



Deutsche Bank

Corporate design guidelines

Generative AI – Imagery, Brand and Marketing Assets

May 2026

Introduction

03 Preface

General principles

05 Brand codes

06 Important considerations

07 Fixed brand elements

08 Indirect textual and direct visual labeling

AI-generated text

11 AI-generated text

AI-generated images and video

13 Imagery and video

14 People and faces

15 Objects and architecture

16 Business situations

17 Landscapes and environments

Contact

18 Contact

Preface

While generative artificial intelligence unleashes new opportunities for activating the Deutsche Bank brand, we stay committed to engaging with clients in a human ways that show authenticity and respect. That's why this guideline covers the correct implementation of AI-generated content.

Our corporate design is simple, clear and consistent across the globe — and any AI-generated content must uphold our company's aspirational culture and brand identity. As AI evolves, we are merging creative possibilities with legal and ethical requirements to communicate in ways that add value to people's lives.



Please note:

It is the creator's responsibility to ensure Deutsche Bank has the necessary rights to the original materials and final outputs.

1. General principles

Aligning AI-generated content with our brand codes

Our attitude towards AI is rooted in the core of the Deutsche Bank brand. As such, our goal is to use AI to unlock new possibilities, strengthen our brand, and support our reputation.

On the other hand, visible AI shortcuts suggest low effort, negatively affect credibility, and imply anything less than deep dedication.

Our brand codes Foundation

Sophisticated

Intelligence and maturity



Conservative edge

Responsibility and steadiness

Aspirational

Quality is non-negotiable in every detail

Humanly precise

Emotionally aware while maintaining clarity

Subtly tech-savvy

Confidence in tools and systems

Formal but warm

Balanced tone; never cold, never casual



What & why Action steps

Preserve trust:

We do not create artificial people, invented client interactions or emotional simulations. By avoiding these creations, we demonstrate that we are thoroughly reliable.

Ensure brand clarity:

AI-generated content must follow the brand's visual and verbal clarity. Reliable and free of exaggeration. We refuse to compromise on quality. Detail is everything.

Act ethically responsible:

Bias, stereotypes or sensitive attributes must be strictly avoided. We act with empathy, grounded in clarity.

Control the deployment:

AI assists, while humans must decide, verify and approve. This approach grounds our confidence in our tools and systems.

Important considerations when using generative AI systems

Top generative AI rules

For Deutsche Bank employees:

Before using any generative AI tools, always review the applicable Deutsche Bank internal policies. Employees are responsible for completing the required training and for understanding and complying with these guidelines when using AI tools to generate content.

For external vendors and partners:

Third-party vendors may only create assets for Deutsche Bank under a formal contractual agreement. All work must comply with the terms of the signed agreement and follow Deutsche Bank's AI guideline, and non-compliance may result in contractual consequences.

Generative AI refers to systems, tools and apps that use existing data to create new content — from text and imagery to audio and code.

1. Protect data and confidentiality

Generative AI tools often process data outside the EU, sometimes without transparent legal frameworks.

Therefore, there are several things to keep in mind. No personal data, client data, internal information or confidential content may ever be entered into AI tools. This includes text, images, documents, screenshots, code, presentations, internal communications, or any protected materials.

The use of freeware, consumer-grade apps or unapproved AI systems is not permitted. Only Deutsche Bank approved and legally vetted AI environments may be used.

2. Ensure reliable content

AI systems depend greatly on the quality, quantity and weighting of the individual data sets used to train them. As a result, AI-generated content can potentially be inaccurate, misleading or outdated. Furthermore, generative AI systems are not always transparent about their data sources, leading to content that may be subject to bias. Before using any AI-generated content, its reliability and objectivity should be verified.

3. Mind intellectual property

Data including text, terms and images used by AI systems may be protected by copyright. As a result, the use of AI-generated content may constitute copyright infringement and reproduction may be punishable by law. It's critical to act with caution when using AI systems for content creation, especially for external communication.

4. Provide full transparency

We are transparent about how we use generative AI, supporting trust across our entire network.

To ensure full transparency, Deutsche Bank requires that all assets created with generative AI are clearly identified and labeled as such. The use of AI must be disclosed where required, especially in external communications. Internally, documentation must record where and how AI was used within the content creation process.

AI-generated assets must not infringe upon existing copyrights, trademark rights, personality rights, or any other third-party rights. Responsibility for the legally compliant and transparent use of AI-generated content lies with the respective users within the organization. In cases of uncertainty, the Legal or Compliance department must be consulted.

5. Integrate risk management

We must always consider the potential legal and financial risks associated with the use of generative AI. This includes clarifying the question of liability in the event of errors or damage caused by the use of AI.

6. Review with human eyes

We must ensure that AI-generated content is always reviewed by a human being. Any false or misleading statements must be immediately flagged and updated accordingly.

7. Responsible use and accountability

Legal issues such as data protection and ethical boundaries must be regularly reviewed.

8. Follow ethical principles

We carefully consider how our use of generative AI may affect our clients, employees, and society. We ensure that every application of AI aligns with Deutsche Bank's principles.

9. Know how to code

Before applying generative AI in our programming work, we ensure that we are familiar with its syntax, commands and documentation. We thoroughly review all generated code, as mistakes can compromise performance, functionality and security.

Fixed brand elements of Deutsche Bank

Our goal is to protect the identity of the Deutsche Bank corporate brand for the long term – from our values and voice to our look and feel. As such, it's critical that our design principles, which are based on the identity-defining design elements of the brand, remain consistent.

In sum: the distinctive appearance of Deutsche Bank must not change.

Our key brand elements – including logos, icons, illustrations, fonts and imagery – form the visual foundation of our brand. They can never be altered, modified, distorted or reimagined in any way by generative artificial intelligence systems.

Logo



Colours



Claim

With deep dedication.

Typeface

Deutsche Bank
hamburgefonts,!
123%¹/₃fi⁴→↗€¥£

Imagery

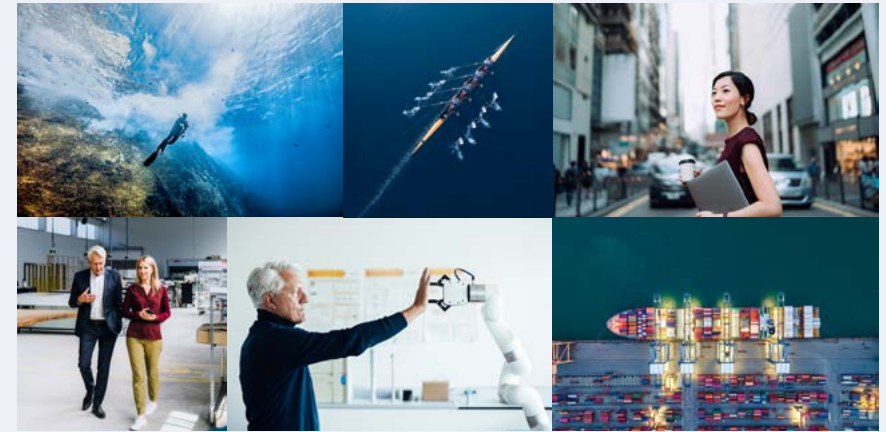
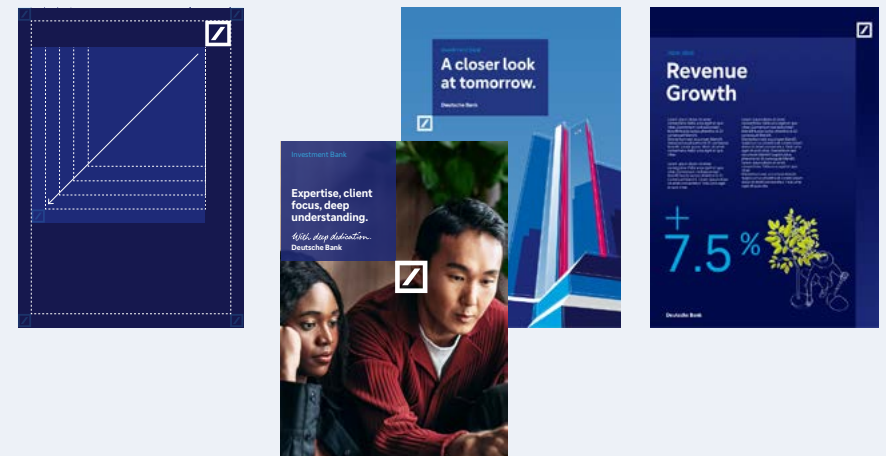


Illustration and icons



Design principles



Indirect textual and direct visual labelling

All AI-generated content, including text, images, videos, and other digital or print materials, must be clearly labeled to ensure transparency and to inform audiences that the content has been created by generative AI. The labeling system must be used across all platforms, including internal and external communications, and will maintain consistency with Deutsche Bank's commitment to trust and integrity.

We differentiate between indirect labeling and direct labeling, both of which must be implemented based on the format of the content.

Formatting and design

Both indirect and direct labeling formats must adhere to Deutsche Bank's brand guidelines to maintain visual consistency. Key details include:

- **Text size and style:** The label should use the Deutsche Bank Light typeface when in black text, and Deutsche Bank Regular for white or negative text.
- **Positioning:** The label's position on the content must be discreet yet visible, maintaining the brand's clean, professional aesthetic.
- **For watermarks:** the size of the text should be consistent with the caption size used in other image elements.

1 Indirect labeling

Indirect labeling refers to textual notes that are included in disclaimers or footnotes in a variety of media formats, such as:

- **Digital media:**
websites, newsletters, intranet, presentations
- **Printed materials:**
brochures, flyers, advertisements
- **Video content**

These disclaimers should be clearly visible and positioned in a consistent manner on all materials that contain AI-generated content. The indirect label provides an overall disclosure that content has been generated using AI but does not need to be attached directly to individual pieces of content.

1

Note: This brochure contains text content that was created using AI.

Example of a textual note in the disclaimer.

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.

As the owner of this medium (website/newsletter/presentation), we acknowledge that some content was created using AI.

Example of a textual note in the imprint.

Indirect textual and direct visual labeling

Direct labeling

Direct labeling involves placing a textual note or watermark close to the AI-generated content. This method is especially important for images, videos, and specific sections of text, ensuring that AI-generated content is immediately identifiable to the viewer.

2 Textual notes: Placed as captions or accompanying text near the content itself, making it clear that AI was involved in the creation of the material.

3 Watermarks: A watermark indicating AI-generated content should be placed directly on the image itself when textual notes cannot be added due to software limitations or space restrictions. This allows the viewer to clearly see that AI was used.

Images enhanced by AI

Images that are only partially edited by AI do not require direct labeling, such as when adding elements or changing colours. However, if transparency is desired, then use indirect labeling such as a disclaimer or footnote outside the image.

Labeling responsive images

In a digital context labels should not be embedded directly into images, as this reduces responsiveness across devices.

Recommended approaches:

- Small “AI generated” overlay on the image
- Footnote below the image
- Subtle icon with tooltip (hover)

2

This text/image/video was created using generative AI.

Example of a textual note in the caption and accompanying text.

3



Example of a watermark on a dark image.

3



Example of a watermark on a light image.

2. AI-generated text

AI-generated text

Beyond visual components, the Deutsche Bank brand identity is also defined by a disciplined use of language. Consistent terminology, spelling and tone are essential for maintaining a unified brand presence across all internal and external communications. These standards apply equally when digital tools, including AI-based systems, are used to draft or support written content.

To protect the integrity of the brand, any text produced with the assistance of AI must adhere to the following principles.

Deutsche Bank language standards

All content must reflect the bank's established terminology, writing conventions and communication principles. Expressions, formulations or stylistic elements that conflict with approved standards should be avoided.

Professional tone and clarity

The writing should demonstrate the precision, formality and clarity expected of a global financial institution. AI-generated drafts should never compromise the bank's commitment to accuracy, transparency and responsible communication.

Human review and accountability

AI-generated content must undergo careful final review by the creator and must adhere to the regular approval processes. Content should only be released or used after it has been validated for factual accuracy, regulatory compliance, and alignment with brand guidelines.

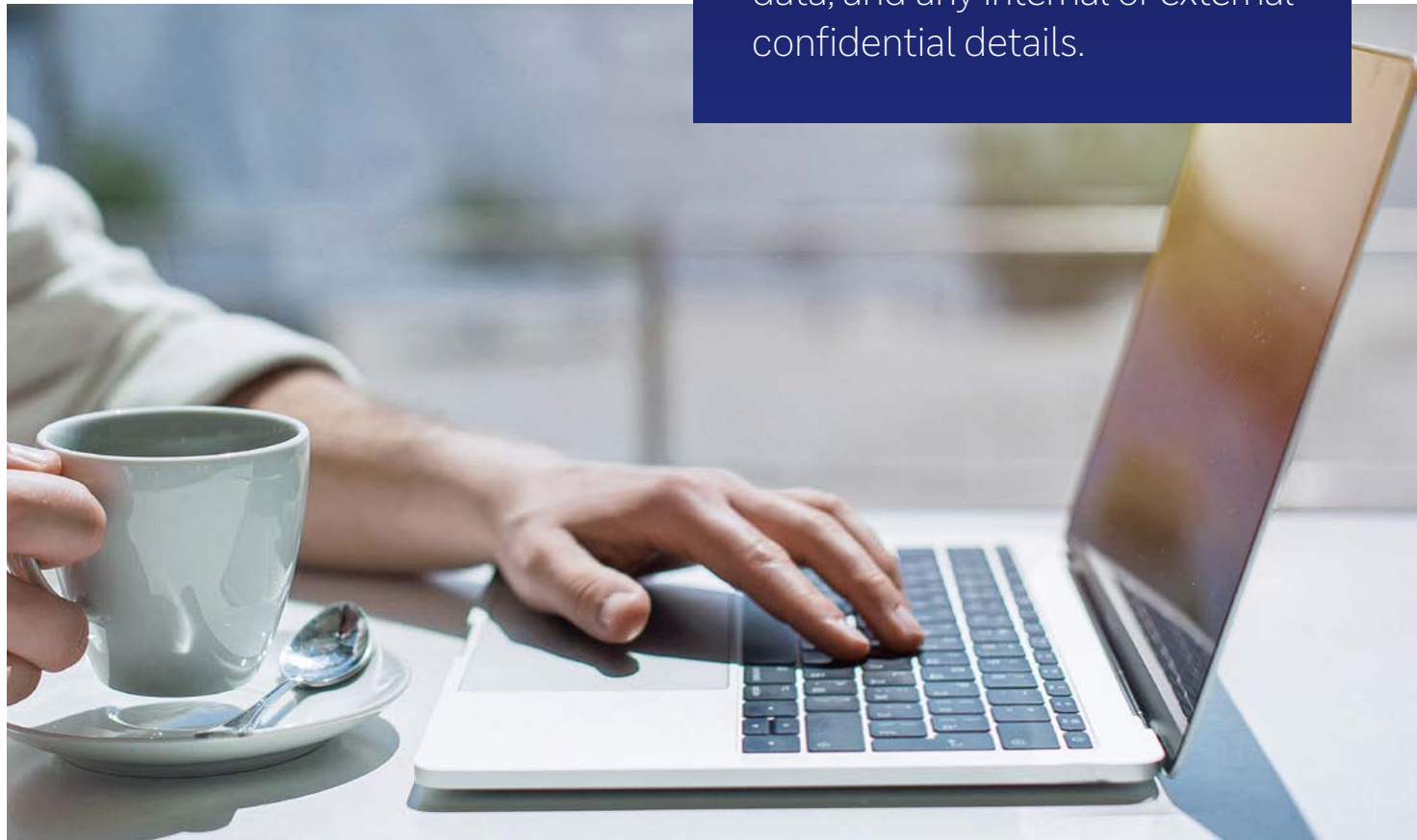
AI-generated narration (speaker and voice)

When video content requires voiceovers or narration, real human voices are the best option. This ensures authentic experiences and credible communication, advancing our goal of making human connections with our clients.

If AI-based voice technologies are used in exceptional circumstances or for internal purposes, this must be transparent. The output must be reviewed and approved by responsible staff to ensure accuracy, compliance and brand consistency.

Legal notice

It is essential to ensure that no company-related information is used when creating texts with the support of AI. This includes avoiding real names, personal data, and any internal or external confidential details.



3. AI-generated imagery and video

AI-generated imagery and video

From still photographs to engaging video, our imagery is full of real-life experiences. That doesn't change when using AI-generated images or video footage.

All AI-generated visual content intended for external communication must adhere to the regular approval processes. This applies to content created within Deutsche Bank departments and by any external partners or agencies.

For external use, it is recommended that AI-generated materials be commissioned exclusively from a professional designer or agency.

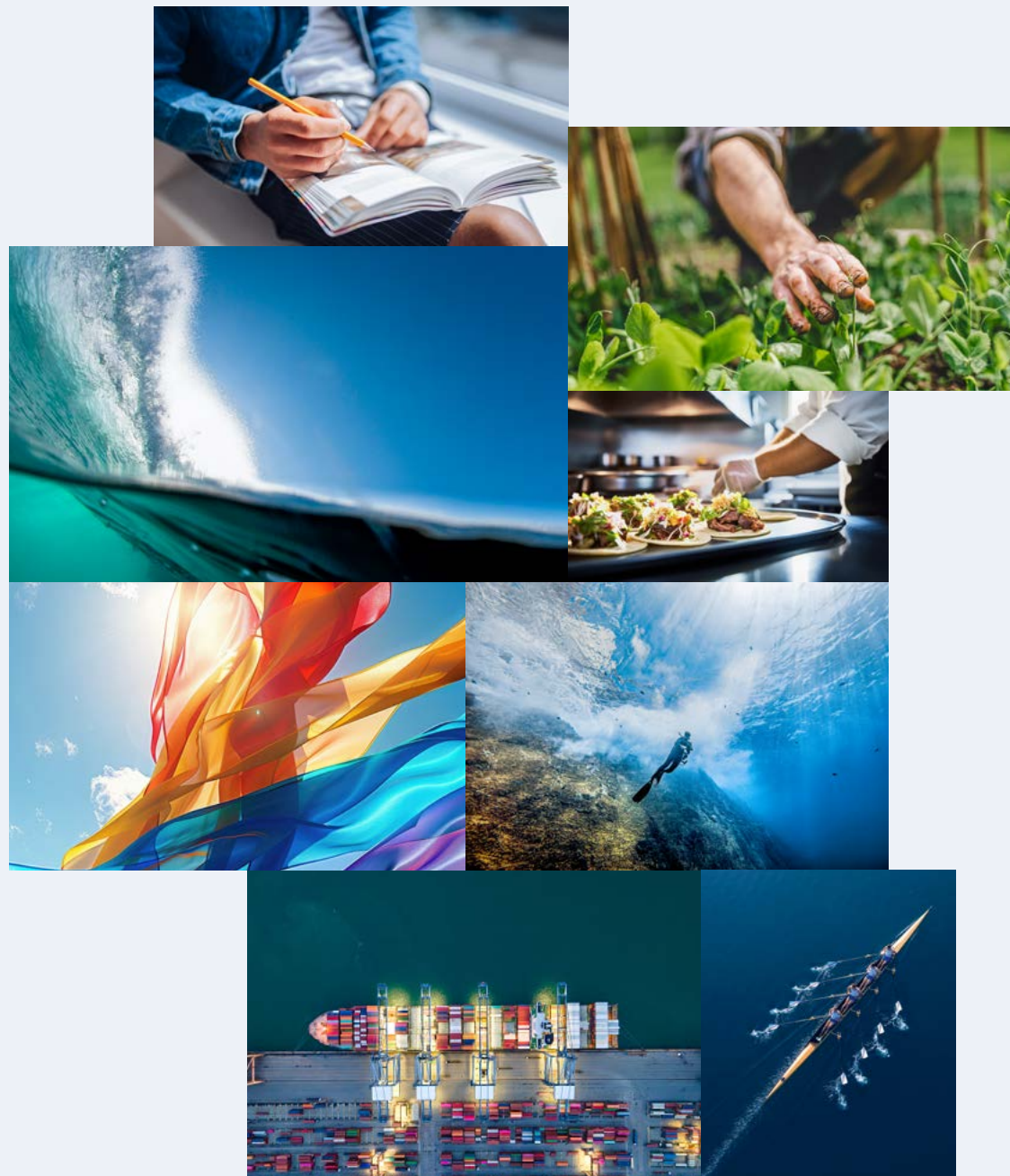
For internal purposes, the use of AI-generated imagery or video should follow Deutsche Bank's guidelines and rules of use.

Focus on mood and surroundings

All AI-generated imagery must be general in nature. The depiction of real people and places is not allowed. Instead focus on atmospheric imagery that enhances Deutsche Bank's aspirational culture (see page 5).

Keep in mind:

- Depictions of identifiable people, places, buildings, or objects are strictly prohibited in AI-generated visuals. This includes recognisable landmarks like the Deutsche Bank towers or the Eiffel Tower.
- Depictions of Deutsche Bank internal spaces, such as back offices, are strictly prohibited.
- Depictions of Deutsche Bank environments are strictly prohibited. Images must not show bank-related interiors, exteriors, operational areas, or any technical or infrastructure details of Deutsche Bank.
- Focus on accurate depictions of scenes and pay attention to details in order to ensure photorealistic content.



Samples of acceptable AI-generated imagery.

AI-generated people and faces

When showing people and their faces — whether Deutsche Bank employees or our clients — real photography is the only option. This applies to close-up shots of individuals and images that place people in the background.

While the use of AI-generated imagery to depict people and faces is not allowed, it is acceptable to show close-ups of hands, extreme long shots, silhouettes and similarly-vague scenes.

We do not create artificial people, invented client interactions, or emotional simulations. By avoiding these, we continue to show that we are thoughtful, mature and thoroughly reliable – while ensuring that all ethical and legal standards of Deutsche Bank are upheld.



When real photographs are necessary



Recognisable elements of a person are visible.



Even if a person is not the central focus or far away



Motifs that may be AI-generated



Close-up of hands or legs performing an activity (e.g. work, sport or hobby).



Medium shot of person from behind in an environment that cannot be clearly identified.



Don'ts



Errors in implementation and incorrect combination of content (e.g. the coat features an unrealistic slit that does not conform to normal standards).



Face visible, even if only slightly from the side and back

AI-generated objects and architecture

Small objects

AI-generated imagery that shows small objects is allowed – including stationery such as pencils and notebooks, or everyday items such as keys or wallets. These AI-generated images can be used to depict work-related or client-related situations. Larger objects with specific detail, such as airplanes, should only be shown with real photographs.

Please note:

It is strictly prohibited to use AI-generated imagery of branded objects that feature our logo, such as Deutsche Bank pens, bags or t-shirts.

Architecture

Wide shots of buildings and structures should be depicted with real photographs. Even if a building or structure is completely fabricated and generated by AI, it cannot be used. However, close-ups of generic buildings, such as apartments or offices, may be AI-generated.

Iconic or protected architectural details must not be identifiable in a way that references real locations.

Motifs should use generic backgrounds even when referring symbolically to a particular cultural or urban context.



When real photographs are necessary



Technical details in which a professional could spot errors



Iconic architectural details



Motifs that may be AI-generated



Primary visual element paired with a generic background to evoke a specific culture. Ensure that cultural elements are represented accurately and authentically.



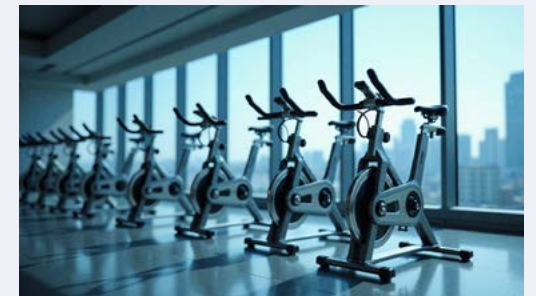
Everyday objects from sport, without recognisable specific details or trademarks, such as names and logos.



Don'ts



Buildings or structures in wide shots.



Attention to detail: images with missing components are not permitted (e.g. training bikes without pedals).

AI-generated business situations

Imagery of office settings may be AI-generated, but the inclusion of visible people, legible text or branded objects is not permitted.

If any Deutsche Bank content or corporate design elements are visible in any way, they must be real and never AI-generated. This is especially valid when showing electronic devices. While the devices themselves can be AI-generated, the content shown must be real. When in doubt, rely on available templates and mock-ups that feature electronic devices and visible screens.



When real photographs are necessary



Internal business meetings.



Consultations held at the customer's premises.



Motifs that may be AI-generated



Close-ups on the topic of client service without specific text visible.



Electronic device displays as mock-ups for our own content (note that the content itself cannot be AI-generated).



Don'ts



No creation of images showing people, even from the back, implying employees or clients.



Faulty, unrealistic, or incorrectly proportioned devices (e.g. laptop without monitor with keyboard on top, oversized smartphone).

AI-generated landscapes and environments

Similar to architectural scenes, the use of AI-generated imagery that shows real places or environments is not allowed. It's also important to avoid giving the impression of a specific location. Keep the focus on the general atmosphere to enhance the overall mood.



When real photographs are necessary



Iconic cityscapes or skylines that are widely recognised.



Special landscape or architectural features that are widely recognised.



Motifs that may be AI-generated



Realistic landscapes that vaguely resemble familiar regions.



Bird's-eye view, largely abstracting industrial facilities or landscapes.



Don'ts



Unrealistic or fantastical combinations, such as wildlife in environments or seasons where they do not belong (e.g. ladybugs with the wrong head in a season where it would not appear).



Industrial facilities must be checked to ensure that they are realistic (size and arrangement of containers on land and on the ship, fast movement of the ship in the port area, size of the container ship, etc.).

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
Global Brand Office

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

Germany

Angela Eckert
Global Brand Office

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

Amal Breuer
Global Brand Office

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

Sabine Berling
Global Brand Office

Tel.: +49 69 910-48918
Mobile: +49 151 67364699
Email: sabine.berling@db.com

UKI & Europe ex Germany

Alexandra Cross
Global Brand Office

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

Xanthe Lindsay
Global Brand Office

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