



# Kirtland Credit Union

ALBUQUERQUE, NM

WORKPLACES / STRATEGY → DESIGN → BUILD → INTERIORS / 3,042 SQ. FT.

## THE CHALLENGE

Kirtland Credit Union, serving members with deep ties to Kirtland Air Force Base, faced a unique opportunity: to establish their first off-base branch in a new mixed-use development. Their previous location was constrained by a ground lease arrangement with the base, limiting visibility and access. With a 3,042 sq. ft. program and a goal of elevating the member experience, Kirtland sought to create a space that reflected their redefined brand identity, enhanced service delivery, and strengthened community presence. The challenge also included navigating the complexities of building in a multi-stakeholder development environment alongside Max Q, the developer, and coordinating with the U.S. Air Force.

# 3,042

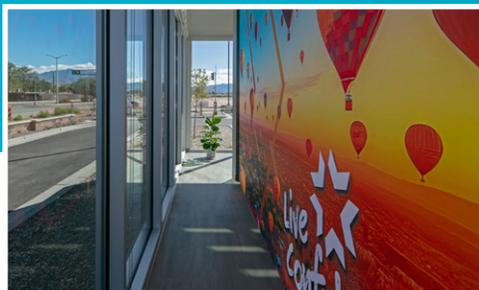
SQUARE FEET



CUSTOM ENVIRONMENTAL GRAPHICS



FULL FURNITURE PACKAGE



## THE JOURNEY

The process began with discovery sessions in Albuquerque, where the credit union's leadership shared aspirations for a new identity and improved environments for both members and staff. From these conversations, the project vision took shape: a modern, hospitality-driven service model centered around transparency, branded storytelling, and flexibility for future technology integration.

The design transitioned Kirtland from a traditional teller line to an open service center approach, incorporating space for future ITM growth. Drive-up services were modernized with pneumatic tubes and a dedicated ATM lane. Large storefront windows and a signature tower element emphasized transparency during the day and created a striking illuminated presence in the evenings. Inside, environmental graphics drew directly from Kirtland's core values, with ceiling cloud features in the shape of the chevron logo offering a subtle yet memorable brand moment.

Throughout construction, the team overcame numerous challenges inherent in new development. Strict local authority requirements, overlapping scopes with the developer, and coordination across contractors for concrete, paving, and utilities required extensive communication. Weekly calls and integrated planning ensured alignment between NewGround, Kirtland CU, Max Q, and the U.S. Air Force.

## THE DESTINATION

The completed branch represents a new chapter for Kirtland Credit Union. Positioned at the gateway of a bustling development with shops, restaurants, and entertainment, the branch now plays a pivotal role in the community fabric. Inside, the open service model fosters stronger member engagement, while staff enjoy upgraded workspaces and break areas designed for comfort and efficiency.

The space is both functional and expressive: a neutral palette of woods and whites balances contemporary style with timelessness, while branded graphics and strategic lighting reinforce identity. By day, the branch communicates transparency and accessibility and by night, it glows as a branded beacon in the community.

Early feedback from the Kirtland team has been overwhelmingly positive, with excitement about this prototype serving as a model for future growth. This project reflects Kirtland's trust in bold leadership and their commitment to growth and innovation.

