

# 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 configured 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 colour management.
- .eps (Encapsulated 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 (Scalable 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



### Deep Blue



#### SC-Print (Deep Blue)

DB-Logotype-cnt-SC-PMS.ai  
DB-Logotype-cnt-SC-PMS.eps

#### CMYK-PSOCoatedV3-Print (Deep Blue)

DB-Logotype-cnt-CMYK-PsoCV3.ai  
DB-Logotype-cnt-CMYK-PsoCV3.eps  
DB-Logotype-cnt-CMYK-PsoCV3.psd

#### sRGB-Screen-Web-Office (Deep Blue)

DB-Logotype-cnt-sRGB.ai  
DB-Logotype-cnt-sRGB.png  
DB-Logotype-cnt-sRGB.jpg  
DB-Logotype-cnt-sRGB.svg

### White



#### BW-Print (white)

DB-Logotype-cnt-white.ai  
DB-Logotype-cnt-white.eps

#### sRGB-Screen-Web-Office (white)

DB-Logotype-cnt-white-sRGB.ai  
DB-Logotype-cnt-white-sRGB.png  
DB-Logotype-cnt-white-sRGB.svg

### Black



#### BW-Print (black)

DB-Logotype-cnt-black.ai  
DB-Logotype-cnt-black.eps

#### sRGB-Screen-Web-Office (black)

DB-Logotype-cnt-black-sRGB.ai  
DB-Logotype-cnt-black-sRGB.png  
DB-Logotype-cnt-black-sRGB.svg  
DB-Logotype-cnt-black-sRGB.jpg



## Download

The files must not be reproduced. Only the original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>



## Print requirements

The colour profiles created for Deutsche Bank are used for all print productions.