

# Family of Brands

2021 STATIONERY DESIGN CONCEPTS

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BayCoast  
BANK.

BayCoast  
FINANCIAL  
SERVICES™

BayCoast  
MORTGAGE  
COMPANY LLC

 Partners  
INSURANCE GROUP®

 Plimoth  
Investment  
ADVISORS\*

 Priority  
FUNDING™

# Concept 1:

VERTICAL COLOR BLOCKS

**BayCoast**  
BANK.

July 1, 2021

Customer Name  
Address 1  
Address 2  
City, State ZIP

Dear Sample A. Sample,

Your commitment to standardize BayCoast's company correspondence is greatly appreciated. It is important to standardize letters, so customers receive a consistent image from the Bank and our subsidiaries. Please follow this simple block style format, left justified, with 1 inch margins and standard punctuation in 12-point Calibri Regular font for all correspondence to customers.

Remember the organization and tone of your letters is also very important. BayCoast wishes to project a professional yet friendly customer-focused tone to customers. It is a good idea to have someone else read your letter to ensure that this tone is conveyed and that the letter is free of typos. For letters that reference specific products or rates, please be sure to send to [Marketing@baycoastbank.com](mailto:Marketing@baycoastbank.com) for additional review and Compliance approval.

Thank you for your assistance in presenting a more consistent and professional image of our company through our correspondence. If you have any questions regarding this initiative please call email [Marketing@baycoastbank.com](mailto:Marketing@baycoastbank.com).

Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

📍 P.O. Box 1311, Fall River, MA 02722-1311 📞 508-678-7641 🌐 baycoast.bank • NMLS 403238



**BayCoast**  
BANK.

**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*

📞 555-675-5555 📠 555-675-5555 📧 555-675-5555  
✉ [asample@baycoastbank.com](mailto:asample@baycoastbank.com)  
📍 330 Swansea Mall Drive, Swansea, MA 02777  
🗣 Fluent in English, Portuguese, Spanish

**BayCoast**  
BANK.

baycoast.bank • 508-678-7641

**BayCoast**  
BANK.

**Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*

📞 555-675-5555  
📠 555-675-5555  
📧 555-675-5555  
✉ [asample@baycoastbank.com](mailto:asample@baycoastbank.com)  
📍 330 Swansea Mall Drive  
Swansea, MA 02777  
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


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Sincerely,

Employee Name  
Employee Title  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX



**No Photo Sample**  
Employee Title 1  
Employee Title 2

-  555-675-5555  555-675-5555  555-675-5555
-  [asample@baycoastbank.com](mailto:asample@baycoastbank.com)
-  330 Swansea Mall Drive, Swansea, MA 02777
-  Fluent in English, Portuguese, Spanish



[baycoast.bank/bcfs](http://baycoast.bank/bcfs) • 508-678-7641

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**Photo Sample**  
Employee Title 1  
Employee Title 2

-  555-675-5555
-  555-675-5555
-  555-675-5555
-  [asample@baycoastbank.com](mailto:asample@baycoastbank.com)
-  330 Swansea Mall Drive  
Swansea, MA 02777
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Investment products and services are offered through INFINEX INVESTMENTS, Inc. Member FINRA/SIPC. BayCoast Financial Services is a subsidiary of BayCoast Bank. Infinex is not affiliated with either entity. Products and services made available through Infinex are not insured by the FDIC, DIF or any other agency of the United States, and are not deposits or obligations of nor guaranteed or insured by BayCoast Bank or any of its affiliates. These products are subject to investment risk, including possible loss of principal amount invested.



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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX



**No Photo Sample**

*Employee Title 1*

*Employee Title 2 • NMLS # (if applicable)*

- ☎ 555-675-5555    📠 555-675-5555    📞 555-675-5555
- ✉ [asample@baycoastbank.com](mailto:asample@baycoastbank.com)
- 📍 330 Swansea Mall Drive, Swansea, MA 02777
- 🗣 Fluent in English, Portuguese, Spanish



[baycoastmortgage.com](http://baycoastmortgage.com) • 877-466-2678



**Photo Sample**

*Employee Title 1*

*Employee Title 2 • NMLS # (if applicable)*

- ☎ 555-675-5555
- 📠 555-675-5555
- 📞 555-675-5555
- ✉ [asample@baycoastbank.com](mailto:asample@baycoastbank.com)
- 📍 [baycoastasample.com](http://baycoastasample.com)
- 📍 330 Swansea Mall Drive  
Swansea, MA 02777
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July 1, 2021

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Dear Sample A. Sample,

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX



**No Photo Sample**

*Employee Title 1*  
*Employee Title 2*

555-675-5555 555-675-5555 555-675-5555  
[asample@partnersinsgrpllc.com](mailto:asample@partnersinsgrpllc.com)  
560 Wilbur Avenue, Swansea, MA 02777  
Fluent in English, Portuguese, Spanish



[partnersinsgrpllc.com](http://partnersinsgrpllc.com) • 508-675-0308



**Photo Sample**

*Employee Title 1*  
*Employee Title 2*

555-675-5555  
555-675-5555  
555-675-5555  
[asample@partnersinsgrpllc.com](mailto:asample@partnersinsgrpllc.com)  
560 Wilbur Avenue  
Swansea, MA 02777  
Fluent in English, Portuguese, Spanish



[partnersinsgrpllc.com](http://partnersinsgrpllc.com) • 508-675-0308



July 1, 2021

Customer Name  
Address 1  
Address 2  
City, State ZIP

Dear Sample A. Sample,

Your commitment to standardize Plimoth's company correspondence is greatly appreciated. It is important to standardize letters, so customers receive a consistent image from our company and our other subsidiaries. Please follow this simple block style format, left justified, with 1 inch margins and standard punctuation in 12-point Calibri Regular font for all correspondence to customers.

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

 330 Swansea Mall Drive, Swansea, MA 02777  508-747-6596  [plimothinvestmentadvisors.com](http://plimothinvestmentadvisors.com)





**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2*

 555-675-5555  555-675-5555  555-675-5555  
 [asample@pliadv.com](mailto:asample@pliadv.com)  
 330 Swansea Mall Drive, Swansea, MA 02777  
 Fluent in English, Portuguese, Spanish



[plimothinvestmentadvisors.com](http://plimothinvestmentadvisors.com) • 508-747-6596



**Photo Sample**  
*Employee Title 1*  
*Employee Title 2*

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 555-675-5555  
 555-675-5555  
 [asample@pliadv.com](mailto:asample@pliadv.com)  
 330 Swansea Mall Drive  
Swansea, MA 02777  
 Fluent in English, Portuguese, Spanish





[plimothinvestmentadvisors.com](http://plimothinvestmentadvisors.com) • 508-747-6596



July 1, 2021

Customer Name  
Address 1  
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City, State ZIP

Dear Sample A. Sample,

Your commitment to standardize Priority Funding's company correspondence is greatly appreciated. It is important to standardize letters, so customers receive a consistent image from our company and our other subsidiaries. Please follow this simple block style format, left justified, with 1 inch margins and standard punctuation in 12-point Calibri Regular font for all correspondence to customers.

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX



### No Photo Sample

*Employee Title 1*

*Employee Title 2 • NMLS # (if applicable)*

555-675-5555 555-675-5555 555-675-5555  
[asample@priloan.com](mailto:asample@priloan.com)  
292 Main Street, Ste. G1, Northboro, MA 01532  
Fluent in English, Portuguese, Spanish



### Photo Sample

*Employee Title 1*

*Employee Title 2 • NMLS # (if applicable)*

555-675-5555  
555-675-5555  
555-675-5555  
[asample@priloan.com](mailto:asample@priloan.com)  
292 Main Street, Ste. G1  
Northboro, MA 01532  
Fluent in English, Portuguese, Spanish



# Concept 2:

HORIZONTAL COLOR LINE

July 1, 2021

Customer Name  
Address 1  
Address 2  
City, State ZIP

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*

☎ 555-675-5555 📠 555-675-5555 🌐 555-675-5555  
✉ [asample@baycoastbank.com](mailto:asample@baycoastbank.com) 🌐 [baycoast.bank](http://baycoast.bank)  
📍 330 Swansea Mall Drive, Swansea, MA 02777  
🗣️ Fluent in English, Portuguese, Spanish



**Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*



☎ 555-675-5555 📠 555-675-5555 🌐 555-675-5555  
✉ [asample@baycoastbank.com](mailto:asample@baycoastbank.com) 🌐 [baycoast.bank](http://baycoast.bank)  
📍 330 Swansea Mall Drive, Swansea, MA 02777  
🗣️ Fluent in English, Portuguese, Spanish





July 1, 2021

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Sincerely,

Employee Name  
Employee Title  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX



**No Photo Sample**  
Employee Title 1  
Employee Title 2

☎ 555-675-5555 📠 555-675-5555 📠 555-675-5555  
✉ [asample@baycoastbank.com](mailto:asample@baycoastbank.com) 🌐 [baycoast.bank/bcfs](http://baycoast.bank/bcfs)  
📍 330 Swansea Mall Drive, Swansea, MA 02777  
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Employee Title 1  
Employee Title 2



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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX





**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*

☎ 555-675-5555 📠 555-675-5555 📠 555-675-5555  
✉ [asample@baycoastbank.com](mailto:asample@baycoastbank.com) 🌐 [baycoastmortgage.com](http://baycoastmortgage.com)  
📍 330 Swansea Mall Drive, Swansea, MA 02777  
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**Photo Sample**  
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July 1, 2021

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

---

 560 Wilbur Avenue, Swansea, MA 02777  508-675-0308  [partnersinsgrpllc.com](mailto:partnersinsgrpllc.com)





**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2*

 555-675-5555  555-675-5555  555-675-5555  
 [asample@partnersinsgrpllc.com](mailto:asample@partnersinsgrpllc.com)  [partnersinsgrpllc.com](http://partnersinsgrpllc.com)  
 560 Wilbur Avenue, Swansea, MA 02777  
 Fluent in English, Portuguese, Spanish





**Photo Sample**  
*Employee Title 1*  
*Employee Title 2*



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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

---

330 Swansea Mall Drive, Swansea, MA 02777 | 508-747-6596 | [plimothinvestmentadvisors.com](http://plimothinvestmentadvisors.com)





**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2*

☎ 555-675-5555 📠 555-675-5555 📠 555-675-5555  
✉ [asample@pliadv.com](mailto:asample@pliadv.com) 🌐 [plimothinvestmentadvisors.com](http://plimothinvestmentadvisors.com)  
📍 330 Swansea Mall Drive, Swansea, MA 02777  
🗣️ Fluent in English, Portuguese, Spanish





**Photo Sample**  
*Employee Title 1*  
*Employee Title 2*



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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

292 Main Street, Ste. G1, Northboro, MA 01532 | 508-393-5511 | [priloan.com](http://priloan.com) • NMLS 3318




**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*

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✉ [asample@priloan.com](mailto:asample@priloan.com) 🌐 [priloan.com](http://priloan.com)  
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📍 292 Main Street, Ste. G1, Northboro, MA 01532  
🗣️ Fluent in English, Portuguese, Spanish



# Concept 3:

RIBBON OF COLOR

**BayCoast**  
BANK.

July 1, 2021

Customer Name  
Address 1  
Address 2  
City, State ZIP

Dear Sample A. Sample,

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Thank you for your assistance in presenting a more consistent and professional image of our company through our correspondence. If you have any questions regarding this initiative please call email [Marketing@baycoastbank.com](mailto:Marketing@baycoastbank.com).

Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

P.O. Box 1311, Fall River, MA 02722-1311  
 508-678-7641 baycoast.bank • NMLS 403238



**BayCoast**  
BANK.

**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*

555-675-5555 
 555-675-5555 
 555-675-5555  
[asample@baycoastbank.com](mailto:asample@baycoastbank.com)  
 330 Swansea Mall Drive, Swansea, MA 02777  
 Fluent in English, Portuguese, Spanish

baycoast.bank • 508-678-7641

**BayCoast**  
BANK.

**Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*



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**BayCoast**  
BANK.

July 1, 2021

Customer Name  
Address 1  
Address 2  
City, State ZIP

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*Employee Title*  
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Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

P.O. Box 1311, Fall River, MA 02722-1311  
508-678-7641 baycoast.bank/bcfs



**BayCoast**  
FINANCIAL  
SERVICES<sup>SM</sup>

**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2*

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📍 330 Swansea Mall Drive, Swansea, MA 02777  
🗣 Fluently in English, Portuguese, Spanish

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**BayCoast**  
FINANCIAL  
SERVICES<sup>SM</sup>

**Photo Sample**  
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*Employee Title 2*



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**BayCoast**  
MORTGAGE  
COMPANY<sub>LLC</sub>

July 1, 2021

Customer Name  
Address 1  
Address 2  
City, State ZIP

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

330 Swansea Mall Drive, Swansea, MA 02777  
877-466-2678 baycoastmortgage.com • NMLS 1082048




**BayCoast**  
MORTGAGE  
COMPANY<sub>LLC</sub>

**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2 • NMLS # (if applicable)*

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baycoastmortgage.com • 877-466-2678



**BayCoast**  
MORTGAGE  
COMPANY<sub>LLC</sub>

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*Employee Title 2 • NMLS # (if applicable)*

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Fluent in English, Portuguese, Spanish



baycoastmortgage.com • 877-466-2678



July 1, 2021

Customer Name  
Address 1  
Address 2  
City, State ZIP

Dear Sample A. Sample,

Your commitment to standardize Partners Insurance Group's company correspondence is greatly appreciated. It is important to standardize letters, so customers receive a consistent image from our company and our other subsidiaries. Please follow this simple block style format, left justified, with 1 inch margins and standard punctuation in 12-point Calibri Regular font for all correspondence to customers.

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

  
560 Wilbur Avenue, Swansea, MA 02777  
508-675-0308 [partnersinsgrpllc.com](http://partnersinsgrpllc.com)





**No Photo Sample**  
*Employee Title 1*  
*Employee Title 2*

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✉ [asample@partnersinsgrpllc.com](mailto:asample@partnersinsgrpllc.com)  
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**Photo Sample**  
*Employee Title 1*  
*Employee Title 2*



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[partnersinsgrpllc.com](http://partnersinsgrpllc.com) • 508-675-0308



July 1, 2021

Customer Name  
Address 1  
Address 2  
City, State ZIP

Dear Sample A. Sample,

Your commitment to standardize Plimoth's company correspondence is greatly appreciated. It is important to standardize letters, so customers receive a consistent image from our company and our other subsidiaries. Please follow this simple block style format, left justified, with 1 inch margins and standard punctuation in 12-point Calibri Regular font for all correspondence to customers.

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX



330 Swansea Mall Drive, Swansea, MA 02777  
508-747-6596 • [plimothinvestmentadvisors.com](http://plimothinvestmentadvisors.com)




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*Employee Title 2*

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asample@pliadv.com  
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**Photo Sample**  
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*Employee Title 2*



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July 1, 2021

Customer Name  
Address 1  
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City, State ZIP

Dear Sample A. Sample,

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Sincerely,

**Employee Name**  
*Employee Title*  
Email: [employee@baycoastbank.com](mailto:employee@baycoastbank.com)  
Phone: (XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX

292 Main Street, Ste. G1, Northboro, MA 01532  
508-393-5511 | [priloan.com](http://priloan.com) • NMLS 3318




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