



When creating OG Images, we use a template in Canva that needs to be customized.

#### TEMPLATE LINK:

[https://www.canva.com/design/DAFr6JAdELo/XFX\\_3\\_c0ksB6E-u92uCl2Q/edit?utm\\_content=DA\[...\]m\\_campaign=designshare&utm\\_medium=link2&utm\\_source=s harebutton](https://www.canva.com/design/DAFr6JAdELo/XFX_3_c0ksB6E-u92uCl2Q/edit?utm_content=DA[...]m_campaign=designshare&utm_medium=link2&utm_source=s harebutton)

**The shared link will take you to the template, and you can create a copy by clicking "file," "make a copy," where you can further edit the OG Image into its final form.**

#### GRAPHIC TITLE:

Please save the image named according to the language in which it is prepared + the add-on name + format

- Example: CZ\_Chaty\_1200x630

#### ESSENTIALS IN GRAPHICS:

- Shoptet Logo
- Add-on Logo
- "Activate add-on" button
- Graphically relevant graphic/photo
- HL (Unique Selling Points of add-ons)

#### FORMAT:

- 1200x630

#### FONT:

- Neue Haas Grotesk Display Pro 65 Medium

## ADD-ON LOGO ON OG IMAGE:

The add-on logo for your OG Image should be derived from your add-on's logo, but when incorporating it into the OG Image, use a basic white version without a background. This allows it to contrast effectively with the rest of the visual elements.

If your campaign is associated with an event, you should also adapt the text communication within the medallion on your website to align with the information presented in the graphic. It's acceptable for the logo's color scheme to differ on the marketplace compared to the logo on the OG Image. However, visually, they should closely match.

**Yes:**



**No:**

