DESIGN PRINCIPLES

Be Hopeful

Be Clear

improving their credit score.

always frame things positively

Provide information upfront and

when assisting members in

members through understanding

each step of their credit process.

Use common language to guide

Be Personal

As a local credit union, Vancity is

consistent across all channels.

recognized for their personal

service which should be

Vancity

Be Clear

members through understanding

each step of their credit process.

Use common language to guide