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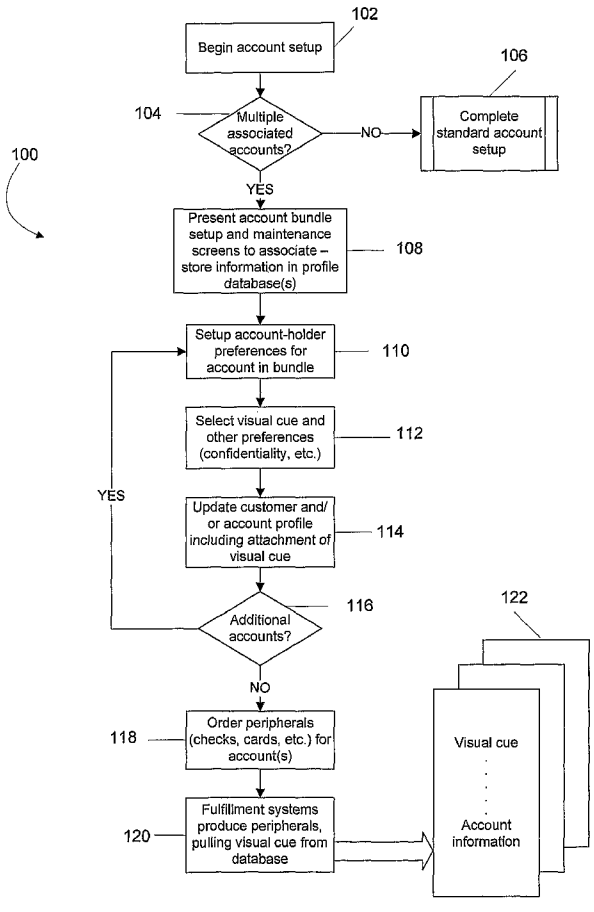
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(54) Title: VISUAL CUES FOR IDENTIFYING FINANCIAL ACCOUNTS



(57) Abstract: Visual cues for identifying financial accounts. A distinctive visual cue, such as a specific color, is applied to an account from among a plurality financial accounts, such as associated joint and individual checking accounts. The designation can be applied to statements, and optionally also checks, check/ATM cards, and other materials can be identified at a glance. Additionally confidential flag can be applied to an account as part of the designation, to provide extra notice to both personnel and various systems that an individual account is confidential within the associated accounts. A system for assigning distinctive visual cues to financial accounts can include a customer or account information database for storing plurality of possible distinctive visual cues, and one or more fulfillment subsystems for providing bank statements, checks, deposit slips, check cards, and the like.

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