

FIRST STATE BANK OF ST. CHARLES WEBSITE REDESIGN

FIGHTING DECISION FATIGUE, CREATING UNIQUENESS AND USABILITY.

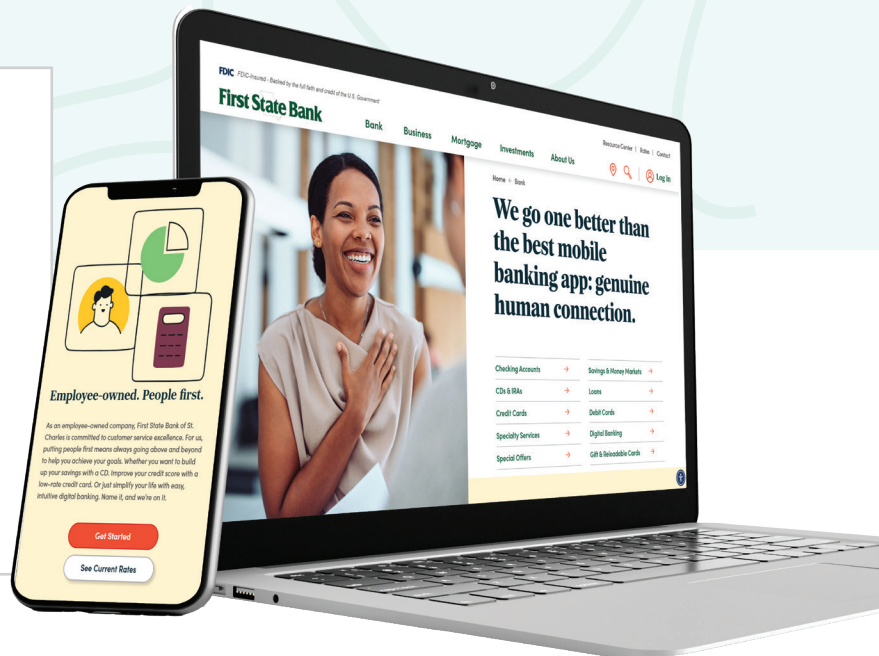
At Pannos, we pool our expertise to make big projects, like rebrands and website builds, simpler than expected. When a long list of questions and to-do's stack up, we check off that list item by item right by your side.

When First State Bank of St. Charles first came to Pannos for their website redesign, they presented pages of design and navigation inspiration. Our team jumped in to help organize thoughts, break through decision fatigue and make judgment calls that would showcase the bank's unique brand, values, and service attributes.

THE MUST-HAVES

This bank knew exactly what their site needed.

- Eye-catching iconography
- An in-depth mortgage section
- A mega menu accessible from the site's homepage
- A sleek modern design to grow deposit volume
- Accessibility and usability geared toward older adults (70+)



THE BUILD

After an audit of the old site, the bank began to provide the web team with inspiration from across the internet. From huge navigations to several bright color palettes, and flashy iconography, their examples gave us all the inspiration we needed — and then some. The list of decisions to make was long. The teams worked together to dial in on the bank's top priorities for their site. With branding always top of mind, Pannos emphasized that design selections should not only look appealing to their customers but make sense with the brand image the bank was creating.

The Pannos team noted that along with a design utilizing lots of negative space, a robust mortgage section, unique iconography, and mega menu were among the most important aspects for the new website. We untangled a web of big ideas

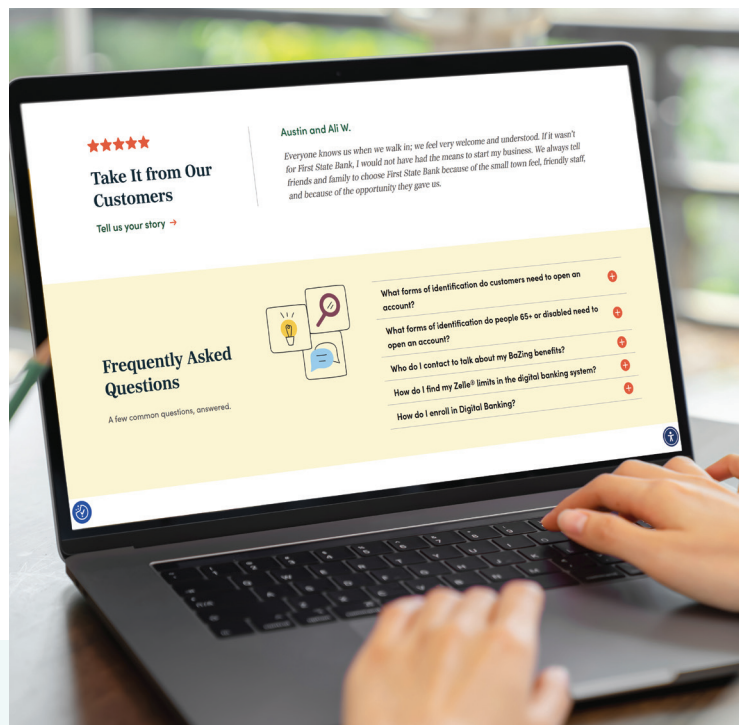
to create a website outline perfectly fit for this ambitious Missouri bank.

Development and design also prioritized tailoring the site to an older audience as the bank greatly values serving and advocating for older adults with dementia and memory loss. The team worked hard to ensure that this specialty service was easy to find directly from the homepage navigation.

Additionally, with being a mortgage provider and commercial lender in all 50 states, First Bank of St. Charles wanted this to be a focal point of their website. Pannos worked to build a robust, microsite-like mortgage section featuring loan types, lenders, bios, reviews, calculators and custom iconography to drive traffic to the department.

The bank saw their new website as an information hub, no calling the bank or painstakingly searching for information needed. Our content writer and First State Bank of St. Charles worked closely to ensure all content was accurate, aimed at the correct audience and as concise as possible.

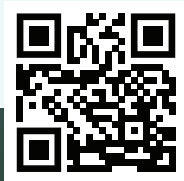
While this ended up being one of the larger sites in Pannos development history, collaboration between teams led the charge and made content creation seamless.



THE FINAL PRODUCT

Together, we were able to break through a case of decision fatigue, identify the bank's non-negotiables, and create a functional and future-focused website with over 175 pages of content!

First State Bank of St. Charles' new site included all their must haves with style and commitment to their passions and brand. Custom-made iconography, the use of a soothing green color palette and a robust navigation came together to create a website that satisfied both the bank and their customers' needs.



← *check out the new site!*

