



hi!

Questions? Find support at help.actblue.com!

Brandings 101

Craft beautiful custom designs that help your forms stand out.

Personalize your contribution forms with your own colors, imagery, and style with [Brandings](#)! We make it easy to customize every aspect of your form (no coding required) and reuse Brandings across forms.



5 customizations to get started:

- 1. Header.** Your campaign logo is the perfect header image — donors will know who you are as soon as they land on your form.
- 2. Background.** Change the form’s background color to one from your own palette, or upload a powerful background image. If you are a campaign, try using your candidate’s photo!
- 3. Body blocks.** All of your form’s copy and interactive elements live inside body blocks. Customize their layout to give your form a different feel, or change them to a custom color.
- 4. Action buttons.** Make that all-important “Donate” button and the other buttons on the form stand out with a custom color.
- 5. Reusable and default settings.** Click “Save options” at the bottom of the branding editor to make the branding reusable on other forms. Or make it the default branding across all of your forms.

Dos and Don'ts

- Ensure any background image you add to your form isn’t too busy or distracting, and that important elements like your logo are visible.
- Consider switching off your background image for mobile under **Mobile background** so the image won’t appear cropped to people visiting on their phones.
- **Ensure strong color contrast for readability and accessibility!**