

## East Coast Credit Union Case Study

# Creating a Design Playbook to Unite Branded Spaces

BRANCH SYSTEM | BRANCH TRANSFORMATION

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## Project Snapshot

With over a decade of partnership as a returning NewGround client, East Coast Credit Union embarked on a journey to refresh their multi-branch network in a dramatic systemwide branded space transformation. In a bold decision at the height of the pandemic in July 2020, East Coast Credit Union partnered once again with NewGround for the Elmsdale project.

## Challenge

East Coast Credit Union is part of a group that represents and supports credit unions system-wide in Nova Scotia, New Brunswick, Newfoundland, Labrador, and Prince Edward Island. A strategic marketing plan was universally adopted by the majority of the 49 credit unions within this branch system. NewGround conducted a massive Discovery session with 50 attendees, which helped guide the design development process in order to align East Coast Credit Union's renovated space with brand standards.

## Idea

To maintain branding, the design needed to reference previous award-winning design work that NewGround completed for the Atlantic Central branch transformation back in 2017. Sharing a unified brand, color scheme, and base logo was critical to uphold these brand standards. The creation of a design playbook was developed, dictating the overall look and feel for East Coast Credit Union in how to integrate signature focal points. The design playbook NewGround developed helped lead the prototype design and influenced where special design elements should go, the furniture layout and specifications, and overall space planning for the facility.

## Results

NewGround produced another stunning branded space that unites East Coast Credit Union with all other branches within the system. Now, the freshly renovated 2,300 square foot branch features unique blue and yellow color-block walls, highlighting verticals in the space with complementary lighting accents. Neutral flooring, furniture, and finishes are also utilized throughout, drawing attention to the branded accent walls and pops of color found throughout the branches.



**The original prototypical design** received recognition for receiving the Achievement in Marketing (AIM) award from the Canadian Credit Union Association (CCUA) for their branch system transformation.

*"We are proud of the numerous accomplishments that our Canadian Team has achieved over our 10-year partnership, and we are excited to continue serving clients in this branch system for many more years to come."*

**Greg Ward**

President, NewGround Canada

