

## DESIGN PRINCIPLES

### Be Personal

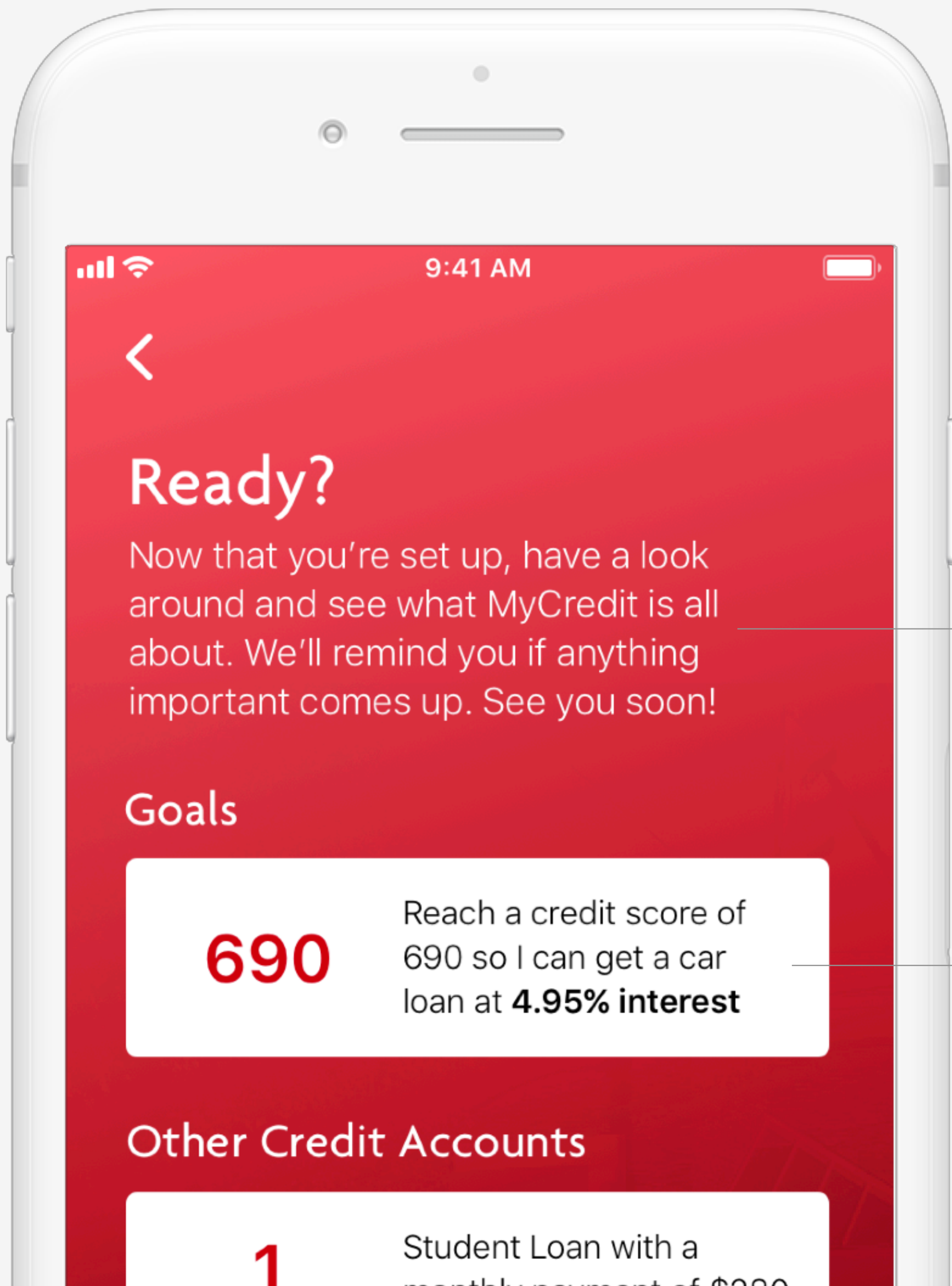
As a local credit union, Vancity is recognized for their personal service which should be consistent across all channels.

### 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