



Branding principles for Deutsche Bank branded T-shirts

3	Brand elements
4	Logo
7	Identifier
8	Co-branded and third-party T-shirts
9	Typography
10	Colour
11	Sizing brand elements
15	Full size asset examples
19	Branded T-shirt examples
24	Resources

Deutsche Bank's T-shirt design comprises four brand elements:

- 1 Logo
- 2 Identifier
- 3 Typography
- 4 Colour

Please take the time to understand how the elements can and should work together. That way we can build the consistency that creates recognition, familiarity, reassurance and understanding of our brand.

The individual brand elements are described in detail in our global brand guidelines.

brandportal.intranet.db.com
brandportal.db.com



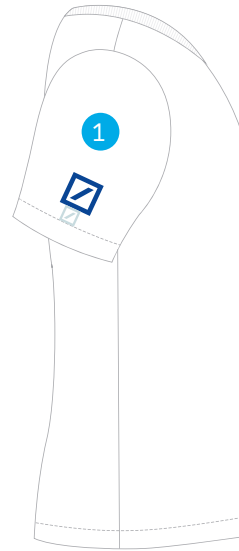
External brand awareness existing / high

Positioning principles

The Deutsche Bank logo should be positioned at a minimum in one of the following positions on a branded T-shirt.

- 1 On one sleeve of the T-shirt. Ensure the logo is placed half a logo's width (17.5mm) away from the sleeve seam. The logo should be printed at 35mm.
- 2 The top chest area. The logo should be printed at 35mm.
- 3 Front and/or back of the T-shirt. Usually in this position the logo will be used in large format. For sports events we recommend high visibility of the logo in these two positions. Recommended size is 80mm and positioned 75mm from neckline.

The recommended maximum printed size for the logo is 120mm.



Logo on right hand sleeve



Logo on top left



Logo on front



Logo on back

External brand awareness non existing / low

Deutsche Bank logotype

The Deutsche Bank logotype, a lock-up of specially-drawn name and logo, can also be used in situations where brand awareness is low.

Always use original logotype artwork downloaded from the brand portal: never try to recreate the logo.

Size

Logotypes should be sized as follows:

Right aligned - 38mm height on front or back

Stacked - 115mm height on front or back

Deutsche Bank 

Logotype_right_alignment_above_40mm



Deutsche Bank

Logotype_stacked_alignment_above_40mm



Front - Right aligned logotype



Back - Stacked logotype

Colour

The Deutsche Bank logo normally appears only in Deutsche Blue or white. Use the logo colour which provides maximum standout.

Always use original logo artwork downloaded from the brand portal: never try to recreate the logo.



An identifier comprises one or two lines. The first line is either Deutsche Bank or Deutsche Bank Group, depending on the author.

The Deutsche Bank identifier can be used on the front of the T-shirt to give stronger brand visibility in a low awareness environment.

A second line can be used to clarify business area or group.

Typeface

Identifiers should be created using Deutsche Bank Text.

Size

Identifiers are set solid and type size should be set at 26.25/26.25pt.

Colour

The first line of an identifier is either Deutsche Blue or white and ideally, matches the colour of the logo in use.

The second line can appear in any colour from the primary or accent palettes – with the exception of Deutsche Blue which must not be used.



Two line identifier on top right



Single line identifier on top right

The Deutsche Bank logotype may be used when co-creating a T-shirt with a partner or when supplying our logo to a third party. Please contact your regional brand team for further guidance.

Partner logos

Partner logos can be placed on the opposite sleeve to where the logo square is positioned, or on the front or the back of the T-shirt. Please ensure that on our own collateral the Deutsche Bank brand takes priority.



Deutsche Bank

Logotype_stacked_alignment_above_40mm



Partner logo on sleeve and Deutsche Bank logo on opposite sleeve



Partner logo on front and Deutsche Bank stacked logotype on back

Typography

You can add a message to the front or back of your T-shirt e.g. in relation to an event or activity.

Ensure to keep all messaging as short and simple as possible.

Two unique Deutsche Bank typefaces are used for all our communications:

- Deutsche Bank Display is used for setting headlines
- Deutsche Bank Text is to be used for all type matter other than display copy

This is described in detail in our global brand guidelines.
brandportal.intranet.db.com
brandportal.db.com

Size, colour and position

You can change size, colour or spatial positioning in order to create emphasis within our typographic design.

Use colour in type sparingly and avoid using more than one accent colour per layout.

Style

Never use typographic effects such as emboldening, condensing, expanding or outlining.

Set Deutsche Bank typefaces in sentence case, never title case or all in lowercase. Avoid setting text all in capitals.

Use italics only for emphasis of individual words or short phrases.



Messaging on front of shirt



Messaging on back of shirt



Logo on right hand sleeve

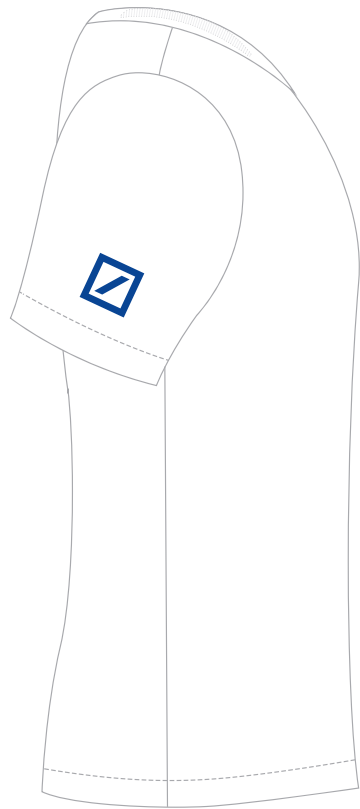
Blue is Deutsche Bank's signature colour and wherever possible, we should use the two outlined blue colours (P072c, PMS 289c) and white with blue logo.

The T-shirt colour should closely match the colours from the Deutsche Bank primary colour palette.

To use other colours from the Deutsche Bank colour palette, please contact your Brand Management team for further information.



Generic T-shirt design - emphasizing logo as shown on front left chest and reverse side is always first option.



35mm logo on sleeve
17.5mm away from the sleeve seam

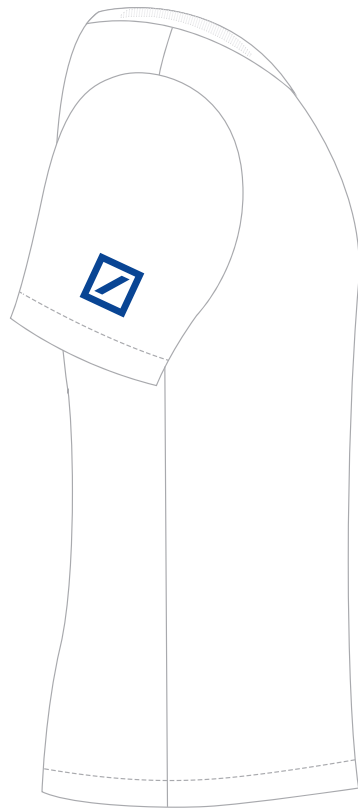


35mm logo on top left



80mm logo on back
75mm from neckline

Generic T-shirt design – 'Deutsche Bank Group' identifier.



35mm logo on sleeve
17.5mm away from the sleeve seam



35mm logo on top left
26.25pt Deutsche Bank Group identifier top right



80mm logo on back
75mm from neckline

Sleeveless T-shirts

The sizing guides for the Deutsche Bank logo, identifier and logotypes should follow the same rules as the normal T-shirts.



Two line identifier on top right



Single line identifier on top right



Front - Right aligned logotype



Back - Stacked logotype

**Sleeveless T-shirts with Illustration/graphic
(Exceptional use only)**

Occasionally it may be possible to add an illustration or graphic to a T-shirt.

Illustrations must be sourced via the Brand Management team and align with the bank's brand principles.

Please contact your Brand Management team to discuss your brief further.



Front - Messaging and illustration



Back - Stacked logotype

Sleeve and front chest 35mm logo



Front or back 80mm logo



26.25pt identifier

Deutsche Bank

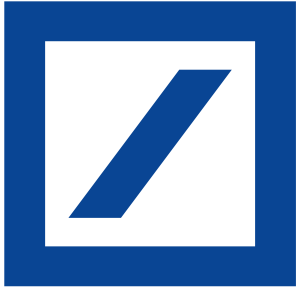
Deutsche Bank Group

Logotype stacked
Front or back 115mm logo height



Deutsche Bank

Logotype right alignment
Front or back 38mm logo height

Deutsche Bank 

Plus You T-shirt

For internal events only.
Separate guidelines available.



Running T-shirt



Hackathon event



Ready designed running T-shirts or sports jerseys

Branding on a pre-determined T-shirt or jersey must also be in accordance with the bank's branding usage principles.
Please contact your Brand Management team for further information



Custom designed sports T-shirt

- Using logotype when brand awareness is low

Specials and exceptions

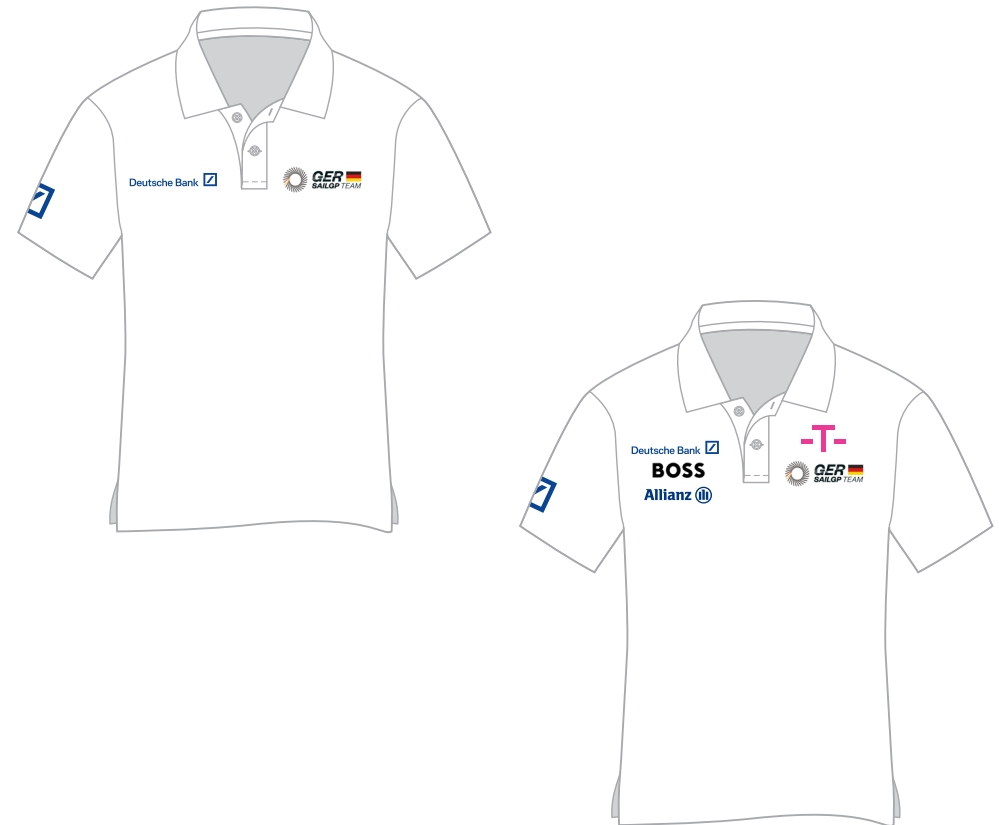
Use accent colours sparingly, ensuring they play a supporting role and do not dominate.
Please contact your Brand Management team for further information.



Co-branded T-shirt

- This shows how Title partner & 3 tier partner logos could be distributed

Example for SailGP T-shirt design



dbPride T-shirt

Use of the rainbow logo on a T-shirt must be in accordance with the bank's rainbow logo usage principles.
Please contact your Brand Management team for further information.



Global Brand & Marketing (GBM)

Brand Management defines, protects, develops, and monitors the Deutsche Bank brand and its positioning including the brands of Deutsche Bank Group as well as all associated corporate design guidelines.

The team operates in a clear single touchpoint structure and is fully integrated in the Group Brand and Marketing set-up to enable seamless alignment across all Deutsche Bank's group brand and marketing activities.

Help and support on Corporate Merchandise

[Christian Rummel](#)
christian.rummel@db.com

[Antje Maier](#)
antje.maier@db.com

Corporate Guidelines & Visual Identity

UK
[Xanthe Lindsay](#)
xanthe.lindsay@db.com

APAC
[Rehana Macdonald](#)
rehana.macdonald@db.com

Brand Portal

External users can register for access at
brandportal.db.com

Regional Brand Management

Germany
[Christian Rummel](#)
christian.rummel@db.com

UK/EMEA
[Xanthe Lindsay](#)
xanthe.lindsay@db.com

APAC
[Melanie De-Cruz](#)
melanie.de-cruz@db.com

Americas
[Kan Lee](#)
kan.lee@db.com