



# First Federal Bank of Louisiana

*ALEXANDRIA, LA*

*FLAGSHIP BRANCH*

After seeing NewGround's President + CEO Kevin Blair speak at a Louisiana Bankers Conference, First Federal Bank of Louisiana (FFBLA) engaged NewGround as a strategic design partner to replace their existing branch facility that was no longer convenient to their target client base. The bank had purchased a strategic site that would be more convenient for their targeted clientele in the Alexandria market.

The new 6,350 square foot flagship branch features an open-ended cash bar to better serve customers, transitioning to a flexible universal banker model. With a new color palette and branded media wall above the hospitality bar in the waiting area, digital signage promotes community involvement activities and bank product awareness to enhance the FFBLA brand. LED lighting and clear story glass makes the new environment bright and dynamic, making a positive impact on customers.

## 6,350

SQUARE FEET



UNIVERSAL TRANSITION  
BANKER MODEL

## 830

SQUARE FOOT  
DRIVE-UP CANOPY

