Style Your Survey



The look and feel of your survey can be just as important as the questions you ask. We have selected a default pre-built theme that will give your survey a nice, clean look and feel so you can send out your survey without bothering with our style options. But, with all these options, we dare you to ignore the possibilities!

To get started customizing your survey's look and feel, head over the Style tab!



Step 1: Choose a Theme

Click the Themes thumbnails to get started. You can choose:

- Pre-Built Themes
- Quick Color Schemes
- Your Theme Library if you have saved any of your previously created themes, these will be available here.

New Modernized Survey Theme

In the Pre-Built Themes section, we have a new survey theme that features updated survey look, feel, and functionality, especially on mobile devices. The new theme is located to the right of the default survey theme.



You can also skip this step altogether and just jump in and style your survey from scratch.

Step 2: Add a Logo

Looking to add your logo to the top of your survey?

- 1. Click the Logo thumbnail to get started.
- 2. Next, click the Add Image link.



3. From here you can select an image from your Alchemer File Library, click **Upload image file** to upload a new image from your computer, or paste an image link into the **Image URL** field (if the image is hosted externally).

Select Image	
Image URL	
Choose image file from your file library	
Upload image file	search Q
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	<pre>1 2 3 4 6 ></pre>
	Close Insert Image

- 4. Use the Position and Size controls as needed.
 - Position can be set as Left (default), Center, and Right.
 - $\circ~$ Use the Size slider to make the image larger (+) or smaller (-).

Logo		×
	Add Image	
Position:	Left	~
Size:		

For best results, we recommend header images of up to 750px wide and 200px tall.

If you would like your header image to display like a banner that stretches across the entire page, we recommend image files 1000px wide and 200px tall.

Step 3: Tweak Your Colors

The Background, Page, Header, Button/Accent and Text thumbnails can be used to take your survey theme to the next level using our various color and image options.

Customizing Colors

- 1. To get started customizing your colors, click on the thumbnail for the area of the survey you wish to modify, Background, Page, Header or Button/Accent.
- 2. You can choose from the color palette or use the color picker tools on the right to select a hue then adjust it with the darkness and transparency sliders.



3. Below the color picker, there are additional tools available to get your survey colors just right. If you have the exact HEX Code for the color you wish to use, you can paste it in the **HEX Code** field.

Get Colors From an Image

The option to get colors **From Image** is one of our favorite features! This tool works great when you need to perfectly match the colors of your survey to your logo!

- 1. Get started by clicking Select Image.
- 2. Next, you can select an image from your Alchemer File Library, click Upload image file to upload a new image from your computer, or paste an image link into the Image URL field (if the image is hosted externally).
- **3.** Once an image is selected, the primary colors from the image will display as thumbnails below the image. Then, simply click the color thumbnail you wish to use.

From Image	
Select	t Image
Sample Logo	

Get Colors from a Webpage

Last, you can enter a website URL to extract colors from. Simply enter the URL in the **From Webpage** field and click the magnifying glass. This will fetch the colors from the website and display them as thumbnails. Then, you can simply click on the color you wish to use.

Please note, this feature works by scanning the CSS of the website, so it will not pull colors from images on the website. If you wish to pull the colors from an image on the website, say a logo, use the **Pick from Image** tool instead. In addition, this feature will only pull colors from the first three CSS files on the website so any colors from CSS stylesheets four and greater will not be fetched.



Step 4: Explore Survey Background Options

Looking to add some flair to your survey? Adding a background image is a great way to capture potential respondents' interest from the moment they click your survey link. You can choose from our library of images or upload your own image!

Or, if you are looking for more polish than flair, you can choose from our patterns and gradients to use as a background in your survey.

Using a Background Image

1. Go to Background > Images and choose from our library of images as your survey background.



- 2. Alternatively, click the link to Choose from Image Library to choose an image from your Alchemer File Library. There is also an option to Upload image file as well as the option to paste an Image URL (if the image is hosted outside of Alchemer).
- 3. Once you select an image, select how you wish to display it in the first dropdown menu:

Cover Screen - This option will use the image to fill the background. If it is not big enough it will be stretched to fill the window.

	Q4 Cus	tome	r Surv	ey								
	Custome	r Satisf	action						~			
	1. How likely	are you to	recomme	nd our pr	oducts a	and services	to your fri	ends and	family?			
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	0	0	0	0	0	0	0	0	0	0	0	
	2. Please rate	e your leve	l of satisfa	action wit	h the fol	lowing:						
						Very Dissatisfied	Dissati	sfied Ne	eutral S	Satisfied	Very Satisfied	5
	Custom	er Service				0	0	(0	0	0	
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Tile - This option will repeat the image in tiles to fill the background. This option is best for smaller images.

-	Master/Be	enchm	hark S	Survey	y			
	Event Feedb 1. Please rate your over Very Dissatisfied O	Dack rall satisfaction w Dissatisfied	vith the even	t: eutral	Satisfied	Very Sati	isfied	
	2. How likely are you to 0 1 O O	recommend this 2 3 O O	event to yo	ur friends and 5 6 O O	family? 7 8 O O	9 O	10 O	
	3. Please share any add	ditional feedback	below:					
-	Maree.		s	ubmit			-	

Left - This option will display the image to the upper left corner of the background.

Right - This option will display the image to the upper right corner of the background.

Center - This option will display the image in the center top of the background.

• Once you've selected how you wish to display your image, adjust the image **Brightness** using the slider control.

Position:	Left	-
Brightness:		
		T.S.P

• If you wish, you can also adjust the transparency of the survey form to show off your image. To do so, click the **Page** thumbnail and adjust the **Transparency**.

Remove a Background Image

If you need to remove a background image, click Background > Images > Remove Background .

× Remove Back	ground	
Position:	Left	-
Brightness:		
		4

Using a Pattern

- If you wish to use a pattern as the background of your survey, we recommend starting by selecting a Background color, as this will be combined with the pattern options to create some really cool effects.
- Next, go to Background > Patterns to select a pattern to use in the background of your survey. Adjust your pattern's brightness using the control just above the pattern thumbnails.
- Finally, in addition to adjusting your pattern's brightness, you can also adjust the transparency
 of the color that is mixed with your pattern to get that perfect look. To do so, go to Background
 > Color picker and adjust the Transparency control to the far right up and down.

Using a Gradient

- 1. For gradients, start by selecting a gradient that you like and adjust it as you wish.
- 2. Once you select a gradient to start with, you can change the colors by clicking the arrows below to display a color picker. You can also add a new color to the mix by clicking anywhere on the bar.

3. Last, change the gradient to display Left to Right as opposed to Top to Bottom if you wish!

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LOGO No Image BACKGROUND	1. Do you love SurveyGizmo? O Yes O Not quite
	Submit
BUTTON/ACCENT	

Browser Compatibility

Internet Explorer 8 does not support backgrounds. Backgrounds will display on all other modern browsers.

Step 5: Choose Fonts

- 1. To change the font of your survey, go to Style > Text > Header Text and/or Body Text.
- 2. Select a font, font size and click the bold button if you wish for your text to display as bold.

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	✓ Body Text	
	Arial	
		Darkness
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TEXT	From Image	ect Image
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	From Webpage	vyoursite.com
100	> Text Options	

More Fonts Using Google Fonts!

Not seeing a font that matches your particular style? Add one from Google Fonts!

 At the bottom of both the Header Text and Body Text font dropdown menus, there is an option to +Add Web Font. Select this option to utilize the power and variety of Google Fonts in your survey.

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Rokkitt		
Special Elite	i 🥻	
Tahoma	i 📕	
Times New Roman		0
Trebuchet MS		
Verdana	Dar	kness
+ Add Web Font		A

2. Next, head over to Google Fonts and find the typeface that suits your survey. We recommend having your survey in one window/tab and Google Fonts in another. Click the + button once you've made your decision.

Google Fonts Viewing 848 of 848 font families		DIRECTORY FEATURED ABOUT
Roboto 🛨	Barlow 🚯 Jeremy Tribby (18 styles) Sente 👻 Regula 👻 40px -	Spectral SC Production Type (14 styles)
All their	A red flair	I WATCHED
equipment and	silhouetted the	THE STORM, SO
instruments are	iagged edge of a	BEAUTIFUL YET
alive.	wing.	TERRIFIC.
	Try typing directly into the text fields. GOT IT	

3. If needed, choose the appropriate styles/character sets you wish to use, then copy the Standard code to your clipboard.

1 Family Selected
Your Selection Clear All A
Roboto 😑
EMBED CUSTOMIZE Load Time: Fast
Embed Font
To embed your selected fonts into a webpage, copy this code into the <head> of your HTML document.</head>
STANDARD @IMPORT <link href="https://fonts.googleapis.com/css?family=Roboto" rel="styles
heet"/>
Specify in CSS Use the following CSS rules to specify these families:
font-family: 'Roboto', sans-serif;
For examples of how fonts can be added to webpages, see the getting started guide.

 Head back over to the Style tab of your survey and enter a name for your Google font in the Font Name field and paste the code from your clipboard in the Font URL field.

The Font Name must be entered as you see it in Google Fonts. You will also need to delete all but the link portions of the code in order for it to work:

k href=""background-color: rgb(247, 218, 100);">//fonts.googleapis.com/css? family=Roboto" rel="stylesheet">

The highlighted portion of the Standard embed code is what should be pasted.

Custom Font	♦ 14 ▼ B
Roboto	/css?family=Robot

Step 6: Choose Your Layout Options

Under the Layout thumbnail, there are a number of options available. Via Layout Options you can toggle the following:



- Question Borders
- Back button
- Progress Bar
- Use Default Browser Icons for Radio Buttons and Checkboxes

Via Widths/Sizing, you can adjust the following values:



- Page width
- Page content width, a.k.a the survey

- Space above header
- Rounded corners
- Comment Box Width
- Table Row Header With
- Table Column Width

One of the most important considerations under the Layout thumbnail is your **Desktop Interaction** and **Mobile Interaction**. These determine how survey respondents experience your survey questions and pages. Hover your mouse over each option to see a quick preview. Below we will describe and demo each interaction in a survey.

Desktop Interactions

Standard (default) - Survey respondents will experience your survey much like how it is displayed on your **Build** tab. Check out this survey link on your *desktop* to see it in action:

http://survey.alchemer.com/s3/1877746/Default-Interactions

One at a Time - This desktop interaction option will display one question at a time. When the respondent submits the question it will slide to the left and the next question will slide in from the right. Check out this survey link on your *desktop* to see it in action:

http://survey.alchemer.com/s3/1877760/One-Question-at-a-Time

Mobile Interactions

Standard - Survey respondents will experience your survey much like how it is displayed on your Build tab. Check out this survey link on a *mobile device* to see it in action:

http://survey.alchemer.com/s3/1877746/Default-Interactions

One at a Time (default) - Survey respondents will see one question at a time. When the respondent submits the question it will slide to the left and the next question will slide in from the right. Check out this survey link on a *mobile device* to see it in action:

http://survey.alchemer.com/s3/1877760/Mobile-One-Page-at-a-Time

Not Mobile Optimized - This option will render the survey as it is designed for desktops on a mobile device.

Saving Changes

One of the great things about the way the Style tab works is that you can make a series of

changes and then decide whether you wish to apply them. If you do, simply click the **Apply Changes** button. If not, click the **Reset Changes** button.

Changes Not Sav	/ed Apply Change	s Res	et Changes					
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If you try to navigate away from the Style tab without applying your changes, we will warn you that you have unsaved changes. You will have the option to either **Save** or **Do Not Save** before leaving the Style tab.

Are you sure?	
You have unsaved changes. Would you like to save first?	
	Do Not Save Save

Preview Your Survey Theme Per Device, Language, and Link

Once you've made your styling decisions, you can preview how your survey will look on a desktop, tablet, and mobile device. Click the icon in the upper-left corner to see a rough approximation of how your survey will display. We can't account for all screen sizes and display resolutions but this will give you a good place to start!



You may also want to check how your survey looks in different languages (assuming that you have added translations). If you haven't added a language yet, click Add a Language to navigate directly to the Text & Translations interface.



Last, if you are using multiple share links for your survey, you can set different themes for each link. This is a great way to target certain audiences with your look and feel or to simply segment responses for tracking purposes. If you haven't created additional links yet, click Add a Link to navigate directly to the Share tab.

Learn more in our Multiple Themes, One Survey Tutorial.



Custom CSS and HTML

You can add custom HTML and/or CSS to your theme by scrolling to the bottom of the survey preview and clicking the link to access the HTML/CSS Editor.

- On the Custom CSS tab, you can append your custom CSS to the survey theme.
- On the **Custom HTML** tab, you will see the HTML that is included in your survey theme. This can be customized, but use care. If you'd like to learn more about the standard HTML merge codes for surveys visit our Custom Theme Tutorial.
- Finally, we now provide you with a space to append HTML to the head of the survey on the **Custom <HEAD>** tab. For example, if you want to use a special font you can link to it in the head of the survey.

Make sure to Save Changes once you're done and then you, good survey friend, are good to go!

Scripting and Other Custom Solutions

We're always happy to help you debug any documented script that is used as is. That said, we do not have the resources to write scripts on demand or to debug a customized script.

If you have customization ideas that you haven't figured out how to tackle, we're happy to be a sounding board for Alchemer features and functionality ideas that might meet your needs. Beyond this, check out our Professional Services; these folks have the scripting chops to help you to achieve what you are looking for!

Related Articles