Group logotype — file formats

Print
In print media, the use of Adobe Illustrator files (*.ai) is recommended. AI files contain colour profiles that enable optimum reproduction of our Corporate Design colours in an appropriately configurated workflow, as opposed to Illustrator EPS file formats.

Digital
The use of PNG and SVG files is recommended for digital applications. JPGs are also possible. Because a JPEG is never transparent, there is no appropriate file format for the white logo version.

Colour designations
SC: Spot Colour/Special Colour (e. g. Pantone, HKS)
CMYK_PSOCoatedV3: Cyan Magenta Yellow Black (PSOcoatedV3 Fogra51 is a printing standard for sheet-fed offset printing on coated paper)
Black/White: Monochrome
sRGB: Red Green Blue (sRGB IEC61699-2.1 is a standardized colour space that is used for displaying colours on screens)

Format designations
- **.ai (Adobe Illustrator)**
  Colour profiles are embedded in AI files. Although this creates larger file sizes, this feature is essential for professional printing with color management.
- **.eps (Encapsulted Postscript)**
  EPS files do not include colour profiles. AI files are the preferred file format for professional printing.
- **.psd (native Photoshop Document)**
  Pixel-based file format that allows a logo to be retouched in a photograph or illustration, for example.
- **.png (Portable Network Graphic)**
  Pixel-based file format that supports transparencies. Used for web, office applications and general screen use.
- **.svg (Scalabe Vector Graphics)**
  Preferred file format for web and general screen use, when supported by the appropriate software and operating system. When necessary, PNG and JPG files can be used instead of SVG files.
- **.jpg/.jpeg (Joint Photographic Experts Group)**
  Pixel-based file format for web, office applications and general screen use.

Explanation of abbreviations in the file name

Deutsche Bank Group — Alignment — Colour profiles

DB-Group-Logotype-ri-CMYK-PsoCV3.eps

Addition — Colour information — File format

Deep Blue

Deutsche Bank Group

SC-Print (Deep Blue)

DB-Group-Logotype-ri-SC-PMS.ai
DB-Group-Logotype-ri-SC-PMS.eps

CMYK-PSOCoatedV3-Print (Deep Blue)

DB-Group-Logotype-ri-CMYK-PsoCV3.ai
DB-Group-Logotype-ri-CMYK-PsoCV3.eps
DB-Group-Logotype-ri-CMYK-PsoCV3.psd

sRGB-Screen-Web-Office (Deep Blue)

DB-Group-Logotype-ri-sRGB.ai
DB-Group-Logotype-ri-sRGB.png
DB-Group-Logotype-ri-sRGB.jpg
DB-Group-Logotype-ri-sRGB.svg

White

Deutsche Bank Group

BW-Print (white)

DB-Group-Logotype-ri-white.ai
DB-Group-Logotype-ri-white.eps

sRGB-Screen-Web-Office (white)

DB-Group-Logotype-ri-white-sRGB.ai
DB-Group-Logotype-ri-white-sRGB.png
DB-Group-Logotype-ri-white-sRGB.svg

Black

Deutsche Bank Group

BW-Print (black)

DB-Group-Logotype-ri-black.ai
DB-Group-Logotype-ri-black.eps

sRGB-Screen-Web-Office (black)

DB-Group-Logotype-ri-black-sRGB.ai
DB-Group-Logotype-ri-black-sRGB.png
DB-Group-Logotype-ri-black-sRGB.svg
DB-Group-Logotype-ri-black-sRGB.jpg

Print

Screen

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