

# Best Practices



## Four Customer-Friendly Design Principles to Consider

### White Space

Instead of filling the page by writing larger or reordering the content, white space is employed to make the message easier to interpret and read.

**YOUR CITY WATER DISTRICT**  
3506 NW 35th Ave.  
Portland Oregon, 97210

Account ID: 123456789  
Service Period: Mon-DD-YYYY to Mon-DD-YYYY  
Service Address: 1 Happy Way

**LEFT TO PAY**  
\$220.11  
Due Mon-DD-YYYY

Questions? 555-555-5555

John Doe  
1 Happy Way  
Great Town, ST 12345

**UTILITY BILL**

Previous Balance:	\$202.45
Payments - Thank you (Mon-DD-YYYY):	-202.45
Beginning Balance:	\$0.00

Residential Services	Billing Units	Amount
Water Base		\$73.44
1 - 34 water units @ \$3.36	5	\$16.80
Wastewater Base		\$71.68
Winter Water Average units @ \$0.70	4,500	\$3.15
Stormwater		\$25.04
Police Fire Planks Fee		\$30.00
Current Charges		\$220.11

**Your Water Use History**

Water Consumption during the winter months will affect the wastewater portion of utility bills beginning in July. For more information on Winter Water Average (WWA), visit www.yourcity.gov/utilities.

Pay online at yourcity.gov/billpay or details at perforation and return this remittance. Please make check payable to YOUR CITY - Allow 5 days for mailing.

ACCOUNT ID: 123456789 SERVICE ADDRESS: 1 Happy Way DUE DATE: Mon-DD-YYYY AMOUNT DUE: \$220.11

John Doe  
1 Happy Way  
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**YOUR CITY WATER DISTRICT**  
3506 NW 35th Ave.  
Portland Oregon, 97210  
000064350107201800000386000

Branding

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**Thank You!**

The blue shapes in this design highlight the most important components of the bill. To strengthen their brand and assist customers understand what they are paying for, the colors and design match the company logo.

Billing statement design that is customer-friendly and drives payments

### Hierarchy

This statement provides a visual step-by-step process accomplished through hierarchy to ensure that the recipient has no issues or doubts regarding their bill. The table is the most crucial component since it guides the viewer through the most important information.

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Account ID: 123456789 Please Pay: \$220.11 Due Date: Mon-DD-YYYY

**Payment Due Now**

The amount due is your responsibility. Please pay the amount in full or contact our office to discuss payment options. Please detach the portion above and return with your payment or pay online through www.yourcity.gov/utilities.

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### Repetition

The use of repetition aids in reinforcing the billing statement's important details. The logo is repeated as a watermark within the details table, making it clear who issued the bill. Consistent color palettes help to keep the company branding consistent in this design.

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