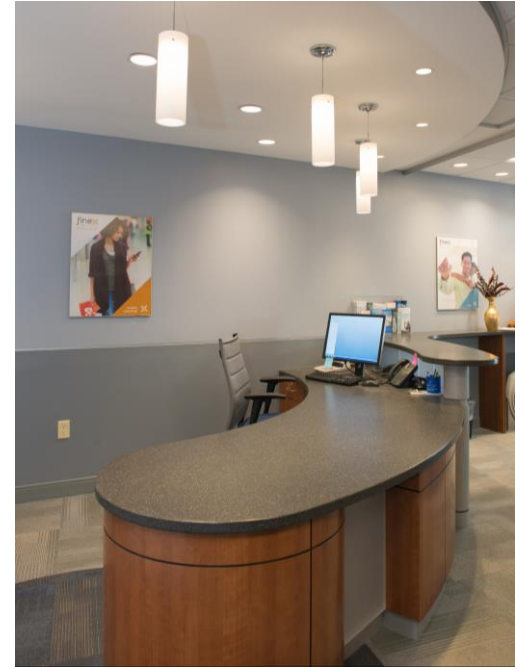


Client Experience



Vernon, CT

This project's objective was to rebrand First New England Credit Union as Finex Credit Union, and provide a new banking experience for its members via a newly redesigned branch.

The new branch utilizes the latest in video teller technology in lieu of a traditional teller line. Solidus managed work done by the architect, designer, branding designer and sign fabricator to deliver a new brand identity both inside and outside of the branch.



“With our branch delivery systems rapidly changing, Solidus displayed the needed expertise in new small branch concepts that enabled us to implement video ITMs and reshape our traditional cash operations. They seamlessly integrated rebranding concepts into the open flowing design which included glass partitions, pendant lights, flat screen TV, and spotlights. The new branch facilitates private consultative advice along and automated cash transactions. Solidus earned our trust and executed flawlessly with professional expertise!”

– **Michael Palladino, CCE**
President / CEO, Finex Credit Union