



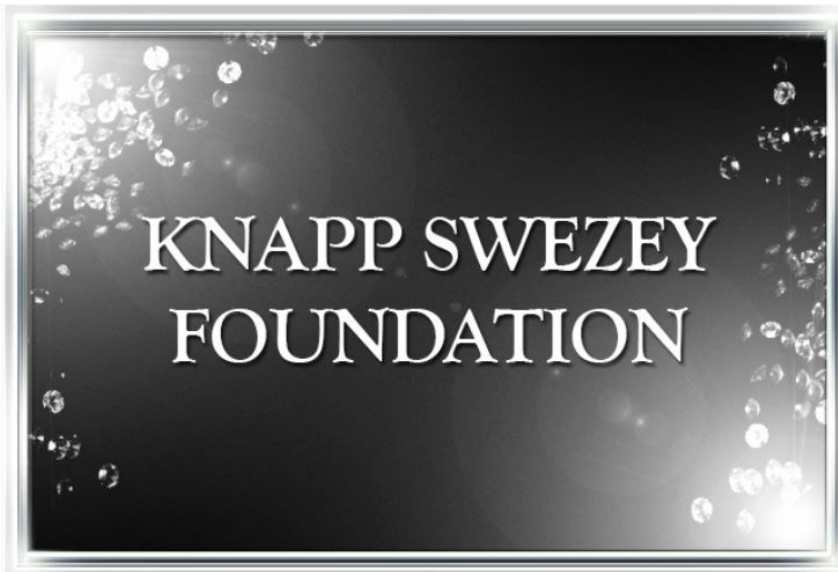
Too much copy. Difficult to read, especially during event presentation. Less visually engaging.

Better:



Too little copy, impersonal. Would read better with a congratulatory message.

Better:



Busy background. When using photos, consider limiting type to less busy areas of the photo, such as water and sky. Use a type color that is bold & stands out, or a shaded block of color behind type.

Better:

