

Copywriting

Encouraging and informative Credible, but relatable

PERSONAL

CLEAR

HOPEFUL

INFORMATIVE

ENCOURAGING

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

