

Independent Financial

Financial | Regional



Turn-key Reimaging Completed for 32 Locations

Independent Financial is known throughout Texas and Colorado as a unique way of banking. They provide a wide range of relationship-driven banking products and services tailored to meet the needs of businesses, professional organizations, community groups, and entrepreneurs, as well as busy families.

Recently unveiling a new brand, Independent Financial developed a strategic plan to rebrand its existing banks based on each market area. A recent acquisition of another bank created the need to rebrand 32 new locations. They sought a partner who could provide a quick-turn update for each site.

About the Solution

After selecting Kieffer | Starlite as their turn-key rebranding partner, a timeline was established to develop a completion schedule for each branch. Based on the schedule, Kieffer | Starlite began completing site surveys and recommended the best and most cost-effective strategy to reimagine each location. New Independent Financial brand standards were implemented at all locations.

Each site location had unique requirements, Kieffer | Starlite updated all branding. This included exterior directional signage, exterior wayfinding, and garage clearance bars. Most pylon signs were able to be retrofitted to reflect the new brand. Exterior illuminated channel letters, interior flat cut letters, and debranding ATM's were part of the scope of work as well.

Our team managed each location by completing site surveys, submitting design proposals, and pulling permits. Approvals helped guide the completion schedule for each branch. Inclement weather created challenges in March due to a heavy winter in Colorado. With little opportunity to push plans back, our team was able to keep the schedule on track.

Another unique challenge faced was the uncertainty of normal operations due to COVID-19. With travel restrictions and navigating essential business requirements within Texas and Colorado, our team had to work with limited resources to achieve project completion. Leveraging our expertise and installation partners in these regions resulted in a complete rebranding under new brand guidelines for 32 locations. Independent Financial was able to focus on their operation and continued expansion, while our team handled their new signage program from start to finish.

