

Case Study: Tri Counties Bank, Architectural Brand Redefinition
Division: Architecture
Project Description: Branding and Prototyping

Menemsha
LOS ANGELES | BOSTON



The Project:

Tri Counties Bank, a successful, regional, Northern California bank with over 70 branches, embarked on a program of Brand Redefinition. The bank envisioned the creation of an iconic architectural branding kit of parts which embodied the long held values of the bank, its founders, and its employees. They sought a new prototype for both in-line and stand alone branches which would cost effectively transform each branch into a timeless, memorable, and iconographic representation of the bank. The project included the recreation and redefining all aspects of the bank's architecture including: interior architecture, lighting, signage, millwork, and environmental graphics.

Menemsha Solution:

- Working hand in hand with the Tri Counties Bank Retail Banking executives, the marketing division and the bank's facilities group, Menemsha introduced a multiphase, step by step branding and architectural prototyping program which consisted of the following elements:
 - Existing brand analysis
 - Internal and external audits
 - Creation of a branding kit of parts
 - Customer's journey analysis and redefinition
 - Architectural kit of parts
 - Lighting design
 - Complete millwork design
- In the process, and as a key element of the new prototype's kit of parts, Menemsha design team introduced a new marketing campaign, centered on the bank employees, which became an integral part of the new design – a digital wall which was part environmental graphics and part interactive advertising billboard.
- The Menemsha team not only initiated the concept, but also created the content and spearheaded an online, 24-hour delivery system which allows for site specific changes in various branches.

Result:

- Led by Menemsha, the Tri Counties Bank has started a successful program of implementation of their new Architectural Brand in multiple locations.
- The unique combination of new state of the art design and technology has proven extremely popular with the bank's clients and employees leading to an increase in new accounts in all new locations.