



FIRST MIDWEST
BANK

THE DEI DIFFERENCE:

FIRST MIDWEST BANK



WHO WE ARE

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

With a 36-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 value proposition is built around three core processes:

- **Redefine**
 - Branch network
 - Flow of services and support
- **Rethink**
 - Use of physical space
 - Delivery of services
- **Reimagine**
 - Your brand connection to your facilities
 - How your locations connect to your experts



Top: Conference Room



OUR CLIENT

First Midwest Bank is a family-owned bank started in 1964 in Poplar Bluff, Missouri. Having achieved its founding goal of creating a community-focused banking experience by hiring locally and cultivating relationships with the citizens of Poplar Bluff, First Midwest has since expanded its presence to 18 locations throughout Missouri.

When First Midwest began work with DEI in 2012, the bank's brand was already established. The goal, then, was to expand and update its branch locations. The challenge was to manage the varying needs and schedules of each location so that the result both met that location's unique demands and presented as part of a cohesive whole. The design of the first branch project in Columbia was intended to serve as a prototype for the other branches.

"Even those that differ are still recognizable and consistent," said Travis Brown, SVP, regional retail officer.

OUR APPROACH

To each branch its own.

With the Columbia prototype in mind, the DEI team could turn its attention to some of the other branch projects. The branch in Cape Girardeau represented a new market where they selected their own location and chose an interior similar to the Columbia layout. The color palette, however, leaned more toward gray than the previous beige, and the materials and furniture were a bit higher end for this location.

In Poplar Bluff, the main office needed more room for existing staff and expansion. An impact study was performed to help First Midwest make an informed decision about whether to stay or go. The bank already owned the site of its corporate main office, and it got plenty of foot traffic, but they were considering the possibility of moving the department out of state to a newly purchased building. The impact study helped outline how much land and space would be needed.

The renovation of the existing branch in Piedmont involved an updated look that provided a refresh but maintained the same look and feel. And back in Columbia, a second location was added in the Red Oak neighborhood. This new regional main office provided the extra space they needed for additional lobby seating and more back-of-house functions. Stylistically, the DEI team used local imagery and visible graphics on exterior-facing windows. This was the first location to incorporate the credit union's new logo. The sleeker, more modern logo nicely complemented the new



Above: Exterior view of building
Left: Waiting area

video technology this branch features, including two smart offices with screens to discuss customer information.

The team worked from a loose business expansion plan, but some projects were unplanned, including the work to the Van Buren branch. After it flooded, the branch was moved to a new lease space further from the river. Going forward, business and markets will be reviewed yearly, and a 10-year plan for growth and expansion will help propel First Midwest into the future.



Left: Exterior view of building
Right: Waiting area

OUR RESULTS

Community by design.

When considering the best approach to updating or creating a design, DEI works closely with the community president and the local operations team. Even the community itself plays a role in determining size, general design, and technology implementation. Incorporating local imagery is critical to creating a unique and special atmosphere, while working in design elements from the logo offer consistency across locations. The use of similar fabrics and textures are also helpful in creating consistency, and a neutral color palette provides a timeless but contemporary feel.

DEI carefully considered the preferences and particulars of each location and then added some ideas from its own design team. Elements such as roof lines and color, dialogue pods, glass, and stone all provided beauty and functionality. Modeling software helped render images that made it easy to visualize the final project. In turn, all decisions could be made before shovels hit the ground. With the planning complete and monthly status meetings along the way, First Midwest was free to let DEI take the projects to completion.

Technology

Each branch is unique, so decisions about how much technology a location or community needs are made by that community president. In general, smaller markets are served by a more basic branch with less technology. There are plans, however, to add more in the future. DEI has already helped First Midwest incorporate the following more advanced options:

- A “smart” office, featuring an interactive, flexible environment in which to meet customer needs and a screen to discuss customer information.
- Six screens that form a wall in the lobby.
- Dialogue pods, which have become standard.
- Booths, having been well received as a good place to spread out papers and hold more casual informational meetings.



Top: Smart office

Bottom: Waiting and customer queue areas

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



1550 Kemper Meadow Drive, Cincinnati, OH 45240

513.825.5800 | 866.749.6949 | dei-corp.com

A NATIONAL DESIGN BUILD FIRM WITH OFFICES IN
OHIO | INDIANA | FLORIDA | TEXAS | PENNSYLVANIA