



Safe 1 Credit Union

DELANO, CA

BRANCH TRANSFORMATION

After designing their main office several years ago, NewGround continued working with Safe 1 Credit Union to build a branch in Delano, California. This branch posed unique environmental challenges that had to be overcome throughout the building process, but NewGround's team prides safety above all else. NewGround's team went as far as to integrate soil and ground landscaping, aeration monitoring systems, and regular testing, all while complying with California state laws and restrictions. Once the building was secured and built, NewGround began the design process.

Safe 1 Credit Union chose a traditional design structure. NewGround team members visited several local Safe 1 Credit Union branches to understand the overall brand identity before integrating that identity into the new branch design. This location included strong teller lines, a three-lane drive-up, full-service center, and an overall contemporary feel. Safe 1 Credit Union services many of the local farmers and workers, elements that NewGround incorporated into the interior design. Each design element tied into the overall brand identity, and NewGround maintained a sturdy virtual communication with the client to ensure their satisfaction every step of the way. NewGround met every challenge, from supply chain issues to safety protocol integrations, and delivered a branch that melds perfectly with the existing brand identity.

5,630

SQUARE FEET



INTEGRATION OF BRANDING



FULL-SERVICE CENTER

