



Carolina Foothills Federal Credit Union

MAULDIN, SC

BRANCH SYSTEM | BRANCH TRANSFORMATION | PROTOTYPE

It's not unusual at NewGround for client work to evolve and change scope over the course of a year. Oftentimes, small projects grow to include multi-faceted challenges and problems to solve for clients. NewGround's client, Carolina Foothills Federal Credit Union (Carolina Foothills FCU) originally sought to conduct a market study. The work then evolved to include some design work, millwork, furniture, environmental graphics, and project management. After experiencing NewGround's in-house capabilities, Carolina Foothills FCU decided one branch redesign wasn't enough for them; they wanted a whole new branch prototype design to serve as a model for future branch rollouts.

2,962

SQUARE FEET



COMMUNITY SHOWCASE WALL



CONCIERGE-INSPIRED TELLER SPACE



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A BRANCH PROTOTYPE DESIGNED TO STAND OUT

For this location, Carolina Foothills FCU had a simple focus: they wanted a building that would stand out in the community. Typically, other financial institutions in the area utilize red brick, pitched roofs, and simple colors. However, the CEO of Carolina Foothills FCU requested something different and unique. Utilizing the brand colors of orange and gray, NewGround designed the exterior and interior to pop into something attention-grabbing and intriguing from a glance.

"From the moment members walk into the space, they are greeted by Carolina Foothills FCU's signature orange and gray colors. The lighting is also innovative and chic, utilizing low-hanging shapes to create depth and visual appeal," says Hannah Duke, NewGround interior designer who worked on this project. "The rough brick accent wall creates pops of color and texture, pulling elements from both the inside and outside of the credit union into one cohesive space."

NEWGROUND UNDERSTANDS AND SUPPORTS COMMUNITY INVOLVEMENT

Carolina Foothills FCU valued community involvement and working directly with their local members. NewGround utilized a design with a generous lobby and additional seating that could be added for events such as seminars, meetings, or educational events. A large digital screen was added to ensure the community had appropriate multi-media resources.

Carolina Foothills FCU also worked with NewGround to design a "community showcase wall," a magnetic, metal panel that serves as a giant blank canvas for the space. This panel can be used to display community events, local school artwork, or other announcements directly related to the surrounding area. This concept was extremely well-received and serves as a beautiful link between the credit union and community.

NEWGROUND CREATES MINDFUL EMPLOYEE EXPERIENCES

Working together, NewGround and the team at Carolina Foothills FCU designed a teller space crafted more closely to a concierge desk, creating a more friendly greeter space as opposed to a transaction space. However, should the location get busy, space was designed to allow plenty of waiting areas around the lobby, so the desk doesn't interfere with the overall flow. These integrations will help employees and staff better assist members and feel more comfortable in the space, without being limited and restrained behind large counters and glass.

Overall, the Carolina Foothills FCU location was created with both staff and members in mind. Starting with strategy and continuing through the design and implementation, the location serves as a bright pillar displaying the unique brand and image of Carolina Foothills FCU. This branch will serve as a model for future branch rollouts for Carolina Foothills FCU, specifically with the inclusion of the community showcase wall. From the magnetic community showcase wall to the freezer giving out free ice cream on Fridays, the space was a great location to work on, and showcases exactly how partnering with NewGround can completely redefine a space.

