📘 Axis Bank – Content Design Guidelines (v1.0.1)

1. Principles of Content Design
Customer-first: Content must solve a user's banking need (e.g., opening an account, applying for a loan).
Clarity: Avoid jargon, explain terms simply (e.g., "home loan" instead of "mortgage financing").
Consistency: Match tone across app, website, emails, and social channels.
Accessibility: Ensure readability for diverse audiences.

2. Writing for Web & Mobile
Headings: Action-oriented ("Apply for a Credit Card in 3 Steps").
Copy length: Short, scannable paragraphs.
Microcopy: Helpful, encouraging (e.g., "Securely log in with your registered mobile number").
Links/Buttons: Clear CTAs ("Get Started," "Check Eligibility").

3. Tone & Style
Professional yet approachable: Balance financial authority with simplicity.
Reassuring: Highlight security (safe banking online).
Empowering: Position customers as in control of their finances.

4. Accessibility & Inclusivity
Provide translations where possible (regional languages).
Use alt text for all images.
Design for screen readers and mobile-first users.
Be culturally sensitive across diverse Indian audiences.

5. Content Structure
Inverted pyramid: Key benefit first (e.g., "Save up to ₹50,000 tax with Axis ELSS Funds").
Chunking: Break FAQs and product details into bullet points.
Supportive visuals: Infographics, icons for financial literacy.

6. SEO & Discoverability
Use banking-specific keywords (e.g., "best credit card for travel," "Axis home loan interest rates").
Optimize meta titles and descriptions for search.
Ensure local SEO for branch/ATM searches.

7. Content Formats & Reuse
Customer education: Blogs, guides, financial literacy campaigns.
Service updates: Email, SMS, app notifications.
Marketing campaigns: Social media creatives, short videos, brochures.
Repurpose success stories into testimonials, case studies, or video reels.