



Reliant Bank

TENNESSEE

BRANCH SYSTEM | BRANCH TRANSFORMATION | PROTOTYPE | TENANT IMPROVEMENT

After rebranding, Reliant Bank wanted to bring its branches—each with a different style, layout, and clientele—in line with the new brand. NewGround’s ability to handle all aspects of the transformation was appealing, as was its ability to provide cutting-edge designs.

NewGround helped translate who Reliant Bank was as a brand into a new physical retail design, with uniform branding (colors, finishes, wall logo) that communicates a professional banking experience. After successfully transforming existing branches, NewGround helped Reliant open new locations in new markets using the same strategy and design principles.

\$31M

IN DEPOSIT SINCE OPENING
(CHATTANOOGA)

2

NEW LOCATIONS

\$14M

IN DEPOSIT SINCE OPENING
(MURFREESBORO)

