

# 1 | Our promise to clients everywhere



Our claim represents our value proposition to clients – condensed into three powerful words. It is a promise that we do everything...

**With deep dedication.**

Our claim should be used with intention. Therefore, integrate it to **convey and reinforce** our promise **whenever appropriate**.

The handwritten version of our claim serves as our **brand signature**. Used in brand communication, it should be treated as a key visual that requires **sufficient space to make an impact**.



## 2 | How to use our claim

Before integrating the claim, it's important to understand the type of communication content being created. In some cases, the claim might not be included at all.

### Brand & internal level\*

On this level, our brand purpose is the hero. Our message is strong and clear, supported by our handwritten claim. Applications include: brand awareness advertising, brand communications, trade fairs, events, merchandise, awards, and internal activation and communications, email signature and PPT presentations.

①

The claim is to be used in English, globally, with two exceptions.

In Germany and Thailand, a translation of the typed claim can be used if more appropriate for the target audience.

The handwritten claim only exists in English.

*With deep dedication.*

\* All usage of the handwritten claim in internal communication must be checked with Global Brand Management



Beste Grüße / Kind regards,  
Maja Mustermann

*With deep dedication.*



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### Product & service level

On this level, we go a bit deeper with specific messaging regarding products and services. Our purpose is still evident, but only to reaffirm the main message. Applications include: product advertising and branch materials.

**With deep dedication.**  
**Deutsche Bank**

Worldwide

**Aus tiefer Überzeugung.**  
**Deutsche Bank**

Germany

**ตั้งใจ มุมเท**  
**Deutsche Bank**

Thailand



### Trade & activation level

On this level, we are focused on promotional communication for products and offerings that activate clients. Applications include: promotional and sales advertising, and marketing assets.

No claim in use



\* Basisantrag: eff. Zinssatz 3,9% p.a. (effektiver Jahreszins) bei einem Sollzins von 3,9% p.a. (Sollzins) und einer Sondertilgung von 10% des Kredits. Der effektive Jahreszins kann variieren. Weitere Informationen finden Sie unter: www.deutsche-bank.de/lorem. Anbieter: Deutsche Bank AG, Taubertstraße 12, 60325 Frankfurt am Main