Form brand checklist

Fill this in before you customize a form, so every color, image and line matches your brand. It works for any form tool.

Brand or client: _____ Form: _____

1. Brand colors

Write each color as a hex code. Check each pair with a contrast checker and tick Pass when it meets the target. Targets come from WCAG 2.2, Level AA.

Color on the form	Hex code	Checked against	Target	Ratio	Pass (tick)
Page background	# _ _ _ _ _ _	(the base for the checks below)	n/a		
Question and body text	# _ _ _ _ _ _	Page background	4.5:1 (1.4.3)		
Title text (large: 18 pt, or 14 pt bold)	# _ _ _ _ _ _	Page background or header	3:1 (1.4.3)		
Theme or button color	# _ _ _ _ _ _	Page background	3:1 (1.4.11)		
Button text	# _ _ _ _ _ _	Button color	4.5:1 (1.4.3)		
Field borders and checkboxes	# _ _ _ _ _ _	Page background	3:1 (1.4.11)		
Links in the form or message	# _ _ _ _ _ _	Page background	4.5:1 (1.4.3)		

WCAG 2.2: text needs "a contrast ratio of at least 4.5:1" (1.4.3); large text "at least 3:1"; controls need "at least 3:1 against adjacent color(s)" (1.4.11). "Text that is part of a logo or brand name has no contrast requirement." Source: w3.org/TR/WCAG22, checked November 2, 2026.

- ☐ Color is never the only way to show something (1.4.1), for example a required field also says "Required".
- ☐ A bright brand color sits behind dark text, not white text, if white fails the check.

2. Logo and header image

Item	File name or where it lives	Notes
Logo		
Header or cover image		

- ☐ The logo or main subject sits near the center, so a tight crop still shows it.
- ☐ Important words are also in the form title or description, not only in the image.
- ☐ I checked the crop on a real phone.

3. Fonts

Text	Font style	Size or weight
Headers		
Questions		
Body text		

☐ Two fonts at most, used the same way on every page.

4. The link

Link	Write it here
Full form link	
Short link or custom link	
QR code saved as	
Where I'll share it (email, website, social, text, print)	

5. Confirmation message

A good confirmation message answers three questions. Draft one line for each.

a. Did it work? (for example: "Thanks, we got your order.")

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b. What happens next?

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c. When, and who to contact if something's wrong?

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6. Final test on a phone

☐ Opened the form link on my own phone, start to finish.
☐ Every question and answer is easy to read, with no squinting.
☐ Buttons and checkboxes are easy to see and tap.
☐ The header image looks right after the crop.
☐ The confirmation message shows and makes sense.
☐ The short link and QR code open the right form.