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prohibition are credit union centers, service centers, or branches servicing more than one credit union where only some of the credit unions are insured by the NCUA. In such instances, immediately above or beside each official sign there must be another sign stating, "Only the following credit unions serviced by this facility are federally insured by the NCUA _____" (the full name of each credit union insured will follow the word NCUA). The lettering must be of such size and print to be clearly legible to all members conducting share or share deposit transactions.

(d) The Board may require any insured credit union, upon at least 30 days' written notice, to change the wording of its official signs in a manner deemed necessary for the protection of shareholders or others.

(e) For purposes of this section, the terms "branch," "station," "teller station," and "window" do not include automated teller machines or point of sale terminals.

§ 740.5 Requirements for the official advertising statement.

(a) Each insured credit union must include the official advertising statement, prescribed in paragraph (b) of this section, in all of its advertisements, including on its main Internet page, except as provided in paragraph (c) of this section.

(1) An insured credit union must include the official advertising statement in its advertisements thirty (30) days after its first day of operations as an insured credit union unless the Regional Director grants it an extension.

(2) If advertising copy without the official advertising statement is on hand on the date the requirements of this section become operative, the insured credit union may use an overstamp or other means to include the official advertising statement until the supplies are exhausted.

(b) The official advertising statement is in substance as follows: This credit union is federally insured by the National Credit Union Administration. The short title "Federally insured by NCUA" and a reproduction of the official sign may be used by insured credit unions at their option as the official advertising statement. The official ad-

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vertising statement must be in a size and print that is clearly legible.

(c) The following advertisements need not include the official advertising statement:

(1) Statements of condition and reports of condition of an insured credit union which are required to be published by state or federal law or regulation;

(2) Credit union supplies such as stationery (except when used for circular letters), envelopes, deposit slips, checks, drafts, signature cards, account passbooks, and noninsurable certificates;

(3) Signs or plates in the credit union office or attached to the building or buildings in which the offices are located;

(4) Listings in directories;

(5) Advertisements not setting forth the name of the insured credit union;

(6) Display advertisements in credit union directories, provided the name of the credit union is listed on any page in the directory with a symbol or other descriptive matter indicating it is insured;

(7) Joint or group advertisements of credit union services where the names of insured credit unions and noninsured credit unions are listed and form a part of such advertisement;

(8) Advertisements by radio that do not exceed thirty (30) seconds in time;

(9) Advertisements by television, other than display advertisements, that do not exceed thirty (30) seconds in time;

(10) Advertisements that because of their type or character would be impractical to include the official advertising statement, including but not limited to, promotional items such as calendars, matchbooks, pens, pencils, and key chains;

(11) Advertisements that contain a statement to the effect that the credit union is insured by the National Credit Union Administration, or that its accounts and shares or members are insured by the Administration to the maximum of \$100,000 for each member or shareholder;

(12) Advertisements that do not relate to member accounts, including but not limited to advertisements relating

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to loans by the credit union, safe-keeping box business or services, traveler's checks on which the credit union is not primarily liable, and credit life or disability insurance.

(d) The non-English equivalent of the official advertising statement may be used in any advertisement provided that the Regional Director gives prior approval to the translation.

PART 741—REQUIREMENTS FOR INSURANCE

Sec.
741.0 Scope.

Subpart A—Regulations That Apply to Both Federal Credit Unions and Federally Insured State-Chartered Credit Unions and That Are Not Codified Elsewhere in NCUA's Regulations

- 741.1 Examination.
- 741.2 Maximum borrowing authority.
- 741.3 Criteria.
- 741.4 Insurance premium and one percent deposit.
- 741.5 Notice of termination of excess insurance coverage.
- 741.6 Financial and statistical and other reports.
- 741.7 Conversion to a state-chartered credit union.
- 741.8 Purchase of assets and assumption of liabilities.
- 741.9 Uninsured membership shares.
- 741.10 Disclosure of share insurance.
- 741.11 Foreign branching.

Subpart B—Regulations Codified Elsewhere in NCUA's Regulations as Applying to Federal Credit Unions That Also Apply to Federally Insured State-Chartered Credit Unions

- 741.201 Minimum fidelity bond requirements.
- 741.202 Audit and verification requirements.
- 741.203 Minimum loan policy requirements.
- 741.204 Maximum public unit and non-member accounts, and low-income designation.
- 741.205 Reporting requirements for credit unions that are newly chartered or in troubled condition.
- 741.206 Corporate credit unions.
- 741.207 Community development revolving loan program for credit unions.
- 741.208 Mergers of federally insured credit unions: voluntary termination or conversion of insured status.
- 741.209 Management official interlocks.
- 741.210 Central liquidity facility.

- 741.211 Advertising.
- 741.212 Share insurance.
- 741.213 Administrative actions, adjudicative hearings, rules of practice and procedure.
- 741.214 Report of crime or catastrophic act and Bank Secrecy Act compliance.
- 741.215 Records preservation program.
- 741.216 Flood insurance.
- 741.217 Truth in savings.
- 741.218 Involuntary liquidation and creditor claims.
- 741.219 Investment requirements.
- 741.220 Privacy of consumer financial information.
- 741.221 Suretyship and guaranty requirements.

AUTHORITY: 12 U.S.C. 1757, 1766, 1781–1790, and 1790d.

Section 741.4 is also authorized by 31 U.S.C. 3717.

EFFECTIVE DATE NOTE: At 70 FR 75725, Dec. 21, 2005, the authority for part 741 was revised, effective Jan. 20, 2006. For the convenience of the user, the revised text is set forth as follows:

AUTHORITY: 12 U.S.C. 1757, 1766(a), 1781–1790, and 1790d; 31 U.S.C. 3717.

SOURCE: 60 FR 58504, Nov. 28, 1995, unless otherwise noted.

§ 741.0 Scope.

The provisions of this part apply to federal credit unions, federally insured state-chartered credit unions, and credit unions making application for insurance of accounts pursuant to Title II of the Act, unless the context of a provision indicates its application is otherwise limited. This part prescribes various requirements for obtaining and maintaining federal insurance and the payment of insurance premiums and capitalization deposit. Subpart A of this part contains substantive requirements that are not codified elsewhere in this chapter. Subpart B of this part lists additional regulations, set forth elsewhere in this chapter as applying to federal credit unions, that also apply to federally insured state-chartered credit unions. As used in this part, “insured credit union” means a credit union whose accounts are insured by the National Credit Union Share Insurance Fund (NCUSIF).