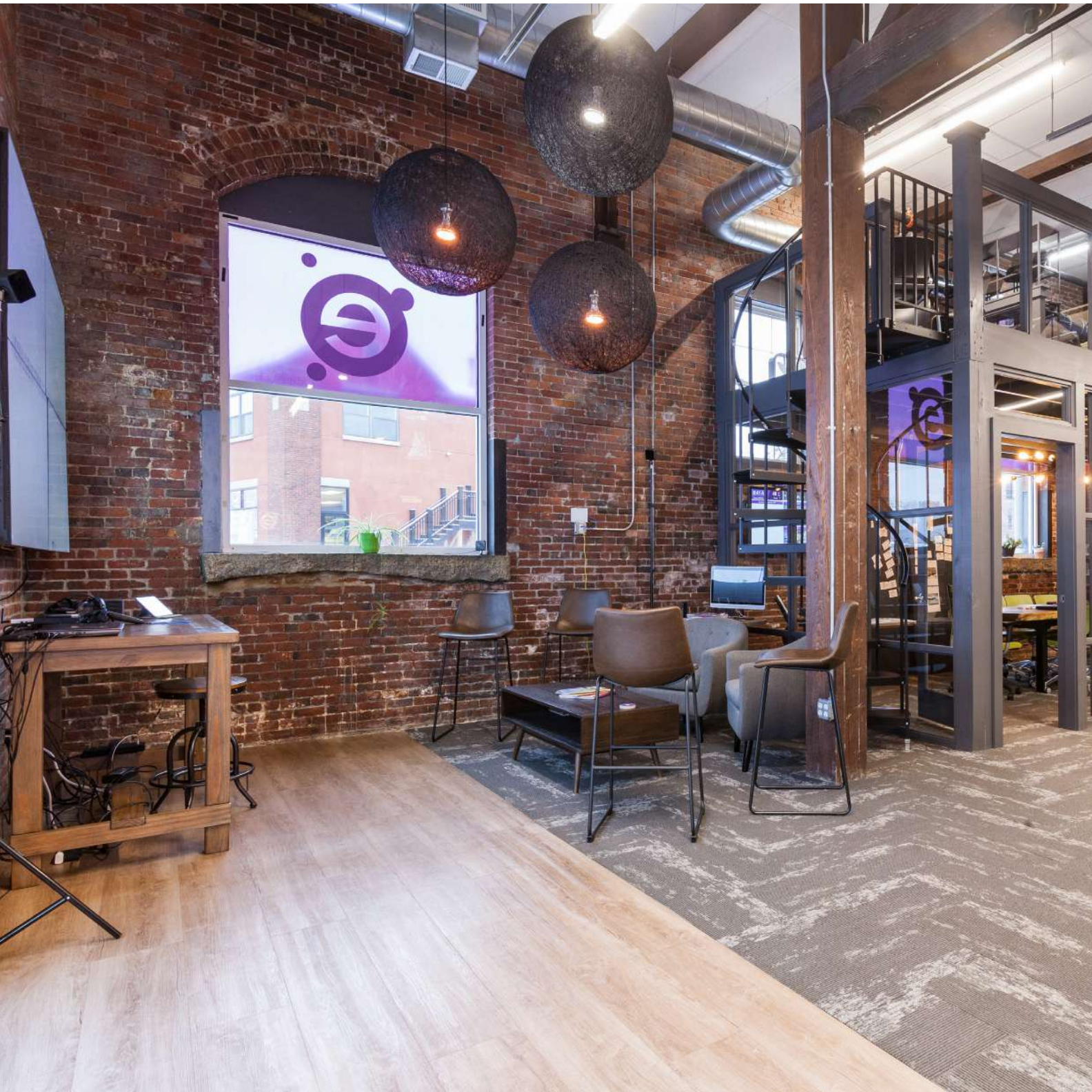




DESIGN. BUILD. ENGAGE.





The Element Story

Element provides niche expertise in design, build, and engagement services for financial institutions. We believe that the miniscule details – and a lot of them – are what make the ultimate difference. The goal of our work is to always go a bit beyond expectations each and every time to give that extra edge of service – service that converts a first-time client into a life-long partner, while transforming the banking experience from traditional brick-and-mortar branches into engaging retail-type financial environments with mass appeal. From our signature creative designs, to the quality of the building foundation, to the digital content on the displays that engage customers, every element of your financial environment becomes relevant again to the next generation of financial consumers.

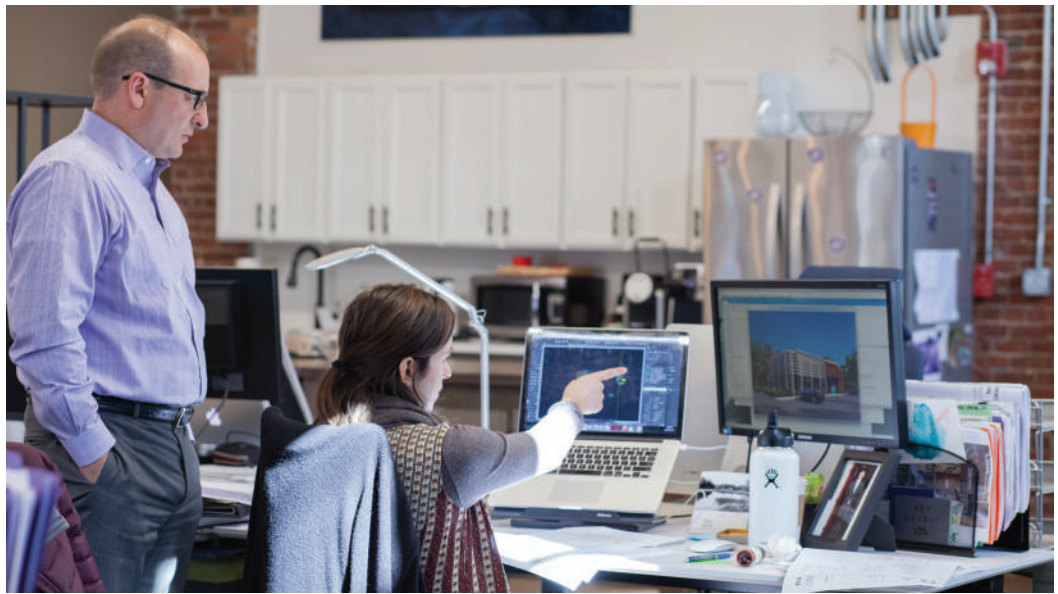
Because, to us, every bit matters.

Who We Are

TEAM INTEGRATION

Our team includes brand strategists, architects, designers, space planners, furniture specialists, account managers, market analysts, construction managers, general contractors, and promotional experts. Our project management ensures design intent and implementation are carried out with detail and precision. We understand financial service operations and the latest banking technology and we bring this knowledge to each and every project.





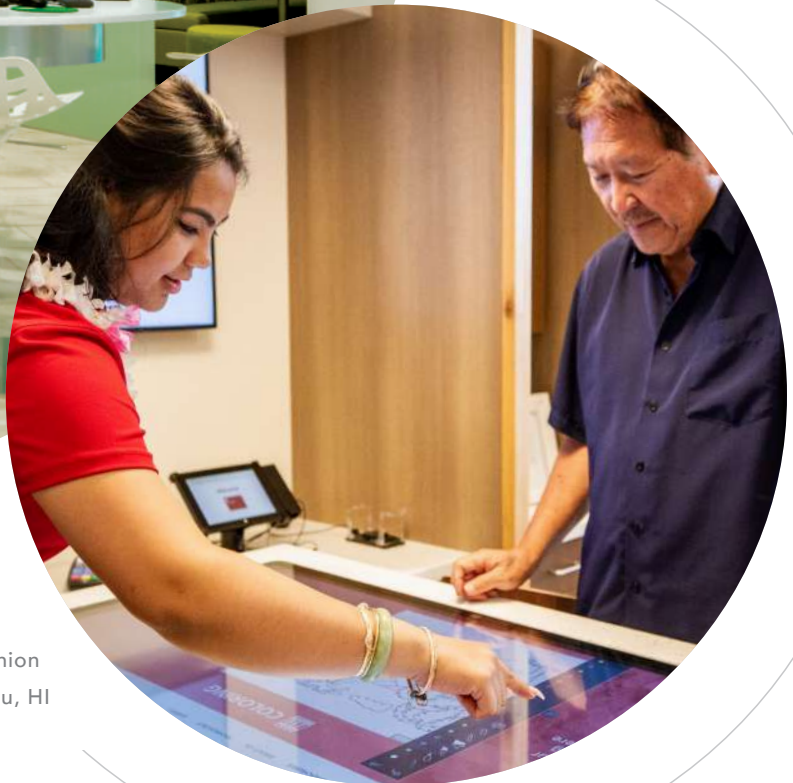
What We Do



architecture | interior design | environmental graphics | space planning | construction
digital design | brand strategy | promotional materials | implementation | project
management | design development | schematic design | construction documents



Idaho Central Credit Union
Rexburg, ID



Hawaii State Federal Credit Union
Honolulu, HI



Denali Federal Credit Union
Kent, WA

Brand Strategy

Blue Hills Bank
Seaport, MA



Avidia Bank
Hudson, MA



We work with clients to develop brand extensions through strategic marketing, demographic studies and site analysis, merchandising, promotional graphics, and point-of-sale and social media communications – including **hive** where activity happens!

Inspirus Credit Union
Bremerton, WA



Architecture

Architecture, space planning, retail and environmental design, brand engagement, custom millwork and furnishings, and finish/material selections. Detailed project management that includes planning and zoning, permitting, civil/site development, and construction administration.



UMass Five College Federal Credit Union

Blue Hills Bank
Westwood, MA



Dirigo Federal Credit Union
Auburn, ME



Interior Design



Denali Federal Credit Union
Kent, WA

We all know it's what's on the *inside* that counts. That's why our interior designers are prepared to handle everything from space planning, programming, materials and finishes, to furniture selection and millwork design. We pride ourselves in our ability to understand the unique concerns and goals of our financial clients, and specialize in designing beautiful, fully-functional spaces.



Hawaii State Federal Credit Union
Honolulu, HI



"A well-designed interior will enhance everything from safety to productivity, to perceived value of your brand, to functionality to aesthetics."

Caleigh Pollard
Senior Interior Designer / Planner

Popular Bank
New York, NY



"The presence of digital in your branches is the easiest way to make your brand stand out, and to really captivate your members."

Julia Cole
Senior Digital Designer / Developer



Avidia Bank
Framingham, MA



Digital Elements

Digital Elements are a synergy of all the digital bits that allow for the distribution of information consistently across multiple channels. The advantage and benefits of using digital elements are brand awareness, consumer acquisition, cross selling ratios, and consumer loyalty.

Digital elements provide a quicker, on-site message delivery system to target your audience. We can launch products and services almost instantly, getting to market ahead of competitors.



Implementation

Element has created a team of project managers who have successfully completed hundreds of complex financial institution projects. Our team oversees project details and progress to ensure all objectives are met, or exceeded. From initial scope and financial planning, through project completion, our management will continually review every stage of your project.

Opportunity Bank HQ
Helena, MT



The Village Bank HQ
Newton, MA

Avidia Bank
Frammingham, MA



"Environmental design is a visually-integrated solution to a client's greatest challenge, showing their customers who they are. Environmental graphics help to translate specific needs/ideas into solutions that develop effective communication materials, and bring their brand to life."

-Judy Sveda-Miamis
Senior Graphic Designer

Environmental Graphics

Element specializes in environmental graphics, to add that final touch to a space. This often includes visual aspects of wayfinding, communicating identity and information, and shaping the idea of creating experiences that connect people to place.

Inspirus Credit Union
Bremerton, WA



Liberty Bay Credit Union
Boston, MA



Promotional

The financial industry spends \$2.5 billion per year on custom-branded items. This may include apparel, pens, mugs, etc. Unfortunately, many institutions are not leveraging this opportunity to differentiate themselves from their competition. At Element, we believe these brand extensions can become a major point of difference between organizations. Whether our goal is simple brand recognition, loyalty, client acquisition, or cross selling, we seek to create unique and memorable experiences for customers and members that set companies apart from their competitors.

We'd love the opportunity to help you add some "WOW" to your next project.



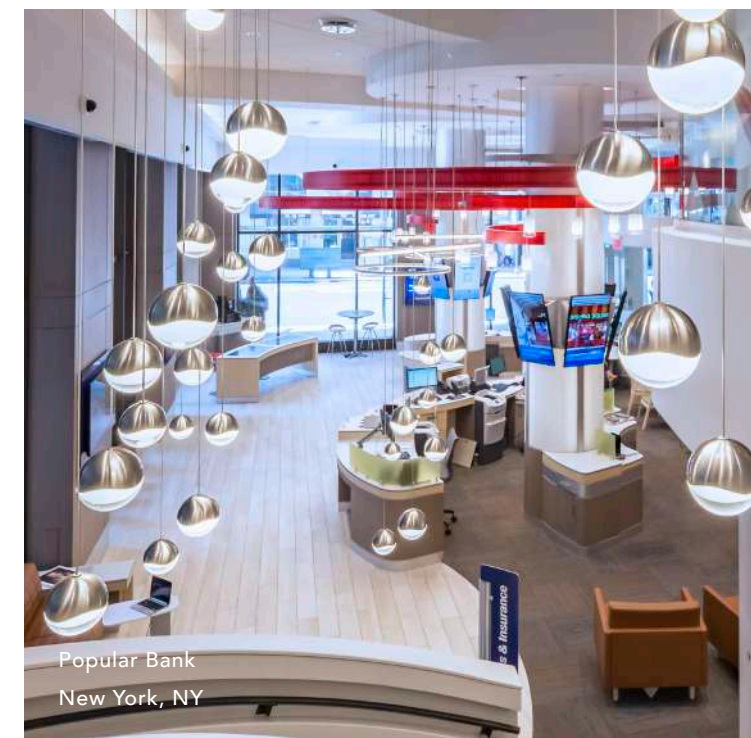


Dirigo Federal Credit Union
Case Study

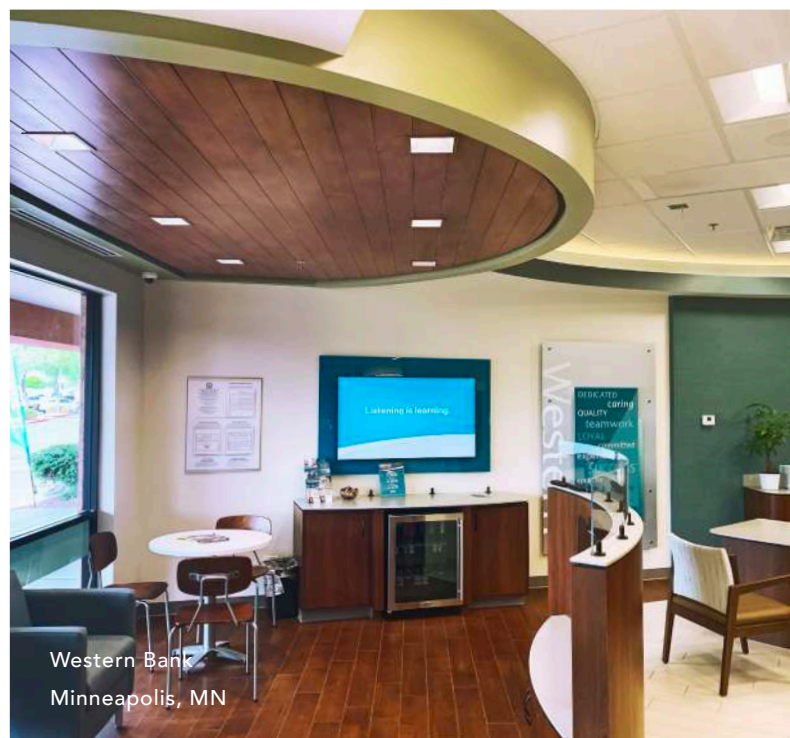




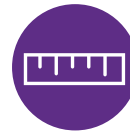
Hawaii State Federal Credit Union
Honolulu, HI



Popular Bank
New York, NY



Western Bank
Minneapolis, MN



every bit matters

“Every bit matters. Not only is this our tagline but it’s also a motto that we strive to live up to. The difference between good and great is minute. We can’t lose sight of the small details that truly separate excellence.”

-Nate Baldasaro



info@everybitmatters.com

603.319.8951

Portsmouth, NH 03801

everybitmatters.com

