# Be Hopeful

#### r • 11

## always frame things positively

#### Provide information upfront and

## improving their credit score.

## when assisting members in

#### Use common language to guide

#### each step of their credit process.

## members through understanding

## Be Personal

#### As a local credit union, Vancity is

## recognized for their personal

#### consistent across all channels.

#### service which should be

## Vancity

#### **DESIGN PRINCIPLES**

# Be Hopeful

## always frame things positively

#### Provide information upfront and

improving their credit score.

## when assisting members in