

Claim

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.

General overview of use

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**.

In addition to the handwritten version, the claim is also available in **typographic form** in English, German and Thai. The following pages provide guidance on usage of all versions.

Handwritten Version

With deep dedication.

Typographic Version

With deep dedication.
Deutsche Bank

Worldwide

Aus tiefer Überzeugung.
Deutsche Bank

German

ตั้งใจ ท่มเท
Deutsche Bank

Thai

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.

Follow the funnel

To choose and use the handwritten or typographic claim, follow the communication funnel, which is aligned with the respective goal of each stage.

01 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.

More details see page 66

With deep dedication.

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

02 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.

More details see page 70

With deep dedication.

03 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.

More details see page 74

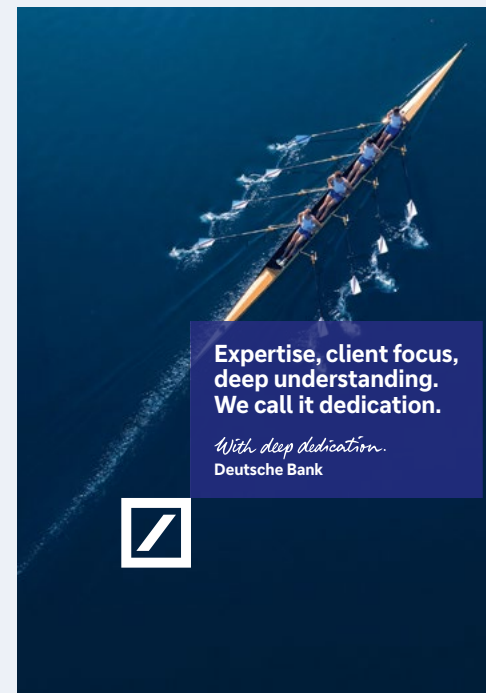
No claim in use

Brand & internal level

Together with our logo, our handwritten claim is our most valuable brand asset. It should be used with intention and be substantively supported, along with enough space to make an impact.

Keep in mind the following when using our handwritten claim:

- It should be as **a key visual itself**.
- It is **part of the main message** and other content should not compete with it.
- The **touchpoint should be meaningful to clients** or the public, while also delivering high levels of visibility.
- It should only be integrated in a layout structure when it comes to focused **brand communication**.
- **Outside the Bank**, the handwritten claim must always be placed in close proximity to a Deutsche Bank logo.



Beste Grüße / Kind regards,
Maja Mustermann

With deep dedication.



Maja Mustermann
Titel | Brand Office

Deutsche Bank AG
Global Brand Management
Taurusanlage 12
60325 Frankfurt am Main
Germany
Tel. +49 69 910-35889
Mobile +49 172-3748930
Email maja.mustermann@db.com

Brand & internal level – translations

1

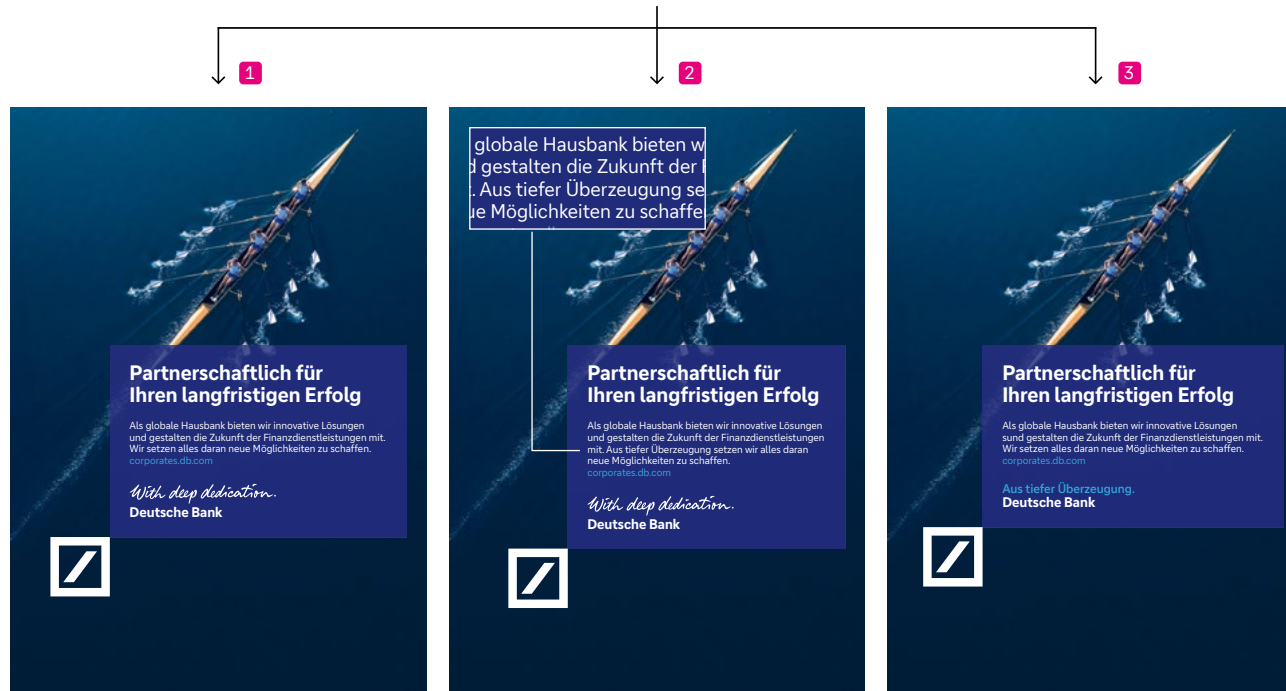
For brand and internal communication, the handwritten claim version should always be the first choice, although translated typographic claims are available. The handwritten claim always appears in English, even when used in German or Thai communications.

2

To convey the message of the claim in the local language, a corresponding phrase can be added to the body text.

3 4

If adding the handwritten claim is not feasible, then the typographic claim translated to German or Thai can be used.



①

Film and video

All endings show the handwritten claim, but it is possible to use a voiceover to convey the translation.



①

Please note: the Thai headline and body text have been translated via AI.

Brand & internal level – measurements

In traditional media, such as print ads and posters, the handwritten claim is always placed directly above the Deutsche Bank identifier information.

1 Height

The height of the handwritten claim is half the size of the logo (S) of each format.

2 Spacing

The spacing between the claim and the Deutsche Bank sender is 1/4X. It is measured using the higher arc of the handwritten “W”.

File format

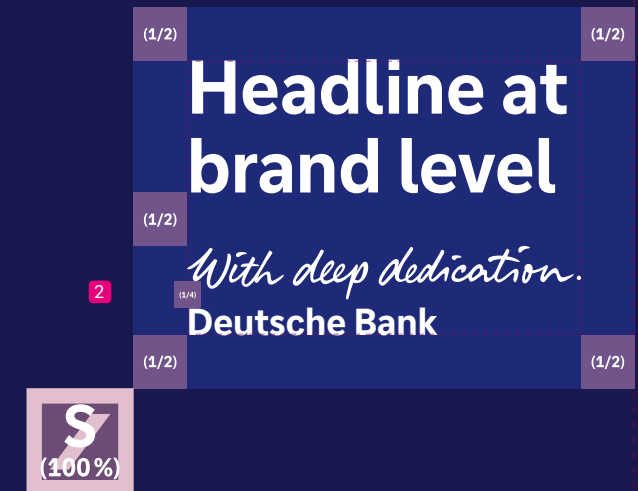
The handwritten claim is implemented as a logo image into the templates.

Minimum format size

In extreme and very small formats, the claim should be omitted.



Please note: the handwritten claim should be displayed on larger formats with enough space to make an impact.



Handwritten claim – dos and don'ts



Do:

Use the file as provided, as the claim has a fixed, one-line form. It is never altered in any way and may not be followed by other script fonts.



Don't:

Never set the claim differently than in its original form. Exceptions have to be approved by Brand Management.



Do:

Use the correct size, which is derived from the size of the logo used – always 1/2 of standard logo S. The claim-logo ratio is fixed and spacing is clearly defined.



Don't:

Never use the claim in a way that deviates from the specifications.



Do:

Always use correct colour combinations: white on Deep Blue, or Deep Blue on white.



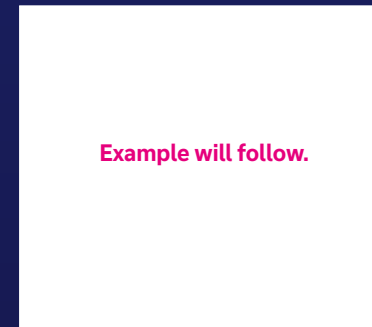
Don't:

Never use the claim in a colour other than white or Deep Blue.



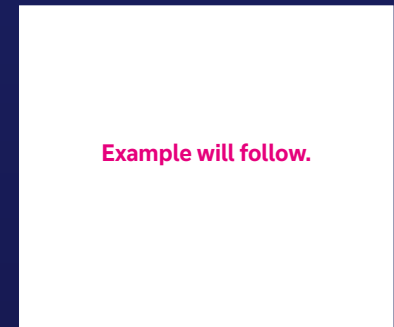
Do:

Add the claim in all appropriate media, environments and contexts.



Don't:

Never use the claim in appropriate context that does not reflect its meaning.



Product & service level

Designed with our brand font, our typographic claim is ideal for day-to-day communication.

Our typographic claim should always be used **within our general layout system**, which includes layouts with and without our expanding box.

Keep in mind the following when using our typographic claim:

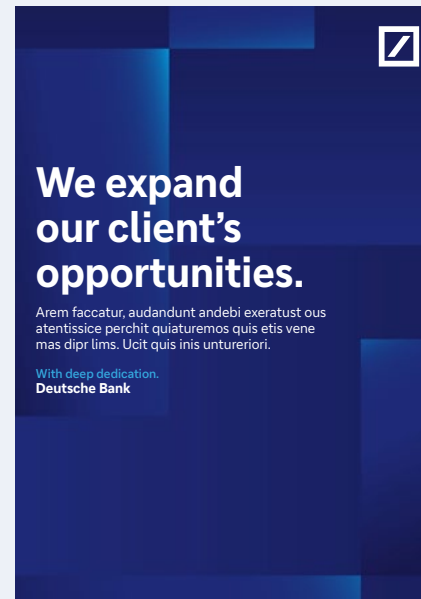
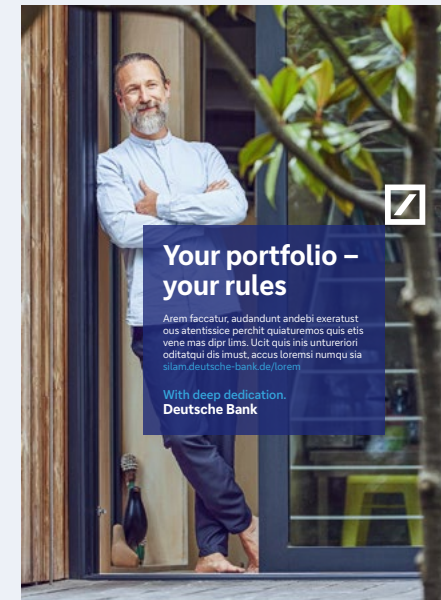
- 1 Layouts with the expanding box:**
the claim and Deutsche Bank identifier appear together after the body text. They **provide additional reassurance** without being the main message, while also maintaining the content hierarchy.
- 2 Layouts without the expanding box and without a sender identifier:**
the claim and Deutsche Bank identifier are placed below the body text. See example in the bottom left.
- 3 Layouts without the expanding box and with a sender identifier:**
the Deutsche Bank identifier and sender identifier remain together at the top of the layout, while the claim is placed alongside an additional Deutsche Bank identifier after the body text. See example in the bottom right.

With deep dedication.
Deutsche Bank

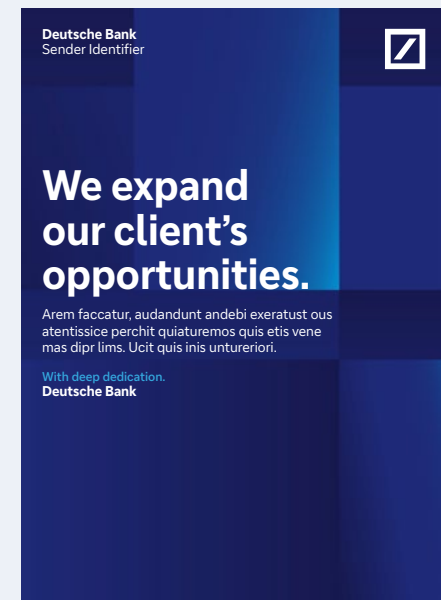
1



1



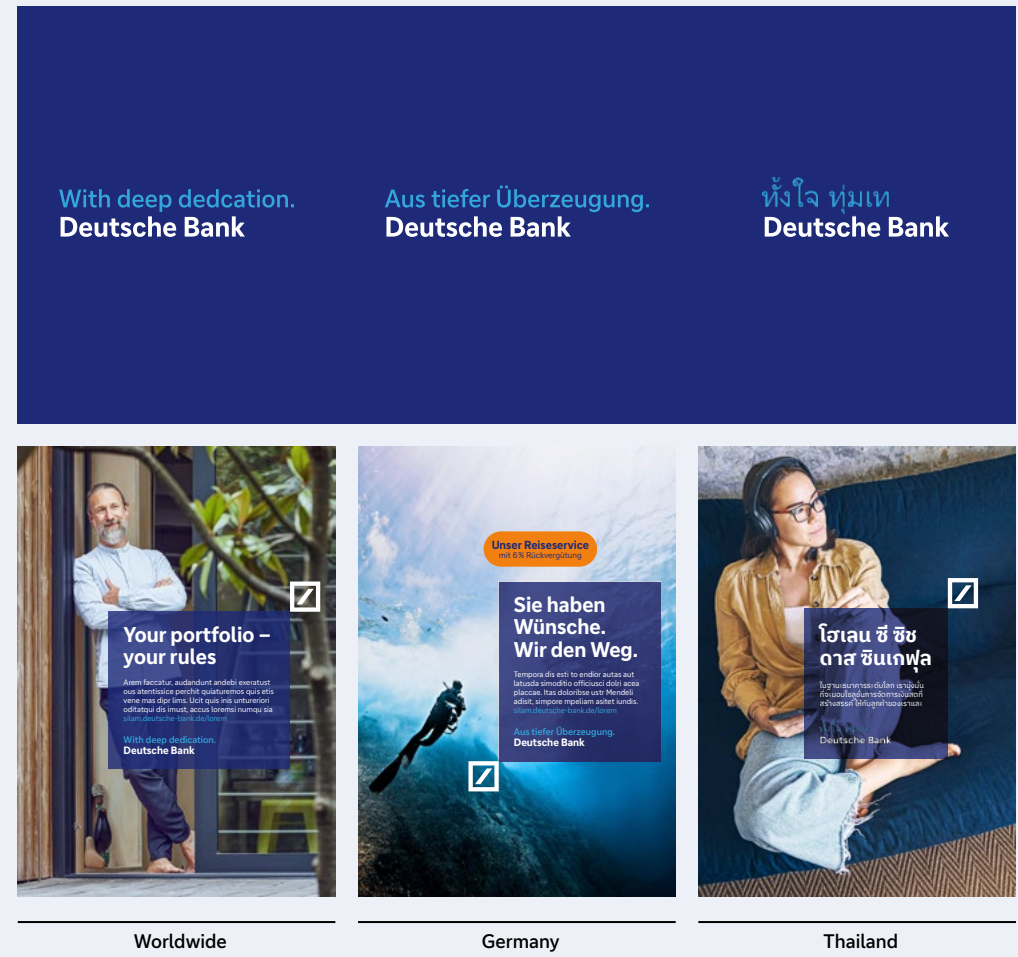
2



3

Product & service level – translations

In Germany and Thailand, the translated typographic forms of the claim are always used at the product and service level.



①
Please note: the Thai headline and body text have been translated via AI.

Product & service level – measurements

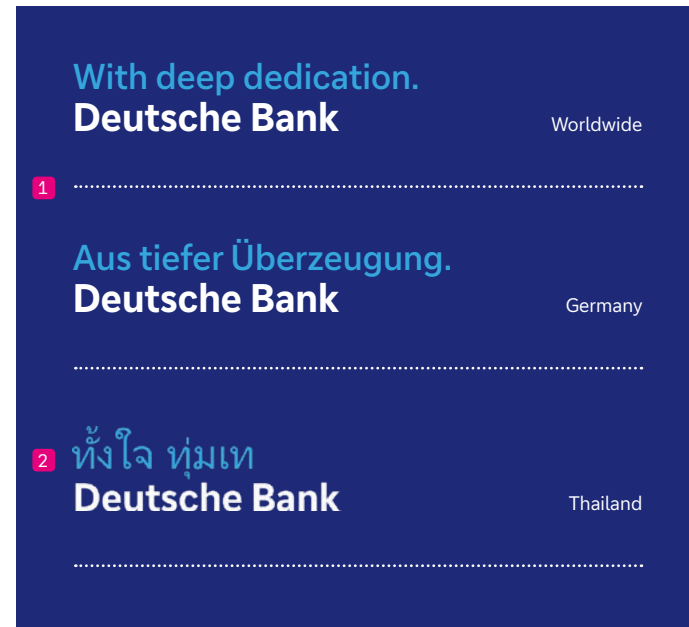
The typographic claim is always placed directly above the Deutsche Bank sender information.

1 Spacing: Worldwide and Germany

Set in DeutscheBank Medium at 90 % of the identifier size, with line spacing of 110 % of the Deutsche Bank identifier.

2 Spacing: Thailand

The handwritten claim that appears in Thai script requires different size and spacing specifications. As of May 2025, these are still being defined.



Headline at
product and
service level

With deep dedication. (1)
Deutsche Bank

Typographic claim – dos and don'ts



Do:

Use the file as provided, as the claim has a fixed, one-line form. It is never altered in any way and always appears in fixed combination with the Deutsche Bank identifier.

With deep dedication.
Deutsche Bank



Don't:

Never set the claim differently than in its original form.

With
deep
dedication.
Deutsche Bank



Do:

Use the correct size, which is derived from the size of the Deutsche Bank identifier used, and is always 90% of the font size. Line spacing is 110%.



Don't:

Never use the claim in a way that deviates from the specifications.

Deutsche Bank
With deep dedication.



Do:

Always use correct colour combinations: bright blue on Deep Blue as the predominant style, or Deep Blue a white background.

With deep dedication.

With deep dedication.



Don't:

Never set the claim in a colour other than bright blue or Deep Blue.

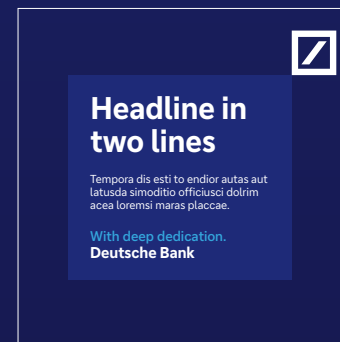
With deep dedication.

With deep dedication.



Do:

Follow the correct hierarchy within the expanding box: headline, body text, claim. The claim, next to the Deutsche Bank identifier, provides additional reassurance, but it is not the main message.



Don't:

Never display the typeface claim in any other way than in the specified hierarchical order.

With deep dedication.
Deutsche Bank
Headline in two lines

Tempora dis est to endior autas aut latutsa simoditio officiusci dolrim acea loremsi maras placcae.

Trade & activation level

On this level of material, we do not use the claim.

Trade and promotional communication is focused on time-limited offers or action-driven content with the goal to activate clients. This communication is about focus and clarity.

By itself, an attractive offer is not sufficient proof of our purpose. Therefore, we completely omit the claim.

No claim in use



Choosing the right claim

Use this chart to help guide you in selecting the correct claim and placing it in the right form. If you are unsure about a specific application, or if a claim should be used at all, please contact Global Brand and Marketing using contact details found on the last page of this guideline.

External communication	Handwritten claim	Typographic claim	No claim
Letterhead			×
Business card			×
Compliment card			×
Envelope			×
Email signature	✓	✓ (Germany)	×
PPT presentation	✓ (title/divider/end chart)		× (content)
Forms			×
Financial communication (reporting)			×
Press releases			×
Legal communication			×
Print and online ads	✓	✓	×
TV commercials	✓		
Social media	✓ (paid)	✓ (paid)	× (organic)
Direct marketing		✓	×
Newsletter and emails			×
Email header and signature banner	✓	✓	×
Print and digital literature	✓	✓	×
Magazines and periodicals			×
Homepage and landing pages			×
Online banking (desktop/app)			×
Tutorials and videos	✓		×
Signage			×
Giveaways			×
Greeting cards (incl. branded e-cards)			×
Trade fairs and events	✓	✓	×
Sponsoring	✓		×
Employer branding and recruiting	✓		
Corporate social responsibility	✓		
ERG (Pride, etc.)	✓		×
Internal communication	✓	✓ (Germany)	

Contact

Imprint

All of the images shown in this guideline are the property of Deutsche Bank and may not be used for other purposes without approval.

Contact APAC & MEA

Rehana Macdonald

Tel.: +65 6423 8412
Mobile: +65 9155 9195
Email: rehana.macdonald@db.com

Contact Germany

Angela Eckert

Tel.: +49 228 920-12201
Mobile: +49 171 9749954
Email: angela.eckert@db.com

Amal Breuer

Tel.: +49 228 920-12117
Mobile: +49 170 5793314
Email: amal.breuer@db.com

Contact UKI & Europe ex Germany

Alexandra Cross

Tel.: +44 20 754-56889
Email: alexandra.cross@db.com

Xanthe Lindsay

Tel.: +44 20 754-54753
Mobile: +44 7919 090511
Email: xanthe.lindsay@db.com

Contact Corporate Design Agency

Peter Schmidt Group

Email: db-team@peter-schmidt-group.de