OMISTA Credit Union

MONCTON, NEW BRUNSWICK

THE CHALLENGE

When OMISTA Credit Union set its sights on relocating its downtown Moncton location, the team knew it was going to be more than simply opening a new branch. They aimed to bring their refreshed brand to life in a way that felt authentic to their community. Nearly eight years ago, as part of the Atlantic Central Brand Transformation Initiative, we partnered with OMISTA to refresh branding and strategize ways to incorporate these modern ideas in their space. They only needed a location that made sense for their members, a balanced design, and a trusted partner who could help them make it all happen. That's when NewGround stepped in.

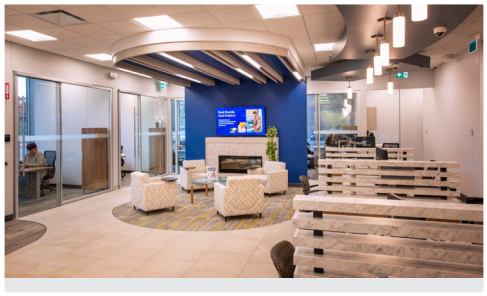
After working together on earlier strategic initiatives, OMISTA turned to NewGround to lead the way. Our first step was to study potential sites and uncover the best option for long-term growth. The chosen space, a 1960s modernist building with a main level and basement, had great bones but required a full reimagining to meet newer brand standards and accessibility requirements.

3,400

SQUARE FEET

FLEX-ZONES FOR MEMBERS & STAFF

IMPROVED LIGHTING & AMBIANCE



THE JOURNEY

From the beginning, the project was shaped by collaboration. OMISTA's team was clear about their priorities: create an inviting, professional space that felt true to their mission while staying within a thoughtful budget.

Rather than starting from scratch, we looked for ways to refresh and reuse wherever possible. Existing furniture was reupholstered, and finishes were updated. The lighting plan was completely reworked to create softer, ambient illumination, this was important for staff members who struggle with light sensitivity and headaches. Each teller station was designed to be height-adjustable, giving employees flexibility and comfort when working with members.

The new branch layout introduces flexible zones for both staff and members. A large training room and kitchen on the lower level encourage connection and growth, while a quiet room offers a place to recharge, complete with dimmable lighting and acoustic treatments. Upstairs, a tech-enabled lobby screen greets visitors, and enclosed pods provide privacy for one-on-one meetings or hybrid work.

Design-wise, the palette leans more neutral than OMISTA's past interiors. While the colors still reflect their brand, the softer tones and neutral colors make the space approachable to a wider range of members. The result is a branch that feels calm, modern, and distinctly OMISTA.

DESTINATION

Today, OMISTA's Moncton branch stands as a reflection of their values, people, purpose, and community. It's a space that supports the needs of both members and employees. The renovated building now serves as a cornerstone for OMISTA's continued growth in the region.