



Bellco Credit Union

DENVER, CO

PROTOTYPE / STRATEGY → DESIGN → INTERIORS → BUILD

THE CHALLENGE

Sometimes the best approach to dominate a financial landscape is to push fast and push hard. For Bellco Credit Union, they knew their best chance at tackling their target market, the entire state of Colorado, was to open as many new branches in as many key locations as possible. However, they knew they still needed to be strategic. Opening branches costs time and money, so each location needed to be carefully considered and planned. Furthermore, they needed to be sure that their branding would draw in new members once they had a foothold. Lastly, they needed someone who could take these ideas and roll them out quickly to their markets. There was no one better suited to this task than NewGround.

18

PROJECT SITES



CUSTOM ENVIRONMENTAL GRAPHICS



FULL FURNITURE PACKAGE



THE JOURNEY

NewGround's Discovery Session allows us to analyze a partner's branding, environments, spaces, goals, and more, all while incorporating the equally crucial strategy. For Bellco Credit Union, we focused on a strong inclusion of native Colorado elements as an overall theme and narrowed down local city and town call-outs for each individual location. These elements, developed into a prototype and a kit of parts, were developed in two ways for Bellco Credit Union: either for a new build location, or for an existing renovation. This flexibility in design allowed the multiple projects and stages of development to continue smoothly across the state.

Another key aspect of any project is working with contractors. At NewGround, we prefer to work with local contractors who know the area and the local municipality well. For a project as large in scale as Bellco, we needed to ensure we were partnering with a contract we knew we could trust to get the project done with minimal delays and to the level of quality we expect. NewGround held a Build Summit, advertising it locally, and invited multiple contractors to come and meet with us at an event center. There, they would be able to hear details of the project and bid on it. They could look at drawings, ask questions, and learn everything they needed to about the project before they even started working on it.

THE DESTINATION

As a result of NewGround's strategy and the consistent communication and collaboration between both NewGround and Bellco Credit Union teams, several new ground-up and renovated Bellco projects have been completed across the state of Colorado, with more in progress. Each location is different and has different ways to honor their local cities and communities, but they also still relate and connect to their core Bellco Credit Union branding. From the onset of the Discovery Session, we knew that Bellco Credit Union wanted to take a bold leap to the future. Thanks to NewGround, they've hit the ground running, and we're honored to have been a part of the journey and are excited to see where it goes from here.

