

# Branding Add-On

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### Overview

The Branding Add-on is a premium enhancement package for the Atlas Explorer plan. It is designed to help you professionalize your public-facing forms by removing FormAssembly branding and unlocking advanced design capabilities.

By adding this package to your plan, you gain control over the visual identity of your forms, ensuring a seamless experience for your respondents that matches your organization's brand.

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## Requirements

To use the features described in this article, a FormAssembly user must

- Be on an **Atlas Explorer** plan
- Have purchased the **Branding Add-on**

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## "Powered by FormAssembly" Badge Control

By default, Explorer plan forms display a "Powered by FormAssembly" footer on all published forms. With the purchase of the Branding Add-on, the footer will be removed.

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## Advanced Theme Customization

The Branding Add-on unlocks the full power of the **Theme Editor**, allowing you to go beyond standard templates and create bespoke designs.

## What is Unlocked?

Without the add-on, Explorer users can only apply existing public themes. Purchasing the add-on unlocks the

following capabilities:

- **Create New Themes:** Build your own reusable themes from scratch.
- **Customize Existing Themes:** Edit fonts, colors, and spacing on standard templates and save them as your own.
- **Custom CSS:** Access the code editor to inject custom CSS for granular control over layout and styling.

## How to Access:

- Open your form in the Form Builder.
- Click the **Themes** tab in the sidebar.
  - The "**Create New Theme**" button and "**Custom CSS**" editor (located at the bottom of the styling pane) will now be active.

For more instructions on using these design tools, please refer to our [Theme Editor](#) article.

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## Custom URLs

It is possible to set a custom URL for your workflow. This custom URL masks the standard URL's workflow ID without replacing it. Because the URL is being masked and not replaced, both URLs are available to your respondents.

For more information on setting a custom URL, [please see our documentation on Workflow Publishing Options](#).

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