



Deutsche Bank

Imagery Update

Playbook

3rd February 2026



> Imagery style

> Imagery content

the
how

the
what



the
how

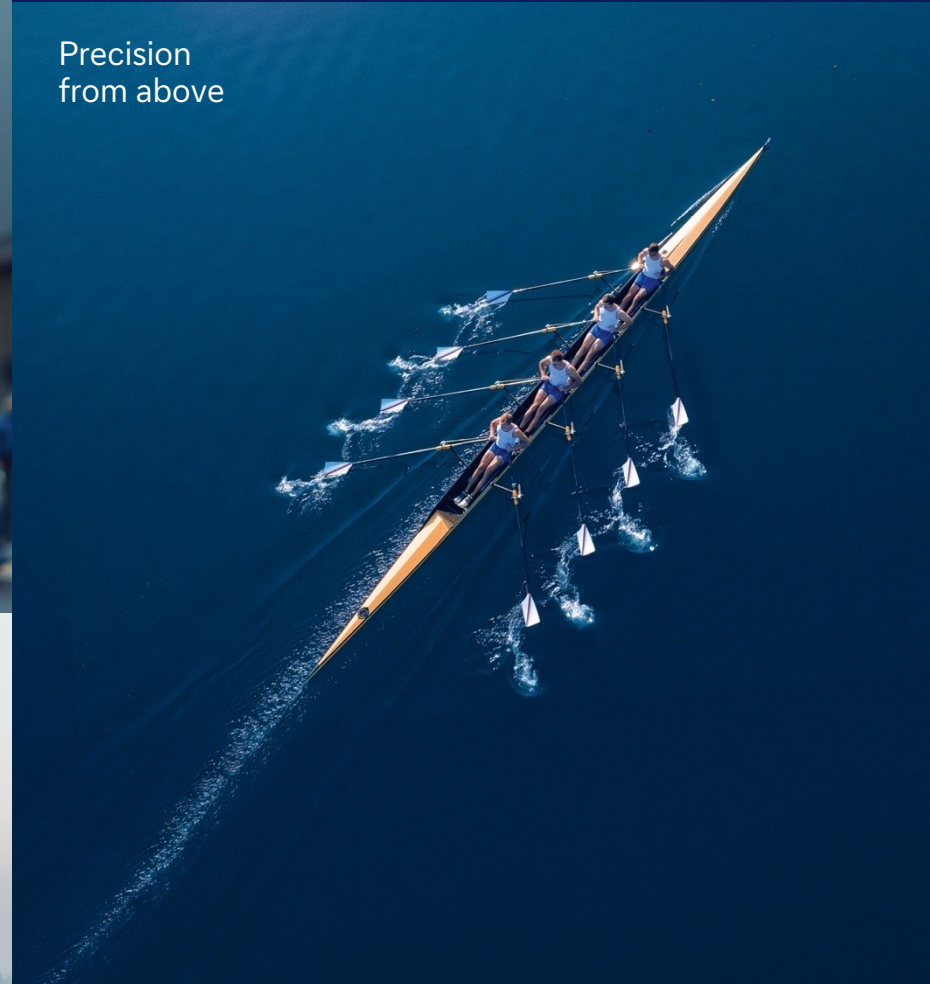
Authentic
Focussed



Clear
Impactful



Precision
from above



Visionary
Inspirational
Premium

Perspective + Composition

the
how

Eye level



Elevated context (45° angle from above)



Precision from above (90° top-down-view)



Perspective + Composition

Eye level



Proximity, eye level, and a meaningful and clear focus either on a person or on an important detail in the image.

Elevated context
(45° angle from above)



Spaciousness, generosity, and the emphasis on a pictorial direction are crucial here.

Precision from above
(90° top-down-view)



Unusual perspectives abstract objects or scenes, and therefore must be clear and easy to grasp, even if the subject is rather detailed.

Colour + Contrast

the
how



Warm skin tones with natural light and strong but soft shadows that sculpt the face.



Light that is as natural as possible. Colour accents or light create a focal point and draw the eye.



Deep, rather restrained colours with a natural blueish touch. Light accents for depth and exciting images.

People with meaningful posture

An intentional, upright, and active posture conveys competence, focus, and enthusiasm.

the
how

- **Calm confidence:** Upright posture, open shoulders, calm facial expression
- **Purposeful hands:** Pointing, taking notes, handing over, holding a key object (no crossed arms)
- **Eye contact & focus:** Attentive and meaningful interaction. For solo subjects, a focussed gaze, never distant
- **Respectful presence:** An understanding of the situation, environment and people with no over-staged poses



People with appropriate clothing

Professional and formal attire signals expertise, reliability, and mastery.

the
how

- **Well-groomed & timeless:** Tailored blazers and knitwear, shirts and blouses without logos, business or business casual per context
- **Function over fashion:** Industry- and safety-appropriate (PPE on site), clean, well-fitting
- **Palette:** Navy, grey, white, sand, muted earth tones, decent appropriate additional colours. Discreet accents (watch, glasses, pen, portfolio)
- **No loud branding:** No glamour, no streetwear extremes



Shapes of environment

Geometric shapes reflect clarity, structure, and precision.

the
how

- **Consistent & intentional:** Repeated patterns, straight lines, clear edges, balanced proportions
- **Scale & perspective:** Large-scale forms, dominant focal points, clear visual hierarchy
- **Interaction of elements:** Alignment, spacing, parallel lines, intersecting shape
- **Performance environment:** Industrial, mobility, sports



Don'ts



- **Don't:** Use artificial or exaggerated elements (e.g. colour and shape of the clouds due to the wide angle shot).
- **Don't:** Distract from the focal point (e.g. the industrial plant) with artificial effects.
- **Don't:** Confuse the viewer with distracting details and poor image composition.



- **Don't:** Use a frog perspective (low-angle camera view looking upward).
- **Don't:** Add visual lines that rush towards the viewer.
- **Don't:** Overload with different focal points (e.g. a construction site mixed with modern buildings and view of sky).



- **Don't:** Mix visual focal points (e.g. people in motion and buildings in the background).
- **Don't:** Use motion blur as a design element.

Don'ts



- **Don't:** Look down on people from above or secretly observe them in private settings.



- **Don't:** Use exaggerated postures and positions.
- **Don't:** Use monochrome colour processing.



- **Don't:** Look down on people from above.
- **Don't:** Use extremely harsh shadows or lighting conditions when involving people.

Don'ts



- **Don't:** Show people in clothing that's too casual.
- **Don't:** Heavily retouch people in overly obvious way.
- **Don't:** Create overly staged and unnatural situations.
- **Don't:** Compose artificial backgrounds and details on people.



- **Don't:** Show unfavourable focal points (e.g. the father's midsection).



- **Don't:** Distract from people and focal points with busy backgrounds.
- **Don't:** Use converging lines and tilted perspectives.
- **Don't:** Heavily retouch people in overly obvious way (e.g. the man's skin is too smooth and yellow).

Don'ts



- **Don't:** Use clearly staged and clichéd stock photo compositions photo material.
- **Don't:** Depict gender stereotypes.
- **Don't:** Show clothing and fashion stereotypes.
- **Don't:** Use clichéd metaphors.
- **Don't:** Use a monochrome colour scheme.



the
what

Meaningful imagery

Building a bond through consistent atmosphere, evoking relevance, and resonance.

What makes Deutsche Bank's imagery distinctive?

Dedication is at the core of everything we do. It is the authentic essence of our brand. Therefore, it must come through in **every topic** and **image** we choose—and across all areas of expertise and business divisions.

With deep dedication.



What are the **feelings** and **emotions** that come from dedicating oneself to a cause?

What are **moments** of true dedication?

What are **lifestyles** and **environments** that foster dedication?

What are **symbols** and **gestures** that represent true dedication?

What are **achievements** that could only be reached through dedication?

Our imagery must depict these **moments, lifestyles, environments, symbols** and **achievements** of dedication.

They are always **accompanied by emotions** that emerge when visualising dedication.

**#pride #fulfillment #persistence
#love #loyalty #tension #resilience
#admiration #appreciation #calm**

Moments of dedication

Moments of dedication capture a single instance where focus, responsibility, and commitment converge—often **quiet**, sometimes **intense**, but always **deeply meaningful**.

Lifestyles of dedication

Lifestyles of dedication depict the settings and cultures where dedication becomes a way of life—shaped by discipline, purpose, and long-term pursuit. It shows people in their routines, processes, and patterns that they follow and/or that make their success possible.

Environments of dedication

Environments of dedication depict the spaces and systems where dedication is embedded and made visible—through structure, design, and order. They emphasise the environment—with or without people—showing standards, tools, and workflows that enable focus, reliability, and long-term performance.

Symbols and gestures of dedication

Symbols and gestures of dedication appear in both **the quiet** and **and the celebratory**. They are seen through movements, traces, or objects that carry meaning and reveal commitment—always **earned through effort**.

Achievements through dedication

Achievements through dedication make visible what perseverance, focus, and conviction can accomplish—**tangible results** that embody the **realisation of a dream**.

Context drives interpretation

the
what

Moments of Dedication



The sea may be unpredictable, yet the ship stands firm and stays on course.

#determination
#courage
#resilience

Lifestyles of Dedication



When you follow your passion and refine your dream every day.

#persistence
#tension
#fulfillment

Environments of Dedication



Optimised to the last detail. An environment built for scale.

#perfection
#timing
#detail

Symbols of Dedication



Excellence that breaks from convention, and reflects strength and superiority.

#premium
#proud
#unconventional

Achievements through Dedication



An ostensibly simple movement made possible by technological progress and expertise.

#precision
#perfection
#ambition

Same image, different story

Framing, caption, and placement decide the perceived story a picture tells.

the
what



Environment

Operational day at a container terminal—marked lanes, stacked containers, cranes on standby. The system and routines are the subject; no ceremony or milestone.



Symbol

Viewed as a code of dedication—grids, parallel lanes, and cranes become signs of order, coordination, and global connection. The port stands in for disciplined work.



Achievement

After an expansion/upgrade—new cranes installed, capacity delivered, impact visible at scale. Framed and captioned as a milestone reached through long-term effort.

Context creates meaning. The information around a photo defines how it's read. Decide where it lives, as the context you set determines the story it tells.

Image Deep Dive

Visual 1

Environment
of Dedication

Symbol
of Dedication

Achievement
through Dedication



Context:

In a moment of precision and trust, human expertise meets advanced technology. This interaction reflects the focus and coordination required to work seamlessly with innovative tools.

Dedication is visually evident through:

- Balanced positioning
- Focussed posture
- Direct engagement between human and machine

#collaboration

#innovation

#precision

Visual 2

Moment
of Dedication

Lifestyle
of Dedication



Context:

Focussing deeply on his work to achieve his goal. He must not rely on a certain environment to push his idea forward.

Dedication is visually evident through:

- Headphones maintaining concentration in a public environment
- Book and laptop combining research, planning, and creative work

#seriousness

#passion

#focus

Visual 3

Lifestyle
of Dedication

Moment
of Dedication



Context:

The combination of an urban working environment, mobile work rituals, and goal-oriented charisma visualizes a lifestyle in which dedication has become a daily practice.

Dedication is visually evident through:

- Confident gaze into the distance
- Upright, confident posture
- Urban setting: ability to maintain focus and momentum in a fast-paced environment

#velocity

#selfdiscipline

#confidence

Visual 4

Moment
of Dedication

Lifestyle
of Dedication



Context:

Collaborating closely, they exchange ideas and evaluate options. Their shared focus on the task at hand reflects a commitment to achieving the best possible outcome.

Dedication is visually evident through:

- Engaged posture: active participation and mutual attention
- Professional attire: signalling readiness and seriousness about the task

#care

#collaboration

#precision

Visual 5

Moment
of Dedication

Environment
of Dedication

Achievement
through Dedication

Lifestyle
of Dedication



Context:

In the final moments before service, flow and precision come together. This scene reflects the discipline, timing, and skill required to deliver excellence under pressure.

Dedication is visually evident through:

- Order tickets: managing multiple tasks with accuracy
- Focussed expression
- Professional attire

#craftsmanship

#expertise

#focus

Visual 6

Moment
of Dedication

Symbol and Gesture
of Dedication

Achievement
through Dedication

Lifestyle
of Dedication



Context:

Reviewing progress and discussing results reflects consistent effort and determination. Their exchange signals shared pride in what has been accomplished and strong focus on what comes next.

Dedication is visually evident through:

- Professional attire
- Engaged conversation
- Modern facility as a result of consistent performance

#competence
#forwardthinking
#care

Visual 7

Lifestyle
of Dedication

Symbol
of Dedication

Achievement
through Dedication



Context:

Emotionally loaded through the possibility of departures into the new or uncertain. Opportunities don't stop at borders—they stop when you don't utilize them.

Dedication is visually evident through:

- Clear and structured composition
- Soft, hopeful lighting
- Turbine as a symbol of propulsion, progress, and precision

#structure

#precise

#readiness

Visual 8

Moment
of Dedication

Symbol
of Dedication



Context:

Rising through an environment that demands focus and resilience, you move with purpose towards the surface. The scene symbolises an uplifting commitment to progress and growth.

Dedication is visually evident through:

- Direction towards the light
- Controlled movement
- Expansive underwater landscape

#exploringtheunknown

#selfdiscipline

#performance

Visual 9

Environment
of Dedication

Symbol
of Dedication



Context:

Combining bold design with engineering excellence stands as the result of vision, skill, and sustained effort.

Dedication is visually evident through:

- Unconventional geometry that breaks norms with intent and mastery
- Towering height communicates strength and superiority

#premium

#proud

#unconventional

Visual 10

Environment
of Dedication

Symbol
of Dedication

Achievement
through Dedication



Context:

Organised for scale and efficiency, every element works together to keep goods moving. This moment captures the structure, coordination, and precision required for seamless global trade.

Dedication is visually evident through:

- Large cranes and developed quay as finished infrastructure
- Dense, ordered container stacks show high capacity
- Clearly structured areas depict efficient operation as a result of good planning

#infrastructure

#longterm

#impact

Visual 11

Symbol
of Dedication

Achievement
through Dedication



Context:

New York and other major cities generally represent global financial markets, visionary ideas, power, and international opportunities.

Dedication is visually evident through:

- A bird's-eye view with foresight as an insight into the future
- Skyscrapers symbolise monuments of hard work and long-term commitment
- A comprehensive overview of the entire skyline
- Strong contrasts and sharp architectural lines embody clarity, structure, and focus

#globaltrade
#forwardthinking
#performance

Visual 12

Lifestyle
of Dedication

Symbols
of Dedication



Context:

Timed precision as the foundation for performance. A team that pulls in one direction. Quiet precision that turns alignment into speed.

Dedication is visually evident through:

- Matched oar angles and synchronized body positions
- Clean, parallel wakes marking repeatable precision
- Straight boat line indicating alignment and trust

#teamwork
#coordination
#performance

Visual 13

Environment
of Dedication

Symbol
of Dedication

Achievement
through Dedication



Context:

This setting integrates technology, logistics, and coordination to ensure smooth processes. Its structure and scale highlight a strong commitment to performance and reliability.

Dedication is visually evident through:

- Structured container arrangement
- Focussed lightning
- Dockside cranes: for accurate handling

#precision
#performance
#navigation

Visual 14

Moment
of Dedication

Symbols
of Dedication



Context:

This moment reflects navigating through a powerful and unpredictable environment where progress relies on control and resilience.

Dedication is visually evident through:

- The ship's consistent heading through irregular seas
- The neat container grid symbolizing order, responsibility, and load mastery

#determination

#confidence

#clarity

Dedication quick check

Moments of Dedication



Is there a moment visible in which dedication is expressed through an action, emotion, or look; or through powerful movement/dynamism?

Lifestyle of Dedication



Does the image show a focused person engaged in a habitual activity—routines, rhythms, or role-specific practices—that signal discipline, purpose, and long-term pursuit (the space is context, not the subject)?

Environments of Dedication



Does the image emphasise an environment—with or without people—where structure, design, order, and safety routines make a culture of dedication visible (the system is the subject)?

Symbols and Gestures of Dedication



Does the image present a symbol or a gesture—subtle or self-assured—that conveys dedication, repetition, or significance? A moment that comes before success, yet already makes it clear that success is within reach?

Achievements through Dedication



Is there a visible outcome founded on steady dedication, expertise, and long-term commitment—a moment of success that feels truly earned?