

# Branding

- Receipts & Email Branding

# Receipts & Email Branding

# Receipts & Email Branding

Your receipts and the order emails that go out to customers carry your shop's branding by default — your logo, your shop name, contact info — wrapped in Spectre's house style (navy header, Spectre footer). This page covers what's branded out of the box and where to adjust it.

## Receipt template

The printed and emailed receipt uses a Spectre-supplied template. The template includes:

- Your shop's name and contact details (pulled from your WordPress store settings).
- Order number, date, and cashier name.
- Line items with quantity, price, and total.
- Tax, fees, and grand total.
- Payment method.
- Space for a footer / thank-you message.

## Customer order emails

When an order is placed, paid, refunded, or completed, WooCommerce sends out the standard transactional emails. Spectre applies a consistent branding layer to all of them:

- A **navy header** with your shop name.
- A **Spectre-branded footer**.
- Body content from WooCommerce's standard templates.

You don't need to configure anything for this branding to apply — it's wired in by default for every shop.

# Adjust your shop info on receipts and emails

The shop name, address, and email used in branded messages come from your WordPress settings:

- **Settings → General** — site title and admin email.
- **WooCommerce → Settings → General** — store address, default country/state, currency.
- **WooCommerce → Settings → Emails** — the standard list of transactional emails (new order, order processing, completed, refunded). For each one you can edit subject, heading, and additional content.

If you want a different contact phone or address on receipts than what's in your WooCommerce settings, update those settings and the receipts will use the new values automatically.

## Upload or change your logo

To upload (or replace) your shop's logo:

1. In the WordPress admin, go to **Appearance** or **Media → Library** depending on your theme.
2. Upload your logo image (PNG or JPG, ideally at least 600px wide).
3. Set it as your **site logo** in the theme customizer (**Appearance → Customize**) so it appears on the storefront, in receipts, and in order emails.

## Tips

- Test by ringing a one-cent test sale and emailing yourself the receipt — that shows you exactly what your customers see.
- The order email "Additional content" field (under **WooCommerce → Settings → Emails → (each email)**) is a good spot for a thank-you message, return policy, or referral link.
- Don't edit the underlying PHP template files directly — your changes get wiped on the next Spectre release. Stick to the WordPress and WooCommerce settings above.