



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

#### FEDERAL HOME LOAN BANK OF BOSTON UNVEILS NEW LOGO, BRAND

BOSTON (April 24, 2018) – Federal Home Loan Bank of Boston (FHLBank Boston) is proud to unveil its new brand identity. For more than 85 years, FHLBank Boston has provided reliable funding and liquidity to financial institutions throughout New England to support housing finance and community investment.

In an effort to provide a clearer representation of the services and solutions it provides through its strategic partnerships with more than 440 banks, credit unions, insurance companies, and community development financial institutions, FHLBank Boston has created a new logo and tagline.

The new logo depicts FHLBank Boston's housing-centric mission while also illustrating the significant regional economic impact resulting from the strong strategic partnerships the Bank has built, and continues to foster, with its members. Similarly, the Bank's tagline -- "Strategic Partnerships. Reliable Funding." -- emphasizes the Bank's cooperative nature and its commitment to serve as an indispensable financial resource to its member financial institutions.

To get a closer look at the new brand, read FHLBank Boston's [2017 Annual Report](#) and [2017 Advisory Council Report](#), both of which were released today.

#### **About Federal Home Loan Bank of Boston:**

[Federal Home Loan Bank of Boston](#) is a cooperatively-owned wholesale bank for housing finance in the six New England states. Its mission is to provide highly reliable wholesale funding and liquidity to its member financial institutions in New England. The Bank also develops and delivers competitively priced financial products, services, and expertise that support housing finance, community development, and economic growth, including programs targeted to lower-income households.

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