



# Copperfin Credit Union

THUNDER BAY, ON, CANADA

BRANCH SYSTEM | BRANCH TRANSFORMATION | TENANT IMPROVEMENT

Copperfin Credit Union wanted to re-establish their brand presence in Thunder Bay, ON, a proud metropolitan area with a long history. NewGround helped Copperfin redesign three branches over the course of two years, starting with their new branch location in Harbour.

NewGround started with a market and location analysis for the new Harbour location, suggesting a new transaction concept and redeveloping the overall brand experience. Staff were involved in the design process and quickly took to the new concept. The success of this redesign led to two more projects in existing locations, all of which together created a vibrant melding of brand, place, and culture.

4

PROJECTS COMPLETED  
BY NEWGROUND

10

YEARS OF PARTNERSHIP



SYSTEM-WIDE  
TRANSFORMATION

