



THE DEI DIFFERENCE:

CONNECTING WITH THE
COMMUNITY TO BUILD A BETTER
FUTURE FOR YOUR BUSINESS



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.

OUR CLIENT



Building a Better Future Together

Hereford Texas Federal Credit Union is in the heart of the town for which they are named – Hereford, Texas. A family-based, agricultural community, this credit union considers themselves “a group of people who have come together as a financial institution to invest in our community and the people who live in it.” With that in mind, the Board began the process of identifying a parcel of land to build their new main office. Their best choice happened to be the lot adjacent to their own, which was owned by the Courthouse across the street.

A Board Member, and local realtor, helped negotiate a land swap with the Courthouse, gaining the parcel neighboring their existing building in exchange for the land where their drive-thru was located across the street. With that finalized, they completed their due diligence and narrowed down who would be their future design/build partner.

“We had narrowed our selection to two and then toured several facilities,” explained Brenda Fuentes, CEO of Hereford Texas Federal Credit Union. “Once we toured Santa Fe FCU in Amarillo, we knew that DEI could provide the ‘Wow’ factor that we were looking for.”



Exterior at night of new Main Office

Project Goals

The Credit Union's main goals were simple:

- Create a floor plan that enhanced operational efficiencies and communication
- Design a layout that provided more privacy
- Create an up-to-date facility
- Add a comfortable lobby where members would feel welcome and enjoy time spent
- Provide ample parking

OUR ROLE

Building for the Community

According to Adrian Alejandro, the FCU's Executive Vice President & Chief Operating Officer, "We had outgrown our original building and it needed costly updates to get the building where we thought it should be. Building a new main office was an important investment into our future, as well as an investment in our community."

DEI's design team was tasked with developing a building that was welcoming and efficient. Before committing design to paper, DEI researched Hereford's community, target demographic, the surrounding area's architectural style, and discussed current and future goals with the credit union.

"When we go through Programming with our clients, we want to discuss all their options and even bring up ideas they haven't considered," explained Jenny Sweeney, DEI's Interior Designer for the Hereford Texas Federal Credit Union project. "From there we want to make the process as easy as possible."

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Hereford Federal Credit Union | Hereford, TX
Clockwise from top: Interior graphics; Front desk, lobby and teller stations; Original Main Office



Designers then developed a floor plan, followed by exterior and interior renderings to provide a starting point for discussion. It was important that the layout of the building fostered communication and streamlined responsibilities between departments. For example, the conference room is now convenient to the executive offices and the drive-thru and counter tellers are in close proximity. Their “greeter,” located at the front desk, is able to provide direction and answer questions, which minimizes the number of people walking past private offices – creating more privacy.

Next, it was important that the building convey permanence. The exterior, and some interior walls, are clad with stacked stone – similar to elements from the surrounding area – and the clerestory lobby provides natural light into the interior and, at night, is dramatically lit. Located on a busy corner across the street from the Courthouse, the building has

become a landmark. This new main office was also designed with a “Phase 2” in mind, providing the potential to expand and provide additional services in the future. Ample parking, another important goal, was provided once the original building was demolished.

With general design decisions made, Hereford’s team visited DEI for decisions on interior elements, which allowed them to see various samples of fabrics, flooring, and furniture. The credit union requested a residential feel in the waiting area – a space that encouraged members to spend time enjoying the comfortable seating and overall atmosphere. To do that, a working fireplace was added and wing back chairs and end tables with lamps were selected rather than the typical down lighting. However, the end tables are also charging stations for members’ electronics. DEI’s goal was to provide a mix of residential comfort and commercial convenience.

Finally, designers noted their logo – a stylized Hereford cow. Playing on the red and white of the logo, blue was added as a complimentary color and is reminiscent of the Texas flag and blue bell flowers native to Texas. Graphics were selected to reiterate the theme throughout the interior. Custom lights were created to look like the logo and placed inside as well as flanking the exterior of the front entrance.



Counter-clockwise from top right: Hereford FCU Conference Room; Stylized custom lighting details; Waiting area and front desk; Interior graphic.





Above: Clerestory lobby and entryway;
Below: Hereford Courthouse



OUR RESULTS

The enhanced presence of the credit union in such a noticeable location has excited the town of Hereford, and the Courthouse is planning projects to continue beautifying the square.

Inside the credit union, the cash recyclers have been an additional benefit – making the task of balancing the cash drawer and closing much faster and more efficient. In fact, due to the recyclers and the efficiencies they provide, the credit union can grow without sacrificing service. The comfortable lobby has also encouraged members to stay and enjoy the space.

And, lastly, marketing materials stay up-to-date with less expense. Digital displays throughout the building are updated with new promotions regularly, drastically cutting the cost from printing new posters and handouts.

"This project exceeded our expectations," said Alejandre. "It's a great investment back into our membership."

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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
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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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