Shopify Header, Logo & Menu Setup Checklist

Keep the Header Clear, Readable and Easy to Navigate

Section 5: Themes and Store Design

Video: Working with Header, Logo & Menu

Use this checklist while configuring the header area in Shopify Theme Editor.
You already planned your navigation structure in Section 3.
The goal here is to implement that plan clearly inside the storefront.

1 Theme Editor Orientation

PAGE STRUCTURE

HEADER → MAIN CONTENT / BODY → FOOTER

In this lesson, focus mainly on the header area.

- [ ] I opened Online Store → Themes → Customize
- [ ] I confirmed which theme copy I am editing
- [ ] I know where the header and announcement bar settings are
- [ ] I am working on the correct testing/working theme

2 Announcement Bar

- [ ] Announcement message is short and easy to understand
- [ ] The message is genuinely useful
- [ ] Background and text have enough contrast
- [ ] Link is added only if needed
- [ ] Multiple announcements are used only when useful
- [ ] The announcement bar does not distract from the main navigation

Example messages:

- Free shipping above ₹____
- Festival offer now live
- Orders dispatch in ____ days
- New collection available

Keep announcement messages short. The announcement bar is not a replacement for full promotional content.

3 Header Structure

- [ ] Logo
- [ ] Main menu
- [ ] Search icon
- [ ] Account icon
- [ ] Cart icon
- [ ] Announcement bar

Optional:

- [ ] Additional header elements only if genuinely required

A beautiful header is useful only when customers can navigate the store easily.

4 Header Layout & Readability

- [ ] Header position/layout looks balanced
- [ ] Logo does not dominate the header
- [ ] Main menu remains easy to scan
- [ ] Search/account/cart icons are easy to identify
- [ ] Header background provides enough contrast
- [ ] Transparent header text remains readable
- [ ] Logo remains visible on transparent backgrounds
- [ ] Inverse/alternate logo is used only when needed
- [ ] Desktop view checked
- [ ] Mobile view checked

If the header sits over an image or banner, make sure the logo and menu text remain clearly visible.

5 Logo Setup

Logo Setup Checklist

- [ ] Correct logo uploaded
- [ ] Logo is sharp and readable
- [ ] Logo is not stretched
- [ ] Logo width/size looks appropriate in the header
- [ ] Enough spacing exists around the logo
- [ ] Logo remains readable on desktop
- [ ] Logo remains readable on mobile
- [ ] Transparent/inverse version checked where required

PRACTICAL LOGO FILE GUIDANCE

Preferred logo file:

- PNG with transparent background where appropriate
- SVG if supported and available safely
- Use a clear high-quality file

Suggested practical preparation:

- Keep the original master logo file
- Prepare a transparent version
- Prepare a light/inverse version if the header may use a dark background

Theme header dimensions vary. Adjust the logo width inside the Theme Editor so it looks balanced on desktop and mobile.

Many horizontal logos are prepared at a reasonably high resolution and then visually resized inside the theme. The final displayed width should be chosen based on the theme and header layout.

6 Use Your Section 3 Navigation Plan

Do not redesign your navigation here.
Use the homepage/pages/navigation structure you already planned in Section 3.

- [ ] I reviewed my Section 3 navigation plan
- [ ] I know which links belong in the main menu
- [ ] I know which links should be grouped under dropdowns
- [ ] I am not adding unnecessary links just because Shopify allows them

7 Main Menu Setup

- [ ] Home link works
- [ ] Main shopping/catalogue link works
- [ ] Important pages are linked
- [ ] Contact/About links are placed where appropriate
- [ ] Menu item labels are easy to understand
- [ ] No duplicate or confusing links
- [ ] Menu order is logical
- [ ] Menu works on desktop
- [ ] Menu works on mobile

Create or connect the relevant page later in the appropriate lesson.

8 Dropdown Menu Check

- [ ] Dropdown is used only where grouping is helpful
- [ ] Parent label is clear
- [ ] Child links genuinely belong together
- [ ] Dropdown does not become excessively long
- [ ] Nested items display correctly
- [ ] Menu remains usable on mobile
- [ ] External links are tested where used

Do not create dropdowns simply to make the menu look advanced.

9 Header Icon Review

SEARCH
- [ ] Search icon is visible
- [ ] Search opens correctly

ACCOUNT
- [ ] Account icon appears only if appropriate for the store setup
- [ ] Icon is clear and usable

CART
- [ ] Cart icon is visible
- [ ] Cart opens correctly

Test these as a customer, not only as the store owner.

10 Favicon / Store Icon

A favicon is the small browser/tab icon associated with the store.

It can be added later. Do not delay the lesson just because the favicon is not ready.

- [ ] Favicon/store icon added if available
- [ ] Icon is simple enough to remain recognizable at small size
- [ ] File is clear and not overly detailed
- [ ] Browser tab checked after saving

11 Final Header Review

- [ ] Announcement bar looks correct
- [ ] Logo looks balanced
- [ ] Header background and text have sufficient contrast
- [ ] Main menu is connected
- [ ] Dropdowns work where required
- [ ] Search works
- [ ] Account icon reviewed
- [ ] Cart icon works
- [ ] Desktop checked
- [ ] Mobile checked
- [ ] Changes saved
- [ ] Store preview checked

- [ ] **HEADER, LOGO & MENU SETUP REVIEWED**

12 Course Demo Assets

If you do not yet have your own logo or favicon, you may temporarily use the course demo assets while following the practical lesson.

Demo Logo:
[Link provided on the resource blog]

Demo Favicon:
[Link provided on the resource blog]

13 What This Lesson Does Not Cover

Not covered here:

- Creating pages
- Creating products
- Creating collections
- Detailed logo/brand design
- AI logo creation
- Multicurrency/markets
- Advanced navigation strategy

Continue through the course rather than trying to configure everything from the header lesson.

Next step
Continue to the next lesson: **How to Create a Page**

If your header, logo, menu or dropdown behaves differently from the lesson, use the Shopify Course Help & Direction Form from the resource hub and describe what you are seeing.