

Welcome to Faaaaall!

The weather has CHANGED. The leaves are CHANGING colors.

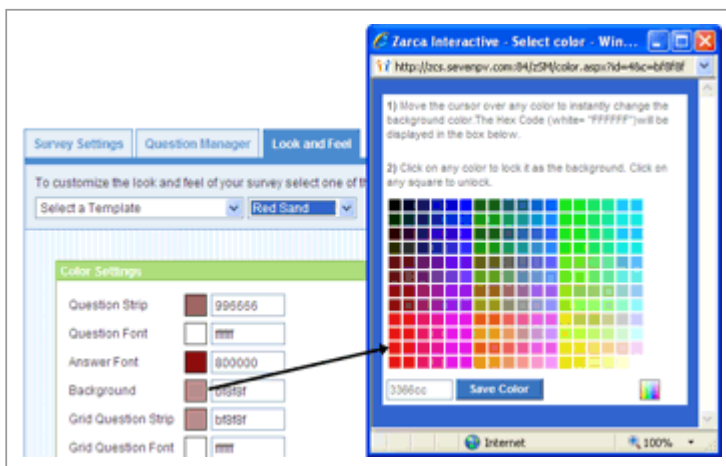
And by the way, did you CHANGE your survey's colors?

Branding your survey to match your organization's colors and logo improves response rates.

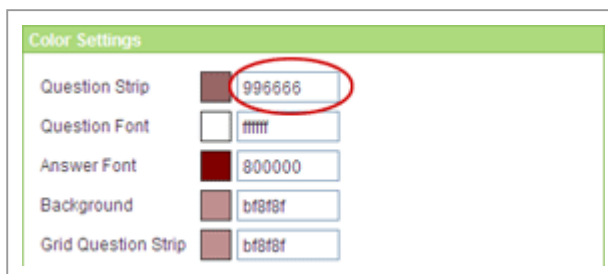
Participants are more likely to recognize the survey initiative as a legitimate endeavor and not as spam from an unknown source.

There are multiple ways to customize your survey's colors.

1. Click on the squares in the Color Settings section to access the Zarca color palate.



2. Enter the hexadecimal code of the desired color in the Color Settings section.



3. Use the "Match Template" link to enter a website and have Zarca pull your survey colors!



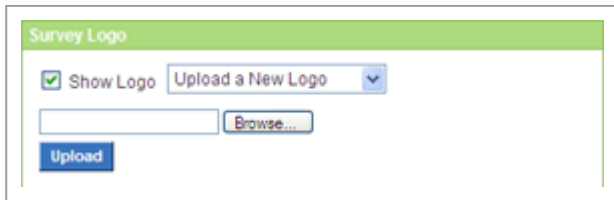
Grid Question Font

Grid Answer Strip

[Match Template to my website](#)

A screenshot of a web interface showing two rows of color selection options. The first row is labeled 'Grid Question Font' and has a white color swatch followed by a text input field containing 'FFFFFF'. The second row is labeled 'Grid Answer Strip' and has a light green color swatch followed by a text input field containing 'E7F7CD'. To the right of these options is a blue hyperlink that reads 'Match Template to my website', which is circled in red.

AND, don't forget to add the company LOGO!



Survey Logo

Show Logo

A screenshot of a 'Survey Logo' configuration panel. At the top is a green header with the text 'Survey Logo'. Below it is a checked checkbox labeled 'Show Logo' followed by a dropdown menu currently displaying 'Upload a New Logo'. Underneath is an empty text input field and a 'Browse...' button. At the bottom left is a blue 'Upload' button.