# Sales Drawer

## Brand & affiliate sheet

Sales Drawer for WooCommerce + Sales Drawer Pro · salesdrawer.com · October 2026

### Logo usage

Sales Drawer | Sales Drawer | 

- **Full logo** (mark + wordmark) wherever there's room; **icon mark** only for square or tiny spaces (avatars, favicons, 320×50).
- **Light backgrounds:** `…-on-light` (ink wordmark). **Dark backgrounds:** `…-on-dark` (white wordmark). One-colour jobs: the mono white / mono ink files.
- **Clear space:** half the mark's height on every side. **Minimum size:** full logo 110 px wide on screen (1 in in print); icon 16 px.
- Use the supplied files — never redraw or retype the wordmark.

### Colour

| Navy | Teal | Brand gradient | Ink | Deep navy | Paper |
|---|---|---|---|---|---|
| #1E4E79 | #0E8A94 | 135°, navy → teal | #0F172A | #0B2239 | #FAFAFC |

| Slate | Line | Sky | Mist | Sale-tab orange | Savings green |
|---|---|---|---|---|---|
| #475569 | #E9EAF0 | #A9DBF2 | #EEF7FC | #FF632C | #047857 |

Navy, teal and the gradient carry the brand; ink and paper do the reading. Orange is an accent for the sale tab and one highlighted word — never a background.

### Type

**Aa** — **Bricolage Grotesque** — headlines & wordmark · ExtraBold 800, tracking −0.02em

**Aa** — **Public Sans** — body, UI & buttons · 400–800

**Aa** — **IBM Plex Mono** — coupon codes, small labels · 500–600

All three are free on Google Fonts (SIL Open Font License). Fallback: system-ui sans-serif.

### Do

- Lead with **"Try free"**.
- Say **Sales Drawer for WooCommerce** on first mention, then "Sales Drawer".
- Describe Pro as an **optional paid add-on** to the free plugin.
- Use the no-price banners unless you'll keep prices up to date.

### Don't

- Recolour, stretch or add effects to the logo.
- Invent reviews, ratings, install or customer counts, testimonials or results.
- Imply Sales Drawer is made, endorsed or sponsored by WooCommerce/Automattic.
- Promise prices or deals not on salesdrawer.com.

### Approved taglines & product descriptions

**Your sale is invisible. Fix it.**

**Every sale, in front of every shopper.**

**Your sale is running. Is anyone seeing it?**

**Free is complete. Pro is for campaigns.**

CTA: **Try free** (secondary: **Get Pro**). One-liner: *A slide-out drawer that automatically promotes every WooCommerce product on sale.*

**50 WORDS**

Sales Drawer for WooCommerce adds a slide-out drawer that automatically lists every product your store has on sale, on every page. No popups and no per-sale setup: prices, schedules and stock come live from WooCommerce. The plugin is free. Sales Drawer Pro adds scheduled campaigns, countdowns, targeting and revenue analytics.

**150 WORDS**

Sales Drawer for WooCommerce makes every sale impossible to miss. It adds a slide-out drawer to any WooCommerce store that automatically lists every product currently on sale, on every page, behind a persistent sale tab or floating bubble. There are no popups and nothing to set up for each sale: prices, sale schedules and stock are read live from WooCommerce, so products appear when a sale starts and leave when it ends. Shoppers can add simple products to the cart and copy a coupon code without leaving the page. The free plugin is complete on its own, with list, grid and compact layouts, left, right or bottom-sheet placement and full styling control. Sales Drawer Pro, an optional paid add-on, adds scheduled campaigns, countdown timers, category, tag and brand rules, visitor targeting, custom ordering and revenue analytics with GA4 forwarding. Built for WooCommerce store owners, freelancers and agencies running client stores.

### Free plugin

- Finds every on-sale product automatically — simple, variable and scheduled sales
- Slide-out drawer on every page: left, right or mobile bottom sheet
- List, grid and compact layouts
- Edge-tab or floating-bubble launcher with live tokens ({count}, {max_percent})
- Add to cart from the drawer; tap-to-copy coupon code
- Auto-open rules, seasonal presets, full styling, page-cache safe

### Sales Drawer Pro

- Scheduled campaigns with start/end dates and priority
- Countdown timers from real campaign or sale end dates
- Product rules by category, tag and brand
- Targeting by URL pattern, visitor type and user role
- Custom drag-and-drop ordering and product rotation
- Revenue analytics with order attribution + GA4/GTM forwarding

### Pricing

| Free | $29/yr | $49/yr | $99/yr |
|---|---|---|---|
| Free plugin | Pro · 1 site | Pro · 3 sites | Pro · 10 sites |

Every Pro plan includes every Pro feature. Annual licences, 14-day refund. Say **"from $29/yr"** when quoting Pro. Prices current as of October 2026 — check salesdrawer.com/pricing/ before publishing.

### Positioning: free plugin + Pro

**Sales Drawer is a free WooCommerce plugin first.** It's complete on its own and never stops working, so every recommendation can start with "try it free". **Sales Drawer Pro is the upgrade for stores that run promotions on a calendar:** scheduled campaigns, countdowns, targeting and proof of what the drawer earned. Pro plans: store owners (1 site), freelancers (3 sites), agencies (10 sites).

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