



Deutsche Bank

Corporate design guidelines

Art & Culture

November 2025

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1. Introduction

Converging perspectives

At Deutsche Bank, we're deeply invested in art. In the conversations it ignites. In the connections it fosters. In the ideas it inspires.

Art thrives through bringing together different voices and experiences. This sensibility guides our design system, Converging Perspectives, which unites graphics, text and photography through blocks that connect and intersect.

Both modular and flexible, this approach expresses our values – simplicity, clarity and consistency – and amplifies the impact of the cutting-edge art we support.

In action – posters



Poster – image

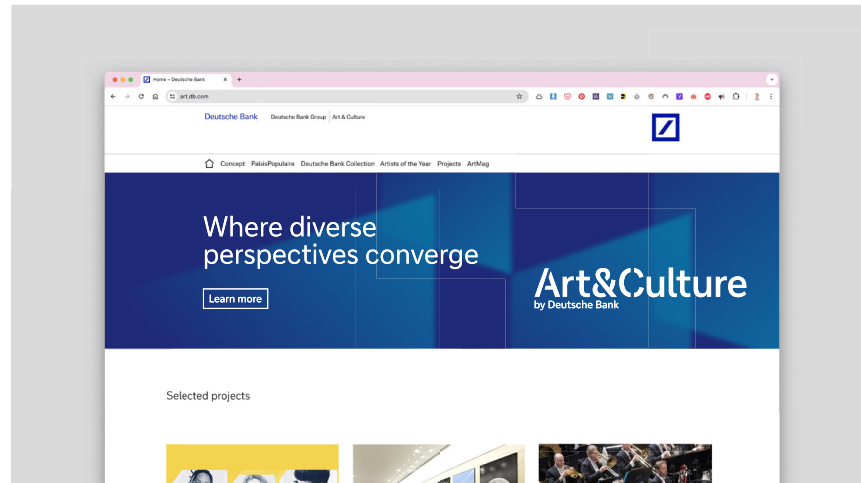


Poster – full-bleed image, primary use



Poster – type-only

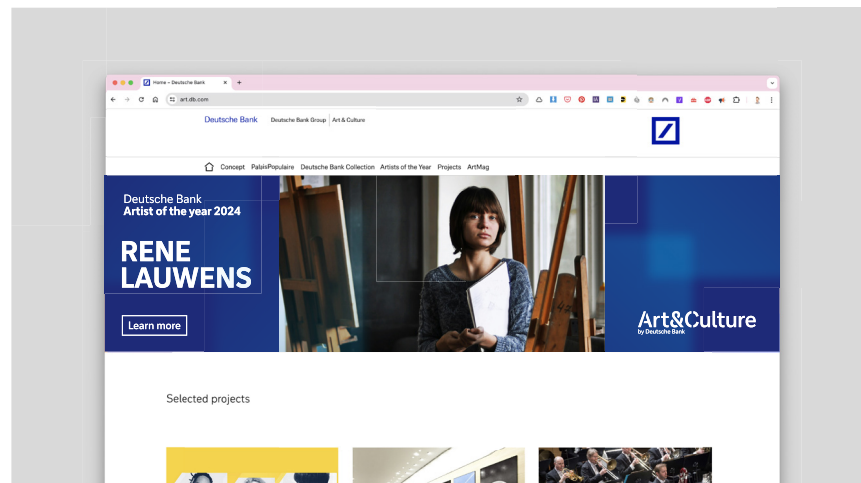
In action – website headers



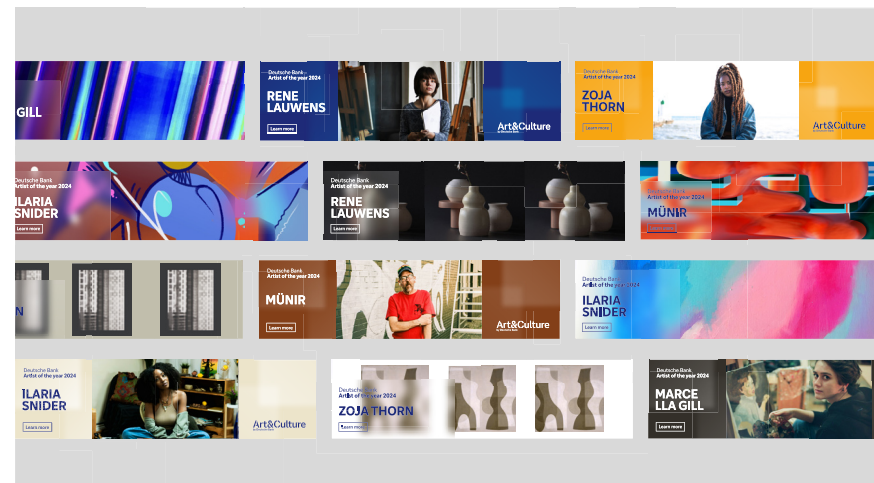
Website header – type-only



Website headers – type-only

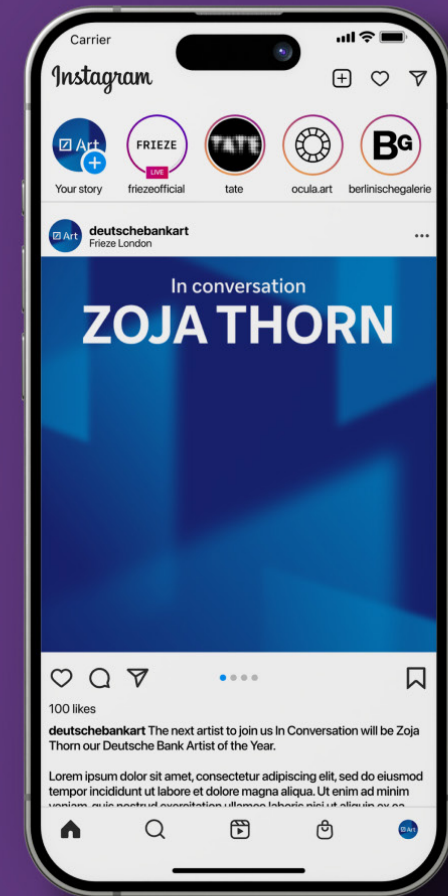
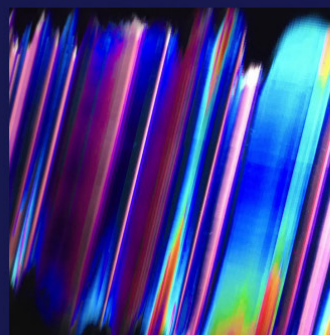
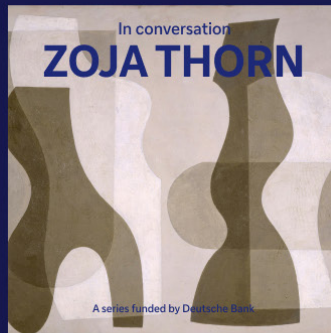


Website header – artist



Website headers – image

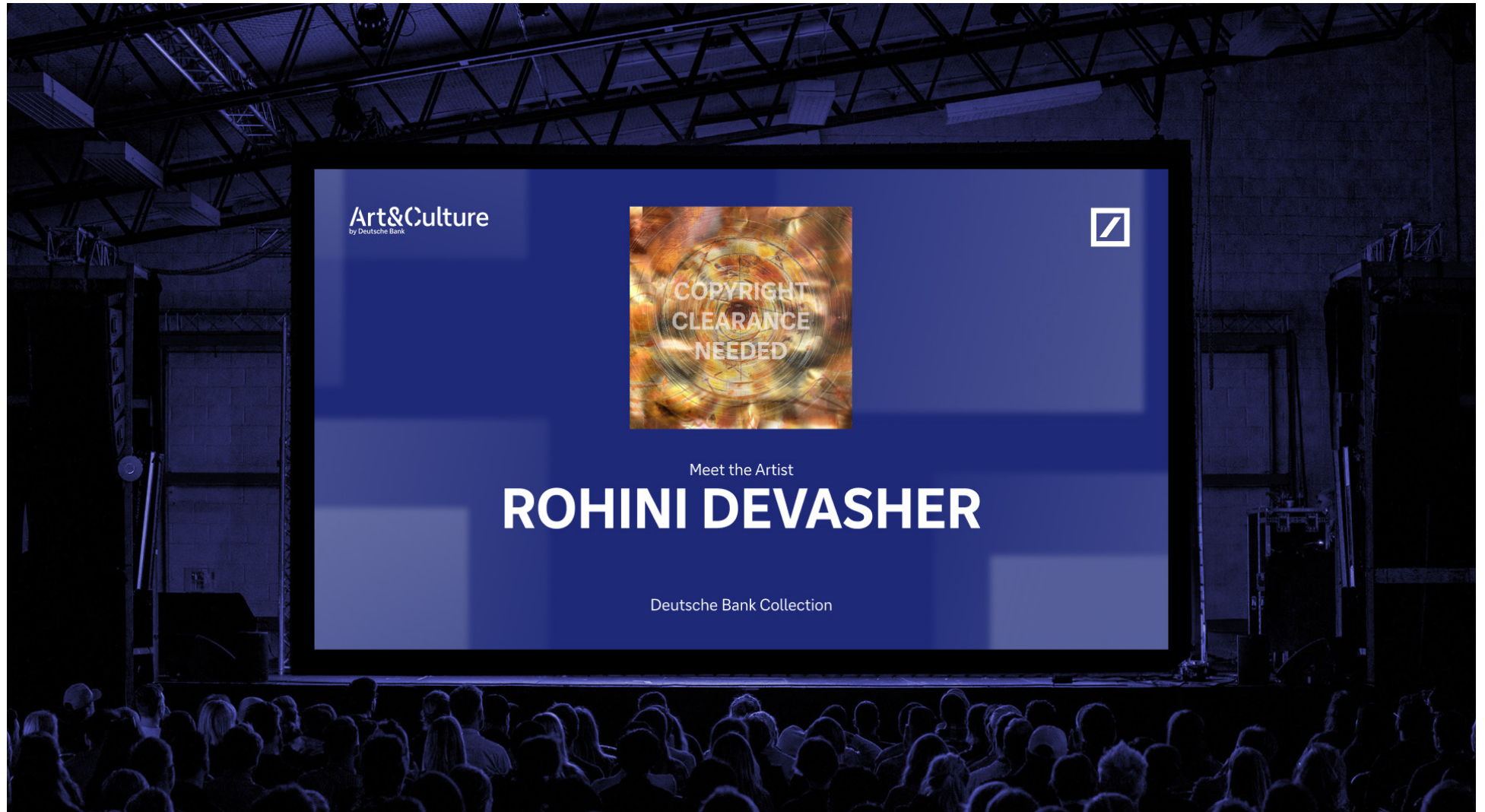
In action – social posts



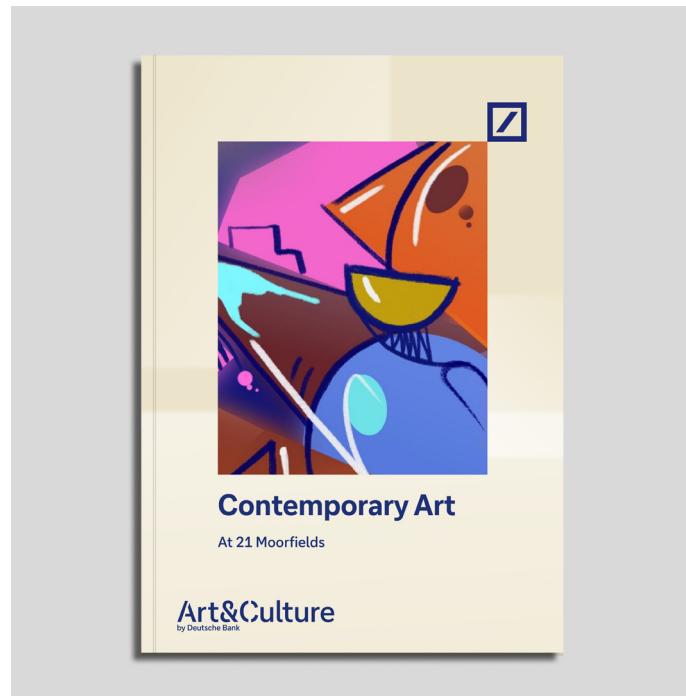
In action – event invitation



In action – event motion graphics



In action – brochures



Brochure cover



Brochure spread

In action – exhibition

For exhibition use one or multiple layered boxes to communicate. Depending on the contrast ratio to the box colour, apply Deep Blue or white for the Deutsche Bank logo and the font.

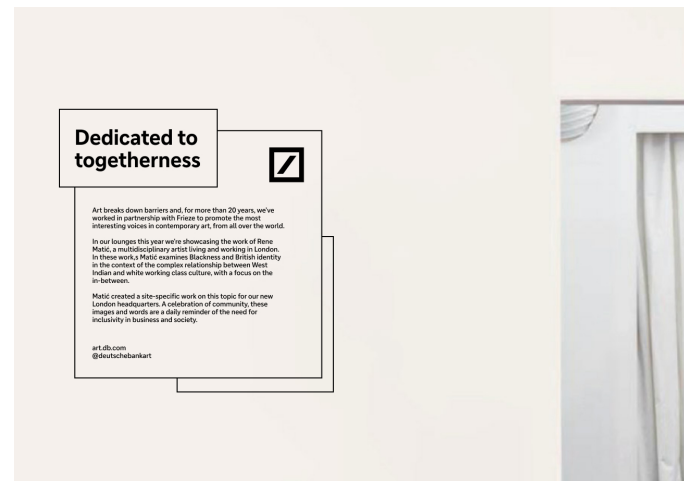
Black may only be used in exceptional circumstances, if no colour scheme has been defined for the exhibition.



Frieze wall – exhibition



Frieze wall – exhibition



Frieze wall – generic

2. Wordmark

Art & Culture wordmark

Logo colours

In general cases, the Art & Culture wordmark appears only in Deep Blue or white. Use the wordmark colour that provides maximum prominence in your application.

Exceptions

The Art & Culture wordmark in black may only be used in exceptional circumstances

See details in “Basic elements”, chapter 1

Deep Blue



Art&Culture
by Deutsche Bank



Art&Culture
by Deutsche Bank

On white and very light colours

On very bright image areas

White



Art&Culture
by Deutsche Bank



Art&Culture
by Deutsche Bank

On Deep Blue & on all very dark colours

On dark picture surfaces &
on highly-saturated pictures

Black



Art&Culture
by Deutsche Bank

The Deutsche Bank logo and the Art & Culture wordmark

The Art & Culture wordmark is designed to work in conjunction with the Deutsche Bank logo.

The ratio between the Art & Culture wordmark and the Deutsche Bank logo is 1/2 of the logo height.

Always size and position the Deutsche Bank logo according to the Deutsche Bank corporate design guidelines.

Exception: for applications within a Deutsche Bank touchpoint, the Art & Culture wordmark can be used without the Deutsche Bank logo.

Exclusion zone

The minimum size of the Art & Culture wordmark is 200 px/40 mm. If the word mark is smaller, the endorsement is omitted.

Minimum size

The logo is surrounded by a safe area of clear space called the exclusion zone. Other graphic elements or type must respect this area and cannot be placed within it.

Instagram avatar

Our Instagram avatar uses a shorter version of the Art & Culture wordmark, combining the Deutsche Bank logo and 'Art'.

This lockup should be centred in the avatar.

A range of two-tone graphic backgrounds can be used to add visual interest.

The full set of colours can be found on P.19.

Ratio & sizing



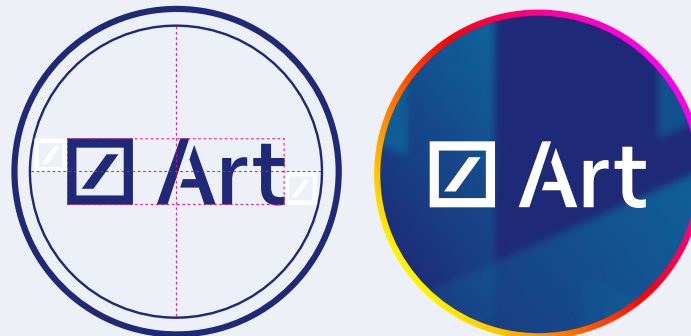
Half exclusion zone



Minimum size



Instagram avatar



Placement and partner integration

Wordmark placement

The wordmark is always placed in the bottom left corner of the layout or the expanding box. When used within the expanding box, the height of the wordmark is 1/4 of the logo height.

Sizing and placement

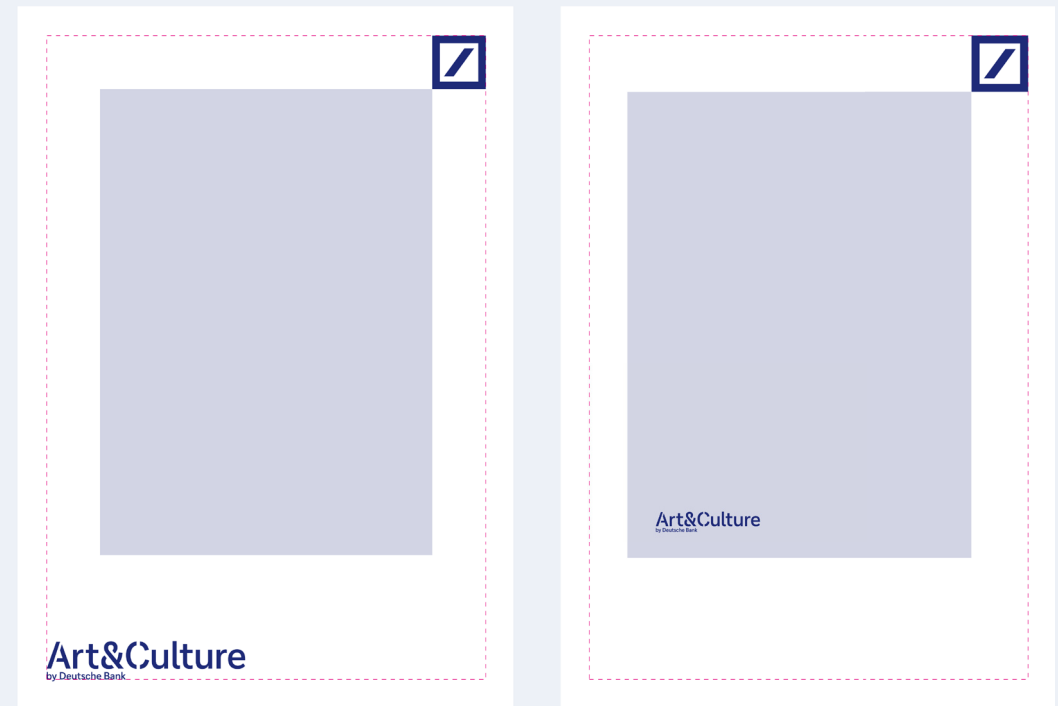
Partner logos are used in similar size and impact as the Art & Culture wordmark and placed in the bottom right.

When using several partner logos, the wordmark can be scaled to 1/4 of the logo height.

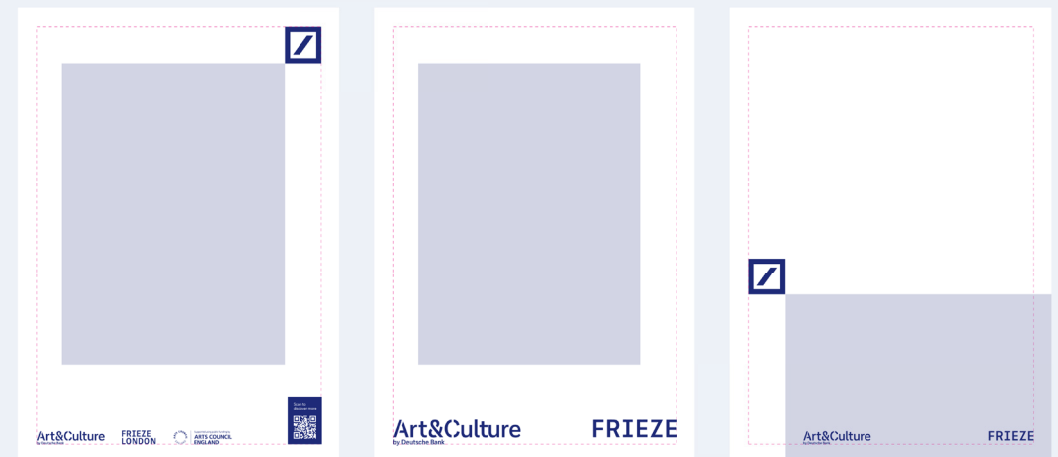
Alignment

Partner logos are aligned with a minimum distance of 1/2 of the logo height in between.

When placing next to a QR code, make sure that the distance between the logos and the code is at least 3/4 of the logo height.



Wordmark placement



Partner integration

3. Typography

Using the DeutscheBank typeface

We provide flexibility in how we use typography. Headlines can be set in both uppercase and sentence case, and both in Bold and Regular weights.

For artists' names, we recommend using Bold font styling. They can be set in uppercase, but this is not compulsory. Sentence case can also be used.

For regular headlines, we use sentence case to maintain a friendly and approachable tone.

1 Award name – first line

Font: DeutscheBank Regular, sentence case

Award name – second line

Font: DeutscheBank Bold, sentence case

2 Artist name

Font: DeutscheBank Bold, uppercase

3 Body copy

Font: DeutscheBank Regular, sentence case

4 Long headline

Font: DeutscheBank Bold, sentence case

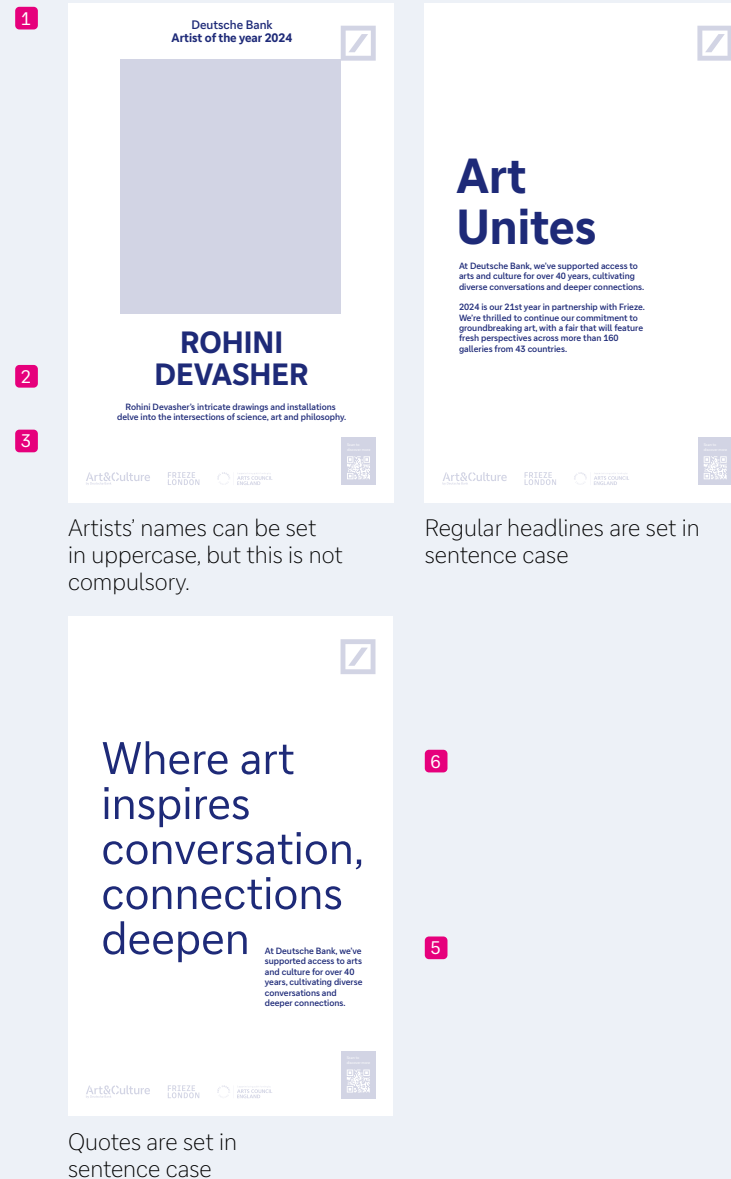
5 Body copy

Font: DeutscheBank Regular, sentence case

6 Quote

Font: DeutscheBank Regular, sentence case

See details in “Basic elements”, chapter 3



4. Colour

Colour usage

There are two ways to use colours.

Image layouts

When a layout uses an image, we use a single background colour. The flat squares are used in white only.

Type-only layouts

When a layout doesn't use an image and is type-only, we use a two-tone approach. The main colour is the background colour, and the perspective squares take on the secondary colour.



Image layout

Use a single colour background on layouts with images



Type-only layout

Use a two-tone background on layouts without images

Image layout colours

Our colour palette is inspired by the secondary palette of the official Deutsche Bank brand, but in order to compliment the artworks, we have muted the colours.

A wide range of background colours cover the full colour spectrum and allow for flexibility when matching an artwork with a suitable background colour.

The type colours shown in the colour palette opposite, provide the correct colour contrast for image layouts.



Example of an image layout

Deep Blue Pantone 662 C 100 90 0 20 30 42 120 #1E2A78 Core colour combination	Azure blue AC Pantone 2390 C 79 30 9 13 9 126 172 #087eab	Lavender purple AC Pantone 7664 C 70 83 7 11 95 57 127 #5f397f	Vivid red AC Pantone 199 C 2 92 68 2 225 40 61 #e1283d
Moss green AC Pantone 7730 C 72 14 69 23 51 131 87 #328357	Ocean blue AC Pantone 3590 C 90 67 0 0 35 84 161 #2354a1	Hazelnut brown AC Pantone 7517 C 20 71 84 44 132 64 24 #833f18	Optimistic Orange AC Pantone 1665 C 0 81 95 0 235 71 18 #eb4712
Warm grey AC Pantone 9142 C 8 9 22 0 236 228 202 #ece4ca	Sand yellow AC Pantone 2003 C 2 1 63 0 255 240 117 #fff075	Sapphire blue AC Pantone 4173 C 50 0 21 0 129 203 203 #81cbcb	Pastel yellow AC Pantone 602 C 8 5 62 0 240 227 118 #f0e376
Vibrant yellow AC Pantone 7404 C 4 3 79 0 251 232 66 #f8e842	Lilac purple AC Pantone 257 C 20 43 0 0 204 159 199 #cc9fc7	Sundown orange Pantone 716 C 0 57 92 0 242 128 17 #F28011	Lime green AC Pantone 584 C 24 0 78 0 204 218 79 #ccda4f
Midnight black AC Pantone 4259 C 59 54 51 72 50 46 40 #322e28	Grass green AC Pantone 7738 C 64 0 77 0 89 180 92 #59b45c	Pastel blue AC Pantone 297 C 51 0 0 0 122 205 242 #79cdf1	Tropical blue AC Pantone 7472 C 59 0 25 0 97 193 194 #61c1c2
Saffron orange AC Pantone 2012 C 0 39 90 0 247 165 18 #f7a511	Turquoise Pantone 7472 C 67 0 30 0 59 184 184 #3BB8B8	Autumn green Pantone 2305 C 30 5 95 20 161 172 5 #A1AC05	Light pink AC Pantone 673 C 15 60 0 0 212 126 177 #d47eb1
Forest green AC Pantone 3305 C 80 28 54 50 7 84 74 #07544a	Pistachio green AC Pantone 4234 C 28 10 75 12 176 181 79 #b0b54f	Lucent yellow Pantone 108 C 0 5 90 0 255 230 0 #FFE600	Summer green Pantone 3529 C 75 0 100 0 37 166 45 #25A62D

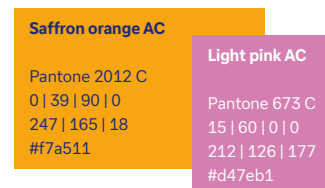
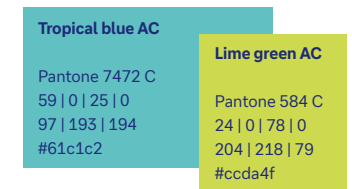
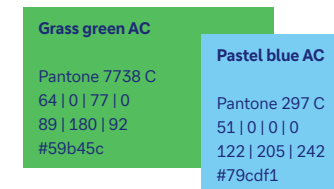
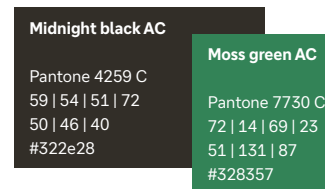
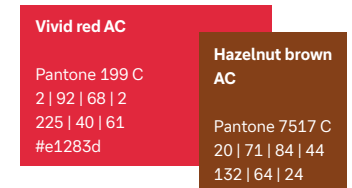
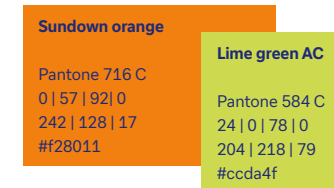
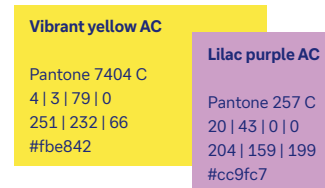
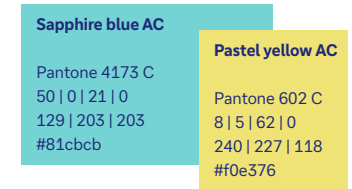
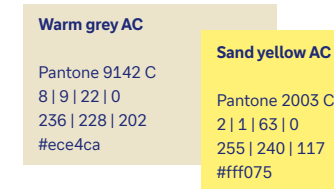
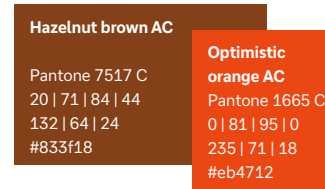
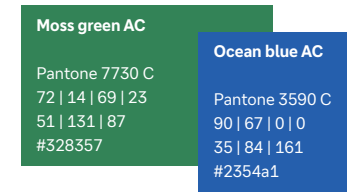
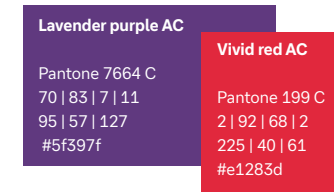
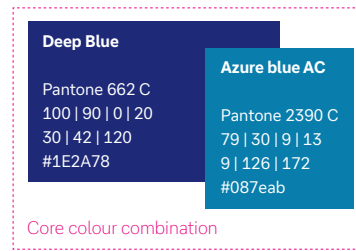
Type-only layout colours

On type-only executions, a range of highlight colours are provided to add extra vibrancy and dynamism to layouts.

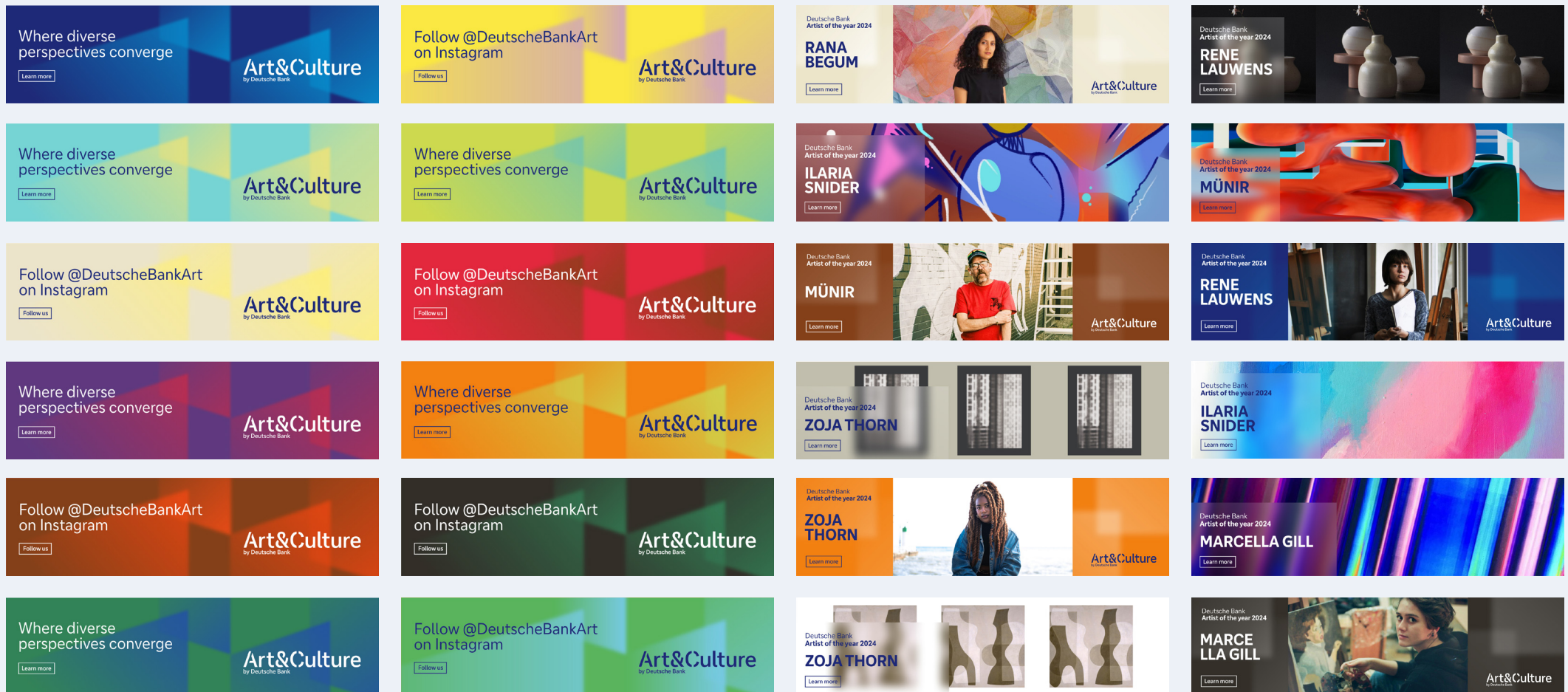
The type colours shown in the colour palette opposite, provide the correct colour contrast for image layouts.



Example of a type-only layout



Colours in use



Typeface colours

Our typeface is set in two colours:
Deutsche Bank Deep Blue or white.

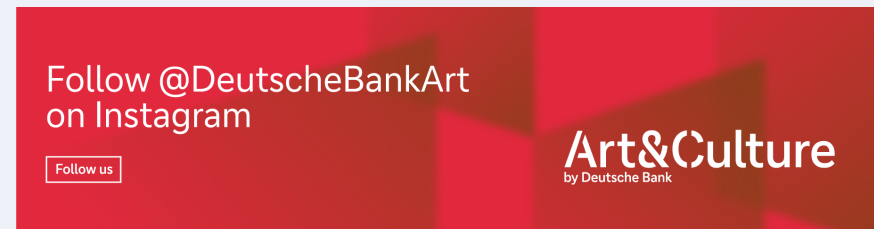
On light backgrounds, use Deutsche Bank Deep Blue. On dark backgrounds, use white.

Exception

As an exception to the above, black (#000000) may be used if Deutsche Bank Deep Blue is not an option.



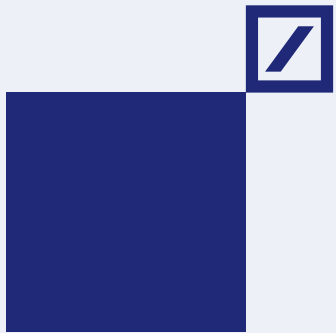
On light backgrounds, set our typeface in Deutsche Bank Deep Blue



On dark backgrounds, set our typeface in white

5. Layout

A new perspective on our expanding box element



The expanding box

At the heart of the Deutsche Bank brand is the expanding box in blue, always connected with our logo. This creates the link between brand and message.

A new perspective on the expanding box

Art is all about viewing things in different ways. Here we consider our expanding box from a new perspective.

An extension to the logo matrix

We've considered the overlapping construct of the logo matrix to form a new system.

A system built on converging perspectives

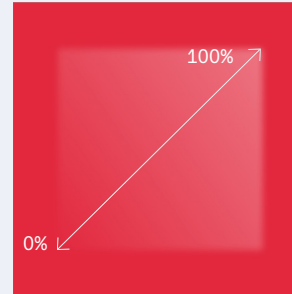
These simple squares, gently overlapping and at different angles, represent a rich and layered world of art.

Creating squares

Follow this guidance to create squares as part of your layout.

Opacity squares

For 'opacity squares', we apply the same guidelines as for the expanding box. Opacity squared can also be used without the Deutsche Bank logo.



Flat squares

Use these squares with image layouts

Figma settings

Gradient

Diagonal white gradient 0-100%

Layer blur

Variable, 8-30

Opacity

Variable, 10-90%

Illustrator settings

Gradient

Diagonal white gradient 0-100%

Gaussian blur

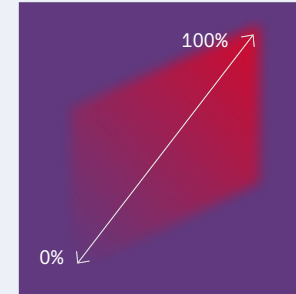
Variable, 7-14px

Opacity

Variable, 10-90%

Grain

Intensity 4-40, contrast 50, typeface Regular



Perspective squares

Use these squares with type-only layouts

Figma settings

Gradient

Diagonal full colour gradient 0-100%

Layer blur

Variable, 8-30

Opacity

Variable, 10-90%

Illustrator settings

Gradient

Diagonal full-colour gradient 0-100%

Gaussian blur

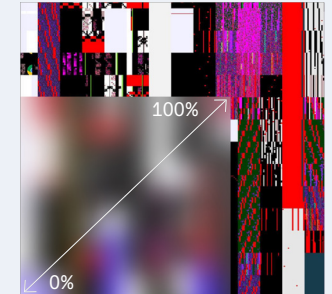
Variable, 7-14px

Opacity

Variable, 10-90%

Grain

Intensity 4-40, contrast 50, typeface Regular



Opacity squares

Use these squares with full-bleed layouts

Figma settings

Gradient

Diagonal white gradient 0-100%

Background blur

Variable, 20-50

Opacity

Variable, 10-90%

Illustrator settings

Gradient

Diagonal white gradient 0-100%

Gaussian blur on background

Variable, 7-14px

Mask background

Blend mode: Soft Light

Opacity

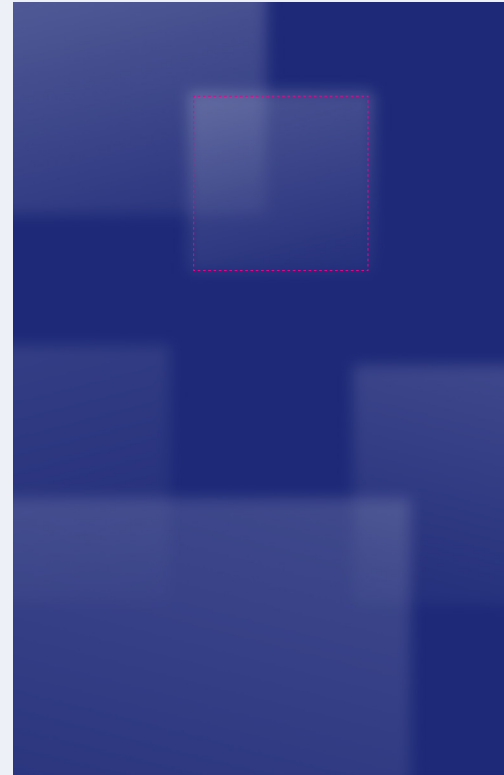
Variable, 10-90%

Graphic squares

Derived from the logo matrix, we use graphic squares to represent our wide range of artists and artworks.

We use flat squares, in white only, on image layouts.

And we use perspective squares, in bright secondary colours, on type-only layouts.



Flat squares

Use this on image layouts



Perspective squares

Use this on type-only layouts

Art & Culture matrices – Graphic squares matrices

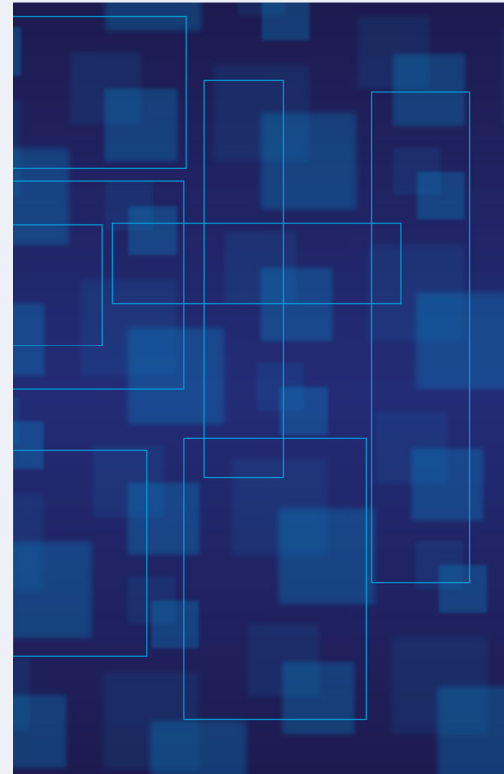
Graphic square matrices

As a core element of our Art & Culture layout, the graphic squares matrices for flat and perspective squares are used as a branding reinforcing element.

The graphic square matrices are the continuation of our logo matrix. Their overlapping creates dynamism, movement and multidimensionality.

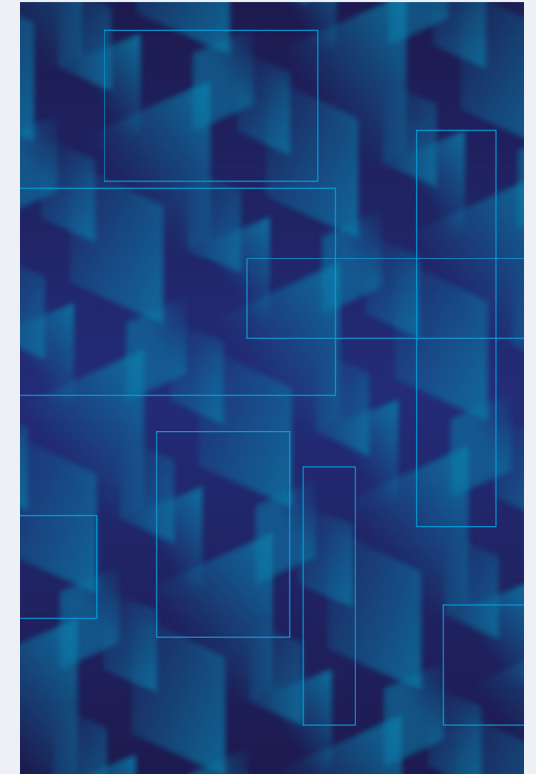
Download

The files must not be reproduced. Only the original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>



Art & Culture matrix – flat squares

Use this on image layouts



Art & Culture matrix – perspective squares

Use this on type-only layouts

Art & Culture matrices — colour options

Colours

The corporate design of Art & Culture currently provides the following colour variants of graphic squares matrices

— A&C matrix – flat squares

Deep Blue Large, as a colour combination of Deep Blue, Dark Blue and Bright Blue

Moss green AC and Ocean blue AC

Vivid red AC and Hazelnut brown AC

Warm grey AC and Sand yellow AC

— A&C matrix – perspective squares

Deep Blue Large, as a colour combination of Deep Blue, Dark Blue and Bright Blue

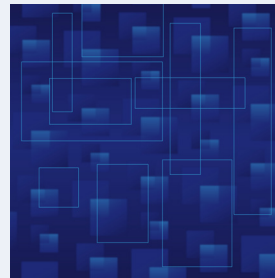
Moss green AC and Ocean blue AC

Vivid red AC and Hazelnut brown AC

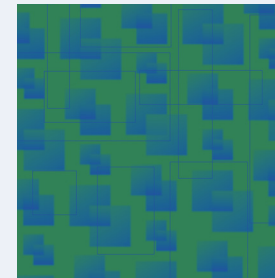
Warm grey AC and Sand yellow AC

All versions are available for digital and print applications.

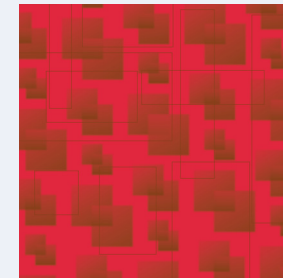
Art & Culture matrix – flat squares



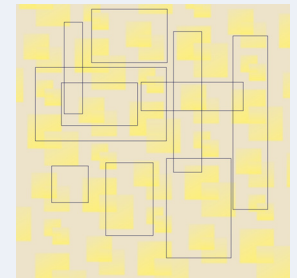
Deep Blue and Dark Blue combined with Bright Blue



Moss green AC and Ocean blue AC

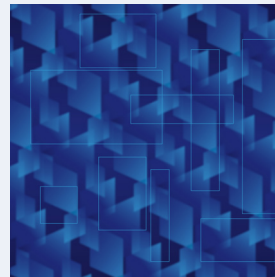


Vivid red AC and Hazelnut brown AC



Warm grey AC and Sand yellow AC

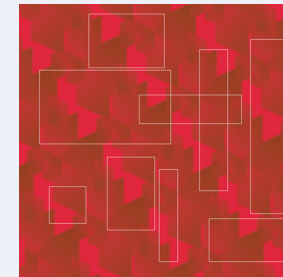
Art & Culture matrix – perspective squares



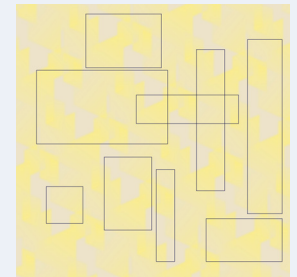
Deep Blue and Dark Blue combined with Bright Blue



Moss green AC and Ocean blue AC



Vivid red AC and Hazelnut brown AC



Warm grey AC and Sand yellow AC

Art & Culture matrices – flat squares format placement

Application

A basic file in the required formats is available for all applications. As a vector graphic, it is scalable and easy to use. It serves as a design platform for all formats.

When designing applications with the A&C matrices, the focus is always on a harmonious overall picture based on the following criteria:

- the placement of the Deutsche Bank logo with the minimum space on the respective surface element
- the selection of a balanced number of rectangular elements within a format and their successful composition in relation to each other (in the selected section of the base file) - too many of them make the layout too busy and complex
- ensure that typographic elements such as the sender Art & Culture, the identifier, URLs, headlines and body text are not positioned on hard, high-contrasting edges between the elements, which makes them difficult to read.



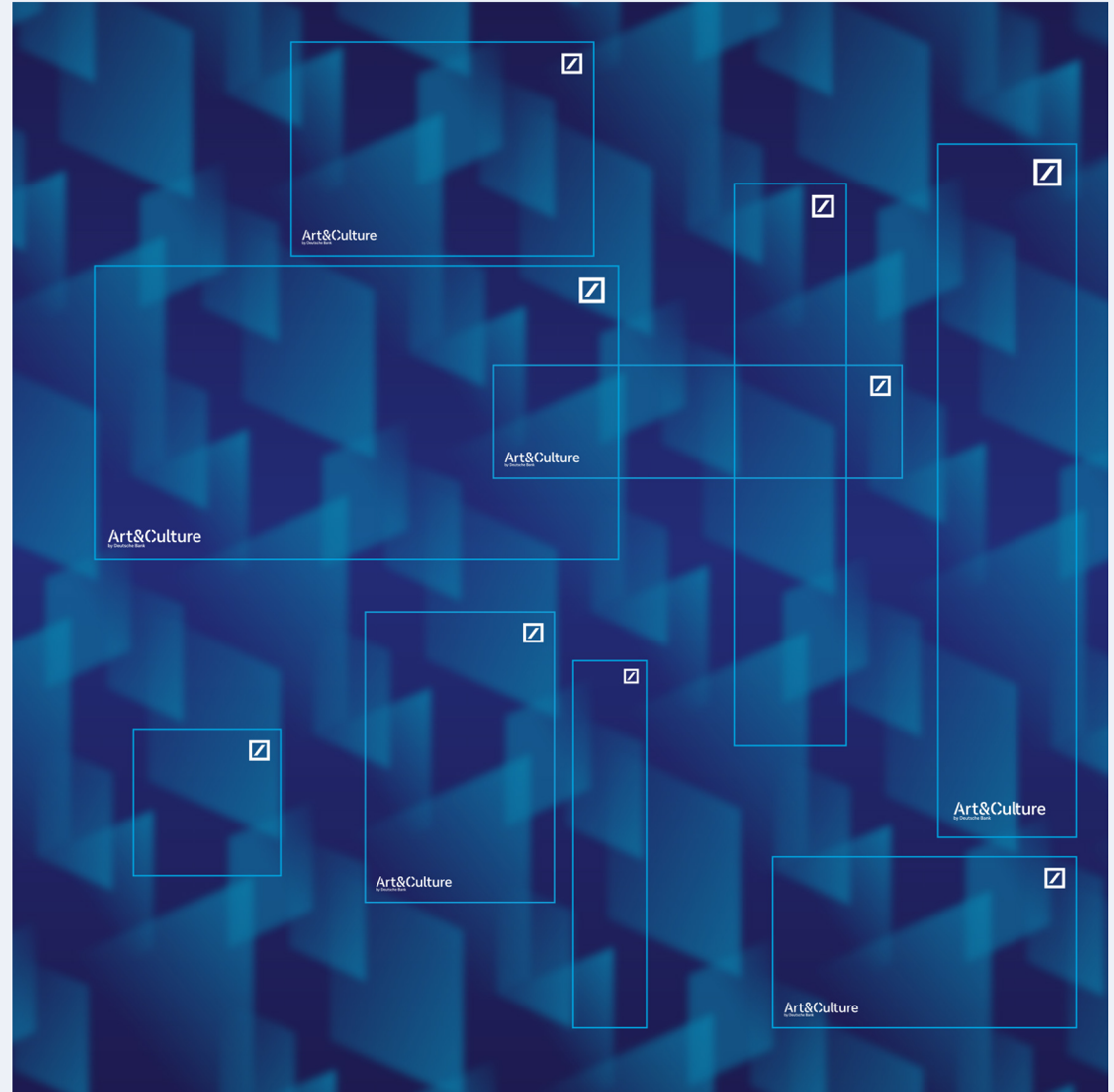
Art & Culture matrices — persp. squares format placement

Application

A basic file in the required formats is available for all applications. As a vector graphic, it is scalable and easy to use. It serves as a design platform for all formats.

When designing applications with the A&C matrices, the focus is always on a harmonious overall picture based on the following criteria:

- the placement of the Deutsche Bank logo and Art & Culture wordmark with the minimum space on the respective surface element
- the selection of a balanced number of rectangular elements within a format and their successful composition in relation to each other (in the selected section of the base file) - too many of them make the layout too busy and complex
- ensure that typographic elements such as the sender Art & Culture wordmark, headlines and body text are not positioned on hard, high-contrasting edges between the elements, which makes them difficult to read.



Art & Culture matrices file formats

Print

In print media, the use of Adobe Illustrator files (*.ai) is recommended. AI files contain colour profiles that enable optimum reproduction of our Corporate Design colours in an appropriately configured workflow, as opposed to Illustrator EPS file formats.

Digital

The use of SVG files is recommended for digital applications. JPGs are also possible.

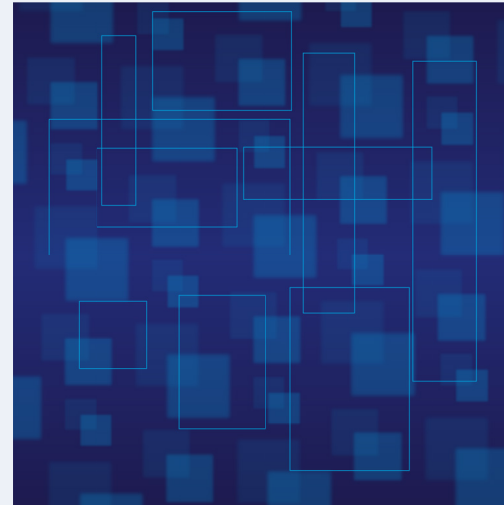
Colour designations

CMYK_PSOCoatedV3: Cyan Magenta Yellow Black (PSOcoatedV3 Fogra51 is a printing standard for sheet-fed offset printing on coated paper)

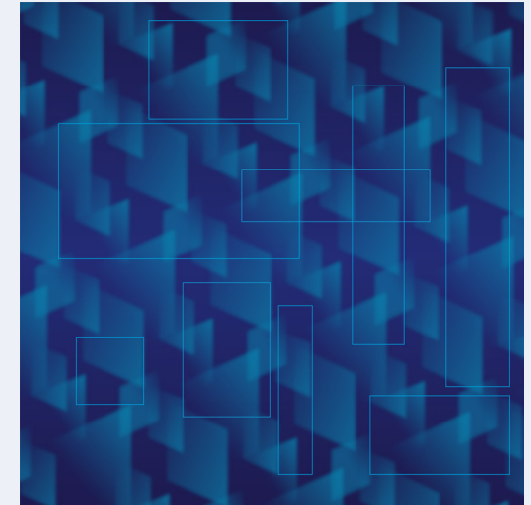
sRGB: Red Green Blue (sRGB IEC61699-2.1 is a standardized colour space that is used for displaying colours on screens)

Format designations

- **.ai (Adobe Illustrator)**
Colour profiles are embedded in AI files. Although this creates larger file sizes, this feature is essential for professional printing with colour management.
- **.eps (Encapsulated Postscript)**
EPS files do not include colour profiles. AI files are the preferred file format for professional printing.
- **.tif (Tagged Image File)**
Pixel-based file format that allows a logo to be retouched in a photograph or illustration, for example.
- **.png (Portable Network Graphic)**
Pixel-based file format that supports transparencies. Used for web, office applications and general screen use.
- **.svg (Scalable Vector Graphics)**
Preferred file format for web and general screen use, when supported by the appropriate software and operating system. When necessary, PNG and JPG files can be used instead of SVG files.
- **.jpg/.jpeg (Joint Photographic Experts Group)**
Pixel-based file format for web, office applications and general screen use.



Art & Culture matrix – flat squares



Art & Culture matrix – perspective squares

Layout types

Derived from the logo matrix, we use graphic squares to represent our wide range of artists and artworks.

Image layout

We use flat squares, in white only, on image layouts. These layouts celebrate artists and their work.

Type-only layout

We use perspective squares, in bright secondary colours, on type-only layouts. These layouts focus on messaging. The two-tone background adds extra vibrancy and dynamism to the layout.

Note: there's no expanding box on this layout format.

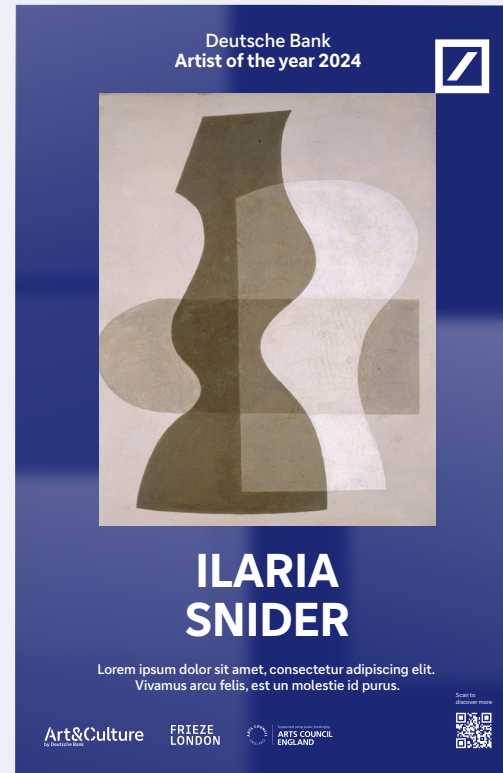


Image layout

Use a single-colour background on layouts with images



Type-only layout

Use a two-tone background on layouts without images

Image layout and colour

For moments where our core colour Deep Blue does not compliment the artist or the artist's artwork, we can use other colours from our palette.

Layout with frame

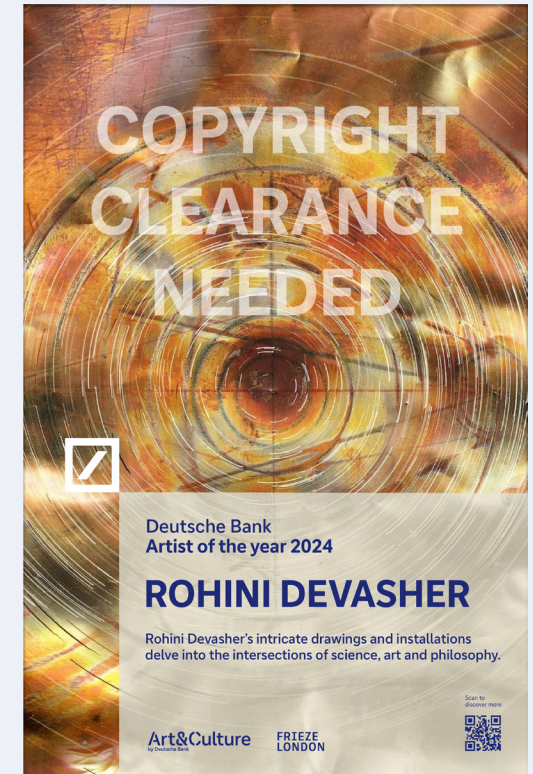
This layout highlights more of the Art & Culture brand through vibrant background colours with the flat squares in the background.

Full-bleed layout

This layout puts the focus on the artwork, with the information taking up minimal space.



Layout with frame



Full-bleed layout

Website header layouts

There are three types of web header layouts.

Layout with frame

Use for artists' portraits.

Full-bleed layout

Use for artworks.

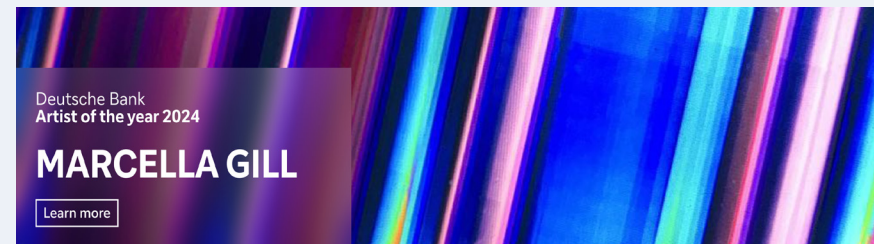
Type-only layout

Use for messaging-driven executions.

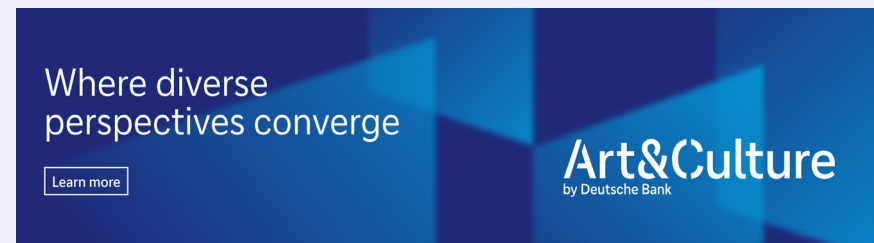
For the Art & Culture wordmark sizing, please use the general rules that apply to the Deutsche Bank logo sizing for online applications.



Layout with frame



Full-bleed layout



Type-only layout

6. Messaging

Art & Culture messaging

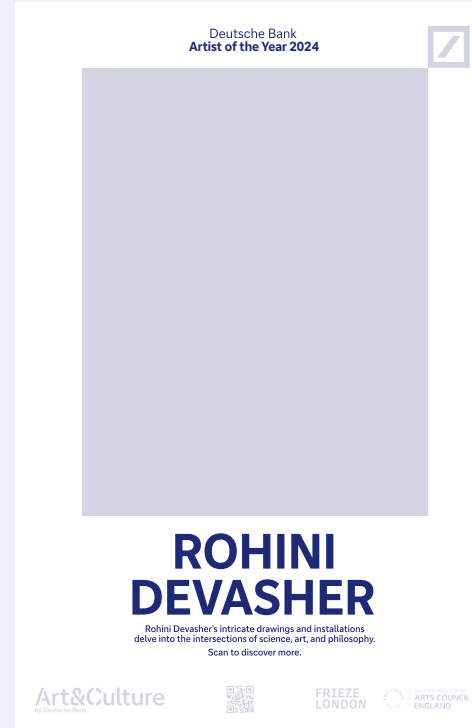
Through art, people encounter diverse perspectives, forge deeper connections and discover enriching opportunities. That's why our tone is optimistic, calm and confident when we communicate about the arts. We express a clear point of view and show our dedication through focusing on support, connection and opportunity.

Convergence underpins this messaging, as we embrace diverse artists, audiences, initiatives and collaborations. It also informs our language, as we refer to 'intersecting' ideas, 'converging' perspectives and 'bringing together' audiences.

Because we're committed to expanding access to the arts, we always communicate with clarity, using everyday language and simplifying unfamiliar concepts. It's our approach to making art accessible for all and ensures everyone can enjoy our extensive art programme.

Messaging examples – Artist of the Year

Our support and dedication is shown through our own artist of the year programme. We champion the artist, their ethos and process, rather than talking about ourselves.



Messaging examples – Artist of the Year

Our support and dedication is shown through our own artist of the year programme. We champion the artist, their ethos and process, rather than talking about ourselves.

Where diverse
perspectives converge

[Learn more](#)

Art&Culture
by Deutsche Bank

Where depth
meets inspiration

[Learn more](#)

Art&Culture
by Deutsche Bank

Where conversation
opens up

[Learn more](#)

Art&Culture
by Deutsche Bank

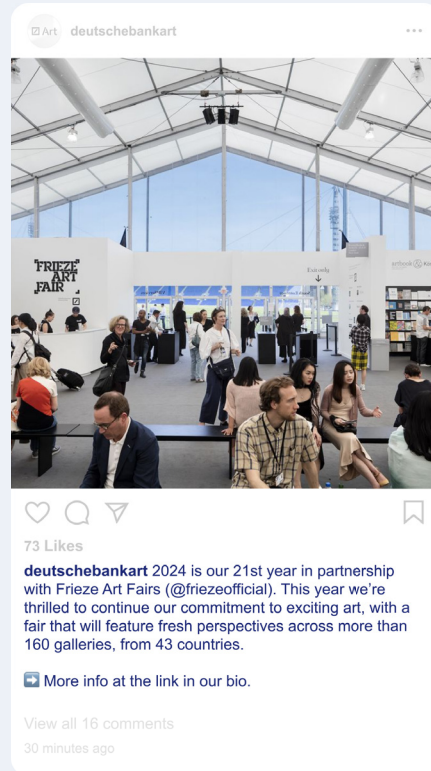
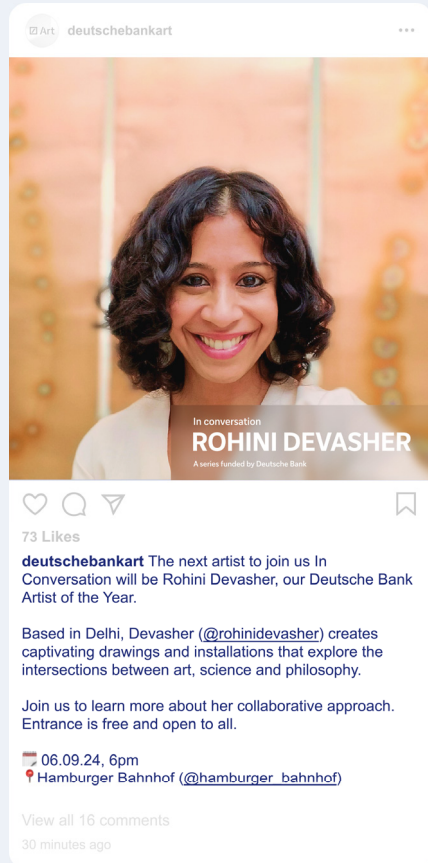
Where art
expands horizons

[Learn more](#)

Art&Culture
by Deutsche Bank

Messaging examples – social posts

Our support and dedication is shown by celebrating the artists and their work.



7. Motion

A world of art

The Deutsche Bank squares represent a world of art.

For examples, please access the Deutsche Bank Brand Portal.



Download

The files must not be reproduced. Only the original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>

Animation

Animations are an essential part of Art & Culture Motion. Make sure that intro and outro animations are used when creating Art & Culture films.

Intro animation

Dynamic intro animation introduces the artist.

For examples, please access the Deutsche Bank Brand Portal.

Outro animation

Simple, yet bold outro animation shows the Art & Culture brand.

For examples, please access the Deutsche Bank Brand Portal.

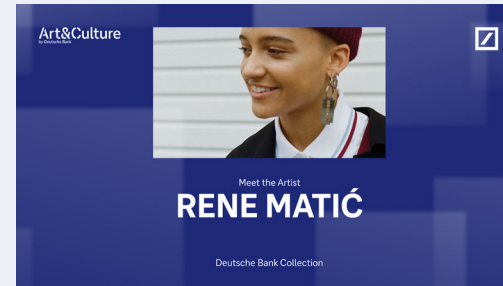
Carousel animation

Engaging carousel animation shines a light on the artist's breadth of work.

For examples, please access the Deutsche Bank Brand Portal.

Download

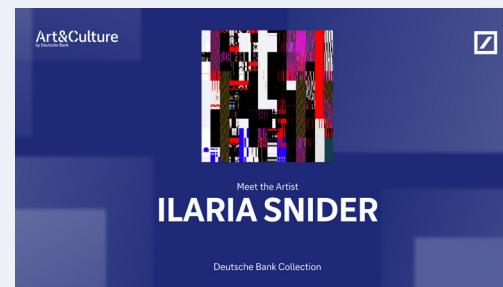
The files must not be reproduced. Only the original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>



Intro animation



Outro animation



Carousel animation

8. Contact

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.

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