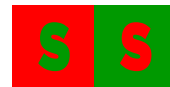


TEXT & BACKGROUND COLORS

GOOD



BAD

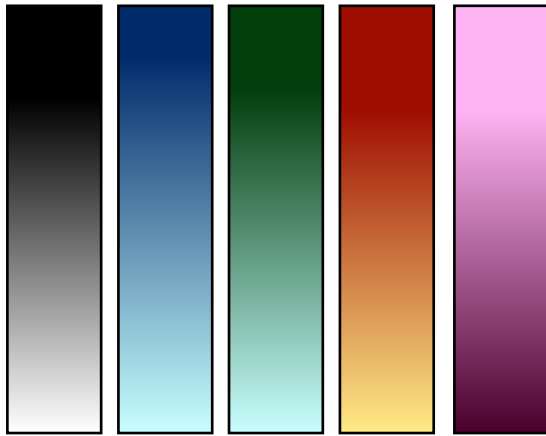


GRADIENT BACKGROUNDS

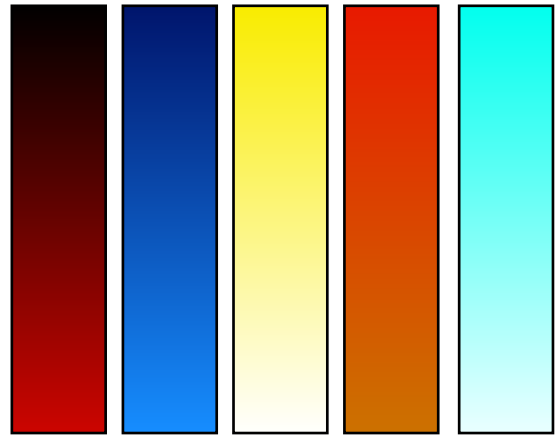
BAD

GOOD

Dark to light is bad.



Dark to dark or light to light is good.



SPACING



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 = APPROPRIATE SPACE

- Always include blank space around all text.
- Equal space on each side. And top and bottom.
- Always center the text and or graphics, or align them left or right.
- No dull colors. Always vibrant darks and lights.
- Do not use outlines on letters.
- Do not squish or squeeze copy or photos.
- Make sure photos are saturated and not washed out.
- Check spelling. Double check all dates and wording.
- Make sure colors have good contrast.
- Cut out as many words as possible. Even if the customer asked for them.