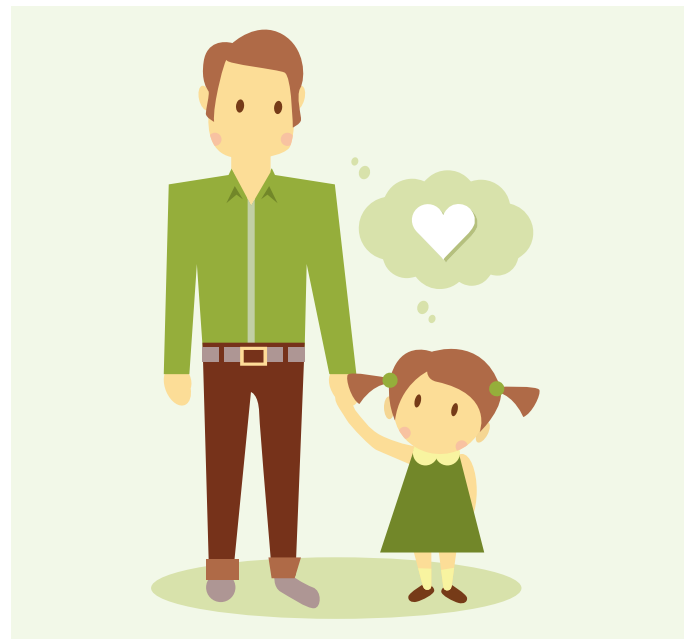


# discovery

credit union

## Discovery Credit Union:

Formed in 2003, DCU are a locally based, not for profit, financial co-operative owned and run by its members, for its members. They provide their members with a safe, secure place to save as well as a place to borrow money when needed. I was approached to create a series of vector based illustrations for use online and within printed promotional materials.



I created a trio of illustrations focusing on support for people rather than profit, portraying families and relationships and being very relatable to DCU members. A nice subtle approach to the sensitive subject of money troubles using a simple, minimal and friendly style that portrays safe and secure vibes.

Fun and quirky illustrations also appeal to a younger audience which aims to help attract a new, younger audience to the services and facilities DCU offer the people of Dundee.



I also recreated a generic image the DCU regularly used, all illustrations used a limited colour scheme, consisting of their brand colours. I also produced a mock up of their 2019 membership brochure created to show how the illustrations could be used.

