



Pacific Service Credit Union | CORPORATE OFFICE REMODEL

Team Westamerica creates stunning environment for new corporate headquarters.



When Pacific Service Credit Union moved to their “forever home” headquarters in Concord, CA, Westamerica was tasked with enhancing the facility with interior graphics throughout.

From the lobby to the employee lounge and everything in-between, a new look took shape.



**Client:**

Pacific Service Credit Union

**PACIFIC SERVICE
CREDIT UNION****Project:**

New Corporate Office Branding and Messaging

Overview:

The Pacific Service Credit Union is a not-for-profit financial institution. Established in 1936 as a credit union for Pacific Gas and Electric employees, Pacific Service has grown to over 65,000 members and nearly \$1.5 Billion in assets. With a track record of stewardship to its communities, employees and members, it was voted one of the Bay Area's Top Workplaces of 2022.

As a Greater Silicon Valley business, competition is keen for both employees and members. That's one of the reasons why, after ten years in their previous corporate office, it was time to move to a newer, more spacious, and contemporary location.

Westamerica's Role:

As a long time service provider to Pacific Service Credit Union, Westamerica had built a track record as a creative and trustworthy partner. When the time came to begin the process of creating the look for the new work environment, the Westamerica team got to work.

After touring the facility and securing a copy of the plans, the team began to focus on several key areas that would be defined by the client's vision for graphic imagery to enhance and complement the interior design plans. Key questions needed to be addressed and answered, including:

- Color palette
- Textures and shapes
- Material mix
- Key messaging
- Photographic imagery

Once all project goals were determined, the Westamerica team designed, produced and installed the following elements to enhance the 42,000 square foot space:

- Logo branch and reception signage
- Dimensional wall graphics
- Privacy vinyl designs for glass offices and conference rooms
- Custom illustration for employee spaces, such as the break room, game room, and employee recognition wall
- Employee name plate design
- Directional signage

WESTAMERICA COMMUNICATIONS CASE STUDY



Westamerica worked closely with Pacific Service to follow the interior design plans and ensure the final result complemented the space and showcased the new credit union vision.

The signature “petal” graphic was designed and established to be the key graphic element that would provide continuity throughout the space. It can be found in everything from the motivational large wall graphics, to the privacy vinyl, down to the smallest details in the employee name plates.





Aspirational messaging was placed strategically throughout to help reinforce the vision, values, and mission of the Credit Union. Various materials, including fabric, vinyl, and printed acrylic, were used to create over 60 areas of cohesive wall and glass fixture areas.





The design focus was not only to create a modern and welcoming new branch location for their members' convenience, but also to provide a state-of-the-art work environment for their staff. Employee spaces such as the game room, break room, and recognition wall were all designed with special care and focus on employee appreciation.



Pacific Service Credit Union employees were welcomed on their first day of work at the new headquarters with a personalized booklet with facility maps of the employee's new personal office location, amenities of the building, and a convenient map of the local businesses, resources and restaurants in the area.

WestAmerica is proud to play an integral part of creating this "forever home" for the Pacific Service CU members and staff to enjoy for years to come.

Customer TESTIMONIAL

The environmental graphics for our new building provided a classy finishing touch on our multi-million dollar project. We were able to bring our mission, vision, and core values to life. We incorporated our brand colors and brand marks into a unified, cohesive and beautiful outcome. The WestAmerica team was imaginative, collaborative and patient in helping us develop the complete package of graphics. I would highly recommend their services.

Kristin Dove
 Vice President, Marketing
 Pacific Service Credit Union