

Colour



RED GRADIENT

Bring depth and dimension to Vancity's primary colour



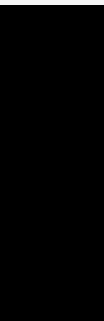
WHITE BACKGROUND

Supports large amounts of copy and a long-reading experience



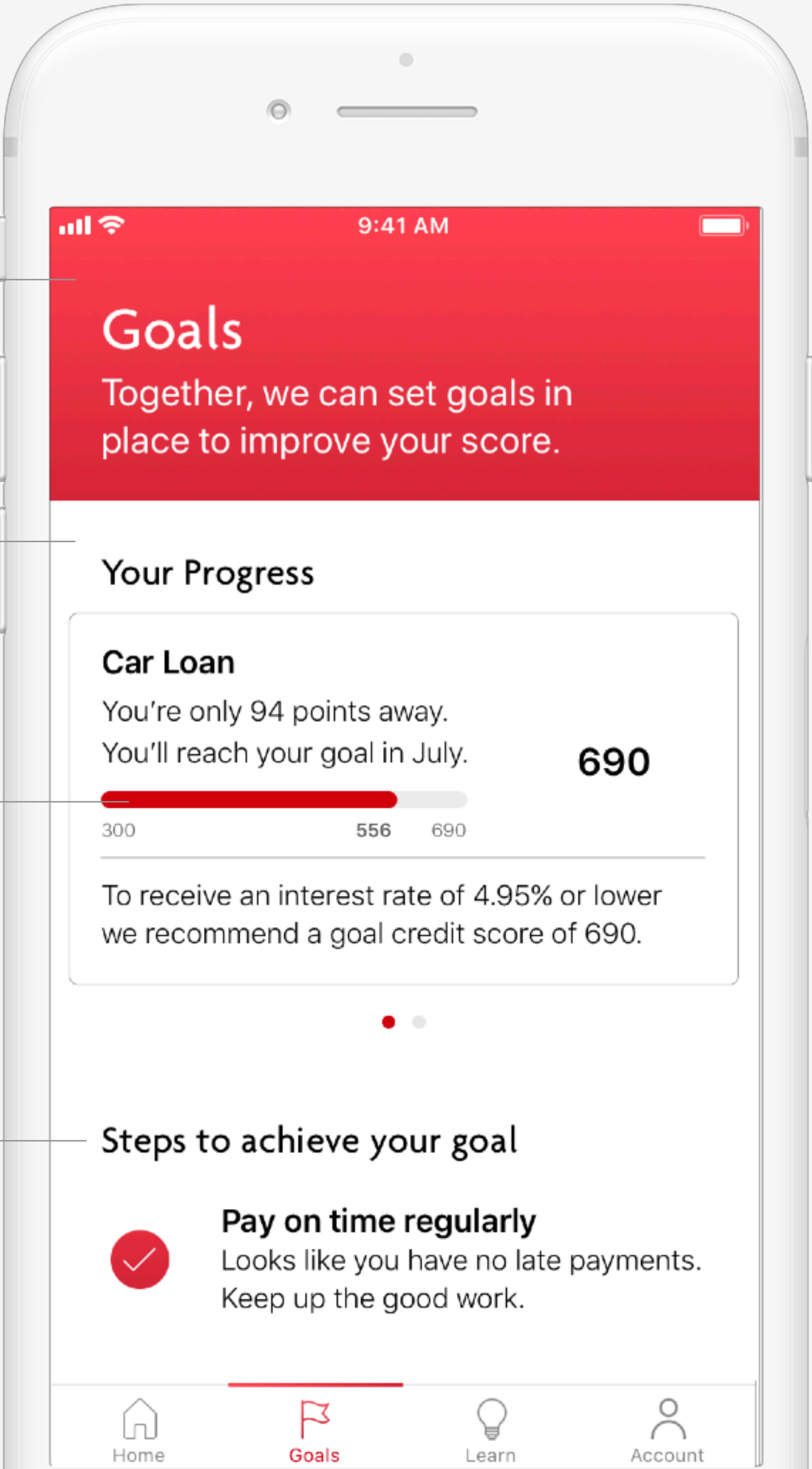
SOLID RED ACCENTS

Draws attention to specific pieces of information



BLACK TEXT

Stark contrast for text to appear larger and be more legible



Type

Ag

AGENDA FONT

Type is humanist and is Vancity's brand font

Sf

SAN FRANCISCO FONT

Higher x-height makes the font more legible and is consistent with iOS

