Jotform
Powerful forms get it done

Jotform's Rebrand 2021

Welcome to the new Jotform, where our "Powerful forms get it done" no matter your industry or the size of your organization.

What's changed

We are releasing our new brand today to strengthen the evolution and growth of our business. This brand refresh is the biggest change to our company's image since 2006.

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Name & logo explanation

Name: We've lowercased the 'f' in Jotform to enhance **readability.**

Logo: We've kept our pencil icon, aiming to make it simple and memorable. The refreshed pencil is flexible and colorful, emphasizing Jotform's variety of users, use cases, and features. The pencil's elements also represent Jotform's questions and data.

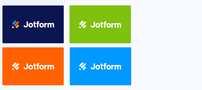
Previous logo

New logo

Logo Design

This is how our new logo looks on different backgrounds.

On light background please use our full-color logo.



On dark backgrounds, use the full-color logo with white text and don't forget to pencil tip. 😉

Logo Iterations

These are logo iterations we went through to get to our final version.

Tagline explanation

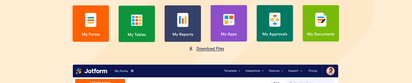
We believe that powerful forms can make all the difference. The new tagline reflects how organizations go from busywork to less work with **powerful forms** that use **conditional logic, accept payments, generate reports, automate workflows, and more.**

Previous tagline

New tagline

New product visuals

We applied the new branding approach to all product visuals to create cohesion throughout our website and product offerings.



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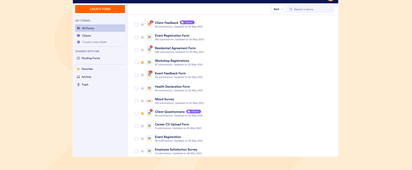

Product GIFs

We want our brand to feel alive so we use motion in our products and other assets, such as loading indicators.

Commentary from Ecem our lead designer

Ecem Keskin
Director of Product Design

"We came together as a design team and decided to improve Jotform as a whole. Of course, we wanted to change the logo mark, but we also wanted to harmonize the entirety of Jotform's look and feel with updated website assets and products.

We want our brand to reflect what our users are trying to accomplish with Jotform, communicate our diverse product offering, and showcase the improvements our team is making every day.

This rebrand is a reflection of what our users are trying to accomplish with Jotform. We want a brand that respects our legacy and the future of Jotform, which is growing and improving every day."

Jotform Fast Facts

Here's a little more information about the company:

- **10M users**
- **15 years in business**
- **Bootstrapped, no VC money ever**
- **350+ employees worldwide**
- **50 percent year-over-year revenue growth**