

Midland States Bank

Financial | Rockford, Illinois



Quick-turn Brand Conversion for Growing Financial Institution

Midland States Bank is a well-known financial services company prominently located throughout Illinois. Starting with one-branch in Effingham, IL, Midland States Bank has grown to serve their consumer, business and corporate clients with a full-range of services. As part of their ongoing expansion, the bank recently acquired Alpine Banks and all 18 locations. Midland States Bank partnered with Kieffer | Starlite to assist with the brand conversion for all exterior signage.

About the Solution

Industry regulations require banks to operate under the name in which they are doing business. As such, Midland States Bank needed to convert all 18 locations from Alpine Bank to Midland States Bank over the weekend and reopen under the new business name.

Kieffer | Starlite, an experienced partner with brand conversions immediately began to survey all location sites and identify a plan of action for this rebranding effort. Based on the quick-turn, our team designed all exterior signs utilizing the existing sign family and structures in place. Kieffer | Starlite designed the new signs to meet the brand standards and appearance of the Midland States Bank branches.

This quick-turn conversion took meticulous pre-planning to ensure all signs were fabricated to exact specifications per location and sign type. Also, install requirements for each location were reviewed and approved prior to the conversion date, including signage delivery schedules. The installation for the 18 locations started Friday at close of business and went seamlessly throughout the weekend resulting in a reopen as Midland States Bank on Monday. Design and planning were crucial and the end result was a successful brand conversion that met industry regulations and our customer's expectations.

