

GenEQTY CONTENT STYLE GUIDELINES

USER GOAL STATEMENT:

Our users are women-led small businesses that need responsive, approachable digital banking services in order to feel empowered in making financial decisions.

We will do this by creating a relationship-driven mobile banking platform that increases value to the user over time.

GenEQTY seeks to emulate a user's relationship with their personal banker or financial advisor. To do so, GenEQTY aims to:

- **EDUCATE:** Give users the information they need to know and the opportunity to learn more.
- **EMPOWER:** Help users feel confident and capable in making financial decisions for their businesses.
- **RESPECT:** Demonstrate empathy for our users, showing that we understand the difficulties of business banking without patronizing.
- **BE GENUINE:** Understand our function for users and focus on doing that as well as possible without making claims or promises we can't keep.

In order to reach these goals, we'll ensure that our content is:

- **CLEAR AND ACCESSIBLE:** Use simple words and sentences, write like a human.
- **FRIENDLY:** Like a conversation with a friend or trusted advisor, our content should be warm, relatable, and kind.
- **APPROPRIATE:** Adapt the tone depending on the context. Our content will be enthusiastic in exciting and positive situations, and matter-of-fact but gentle in more negative situations.