



Deutsche Bank

Corporate design guidelines

App icons

August 2025

Overview – two categories

There are two categories of app icons: external and internal. For both, the logo and the icons used must come from the Deutsche Bank icon set. If new icons need to be created, they should be designed in accordance with the specified brand style.

External app icons

Designs for external apps use a uniform Deep Blue background and a white logo or white icons. The general banking app only displays the logo.

Internal app icons

Designs for internal apps use an inverted style featuring a white background with the logo and icons in Deep Blue.



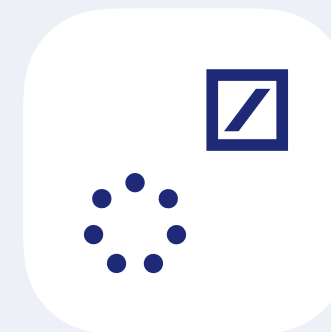
Banking app

Deep Blue background with logo in white



External designs

Deep Blue background with logo and icons in white



Internal designs

White background with logo and icons in Deep Blue



Icons used here

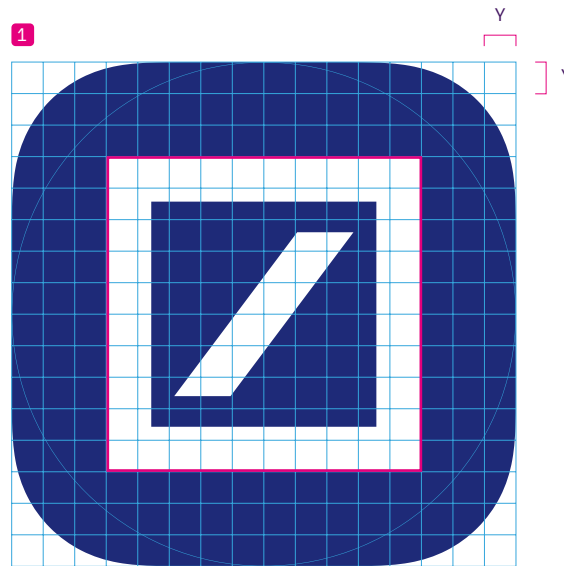
The Deutsche Bank icons used in the app designs above are only used as placeholders and are not a reference.

Measurements

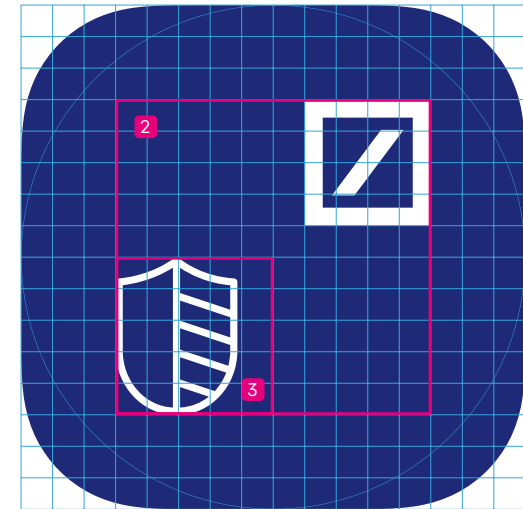
- 1 Base grid**
Size: 16 × 16 grid
- 2 Maximum area for elements**
Size: 10Y × 10Y
- 3 Icon area**
Size: 5Y × 5Y
- 4 Placement of icons**

Icons are placed in the square icon area according to their respective formats. Icons in portrait format are scaled to the height of the area, icons in landscape are scaled to the width of the area, and square icons are scaled to fit the full size of the area.

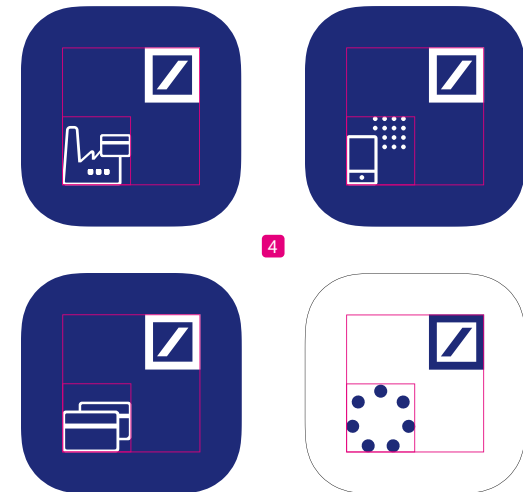
All icons are aligned to the bottom left.



1. Banking app:
logo centred



2. External and internal apps:
logo top right with icon bottom left



As specifications are subject to change, please always refer to the current guidelines for app icons under the respective systems.

- 👁 **Icon design specifications**
<https://developer.android.com/distribute/google-play/resources/icon-design-specifications>
<https://developer.apple.com/design/resources/>

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.

APAC & MEA

Rehana Macdonald

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

Germany

Angela Eckert

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

UKI & Europe ex Germany

Alexandra Cross

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

Amal Breuer

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

Xanthe Lindsay

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

Corporate Design Agency

Peter Schmidt Group

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