

ENCOURAGING

INFORMATIVE

## Copywriting

Encouraging and informative  
Credible, but relatable

PERSONAL

CLEAR

HOPEFUL

# Colour



## RED GRADIENT

Bring depth and dimension to Vancity's primary colour



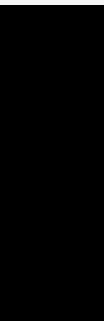
## WHITE BACKGROUND

Supports large amounts of copy and a long-reading experience



## SOLID RED ACCENTS

Draws attention to specific pieces of information



## BLACK TEXT

Stark contrast for text to appear larger and be more legible

