



Pelican State Credit Union Branding and Wayfinding for Headquarters



Pelican State Credit Union

Pelican State Credit Union is a state-chartered credit union in Louisiana with more than 50,000 members. Founded in 1956, Pelican State initially served those employed by the state's charity hospitals and mental health centers.

In 2020, Pelican State Credit Union began the construction of a new headquarters building in Baton Rouge, Louisiana. The new building is three stories high and 55,410-square-feet, with offices and a full-service branch. The new location represents the sixth branch in Baton Rouge and the 15th across Louisiana.

ASI was contracted to fabricate and install branding and wayfinding signage for Pelican State Credit Union. When planning a wayfinding program, color coding signage is an opportunity to further improve the user experience.



Service Offerings

- Wayfinding
- Fabrication
- Installation

Product Applications

- InTouch Series Plaques
- LTV Vinyl Letters and Logo
- LF Series Aluminum Halo Logo
- LPL Series Acrylic Illuminated Logo
- Horizon Series Frames
- WS Series Acrylic Panel Frames
- Legacy Series Post and Panel Signs
- Legacy Series Pylon Signs

Solution Partners

- CDI Solutions, Inc.
- Labarre Associates

About the Solution

On the interior, a different color scheme for each floor of the Pelican State Credit Union was implemented to guide the user through the space more efficiently.

ADA signs with a modular frame were utilized so they could be easily changed in the future. Some ADA signage included Vacant/In-Use sliders for spaces like Conference Rooms.

In the kitchen, digital prints were added as artwork. In addition, a custom television display designed by CDI Solutions was fabricated and installed by ASI.

On the exterior of the building, special attention to detail was added to the signage, including a bevel in each concrete pad. Outdoor signage around a track was added to promote physical activity.

