



Background Do's

- ✓ Use brand-approved colors or gradients.
- ✓ Choose clean, minimal visuals.
- ✓ Ensure sufficient contrast for text and logos.
- ✓ Use high-resolution imagery.
- ✓ Keep visuals consistent with brand style.



Background **Don't**

- ❌ Don't use busy or distracting images.
- ❌ Don't apply heavy filters or effects.
- ❌ Don't use off-brand colors.
- ❌ Don't reduce text readability.
- ❌ Don't mix conflicting visual styles.