

## PRESS RELEASE

# DEI GROWS ITS CLIENT BASE NATIONALLY WITH TWO LANDMARK BRANCH BUILDING PROJECTS

*BrightStar Credit Union and Pillar Credit Union Choose DEI*

### FOR IMMEDIATE RELEASE

**May 20, 2021**— Cincinnati, Ohio—DEI, a leading design/build company specializing in banks and credit unions, has brought over 1,800 financial facility brands to life nationally. Today it announced two major new client projects that will further grow its national client footprint.

DEI will partner with BrightStar Credit Union to build a new 70,316 square-foot main office in Cooper City, Fla., and a 4,386 square-foot branch in Lauderhill, Fla. DEI is also building a new branch in Mt. Gilead, Ohio, for Pillar Credit Union (formerly Marion Community Credit Union) as they expand their branch network.

DEI was awarded the BrightStar contract after conducting an extensive land search for the Cooper City main office. The result is a location that will allow BrightStar to stay close to its Broward County members while providing its staff with a world-class work area. As the first corporate headquarters in Cooper City, this location also combines all functions and staff into one building.

DEI has outlined plans to create a facility that will offer amenities such as a training room, staff engagement/break areas, a workout area and related locker room, cafeteria and outdoor seating that can be used for breaks or events. The plans also include extensive windows that will provide plenty of natural light, meaning everyone will be able to enjoy the sunshine at some point in their day. Additionally, the branch will have a Caribbean look based on the city of Lauderhill's design guidelines. In a high-trafficked area, this brightly colored building will be located not far from the original headquarters.

“With DEI clients, we really stress our Redefine. Rethink. Reimagine. approach to physical brands,” said DEI's interior designer Jared Powell, “and we are always looking to create a visual experience that promotes the brand and a high level of design.”

With Pillar Credit Union, DEI was selected to bring their new branch to life. Located in Mt. Gilead, Ohio, the new branch will be the first to adopt the credit union's new look following an extensive rebranding process. Leading the new look is a logo that blends an orange icon and charcoal text.

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“The key elements of the new logo provided a perfect launching point for our interior finishes,” explains Erin Jackson, DEI interior designer. “The traditional Greek key of the icon speaks to the longevity and security of the CU while the color choices are a bit more modern. The waiting area features a variety of seating that mixes slightly more classic frames with a modern armless bench.”

The mix of textures throughout the space also creates visual interest while keeping the color palette simple. Warm browns are mixed with warm and cool greys, while light wood tones in the floor and metal accents keep the space from feeling too heavy. Groundbreaking on Pillar Credit Union’s new branch was held in early March; the full-service facility is expected to be ready in late 2021.

### **About DEI Incorporated**

Since 1985, DEI has transformed banks and credit unions into retail environments, a place to cross-sell products and services, improve efficiencies and increase the bottom line. DEI helps its clients Redefine, Rethink and Reimagine their facilities, space and branch footprint strategies. A forward-thinking architectural design/build company, DEI has designed, built or remodeled over 1,800 financial facilities. DEI is a leader in creating banking facilities that use the latest technology and delivery systems to provide state-of-the-art retail solutions that help clients improve their return on investment. DEI is headquartered in Cincinnati, Ohio, and has additional offices in Texas, Indiana, New York, and Florida.

**Learn more at [www.dei-corp.com](http://www.dei-corp.com).**

### **About BrightStar Credit Union**

BrightStar Credit Union is one of the largest credit unions in South Florida with more than 60,000 members. BrightStar Credit Union is a full-service, not-for-profit, member-owned cooperative with a total of seven branch locations in Broward County. BrightStar offers a variety of financial services including checking and savings accounts, personal, home equity and mortgage loans and investments and insurance.

**For more information, please visit [www.bscu.org](http://www.bscu.org).**

### **About Pillar Credit Union**

Pillar Credit Union, formerly Marion Community Credit Union, has been open since 1960. The credit union has assets totaling \$84.1 million and provides banking services to more than 9,000 members. Marion Community Credit Union is member-owned and member-governed financial institution. Since its formation in 1960, the credit union has developed into a full service, not-for-profit financial cooperative.

**For more information, visit [pillarcu.com](http://pillarcu.com).**