



Atlantic Central Branch Transformation

CANADA

BRANCH SYSTEM | BRANCH TRANSFORMATION | PROTOTYPE | TENANT IMPROVEMENT

Atlantic Central, a network of 49 credit unions across eastern Canada, wanted to develop a roadmap for branch transformation while ensuring brand consistency. NewGround held an exploratory workshop, called Ideation, where different credit unions contributed ideas. As a result, four different branch designs were created to serve different functions, but all with a consistent branding and experience.

The new designs emphasized the shifting role of financial institutions away from handling cash transactions and towards a more consultative experience. They also strengthened the overall branding, promising members the same experience no matter which branch they chose to visit.

5

CREDIT UNIONS IN THE
PILOT PROGRAM



MACU AWARD WINNER

47

NEW ACCOUNTS, FIRST MONTH
POST RENOVATION

