



Federal Deposit Insurance Corporation  
550 17th Street NW, Washington, D.C. 20429-9990

Financial Institution Letter  
FIL-12-2020  
February 19, 2020

## FDIC Seeks Information on How to Modernize Signage and Advertising Requirements for Banks

**Summary:** The FDIC is seeking input from a broad range of stakeholders regarding potential modernization of the official sign and advertising rules (12 C.F.R. Part 328) to reflect that deposit-taking via physical branch, digital, and mobile banking channels continues to evolve since the FDIC last significantly updated the rules in 2006.

**Statement of Applicability to Institutions with Total Assets under \$1 Billion:** This Financial Institution Letter applies to all FDIC-supervised financial institutions.

### Suggested Distribution:

FDIC-Supervised Institutions

### Suggested Routing:

Chief Executive Officer  
Chief Financial Officer  
Chief Information Officer  
Chief Information Security Officer

### Attachment:

[Request for Information on FDIC Sign and Advertising Requirements and Potential Technological Solutions](#)

### Contact:

David Friedman, Senior Policy Analyst,  
Division of Depositor and Consumer Protection,  
(202) 898-7168 or [dfriedman@fdic.gov](mailto:dfriedman@fdic.gov)

Edward Hof, Senior Consumer Affairs Specialist,  
Division of Depositor and Consumer Protection,  
(202) 898-7213 or [edwhof@fdic.gov](mailto:edwhof@fdic.gov)

Richard M. Schwartz, Counsel, Legal Division,  
(202) 898-7424 or [rischwartz@fdic.gov](mailto:rischwartz@fdic.gov)

### Note:

[Access FDIC Financial Institution Letters \(FILs\) on the FDIC's website](#)

[Subscribe to receive FILs electronically](#)

Paper copies of FDIC FILs may be obtained through the FDIC's Public Information Center, 3501 Fairfax Drive, E-1002, Arlington, VA 22226 (877-275-3342 or 703-562-2200).

### Highlights:

- As banks adjust and transform their business models to innovate and remain competitive, the FDIC is considering how to revise and clarify these rules to support the industry's efforts to understand, apply, and comply with requirements related to the official sign, advertising, and misrepresentation of FDIC deposit insurance.
- The FDIC is issuing this Request for Information (RFI) to collect comments from the public on FDIC efforts to align its policies and keep pace with how today's banks offer products and accept deposits, as well as how consumers connect with banks, including through evolving channels.
- The FDIC is also seeking input on misrepresentations — intentional or unintentional — concerning deposit insurance.
- In addition, the FDIC requests information about how new technology or other solutions could be leveraged to help consumers better distinguish FDIC-insured banks and savings associations from non-FDIC insured institutions (nonbanks) across web and digital channels.
- This effort is consistent with the FDIC's commitment to increase transparency, improve efficiency, support innovation, and provide opportunities for public feedback on issues affecting FDIC-insured institutions and their customers.
- Comments on the RFI must be received by March 19, 2020.