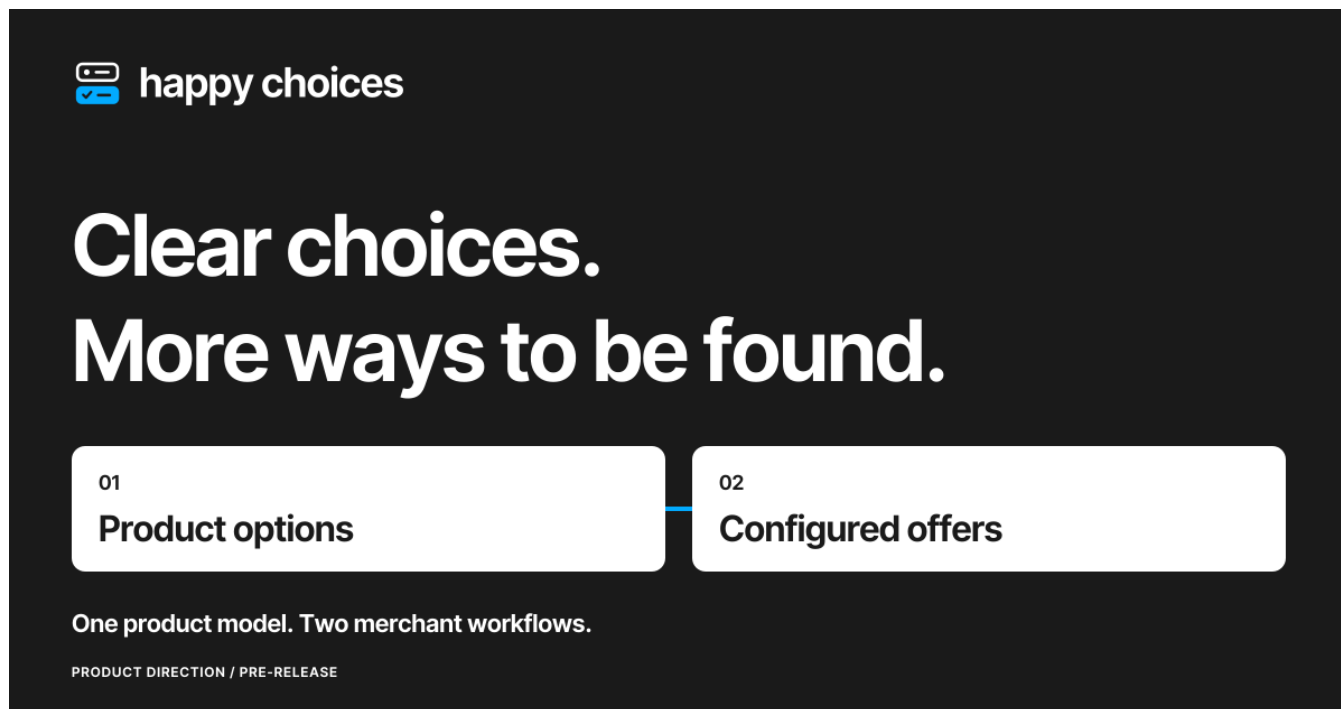
Review the full journey

Install and first publication; options-only use; dense choices; cart edit; sold-out component; import loss; partial publication; billing and uninstall. Catalogue review includes duplicate/invalid suppression, source conflict, stale price/stock, missing image and provider rejection.

Verify in the running interface

Test 375/390/768/1024/1440px, 200%/400% zoom, keyboard, screen reader, reduced motion and representative physical devices. Real theme inheritance, error timing and focus behaviour must be measured after implementation. A static guide is not an accessibility pass.

Show the product truthfully.



The supplied social artwork is an editable pre-release concept. Its label stays until the relevant release evidence exists. It is not a screenshot, proof of a Google integration or an App Store feature image.

Current listing production rules

Guidance checked 23 October 2026: 1200×1200 PNG/JPEG icon; 1600×900 feature media and desktop screenshots; 3–6 distinct desktop screenshots including actual app UI. Crop browser chrome and desktop; avoid PII, pricing, reviews and guarantees. Logo-only feature images and duplicate screens are not acceptable.

Capture when the flows work

Use synthetic data from the working app: editor, dense storefront, catalogue curation, exact offer landing, actionable diagnostics and mobile/cart editing where implemented. Record revision and local/dev/production context. Do not fabricate customers, approval badges or product outcomes.

Official sources: shopify.dev/docs/apps/launch/shopify-app-store/best-practices and [/app-store-requirements](https://shopify.dev/docs/apps/launch/shopify-app-store/app-store-requirements); Shopify changelog “Clearer standards for app listing images”, 12 March 2026.

Ready to work with.

Editable package

brand/masters contains original editable SVG geometry, live-text wordmark and unchanged parent assets. public/brand contains deployment-ready SVG/PNG/fonts. Source scripts rebuild the identity, raster exports and this PDF. The Markdown guide is the editable written authority.

Checks and evidence

29 PNG exports including compatibility aliases were checked for dimensions and alpha. Product logo margins are transparent; the app icon is an opaque 1200px square. The 16/32/48px favicon and asset contact sheet were visually inspected. Contrast values and provenance are recorded separately. These checks do not verify running UI or launch availability.

Licences and parent identity

Original product geometry and creative sources were produced for Happy Webs in this repository. Supplied parent assets remain unchanged; preserve their ownership and usage rules. Inter and Inter Tight use SIL OFL 1.1; keep the included licence notices with fonts. No competitor or platform trademark artwork is supplied.

Name and launch status

A limited exact-name web search found other commercial uses of Happy Choices, but no same-name Shopify app in its returned results. That is not trademark clearance, app-name reservation or a domain check. Product screenshots, demo, runtime accessibility and provider/public release evidence remain integration deliverables until proved.

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