

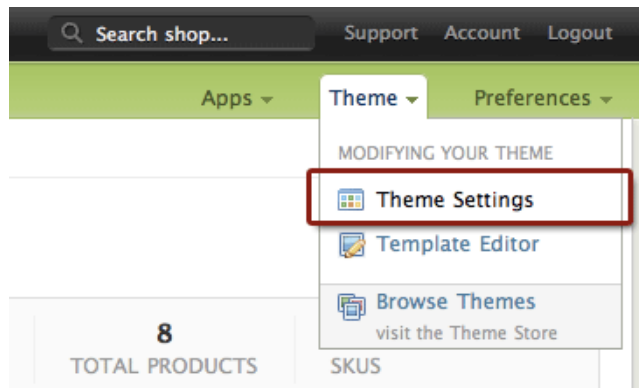
# Modular: Shopify Theme

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## Introduction

You can use Theme Settings to further customize the presets that this theme provides.

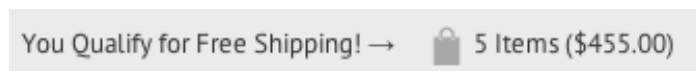


### New to Shopify?

New to Shopify? Have a quick tour around [Shopify Handbook](#).

## Top Bar

Top Bar is a thin strip at the top that contains the customer login link and link to shopping cart.



**Free Shipping Message:** Check **Show Free Shipping Message** if you provide free shipping over certain amount.

Enter the amount next to **Free Shipping Amount**. Enter it without the currency sign and decimal point (i.e.: 10000 for \$100.00)

## Header/Branding

### Header Background

Change the background of the header, the space around your logo.

### Logo

If you have your own logo, upload one here. It will be resized proportionally to fit into the area. **980px** max width, **220px** max height.

Specify the **padding** around your logo if desired. If you're using a full width logo, enter 0 for horizontal padding.

**Logo align:** choose the alignment of your logo.

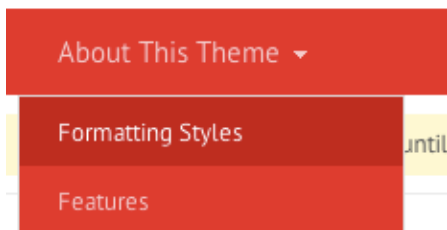
If you are not using an image logo, check off **Use an image logo?** and your shop's title will appear in text. Enter the font size and color under **Shop Title Text**.

Choose to upload a **favicon** if you have one. You can use .ico or .png versions, or use both of them. Each browser may render one over the other.

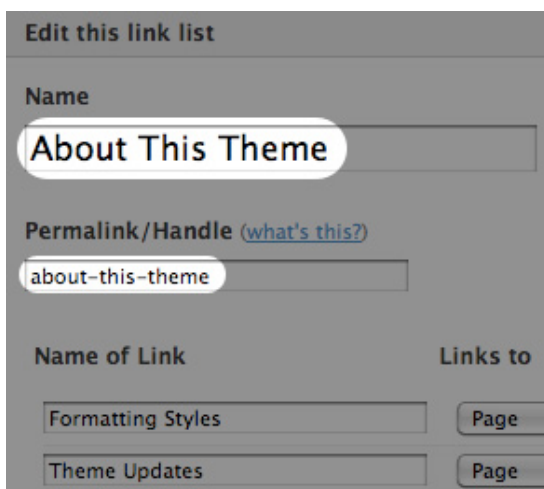
## Main Navigation

Choose the colors for the main navigation bar.

**Making a dropdown menu:**



Make a link list under Navigation menu **with the same title as the link you want to attach it to**. What's most important is to make sure the **"Permalink/Handle"** has the same words, lowercase and spaces replaced by dashes. This will be automatically formatted when you first create the link list or links, but if you rename it, you'll have to manually change the Permalink/Handle.



## Backgrounds

You can change colors or background images for both outermost background and content background.

## Global Colors

Choose the general colors that are not otherwise specified in other areas.

## Fonts

There are two types of font sets you can choose from: Web Safe, and [Google Fonts](#).

**Primary/Secondary Font Sources:** Choose the font source you want to use for each. Primary font is used for prominent text parts such as headings. Secondary font is used for other general parts such as paragraphs.

**Web Safe fonts** are the fonts that are widely available on most computers, therefore safe to use but the selection may be limited. **Google Fonts** is one of the services that provide a wider range of fonts for you to use on the websites -- for free!

### Using Google Font

Go to [Google Fonts website](#). Browse the site for if you see the fonts you want to use, click on **Add to Collection**.



Review them and choose the final two fonts. When you're done, click on **Use**.

On the Use page, only the **1st and 3rd steps** are needed.

Step 1. Check only the first style for each. Italic and Bold styles will still work fine for most fonts.

## 1. Choose the styles you want

- PT Sans
  - Normal 400
  - Normal 400 Italic*
  - Bold 700**
  - Bold 700 Italic*
- PT Serif
  - Normal 400
  - Normal 400 Italic*

Step 3. Select and copy the code provided and paste it in the textbox provided in Theme Settings.

Now type in the font name next to Primary/Secondary Font Family.

Google Font script	<pre>&lt;link href='http://fonts.g family=PT+Sans PT+Serif' r type='text/css'&gt;</pre>
Primary Font Family	<input type="text" value="PT Serif"/>
<input type="checkbox"/> Primary Font only on Big Headings (Check if your font is hard to read in small print)	
Secondary Font Family	<input type="text" value="PT Sans"/>

**Use Primary Font only on Big Headings:** Some fonts are only legible in big headings. Check this if this applies to your Primary font. This font will only be used in big headings.

## Home Slideshow

Upload up to 5 images for the slideshow on the homepage. Turn on/off each slide or the whole slideshow.

The slideshow container box is 974px x 400px. If the image is bigger than its width or height, it'll be resized down proportionally. If the image is narrower, it's centered in the container.

For the best results, have the images all same size.

## Home

### Welcome Message

This will display a part of the page you want to show as an introduction to the store. If you don't want to show this, choose None.

### First / Second Collection

Enter in the title for the collection you'd like to show on the home page. Choose the collection from the drop down menu. If you want another collection to appear, check "Show Second Collection?" and do the same.

**Limit Product Numbers:** Choose the number of products from the collection you want to show. If you click See More, you'll be taken to its collection page.

## Collection Pages

**Collection Featured Image / Description:** If you have uploaded a featured image for a collection, this will show at the top of each collection page with the description.

**Filter by Tags: Sub Menu:** You can enable a submenu by product tags.



The image shows a user interface for adding tags. At the top, there is a header labeled "Tags". Below it, a text input field contains the text "Add multiple tags separated by a comma." The input field itself contains the text "Beach, Hat, New, Oversize". Below the input field, there is a section titled "Previously used tags. Click to add." which contains four buttons: "Beach", "Big Hat", "Classic", and "Cold We".

**Product Caption:** You can configure how you want the product caption (title, price, etc).

## Product Pages

You can choose to show Twitter "Tweet", Facebook "Recommend", and Pinterest "Pin It" buttons here. Pinterest button is not included in Blog pages because an image is always required for you to pin something. It's also not supported in mobile devices so it's hidden when viewing in mobile.

**Related Products:** check this to show Related Products

It'll be on the right side if your product image size is Medium, on the bottom if it's Large. It will automatically pick random products in the same collection, up to 5 products.

## Blog

Choose the blog you want to show.

**Show Latest Blog feed on Home:** Check if you want to show 4 latest posts on the homepage.

To make the feed look prettier, burn it through [FeedBurner](#) and put the URL on the Blog Editor page.

**Feedburner location:**

## Blog/Pages Sidebar

**Making a sub-menu on Pages:** Do the same as the top navigation menu: make a link list with the same title as the link.

Make a link list under Navigation menu with the same title as the link you want to attach to.

[← back to shopping](#)

### Formatting Styles

Features

Features1

Features2

## Footer

**Social media:** Check and enter links for each social media you're using.

**Payments Accepted:** Click on each payment type you accept. For Google Checkout, Google has specific requirements when you display their badge. To minimize the risk of getting into trouble, follow their [instruction here](#) to display the badge with their code. Copy and paste the code they provide here.

## Other Settings

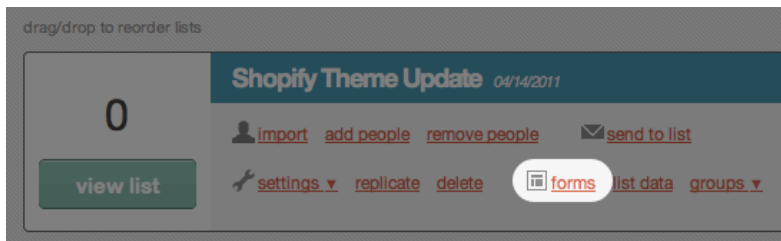
**Featured Collection:** Select a collection that will show on the pages like Cart, Search, 404 pages.

### MailChimp:

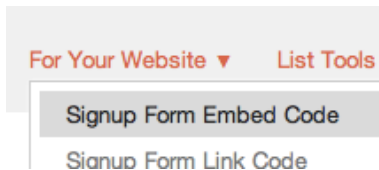
If you'd like MailChimp mailing list form turned on, please sign up and follow this instruction.

\*You can also use the embed code provided by other mailing list services, but the styling is optimized for MailChimp.

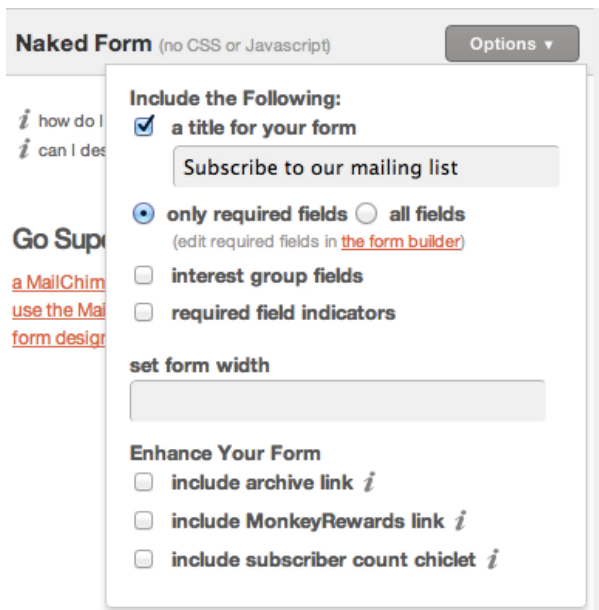
1. Make a list you want to use. Click on “forms” link.



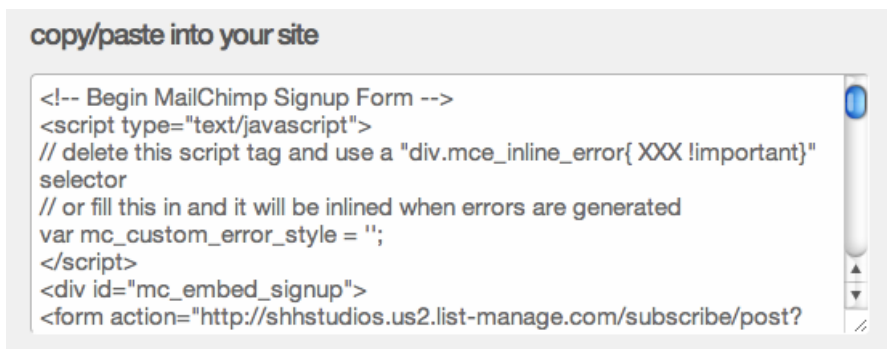
2. Under “For Your Website”, click on “Signup Form Embed Code”.



3. Use **Naked Form** for best results. See below screenshot for suggested options.



Click on the box below “copy/paste into your site” to select the code and copy. Paste this code into the available box in Theme Settings.



MailChimp may update their interface from the time to time. If you find that these screenshots or instructions are outdated, please feel free to contact us at [shopifythemes@shhstudios.com](mailto:shopifythemes@shhstudios.com).

## Order note instructions on Cart Page

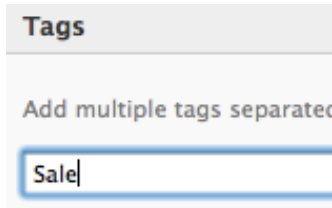
Please make sure you enter a line in your email templates so you will receive the note from customers in email. Go to Preferences >Email & Notifications. Choose **New Order Notification** and enter the following line where you want.

Special Instructions: {{ note }}

You can also put this in other templates as you wish, such as Order Confirmation, so the customers will also see it.

## Applying “Sale” or “New” banner on products

Simply assign tag “Sale” or “New” to a product. Please use only one of them, not both.

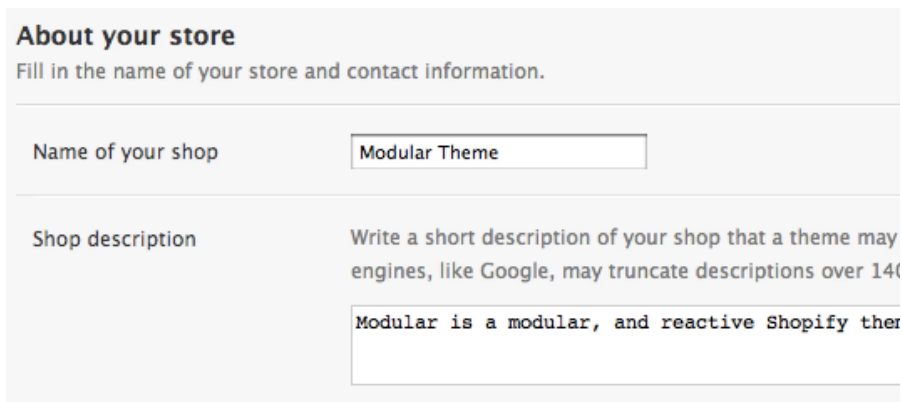


The image shows a screenshot of the 'Tags' field in a Shopify product editor. The field is titled 'Tags' and has a placeholder text 'Add multiple tags separated by commas'. A text input box below the placeholder contains the word 'Sale'.

## SEO Tips

Modular theme utilizes built-in Shopify features for SEO.

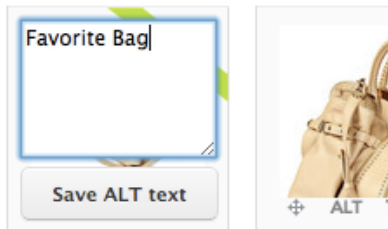
**1. Description:** Go to Preferences / General Settings - Make sure you enter Shop description. This will be used as your site description, which also appears on the home/index page title. Other pages will use its heading for the page title.



The image shows a screenshot of the 'About your store' settings in a Shopify admin panel. The section is titled 'About your store' and has a subtitle 'Fill in the name of your store and contact information.' There are two main fields: 'Name of your shop' with a text input box containing 'Modular Theme', and 'Shop description' with a text area containing 'Write a short description of your shop that a theme may engines, like Google, may truncate descriptions over 140 characters. Modular is a modular, and reactive Shopify theme'.

## 2. Image Alternative Text

**Product/Collection pages:** By default, Alt text for product images will be product title. If you want to specify each one, click on ALT on each image to add it.



**Pages/Blog pages:** Images you insert on these pages will need to be specified for each image. Click on the image to add description.

Image URL	<input type="text" value="Compac"/>
Description	<input type="text" value="Hello"/>
Alignment	<input type="text" value=""/>

If you have any question or problem with this theme, please contact us at [shopifythemes@shhstudios.com](mailto:shopifythemes@shhstudios.com). Enjoy!