

From: Morse, Alysia <amorse@newburyportbank.com>
Sent: Monday, April 12, 2021 7:42 AM
To: Comments
Subject: [EXTERNAL MESSAGE] ExtMsg42: April 9, 2021 - Request for Information on FDIC Official Sign and Advertising Requirements and Potential Technological Solutions; Comment Request (RIN 3064-ZA14)

Good Morning,

The thoughts below are in response to the FDIC's Request for Information on the subject above. It is wonderful the FDIC is giving consideration to this topic. It is imperative that the consumer be able to distinguish FDIC insured banks from those that are not. In digital mediums, the most effective way to accomplish this would be for a standard font treatment "Member FDIC", in a specified font type and size to be displayed at the bottom of the advertisement or medium.

A font standard is easy to comply with and is easy applied in all digital mediums. Image standards, such as logos, pose challenges when implementing in software solutions, social media, and in some digital advertisements. The image can appear distorted, blurry, and is not distinguished enough from the background. There are many variables with an image standard, that are all eliminated with a font standard. This font standard will be recognizable in look and location to the consumer and maintain consistency with the FDIC's branding.

Thank you for your time and consideration of this topic.

Alysia

Alysia M. Morse
VP, Director of Marketing



63 State Street, Newburyport, MA 01950
978-225-8950

NewburyportBank.com