



Alaska USA Federal Credit Union

ALASKA & WASHINGTON

BRANCH TRANSFORMATION | FLAGSHIP BRANCH | PROTOTYPE | BRANCH SYSTEM

NewGround always completes projects from initial strategy to construction. Therefore, Alaska USA Federal Credit Union (Alaska USA) sought out NewGround in order to update their branch design. Alaska USA wanted multiple locations with a customized, cohesive branded look and feel. As part of NewGround's Strategy-First methodology, the team first analyzed the geography and data for locations in Washington. In conclusion, NewGround developed a branch strategy to create the universal prototype design.

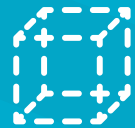
With a living room-type feel, the prototype design provides a much more comfortable area for staff and members. It features a branded environmental graphic package, bringing Alaska USA's brand to life and creating consistent branding across the branch system. Housing multiple business lines such as insurance and mortgage loans, the staff can comfortably serve members in whatever consultation space suits the member's purpose. Since adapting the new prototype design, Alaska USA's branches have sold more insurance services than ever before. In addition, they have opened more accounts, improved the member and employee experience, and created more engaging opportunities.

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BRANDED LOCATIONS



BRANCH SYSTEM MSA



PROTOTYPE DESIGN

