



THE DEI DIFFERENCE:

BRANCH PROTOTYPING FOR
BRAND SUCCESS

WHO WE ARE

Buildings that stand out draw people in. DEI is a design build company. We design financial institutions that captivate customers, invite exploration, encourage consultation, and ease connection with a focus on hospitality as on banking.

With a 31-year history of successful, on-time and on-budget projects, DEI has emerged as a leading choice in designing, customizing and building compliant, engaging and customer-centric financial institutions. In fact, 74% of DEI's business comes from previous clients.



Bottom Left: City National Bank, Ranson, WV Branch

OUR CLIENT

Reflecting the Community.

Headquartered in Charleston, West Virginia, City National Bank is a full-service community bank known for building strong relationships with customers and staying in-tune with the needs of local citizens. As they moved forward with their facilities plan, they enlisted the services of DEI Incorporated to help locate ideal branch locations and design a branded prototype to roll out new facilities.

Since selecting DEI in 2007, City National Bank has grown to 97 locations throughout West Virginia, Kentucky, Virginia, and Ohio. And, DEI has played a role in the design, renovation, and construction of many of those facilities.





City National Bank | Martinsburg, WV

OUR ROLE

Finding the right partner makes all the difference.

From the start, City National Bank knew what they were looking for – a partner with the expertise to design an aesthetically pleasing space, who also possessed the knowledge and experience to navigate complex community and zoning requirements.

“City National Bank was really looking to make a statement in a remote market, several hours from their headquarters, where their distribution channel had no brand identity,” explains Jeff Boehmer, Regional Vice President at DEI. “From the beginning, they had a very clear vision of what they wanted to accomplish with this site and who their customer was. I felt we truly understood their goals.”

The prototype design, developed by DEI, established City National Bank’s brand consistency and approach for future locations. The design incorporated full-service amenities to attract and retain their target market, while giving them the capability to scale the strategy and size to each market. Since its inception in 2007, the prototype branch has been one of their most consistent performing locations. This performance solidified the partner relationship that has resulted in more than a dozen new locations and renovations since that time.

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OUR APPROACH

In tune is by design.

While City National Bank and DEI meshed well from the beginning, it did not happen simply by chance. At the outset, DEI invites prospective clients to take a moment away from their business to meet with the design and project management team to discuss the project and complete a detailed needs assessment. The *Think Tank* process allows DEI to understand the client's brand, the customer, the community, and the goals for the project.

"What I liked best about DEI was, after we had the preliminary meeting with them and they came back with the initial prototype design, they hit it on the head," says Craig Stilwell, Executive Vice President at City National Bank. "It was almost as if we had been sitting with them as they developed the design. In my mind, that may be what separates them from any other firm – they listen very carefully, they work very closely to capture all of the needs we outline for them, and they delivered a brand that met 100% of our expectations."

Once the *Think Tank* is complete, DEI gets to work developing a strategy to fit the specific needs of each client. In City National Bank's case, potential sites were reviewed before moving forward. "We've done a number of branches with DEI at this point. We've also walked away from a number of potential locations based on their expertise with site development, ingress and egress, drive-thru stacking, etc.," says Stilwell. "Choosing the right location is critical, and we found a partner we trust to help us make the right decisions."

Once a site has been selected, or if the plan is to renovate an existing space, DEI's design team works with their construction experts to design a space that meets with the client's objectives. For the prototype branch, it was important that the space incorporate approachability and comfort, as well as durability. "We selected fabrics, textiles, and colors with an eye towards fitting the feel of the surrounding area," explains Erin Jackson, Interior Designer at DEI. "As we've worked with City National Bank over time, our selections have evolved to stay current, but have always been a blend of the Bank's brand and the feel of the community."



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City National Bank | Ranson, WV

Above: Ranson Branch Tellers

Right: Ranson Branch Lobby



OUR RESULTS

Communication drives efficiency.

"We really want each client's brand to guide the design process," explains Boehmer. "For each of our clients, we develop a custom prototype of their space, specific to their business. That prototype can then be tailored to future projects or, in some cases, used as inspiration to develop an additional prototype. Creating this prototype structure helps build brand consistency across projects and can even streamline processes from one project to the next."

From the initial *Think Tank*, through design and construction, all the way to merchandising and branch opening, DEI's clients benefit from a partner with a strong understanding of their needs, challenges, and brand. "The more we can understand our client's needs, the better able we are to deliver a prototype that exceeds their expectations. At DEI, this focus on the details is really what sets us apart."

And clients agree. "Working with DEI allows me to focus on banking, not the details of building a bank," says Stilwell. "We use them because they offer a turn-key product and deliver on-time and on-budget."



OUR SERVICES

Reinvention starts with vision.

Close collaboration between DEI design and construction teams and their clients results in fresh perspectives and keen inspiration. Turnkey solutions incorporate all aspects of facility planning, including:

- Staff and space growth projections
- Site selection and analysis
- Architectural and interior retail design
- General construction
- Facility delivery system
- Innovative retail and merchandising solutions
- Branding strategy/exploration
- New trends and technology.

WE SPECIALIZE IN

STRATEGIC PLANNING
BRANDING
ARCHITECTURE
RETAIL CONCEPT DESIGN
INTERIOR DESIGN
CONSTRUCTION

For more information about how DEI can help you, please contact us at 866.749.6949 or info@dei-corp.com.



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