

DESIGN PRINCIPLES

Be Personal

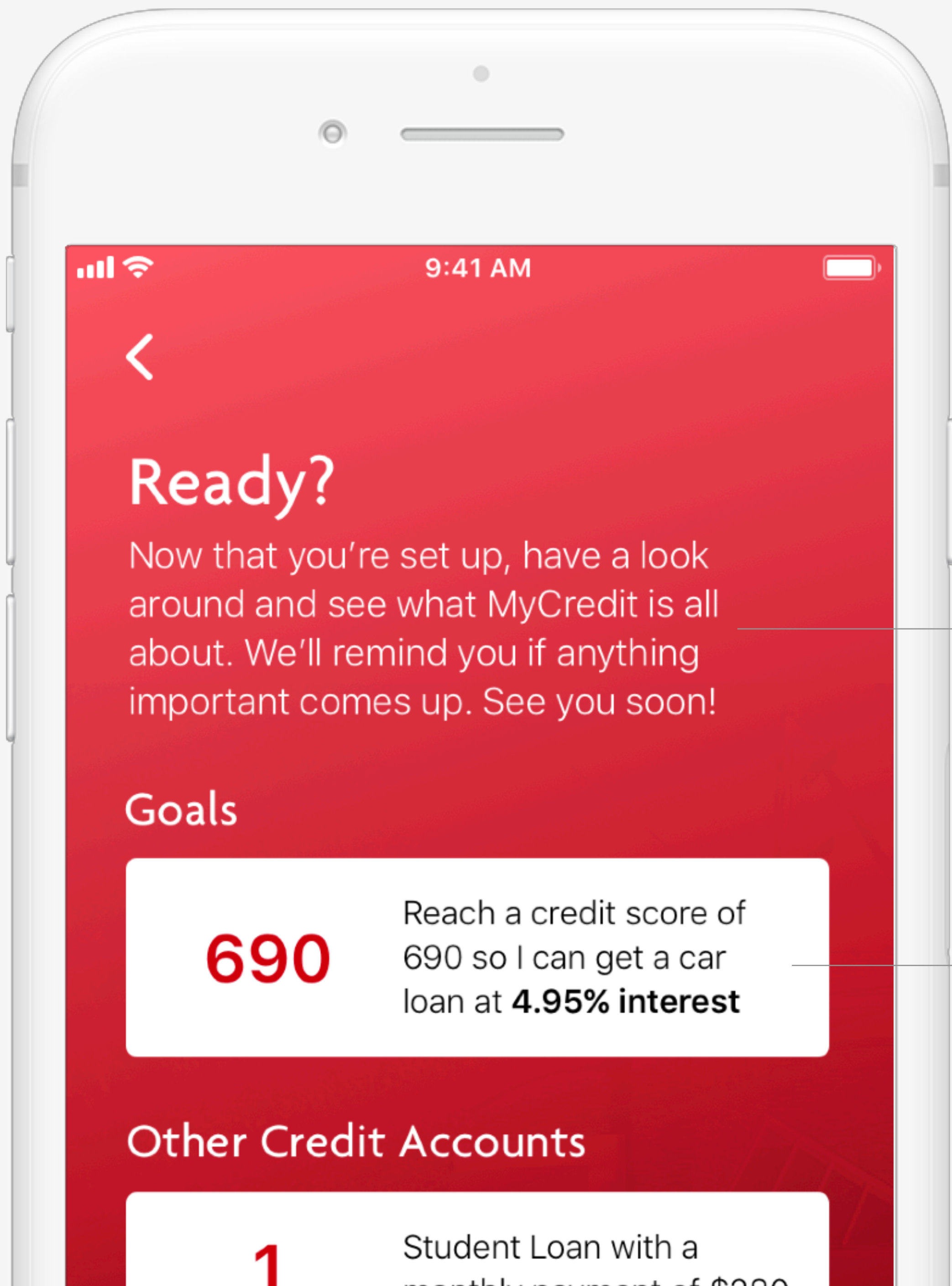
As a local credit union, Vancity is recognized for their personal service which should be consistent across all channels.

Be Clear

Use common language to guide members through understanding each step of their credit process.

Be Hopeful

Provide information upfront and always frame things positively when assisting members in improving their credit score.



ENCOURAGING

INFORMATIVE

Copywriting

Encouraging and informative
Credible, but relatable

PERSONAL

CLEAR

HOPEFUL