



# SendVia

## Messaging Guidelines

Version 1



## CENTRAL UNIFIED IDEA



**SendVia brings loved ones together** - no matter the distance - by providing thoughtful and transformative financial products that give peace of mind in all of life's moments.



# INCLUSIVE



We are a platform for families and friends.  
We simplify complex processes to ensure that a diverse range of individuals can easily understand, access, and benefit from our services.

## WE ARE

- Accessible
- Simplistic
- Flexible

When we communicate, we use phrases like:

- Transparent pricing
- Flexible payment options
- Quick claims processes

## WE ARE NOT

- Restrictive
- Bureaucratic

When we communicate, we do not use words like:

- subject to
- niche
- acronyms / technical jargon

# TRANSFORMATIVE



We focus on enabling individuals to take control of their family's well-being, make informed decisions, and protect their loved ones' future.

## WE ARE

- Empowerment-focused
- Informative
- Confident

When we communicate, we use phrases like:

- take control
- protect your loved ones' future
- freedom to choose

## WE ARE NOT

- Passive
- Prescriptive
- Transactional

When we communicate, we do not use words like:

- one-size-fits-all
- sit back

# RELIABLE



SendVia’s approach to providing support and protection during times of need, such as emergencies and disasters, speaks to a value of resilience – helping families bounce back and be better prepared for challenges.

## WE ARE

- Supportive
- Trusted
- Adaptive

When we communicate, we use phrases like:

- without delay
- together we can...
- here for you

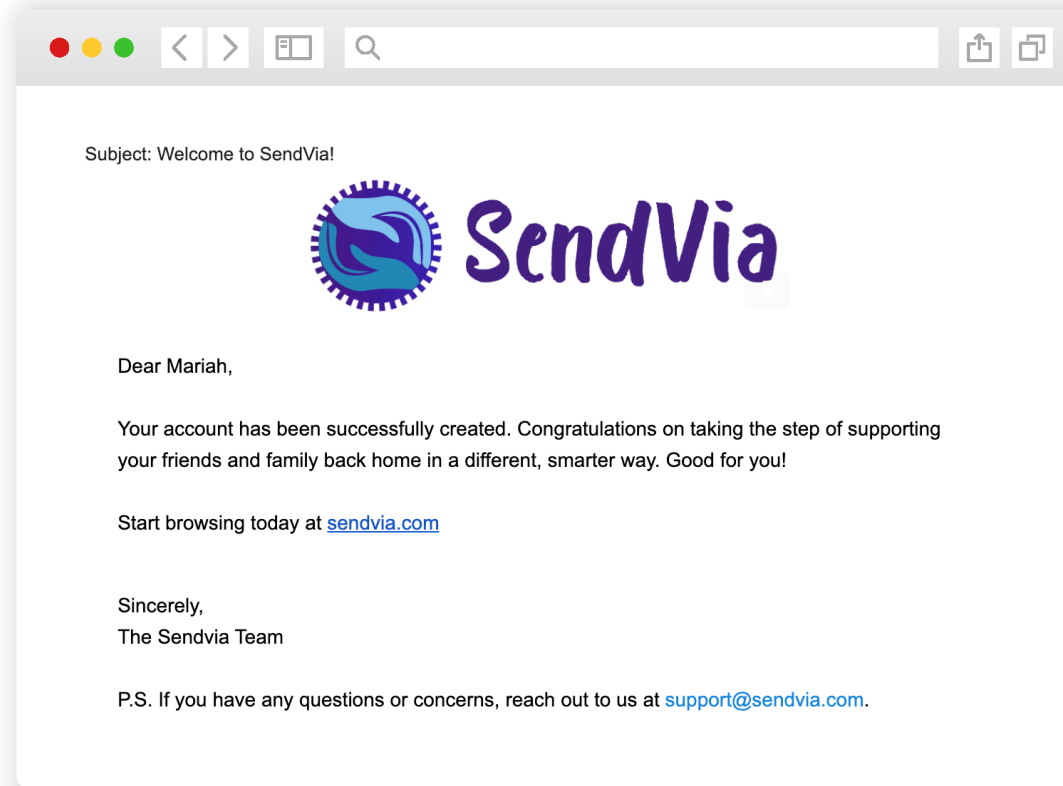
## WE ARE NOT

- Detached
- Unresponsive
- Remote

When we communicate, we do not use words like:

- auto-reply
- niche

# WELCOME MAIL



Dear Mariah,

Your account has been successfully created. Congratulations on taking the step of supporting your friends and family back home in a different, smarter way. Good for you!

Start browsing today at [sendvia.com](https://sendvia.com)

Sincerely,  
The Sendvia Team

P.S. If you have any questions or concerns, reach out to us at [support@sendvia.com](mailto:support@sendvia.com).