

**CASE STUDY**



## Lending a Modern Twist to Banking

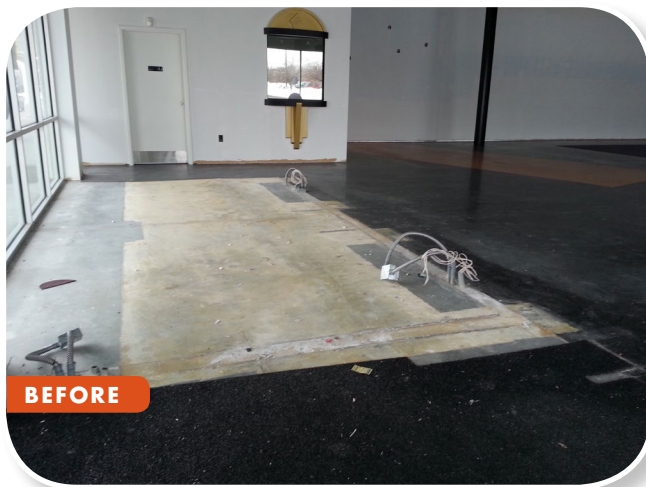
The growing ELGA credit union commissioned FUNchitecture to work with them on building a new brand for their financial institution. Banking is changing its public face with new high-tech design, automated and web-based services, and branch offices that continue to offer excellent customer service but in varied and new ways. ELGA wanted to be leading these trends in financial care and savvy customer service and desired a new look so customers know right when they walk in the door, they've happened upon something special! This was truly an opportunity to create a brand that could be replicated over time in other locations as the new, innovative, and FUN way to do business with ELGA! FUNchitecture partnered with ELGA to come up with some creative design solutions that they can use to spark business, close deals and generate clients that will be with them a lifetime.



*Continued on back...*

**C A S E S T U D Y**

*Continued from front...*



FUNchitecture completely redesigned the existing retail space (formerly a video rental store) into a cool and vibrant layout that activated the street facing windows while creatively disguising the “back of house” features of the credit union. The new design provides secure and hidden access for the new super ATM’s, secure files and servers. Even the back of house secure space is FUN with new paint, enhanced lighting and a great, colorful vinyl tile mosaic – items that kept the budget low while making the space great fun for ALL employees. The banking lobby and lending layout are hip and modern, the new super ATM’s are tucked into circular pods to provide privacy and space for a married couple or a parent with small children to all be together making transactions, while not disturbing other customers. Pods are color coded with paint and carpet, and stand-off lettering offers easy direction for new clients. Two bubble light fixtures further help to give a “wow” factor to the new brand of ELGA banking.

Aging storefront windows were replaced with double pane, more energy-efficient windows and poor design

of the existing strip mall was updated and modified to further insulate and fill gaps that were creating an inefficient lease space. LED lights were installed to provide a vibrant and bright banking environment, while saving energy lighting costs at the same time. A community classroom was designed for lunch and after work classes to help ELGA clients with a variety of services and to transform the perception of “banking” into a modern, hip and fun way to manage assets. The space is a mild (and maybe wild) enhancement to the already popular, great rates, people-friendly, customer-focused atmosphere that ELGA already exuded. The branch has been able to grow its business and its client base as the FUNky, fresh design simply draws people in from the street who want to come and admire their new space. ELGA is truly leading the way with their new look, modern services, and spunky FUN way of doing business.

