



Deutsche Bank

Corporate design guidelines

Basic elements

November 2025

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Contact

Deep dedication starts here

Simple. Clear. Consistent.

Welcome to the new corporate design of Deutsche Bank. Born from our deep dedication to clients, it unleashes new opportunities for activating our brand, increasing awareness and engaging with clients in all markets.

Our corporate design aims to create one consistent and global brand. Mandatory for all divisions and markets, it focusses on simplicity in application, clarity in communication and consistency across all areas and groups. It gives you the tools to succeed: conceptual understanding, confident tone, minimalist design, unique typeface and our core Deutsche Bank Deep Blue colour.

Every branding element is integral to our future success. That's why the following guideline is your foundation for bringing this impactful design to life. As we move confidently forward on our path, the guideline will be updated and expanded while supplementary templates will be created for all necessary topics.

Together, we can take our deep dedication far into the future.

1. Logo

Logo – colours

Logo colours

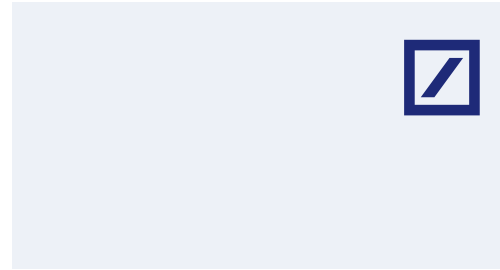
In general cases, the Deutsche Bank logo appears only in Deep Blue or white. Use the logo colour that provides maximum prominence in your application.

Exceptions

The Deutsche Bank logo in black may only be used in exceptional circumstances, such as fax forms or account statements. Additional examples include:

- Signage that benefits from integrating into architectural design, or that needs to comply with planning regulations.
- Only under very special circumstances and for strategic reasons as well as a short period of time, special events material may use alternative logo colours with the approval of your regional Global Brand Management contact (last page).
- Various applications that use monotone printing.

Deep Blue



On white and very light colours



On very bright image areas

White



On dark picture surfaces



On highly-saturated pictures

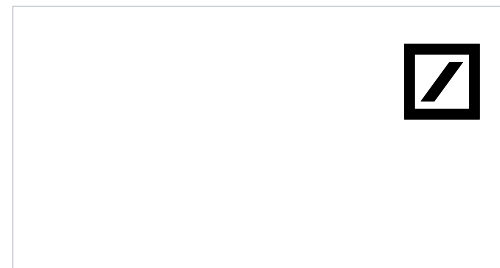


On Deep Blue



On all very dark colours

Black



Only in exceptional cases for monochrome print applications

Logo – exclusion zone and positioning

Logo

The Deutsche Bank logo was designed to portray **growth in a stable environment**. It was created for us in 1974 by the celebrated German artist and designer Anton Stankowski. The logo has become synonymous with Deutsche Bank and is the purest visual embodiment of who we are.

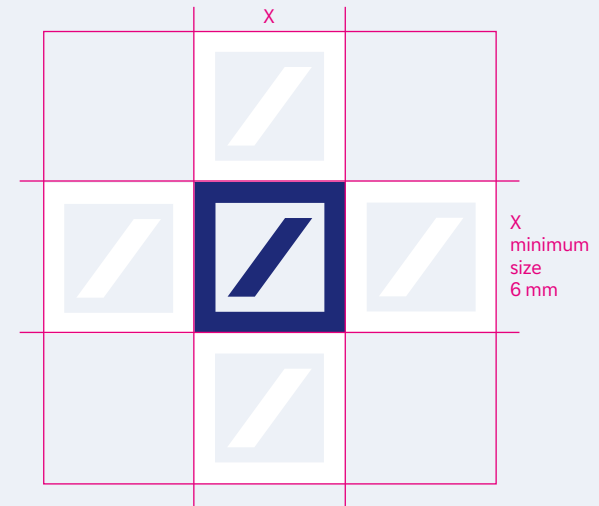
Exclusion zone

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. There are three differently sized exclusion zones.

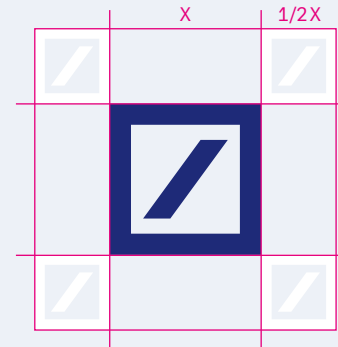
Full and half exclusion zones are the primary options. The quarter exclusion zone should only be used in exceptional cases where space is limited.

In addition, avoid placing the logo on busy backgrounds, as this may interfere with the logo's visibility.

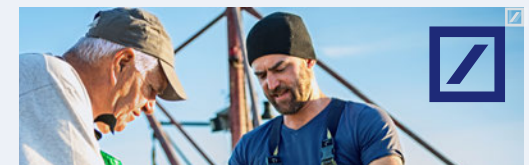
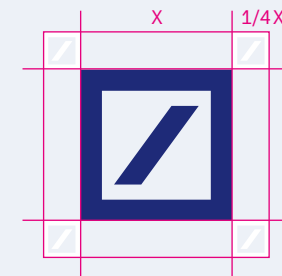
1 Full exclusion zone



2 Half exclusion zone



3 Quarter exclusion zone



3 Quarter exclusion zone where space is limited in small, narrow formats

1 2 Full and half exclusion zones are the preferred options

Logo – 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 PNG and SVG files is recommended for digital applications. JPGs are also possible. Because a JPEG is never transparent, there is no appropriate file format for the white logo version.

Colour designations

SC: Spot Colour/Special Colour (e.g. Pantone, HKS)
CMYK_PSOCoatedV3: Cyan Magenta Yellow Black (PSOcoatedV3 Fogra51 is a printing standard for sheet-fed offset printing on coated paper)
Black/White: Monochrome
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.
- **.psd (native Photoshop Document)**
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.

Explanation of abbreviations in the file name

Deutsche Bank	Colour information	File format
DB-Logo-CMYK-PsoCV3.eps		
Addition	Colour profiles	
Deep Blue	White	Black
SC-Print (Deep Blue)	BW-Print (white)	BW-Print (black)
DB-Logo-SC-PMS.ai DB-Logo-SC-PMS.eps	DB-Logo-white.ai DB-Logo-white.eps	DB-Logo-black.ai DB-Logo-black.eps
CMYK-PSOCoatedV3-Print (Deep Blue)		
DB-Logo-CMYK-PsoCV3.ai DB-Logo-CMYK-PsoCV3.eps DB-Logo-CMYK-PsoCV3.psd		
sRGB-Screen-Web-Office	sRGB-Screen-Web-Office	sRGB-Screen-Web-Office
(Deep Blue)	(white)	(black)
DB-Logo-sRGB.ai DB-Logo-sRGB.png DB-Logo-sRGB.jpg DB-Logo-sRGB.svg	DB-Logo-white-sRGB.ai DB-Logo-white-sRGB.png DB-Logo-white-sRGB.svg	DB-Logo-black-sRGB.ai DB-Logo-black-sRGB.png DB-Logo-black-sRGB.svg DB-Logo-black-sRGB.jpg

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Print requirements
The colour profiles created for Deutsche Bank are used for all print productions.

Print

Screen

Logotype – forms of appearance

The Deutsche Bank logotype is a specially created lock-up of our name and logo. It has been developed for use in various exterior signage, co-branding and sponsorship applications.

Original logotype artwork is available. The logotype may only be used with prior permission from Global Brand Management. The person who is responsible for the vendor/cooperation partner needs to be consulted for co-branding and sponsorship applications.

Deutsche Bank 

Logotype, right-aligned



Deutsche Bank

Logotype, center-aligned

Logotype – 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 PNG and SVG files is recommended for digital applications. JPGs are also possible. Because a JPEG is never transparent, there is no appropriate file format for the white logo version.

Colour designations

- SC:** Spot Colour/Special Colour (e.g. Pantone, HKS)
- CMYK_PSOCoatedV3:** Cyan Magenta Yellow Black (PSOcoatedV3 Fogra51 is a printing standard for sheet-fed offset printing on coated paper)
- Black/White:** Monochrome
- sRGB:** Red Green Blue (sRGB IEC61699-2.1 is a standardized colour space that is used for displaying colours on screens)

Format designations

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- .psd (native Photoshop Document)**
Pixel-based file format that allows a logo to be retouched in a photograph or illustration, for example.
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Explanation of abbreviations in the file name

Deutsche Bank		Alignment	Colour profiles	
DB-Logotype-ri-CMYK-PsoCV3.eps				
Addition		Colour information		File format
Deep Blue		White		Black
Deutsche Bank 		Deutsche Bank 		Deutsche Bank 
SC-Print (Deep Blue)		BW-Print (white)		BW-Print (black)
DB-Logotype-ri-SC-PMS.ai DB-Logotype-ri-SC-PMS.eps		DB-Logotype-ri-white.ai DB-Logotype-ri-white.eps		DB-Logotype-ri-black.ai DB-Logotype-ri-black.eps
CMYK-PSOCoatedV3-Print (Deep Blue)				
DB-Logotype-ri-CMYK-PsoCV3.ai DB-Logotype-ri-CMYK-PsoCV3.eps DB-Logotype-ri-CMYK-PsoCV3.psd				
sRGB-Screen-Web-Office (Deep Blue)		sRGB-Screen-Web-Office (white)		sRGB-Screen-Web-Office (black)
DB-Logotype-ri-sRGB.ai DB-Logotype-ri-sRGB.png DB-Logotype-ri-sRGB.jpg DB-Logotype-ri-sRGB.svg		DB-Logotype-ri-white-sRGB.ai DB-Logotype-ri-white-sRGB.png DB-Logotype-ri-white-sRGB.svg		DB-Logotype-ri-black-sRGB.ai DB-Logotype-ri-black-sRGB.png DB-Logotype-ri-black-sRGB.svg DB-Logotype-ri-black-sRGB.jpg

Print

Screen



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Print requirements

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Logotype – file formats

Print

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Digital

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

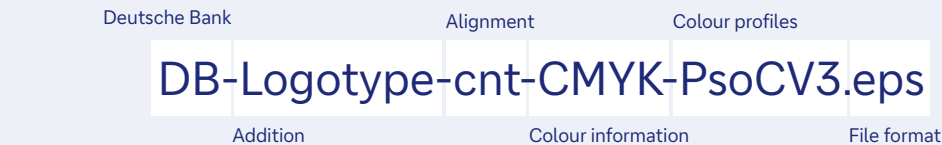
Black/White: Monochrome

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

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- **.jpg/.jpeg (Joint Photographic Experts Group)**
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Explanation of abbreviations in the file name



Deep Blue	White	Black
 Deutsche Bank	 Deutsche Bank	 Deutsche Bank
SC-Print (Deep Blue) DB-Logotype-cnt-SC-PMS.ai DB-Logotype-cnt-SC-PMS.eps	BW-Print (white) DB-Logotype-cnt-white.ai DB-Logotype-cnt-white.eps	BW-Print (black) DB-Logotype-cnt-black.ai DB-Logotype-cnt-black.eps
CMYK-PSOCoatedV3-Print (Deep Blue) DB-Logotype-cnt-CMYK-PsoCV3.ai DB-Logotype-cnt-CMYK-PsoCV3.eps DB-Logotype-cnt-CMYK-PsoCV3.psd		
sRGB-Screen-Web-Office (Deep Blue) DB-Logotype-cnt-sRGB.ai DB-Logotype-cnt-sRGB.png DB-Logotype-cnt-sRGB.jpg DB-Logotype-cnt-sRGB.svg	sRGB-Screen-Web-Office (white) DB-Logotype-cnt-white-sRGB.ai DB-Logotype-cnt-white-sRGB.png DB-Logotype-cnt-white-sRGB.svg	sRGB-Screen-Web-Office (black) DB-Logotype-cnt-black-sRGB.ai DB-Logotype-cnt-black-sRGB.png DB-Logotype-cnt-black-sRGB.svg DB-Logotype-cnt-black-sRGB.jpg

Print

Screen



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Print requirements

The colour profiles created for Deutsche Bank are used for all print productions.

Group logotype – forms of appearance

The Deutsche Bank Group logotype is a specially created lock-up of our group name and logo. It has been developed because of legal reasons.

Original logotype artwork is available. The group logotype may only be used with prior permission from Global Brand Management.

Deutsche Bank Group 

Group logotype, right-aligned



Deutsche Bank Group

Group logotype, center-aligned

Group logotype – 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

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CMYK-PSOCoatedV3-Print (Deep Blue) DB-Group-Logotype-ri-CMYK-PsoCV3.ai DB-Group-Logotype-ri-CMYK-PsoCV3.eps DB-Group-Logotype-ri-CMYK-PsoCV3.psd		
sRGB-Screen-Web-Office (Deep Blue) DB-Group-Logotype-ri-sRGB.ai DB-Group-Logotype-ri-sRGB.png DB-Group-Logotype-ri-sRGB.jpg DB-Group-Logotype-ri-sRGB.svg	sRGB-Screen-Web-Office (white) DB-Group-Logotype-ri-white-sRGB.ai DB-Group-Logotype-ri-white-sRGB.png DB-Group-Logotype-ri-white-sRGB.svg	sRGB-Screen-Web-Office (black) DB-Group-Logotype-ri-black-sRGB.ai DB-Group-Logotype-ri-black-sRGB.png DB-Group-Logotype-ri-black-sRGB.svg DB-Group-Logotype-ri-black-sRGB.jpg

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Group logotype – file formats

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Explanation of abbreviations in the file name

Deutsche Bank Group	Alignment	Colour profiles
DB-Group-Logotype-cnt-CMYK-PsoCV3.eps	Addition	Colour information
		File format

Deep Blue	White	Black
		
SC-Print (Deep Blue) DB-Group-Logotype-cnt-SC-PMS.ai DB-Group-Logotype-cnt-SC-PMS.eps	BW-Print (white) DB-Group-Logotype-cnt-white.ai DB-Group-Logotype-cnt-white.eps	BW-Print (black) DB-Group-Logotype-cnt-black.ai DB-Group-Logotype-cnt-black.eps
CMYK-PSOCoatedV3-Print (Deep Blue) DB-Group-Logotype-cnt-CMYK-PsoCV3.ai DB-Group-Logotype-cnt-CMYK-PsoCV3.eps DB-Group-Logotype-cnt-CMYK-PsoCV3.psd		
sRGB-Screen-Web-Office (Deep Blue) DB-Group-Logotype-cnt-sRGB.ai DB-Group-Logotype-cnt-sRGB.png DB-Group-Logotype-cnt-sRGB.jpg DB-Group-Logotype-cnt-sRGB.svg	sRGB-Screen-Web-Office (white) DB-Group-Logotype-cnt-white-sRGB.ai DB-Group-Logotype-cnt-white-sRGB.png DB-Group-Logotype-cnt-white-sRGB.svg	sRGB-Screen-Web-Office (black) DB-Group-Logotype-cnt-black-sRGB.ai DB-Group-Logotype-cnt-black-sRGB.png DB-Group-Logotype-cnt-black-sRGB.svg DB-Group-Logotype-cnt-black-sRGB.jpg

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 **Print requirements**
The colour profiles created for Deutsche Bank are used for all print productions.

Descriptive logos – forms of appearance

The description “In cooperation with” is an explanatory supplement written on one line above our Deutsche Bank logo lettering and next to our logo. Together, this forms our descriptive logo.

There are two forms of descriptive logos: a version with our logo on the right side, and a version with our logo on the left side.

The explanatory text is often required in several regions and, therefore, these descriptive logos often exist in multiple language versions. For this reason, the respective file formats feature language abbreviations at the end of the file name.

The logos listed below are available for download in the brand portal:

English/German:

In cooperation with Deutsche Bank
In Kooperation mit Deutsche Bank

In partnership with Deutsche Bank
In Partnerschaft mit Deutsche Bank

Sponsored by Deutsche Bank
Gefördert durch Deutsche Bank

Supported by Deutsche Bank
Unterstützt durch Deutsche Bank

English:

Presented by Deutsche Bank
Co-Sponsor Deutsche Bank
Corporate partner Deutsche Bank
Hosted by Deutsche Bank
Brought to you by Deutsche Bank
Exhibitor Deutsche Bank
An exhibition from Deutsche Bank

English version

In cooperation with
Deutsche Bank



In cooperation with
Deutsche Bank

German version

In Kooperation mit
Deutsche Bank



In Kooperation mit
Deutsche Bank

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Descriptive logos – construction

Proportions logo and logo lettering

Start with the Deutsche Bank logo in a size of 50 × 50 mm. Then add our logo lettering at a width of 119 mm on a baseline from the slant from the logo. The distance between our logo lettering and logo is 1/4 of the logo size.

Explanatory text

The explanatory text is set in Deutsche Bank Medium in 32 pt, left-aligned with our logo lettering. The tallest lowercase letter of the explanatory text ends with the top edge of the slant from our logo.

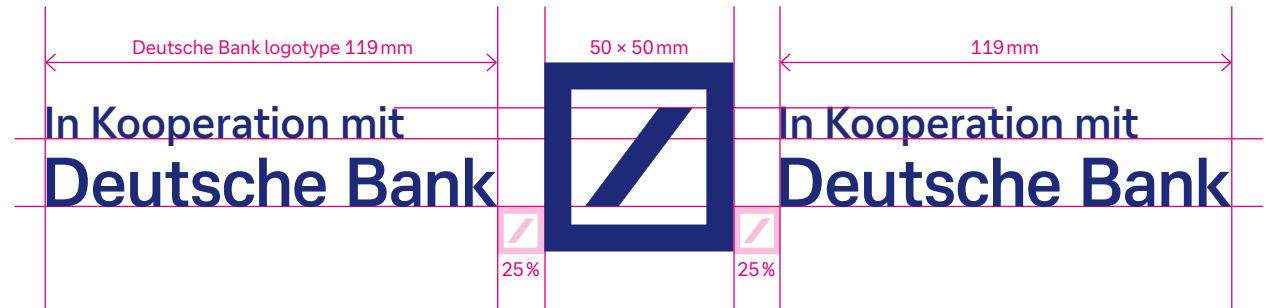
Colours

The logos are always monochrome, i.e. Deep Blue, black or white.

Designation

The naming of the file formats corresponds to the examples and rules previously indicated. However, there is an additional element here in the form of the language version.

Explanatory text:
Deutsche Bank Medium, 32 pt



File name:
DB-In-cooperation-with-ri-DE-CMYK-PsoCV3.ai

File name:
DB-In-cooperation-with-le-DE-CMYK-PsoCV3.ai

Explanation of abbreviations in the file name

Deutsche Bank	Alignment	Colour information	File format
DB-In-cooperation-with-ri-DE-CMYK-PsoCV3.eps			
Addition	Language	Colour profiles	

2. Identifiers

Identifiers

Usage of Deutsche Bank identifier and sender identifier

Our name, Deutsche Bank appears in combination with the identifier within all applications in two variants:

1 As one unit:

The Deutsche Bank identifier and the sender identifier are placed as one unit on two lines. It is used in layouts without an expanding box (e.g. letterheads and pull-up banners) and in extreme landscape formats with an expanding box (e.g. email header banners).

Colours: Deep Blue or white

Font: Deutsche Bank identifier in bold;
sender identifier in regular

LS: 100% of the font size

2 Separated:

The sender identifier sits above the message and the Deutsche Bank identifier is placed separately below.

Colours: Deutsche Bank identifier in white
sender identifier in bright blue within the expanding box

Font: Deutsche Bank identifier in bold;
sender identifier in regular

See chapter 7 for details on the expanding box.

3 Size (standard):

The size of the Deutsche Bank identifier is specified for many formats in the relevant guidelines or templates. For all media not covered by the guidelines, the standard size should be used initially. The height of the capital letters in the Deutsche Bank identifier is 1/4 of the logo (size S).



2

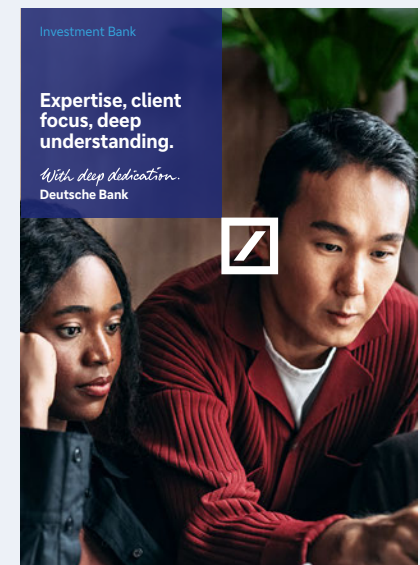
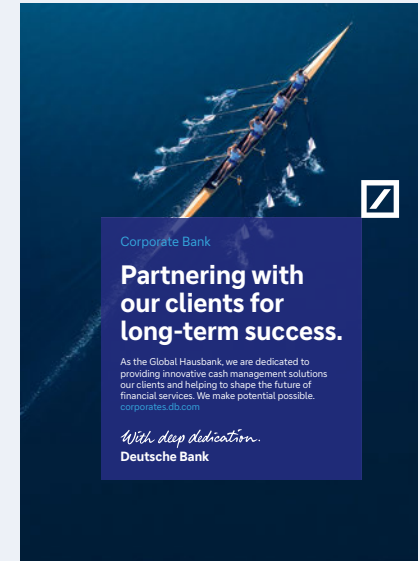


1



1

2



2

3. Typography

DeutscheBank

Our typeface is DeutscheBank – spelled as one word. It has been created for use across all our communication assets and is based on the sans serif typeface Linear Antiqua.

1 Angled stroke ends

Special features include angled stroke ends to reflect the dynamic slant from the Deutsche Bank logo.

2 Square punctuation

Punctuation is based on the geometric shape of the square and adds to the brand character of the typeface.

Download

Please make sure that you always use DeutscheBank typeface. Only the original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>



How the new fonts differ from the previous fonts

DeutscheBank differs from the previously-used Deutsche Bank Text typeface in several areas.

1 Angled stroke ends

A special feature of the DeutscheBank font family is angled stroke ends, which Deutsche Bank Text does not have.

2 Square punctuation

DeutscheBank's punctuation is based on the geometric shape of the square, while Deutsche Bank Text has rounded punctuation.

3 Readability

Individual characters have been revised in favour of differentiation (e.g. lowercase l) as well as opened up for legibility (e.g. lowercase a, e, g, s, y).

4 Naming

The naming of the two fonts is different: the new DeutscheBank font is written as one word with no space. This spelling is visible in every necessary programme.

Example: spelling of both typefaces as seen in InDesign.



Deutsche Bank Text DeutscheBank



Download

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DeutscheBank – weights

DeutscheBank is available in ten weights for Latin Extended, Greek and Cyrillic. It has various functions and glyphs, such as tabular figures and fractions. For Arabic and Chinese languages, substitute fonts have been defined that offer similar characteristics to the new DeutscheBank.

Our DeutscheBank font weights are as follows.

Used in body copy:

- Light
- Light Italic
- Regular
- Regular Italic
- Medium
- Medium Italic

Used in headlines and sublines:

- Bold

Used for emphasis:

- Bold Italic
- Extra Bold
- Extra Bold Italic

Small caps:

The five even weights of the DeutscheBank font family have small caps that can be used to emphasize text. Their weights can be used as soft or loud markings/text emphasis.



Always use mixed letters

All text for Deutsche Bank is written in mixed letters and not in capital letters.

Light
Regular
Medium
Bold
Extra Bold

Light Italic
Regular Italic
Medium Italic
Bold Italic
Extra Bold Italic

DeutscheBank
112345%¹/₃ffi⁴→↗€,¥,£

LIGHT
REGULAR
MEDIUM
BOLD
EXTRA BOLD

Small Caps

Headlines, subheadlines, body text – specifications

The comprehensive DeutscheBank typeface allows for creating well-structured, consistent and readable text layouts with a clear hierarchy.

1 Sender identifier

Font: DeutscheBank Regular
Colour: Bright blue, white

2 Headline

Font: DeutscheBank Bold
Colour: Black, white, Deep Blue

3 Subheadline

Font: DeutscheBank Bold
Colour: Black, white, Deep Blue

4 Body text

Font: DeutscheBank Regular, Regular Italic,
DeutscheBank Medium, Medium Italic,
DeutscheBank Light, Light Italic
Colour: Black, white, Deep Blue

5 Deutsche Bank identifier

Font: DeutscheBank Bold
Colour: White, Deep Blue

Overall text settings

Kerning	metric
Spacing	0
Sender identifier	LS:
Deutsche Bank identifier	100 %
Headlines	LS:
Subheadlines	110 %
Body text	LS:
	120 %



Please note

The specifications apply to adverts, posters, online ads, banners etc. For brochures, there are differentiated text hierarchies and line spacing defined that deviate from this.

1 Sender identifier

2 Headlines in Bold¹

3 Subheadlines also in Bold²

4 Copytext / Body copy standard is always Regular.

4 To set a hierarchy and to organise longer text, it is also possible to use *Regular Italic*, **Medium**, **Medium Italic**, Light and *Light Italic*.

5 Deutsche Bank



^{1/2} Bold headlines and subheadlines are the overall standard. There are some applications and specific media where there are exceptions and deviations from the standard style and line spacing (e.g. literature).

Headlines – length

The length of Deutsche Bank headlines is fixed. Short headlines are easier to understand and more likely to be read. That is why Deutsche Bank headlines are ideally two lines long; in rare cases, they can be a maximum of three lines long.

1 Two-line headlines:
ideal case

2 Three-line headlines:
maximum case

Headline length

1

Dedication is what drives us.

Holen Sie sich das Zins-Gefühl.

2

Partnering with
our clients for
long term success.

Ich will, dass
sich sparen
wieder lohnt.

Headlines – use of periods

The period as a punctuation mark is only used at the end of a sentence if a verb is integrated. When no verb appears, then no period is added.

1 Examples with a period
at the end of the sentence

2 Examples without the use of a period
at the end of the sentence

Punctuation

1
**Dedication is
what drives us.**

**Partnering with our
clients for long term
success.**

2
**A closer look
at tomorrow**

**Dedication in
every detail**

**Holen Sie sich
das Zins-Gefühl.**

**Sie haben die Wünsche,
wir den Weg.**

**Dein Depot –
deine Regeln**

**Rein ins
Zins-Gefühl**

DeutscheBank – typographic highlighting

DeutscheBank offers numerous options for typographical markings and highlighting.

1 Bold

Always highlight or emphasize text using font styles, such as bold or italic. Highlighting with colour should only be used when integrating specific Deutsche Bank product names, or in complex media (e.g. financial communication) that require further differentiation.

2 Middle dot or vertical line

Separate short text sections that follow one another by using a middle dot or vertical line.

2 En dash

When listing items, such as in a bullet point list, use the en dash, not the longer em dash.

4 Arrows

Always use the arrows that are stored as symbols in DeutscheBank, instead of creating your own or using other methods.

5 Footnotes

Insert the correct footnotes listed in the glyphs (superscript one, two, three, etc).



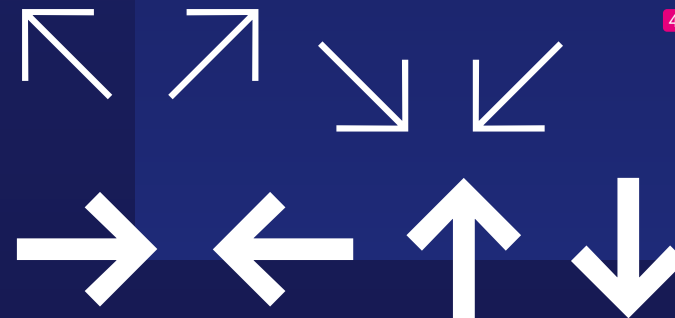
Always use mixed letters

All text for Deutsche Bank is written in mixed letters and not in capital letters.

1 Bold instead of color as **highlighting** in the text

2 *Middle dot* · or optional · *vertical line* | for short text sections | lormara sol | silan

- 3** – **En Dash:** for enumerations loresim lara
- Pientibu sandae porehenis quiatec tatque
 - Eceribus apis ut aut et Odipsam utaesed
 - Sgenien tiatus recabora berest, sequos rate
 - Liti blatiat is nimus expelest iducipsaest



¹Footnote: superscript one

²Footnote: superscript two

³Footnote: superscript three

4. Colours

The colour of consistency – Deutsche Bank Deep Blue

The colour of consistency

Deutsche Bank Deep Blue is the colour of our brand. Always refer to the colour as Deep Blue and not blue.

Our colour palette captures the full spectrum and nuances of blue, reflecting the horizon and boundless depth of our expertise.

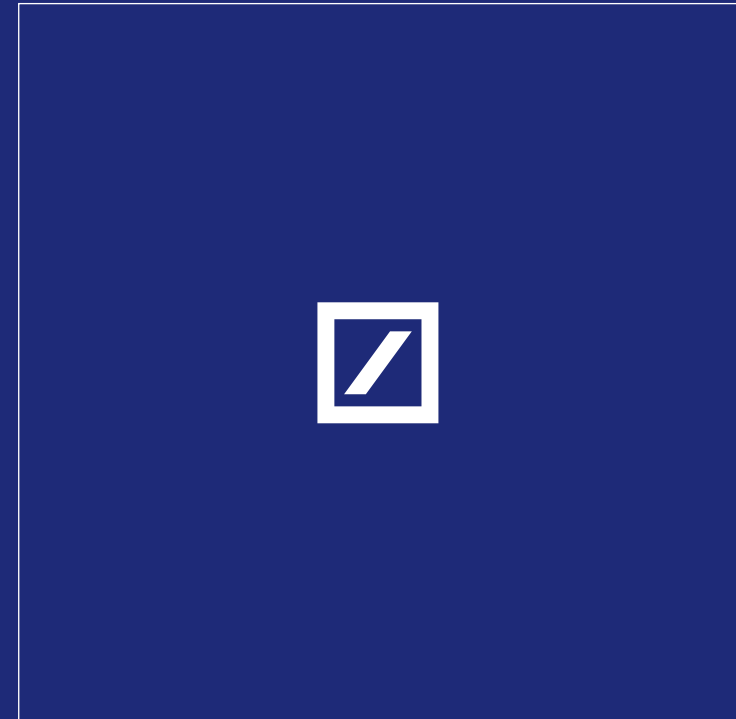
Deep Blue in use

Used as the primary colour throughout all of our corporate and consumer communications, Deutsche Bank Deep Blue unifies our brand. It is applied across all points of contact in backgrounds, illustrations and typography. All divisions are using the same Deep Blue to create global consistency.

Its meaning is clear: Deep Blue stands for trust and innovation, while also creating a balance between security and the courage to seize new opportunities.

The CMYK and RGB values are optimised for the following colour spaces:

CMYK: PsoCoatedV3/FOGRA51
RGB/HEX: sRGB IEC61699-2.1



Deep Blue

Pantone 662 C
100 | 90 | 0 | 20
30 | 42 | 120
#1e2a78

Primary colours

Primary palette

Capturing the power of blue, our primary colour palette is simple yet bold. It has been streamlined to ensure consistency and clarity across all brand communications.

Deep Blue – core brand colour

Deutsche Bank Deep Blue is our core brand colour that's rich in meaning. It unifies our brand and appears across all touchpoints.

White

Used for backgrounds and text, white ensures clear and precise communications.

Grey

Featuring a subtle blue tint, grey adds texture and functionality to our palette.

Ice blue and light blue

Soft in tone yet with a touch of vibrancy, light blue is inspired by a blue sky and clear horizons, while ice blue adds an extra layer of lightness.

Bright blue and mid blue

With their familiar hue, bright blue and mid blue are used as a dynamic accent. Bright blue is used for text highlights on Deep Blue (e.g. for the sender identifier and the URL) and as an area colour. Mid blue is used for text highlights on white background as well as on grey and ice blue.

Dark blue

The heaviest colour in our palette, dark blue creates a solid base of stability and security while acting in harmony with the other colours.

Odysee blue – digital only

Odysee blue is only used for online applications. It is not printable because it cannot be displayed in CMYK/PsoCoatedV3. **See details in “Digital principles” or “Advertising – print and online” for exact area of application of this colour.**

Odysee blue

5 | 80 | 209
#0550d1

White

Grey

Ice blue

Light blue

Bright blue

Mid blue

Deep Blue

Dark blue

Pantone 656 C
8 | 4 | 1 | 0
237 | 241 | 247
#edf1f7

8 | 2 | 0 | 0
236 | 244 | 252
#ecf4fc

Pantone 642 C
21 | 0 | 2 | 0
205 | 235 | 246
#cdebfb

Pantone 2191 C
70 | 15 | 0 | 0
52 | 166 | 220
#34A6DC

Pantone 4151 C
90 | 52 | 0 | 0
0 | 105 | 177
#0069b1

Pantone 662 C
100 | 90 | 0 | 20
30 | 42 | 120
#1e2a78

Pantone 2757 C
100 | 95 | 10 | 50
22 | 24 | 78
#16184e

Colour and typography – accessibility

Our primary colour palette has been designed for high levels of readability and impact. Its accessibility has been tested using the APCA model (Advanced Perceptual Contrast Algorithm).

Compared to AA/AAA guidelines, APCA reviews accessibility, based heavily on the colours in actual context. This results in a more readable experience for people with different types of vision.

The accessibility is calculated based on the text's font weight, size and colour. The background image and overall context, including ambient light, surroundings, and intended purpose of the text, are also taken into account.

This table shows all acceptable and unacceptable combinations for text and background.



Example of suitable colour and text combinations.

Text colour	Background colour							
	White	Grey	Ice blue	Light blue	Bright blue	Mid blue	Deep Blue	Dark blue
White		✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text
Grey	✗ Large text ✗ Medium text ✗ Body text		✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text
Ice blue	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text		✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text
Light blue	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text		✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text
Bright blue	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text		✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text
Mid blue	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✗ Large text ✗ Medium text ✗ Body text		✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text
Deep Blue	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✗ Large text ✗ Medium text ✗ Body text		✗ Large text ✗ Medium text ✗ Body text
Dark blue	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	



Please note:

This table is not a recommendation for combinations. Rather, it only shows acceptable possibilities.



Download

All Deutsche Bank colour palettes are prepared for print and digital purposes, and can be imported into all Adobe CC programmes. Only original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>

Colour and typography – accessibility

Based on the accessibility data from the previous slide, please use contrast appropriate text and background combinations as listed on this page.



Please note:

All individual cases must be double-checked to confirm accessibility.

Text colours for dark blue backgrounds:

Large



White Bright blue

Medium



White Bright blue

Body



White Bright blue

Minimum body text: 18 px/Light font
14 px/Regular font

Minimum non-body text: 12 px/Regular font

Recommended minimum for extremely thin fonts with a minimum of **26 px at weight 200**.

Text colours for Deep Blue backgrounds:

Large



White Bright blue

Medium



White Bright blue

Body



White Bright blue

Minimum body text: 18 px/Light font
14 px/Regular font

Minimum non-body text: 12 px/Regular font

Recommended minimum for extremely thin fonts with a minimum of **26 px at weight 200**.

Text colours for white backgrounds:

Large



Deep Blue Mid blue

Medium



Deep Blue Mid blue

Body



Deep Blue Mid blue

Minimum body text: 18 px/Light font
14 px/Regular font

Minimum non-body text: 12 px/Regular font

Recommended minimum for extremely thin fonts with a minimum of **26 px at weight 200**.

Text colours for bright blue backgrounds:

Large



Deep Blue

Medium



Deep Blue

Body



Deep Blue

Minimum body text: 36 px/Light font
24 px/Regular font

Minimum non-body text: 14 px/Regular font

Recommended minimum for extremely thin fonts with a minimum of **40 px at weight 200**.

Text colours for light blue backgrounds:

Large



Deep Blue Mid blue

Medium



Deep Blue Mid blue

Body



Deep Blue Mid blue

Minimum body text: 30 px/Light font
18 px/Regular font

Minimum non-body text: 14 px/Regular font

Recommended minimum for extremely thin fonts with a minimum of **30 px at weight 200**.

Text colours for ice blue backgrounds:

Large



Deep Blue Mid blue

Medium



Deep Blue Mid blue

Body



Deep Blue Mid blue

Minimum body text: 24 px/Light font
18 px/Regular font

Minimum non-body text: 14 px/Regular font

Recommended minimum for extremely thin fonts with a minimum of **30 px at weight 200**.

Text colours for grey backgrounds:

Large



Deep Blue Mid blue

Medium



Deep Blue Mid blue

Body



Deep Blue Mid blue

Minimum body text: 24 px/Light font
18 px/Regular font

Minimum non-body text: 14 px/Regular font

Recommended minimum for extremely thin fonts with a minimum of **30 px at weight 200**.

Accent colours

Apply vibrant accents sparingly

Our bright accent colour palette is used to highlight important data and details. Its individual colours are used in tables, diagrams and graphics.

To ensure consistency, the same highlight colours are used on both light and dark backgrounds.

Accent colours are never used across the board. Icons and illustrations are designed with the blue colours of the primary palette.

Please use accent colours carefully when paired with our primary palette.

Turquoise	Pantone 7472 C 67 0 30 0 59 184 184 #3bb8b8
Petrol	Pantone 4158 C 75 25 22 27 36 119 141 #24778d
Positive call-out colour Summer green	Pantone 3529 C 75 0 100 0 37 166 45 #25a62d
Spring green	Pantone 381 C 27 0 95 0 201 221 3 #c9dd03
Autumn green	Pantone 2305 C 30 5 95 20 161 172 5 #a1ac05
Lucent yellow	Pantone 108 C 0 5 90 0 255 230 0 #ffe600
Sundown orange	Pantone 716 C 0 57 92 0 242 128 17 #f28011
Negative call-out colour Bright red	Pantone 2035 C 0 100 90 0 231 0 29 #e7001d
Rubine red	Pantone Rubine Red C 0 100 28 10 212 0 92 #d4005c
Light violet	Pantone 2058 C 25 50 0 0 193 142 189 #c18ebd
Night violet	Pantone 2627 C 80 100 6 31 67 22 97 #431661

Light background

Dark background

Accent colours – accessibility

The accessibility of our accent colour palette has been tested using the APCA model (Advanced Perceptual Contrast Algorithm).

Compared to AA/AAA guidelines, APCA reviews accessibility based heavily on the colours in actual context. This results in a more readable experience for people with different types of vision.

The accessibility is calculated based on the text's font weight, size and colour. The background image and overall context, including ambient light, surroundings, and intended purpose of the text, are also taken into account.

This table shows all acceptable and unacceptable combinations for text and background.

		Background										
		Turquoise	Petrol	Summer green	Spring green	Autumn green	Lucent yellow	Sundown orange	Bright red	Rubine red	Light violet	Night violet
Text colour	White	✓ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text
	Deep Blue	✓ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text
	Dark blue	✓ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✓ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✗ Medium text ✗ Body text	✓ Large text ✗ Medium text ✗ Body text	✓ Large text ✓ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text



Please note:

This table is not a recommendation for combinations. Rather, it only shows acceptable possibilities.



Please note:

All individual cases must be double-checked to confirm accessibility.



Download

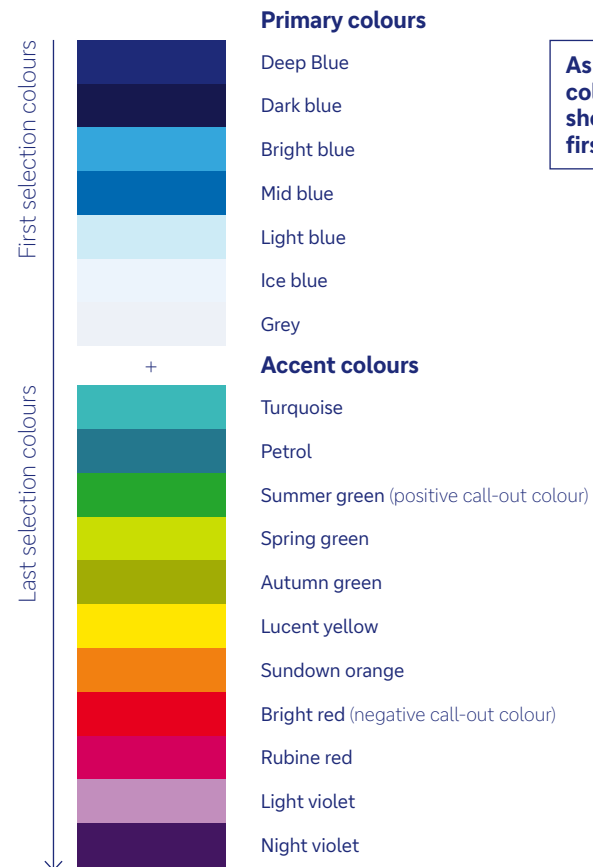
All Deutsche Bank colour palettes are prepared for print and digital purposes, and can be imported into all Adobe CC programmes. Only original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>

Colours – exemplary applications

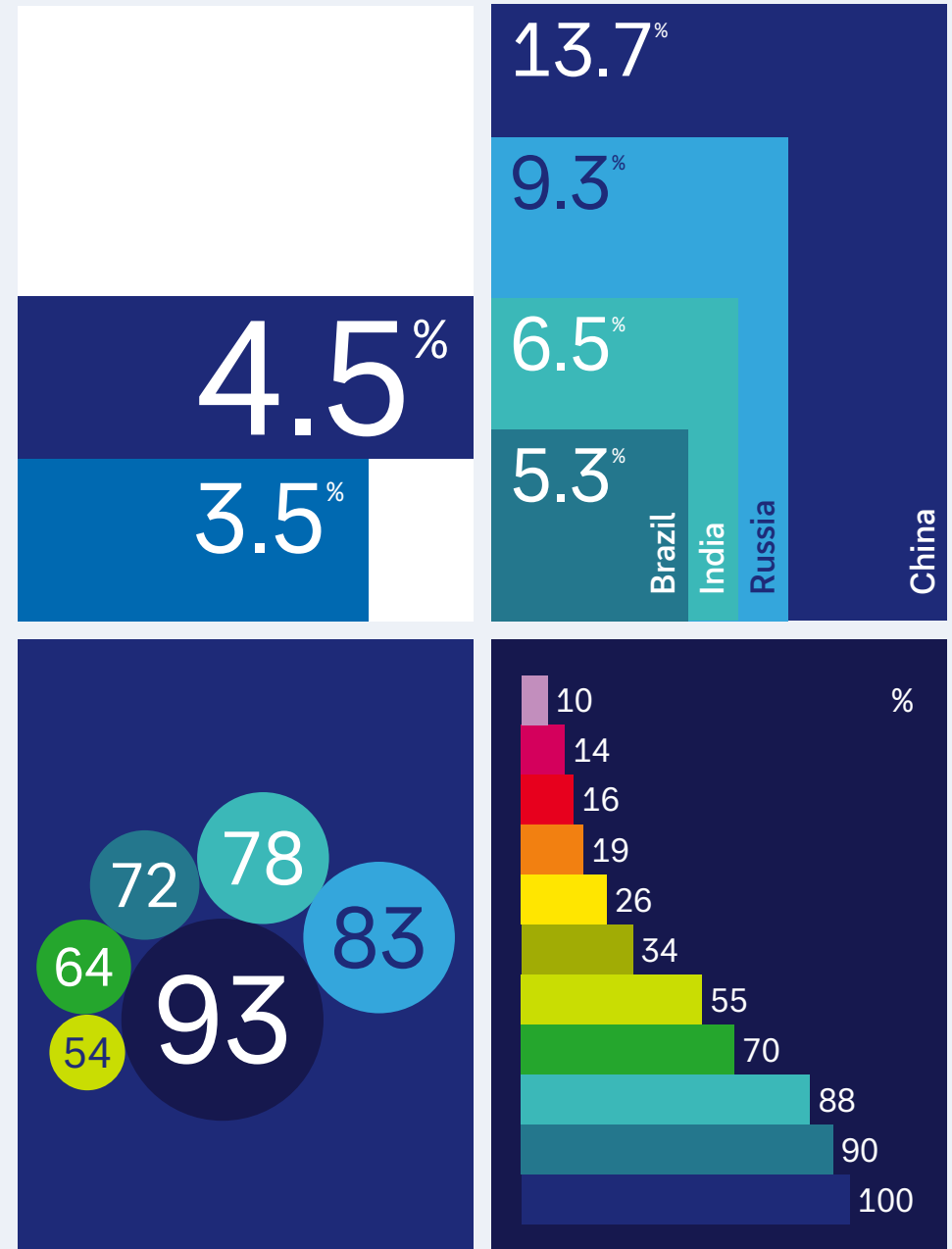
Combinations

Here are five examples that show how our colours can be used.
The use of blue as our core colour ensures visual consistency between data sets.

The main backgrounds primarily use Deep Blue, white or light blue.
Then the first colour to be added is always bright blue or mid blue – depending on the text colour implemented – followed by other blue and green colours. Accent colours are only used if differentiation between many colours is required.



As our primary brand colour, Deep Blue should always be the first colour chosen.



5. Backgrounds

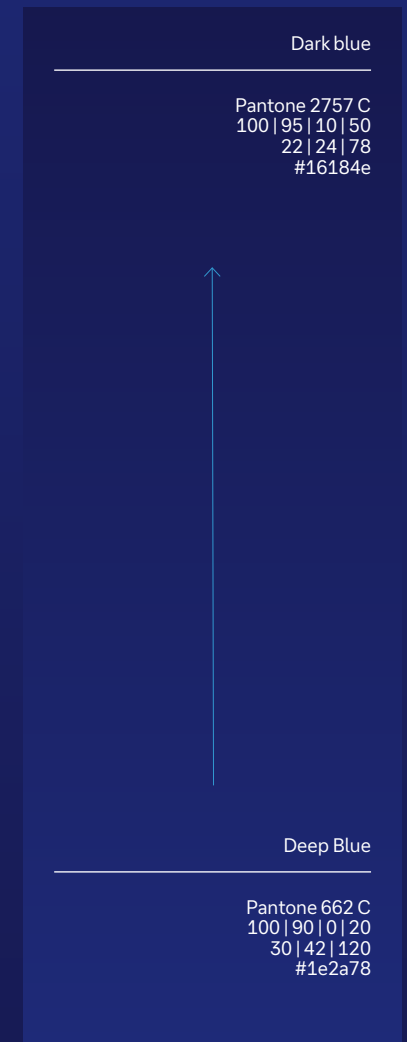
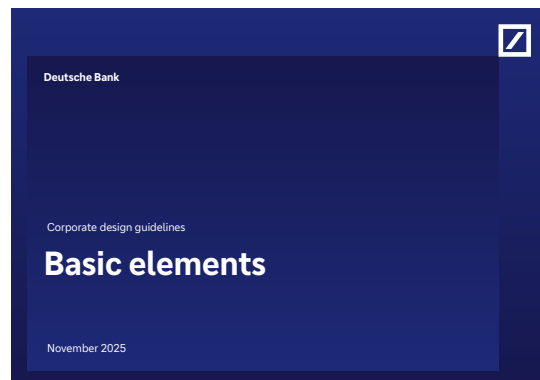
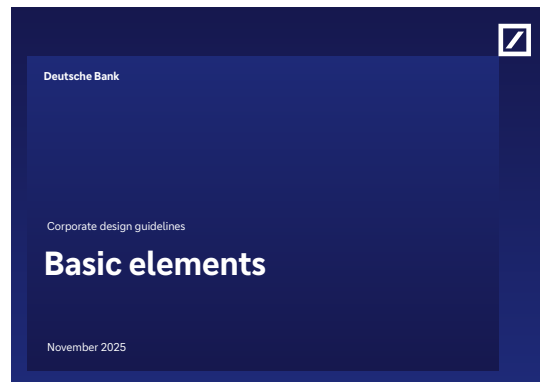
Colour gradients as design elements

Deep Blue gradients

Two Deep Blue colour gradients have been defined for Deutsche Bank. They transition vertically from Deep Blue to dark blue and, alternatively, from dark blue to Deep Blue.

The background shows the same gradient in the opposite direction so that the areas are clearly separated from each other. This guarantees that the edges of the expanding box are always fully visible and do not fade into the background.

The two different gradients can be overlaid, as seen in the examples below.



Colour gradients as design elements

Light gradients

In instances where the Deep Blue to dark blue gradient appears too dark, two additional gradients can be used that rely on light colours.

Light blue

This gradient serves as a fresh alternative to ice blue and light blue. Nevertheless, the colour shades from the primary palette are always the first choice and these lighter gradients should not be overused.

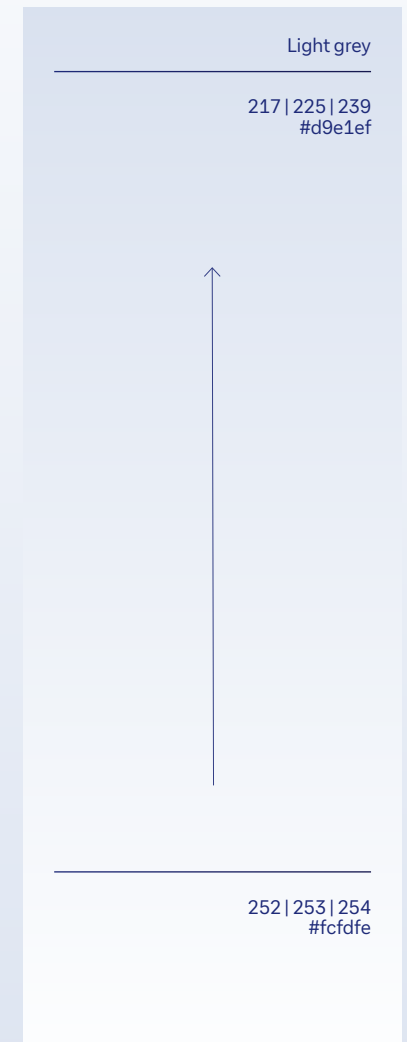
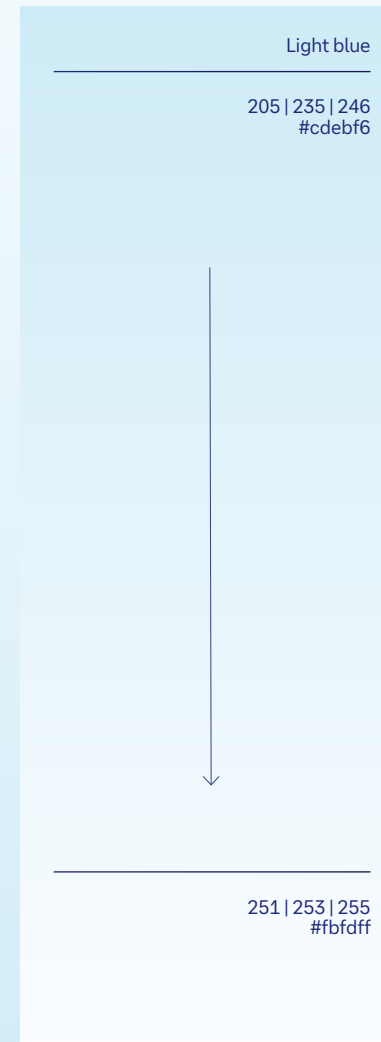
Light grey

The darker shade for the grey is derived from the primary palette's grey colour (8 | 4 | 1 | 0). This new shade of grey was developed to ensure optimal visibility of the gradient.



For digital applications only

The light blue and light grey gradients are reserved exclusively for digital applications (e.g. screensavers) and are not used in print.



Logo matrix – Deep Blue gradients

Strengthening the brand

As a core element of our corporate design, the logo matrix is used to reinforce our branding in a subtle yet impactful way.

The logo matrix is the continuation of our expanding box while its rectangular elements are derived from our logo. The overlapping style creates dynamism, movement and multidimensionality.

Colours

According to the corporate design of the Deutsche Bank Group, there are currently two colour variants of the logo matrix.

- **DB logo matrix Deep Blue large:**
A colour combination of Deep Blue, dark blue and bright blue.
- **DB logo matrix bright blue large:**
A colour combination built on bright blue (see next page for details).

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>



Logo matrix – bright blue gradients

Flexibility in design

As one of our primary colours, bright blue is an eye-catching choice for an alternative logo matrix. It gives you necessary design freedom when creating backgrounds for various communication assets. Just be sure to use the correct font colours and sizes with this background.

Download

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Logo matrix – format placement

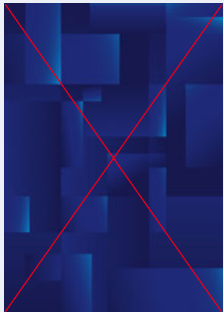
How to implement

The logo matrix serves as a design platform for creating a range of assets. A basic vector file is available and includes all necessary size formats. As a vector graphic, it is scalable and easy to use for all asset types and media.

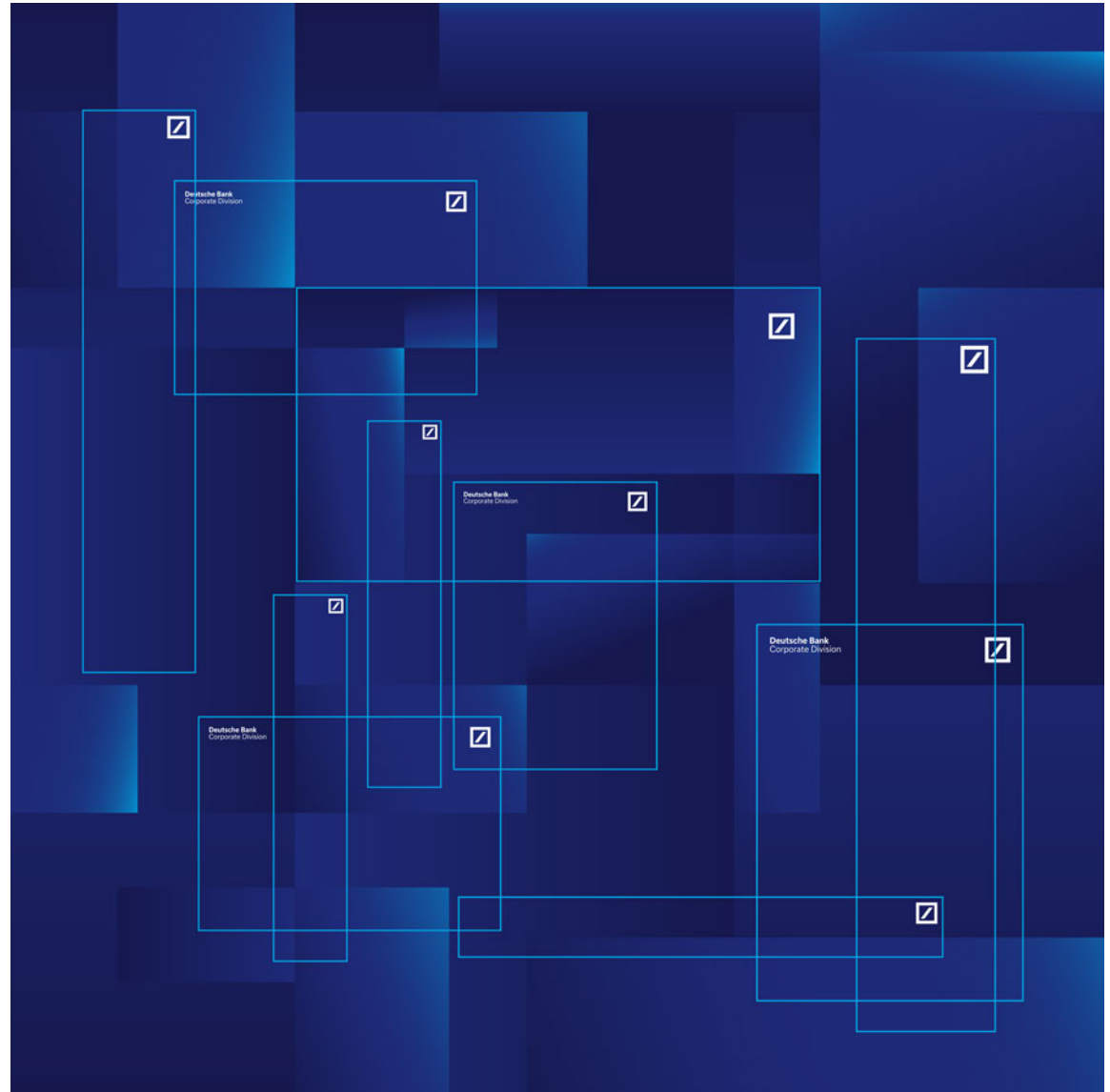
The image to the right shows exemplary cut-outs for different sizes. Important: never compress the entire vector file to fit into a format.

When integrating the logo matrix, keep in mind the following criteria to ensure a harmonious overall look:

- Place the Deutsche Bank logo on the respective surface using the minimum space requirements.
- Select a balanced number of rectangular elements within a format and consider their relation to each other. Too many elements within one format can make the layout too busy and complex.



- Ensure that typographic elements such as the sender Deutsche Bank, the identifier, URLs, headlines and body text are not positioned on hard, high-contrasting edges between the elements, which makes them difficult to read.



Logo matrix – file formats

Print

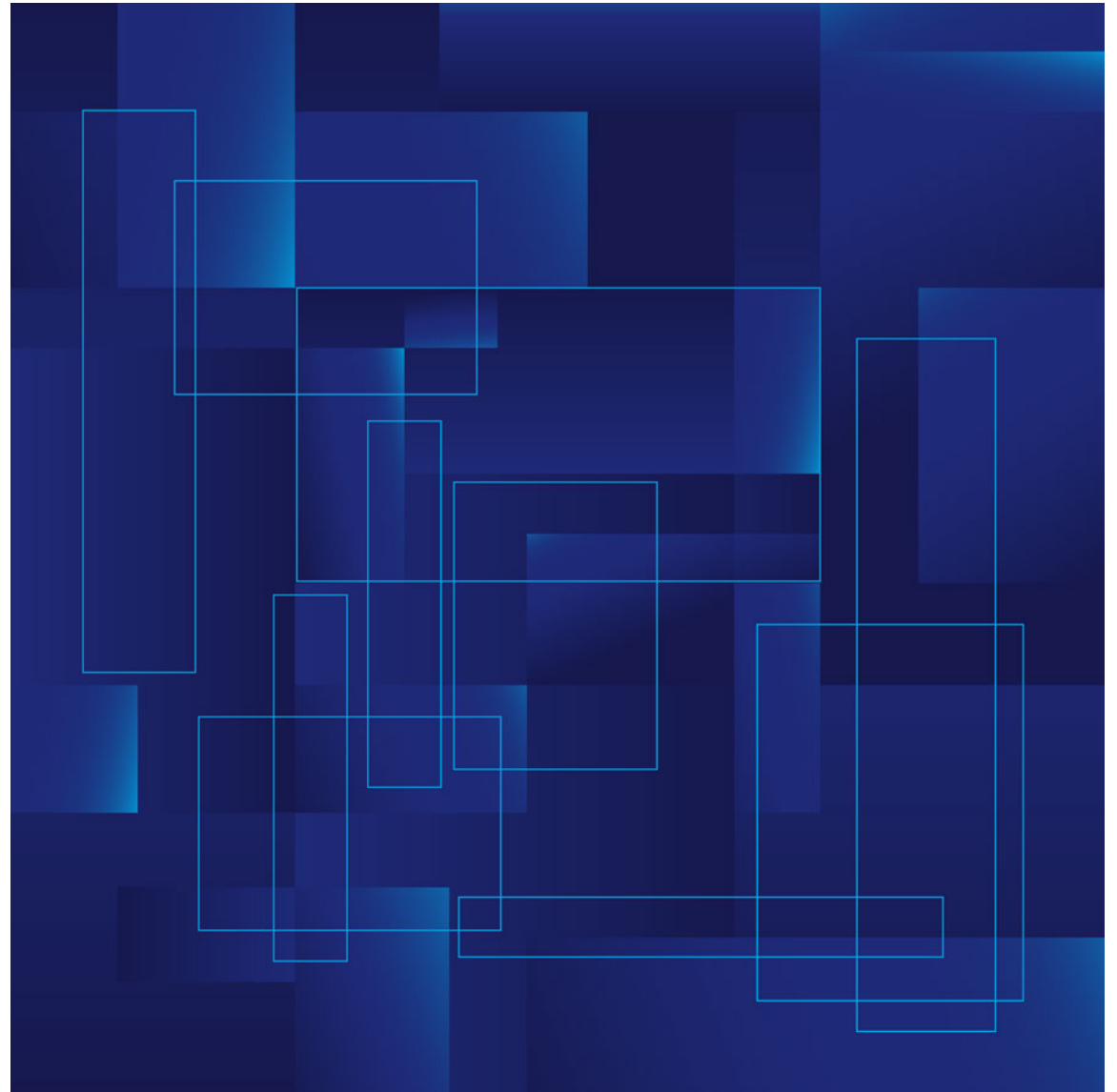
In print media, the use of Adobe Illustrator files (*.ai) is recommended. AI files contain colour profiles that enable optimum reproduction of our corporate design colours in an appropriately configured workflow, as opposed to Illustrator EPS file formats.

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)



Logo matrix – best practice

Make an impact

The following overview shows examples of how to use the logo matrix in various formats:

- **PowerPoint:** (16:9)
- **DIN A4:** portrait and landscape formats
- **Leaderboard banner:** 728 × 90 pixels
- **Skyscraper banner:** 120 × 600 pixels



6. Imagery

Imagery – deeply focussed

The depth of our dedication is at the heart of our creative expression. That's why we show a natural link between Deutsche Bank's expertise and all the ways we expand client opportunities.

Our aspirational culture guides everything we do, every day. It's also a useful foundation for how we present Deutsche Bank through imagery.

We showcase a deep range of subjects, including intimate exchanges with our clients, key moments in their lives, and a multi-perspective understanding of global issues.

Every image is captured with a real-world look and feel. Nothing is posed or artificial – just real people living real moments.

The vibrancy of our values

Our art direction 'with deep dedication' is strengthened and underpinned by our cultural values, which helps us define how and what we capture in a way that feels distinctly Deutsche Bank.

- Our responsibility is brought to life with genuine interactions that inspire **trust and integrity**.
- Our commercial thinking is highlighted by displaying a real-world view and a breadth of **business opportunities** for our **diverse** client base.
- Our **dedication** is seen through a reportage style that's full of life, capturing our unrivalled **client experience**.



Key characteristics – what we show

Depth of expertise

Our deep knowledge and expertise in the financial sector and beyond inspires trust and integrity.



Enabling opportunities

Our responsibility and commitment to enabling our clients' opportunities allows them to enjoy the vibrancy of life.



Broad perspectives

Our global outlook reflects our commitment to serving our diverse network of clients worldwide.



Deep commitment

Our deep understanding and commitment to our clients' success is underpinned by our desire to create an unrivalled client experience.



Key characteristics – how we show it

Natural moments

- Genuine emotion
- Reportage style
- Honest expression
- Candid moments



Sense of depth

- Clear focus
- Layered scenes
- Depth of field



Looking deeper

- Unexpected moments
- Surprise and delight
- Intriguing crops and perspectives



Tonal variation

- Natural warmth
- Natural lighting
- Higher saturation
- Vibrant quality



Imagery – what to avoid

1 Insincere moments

- ⊗ Overly staged environments
- ⊗ Overly posed people
- ⊗ Forced situations

2 Overly polished styling

- ⊗ Too editorial or fashion-like
- ⊗ People that look like models

3 Monotone effect

- ⊗ Washed-out look and feel
- ⊗ Lacking vibrancy

4 AI-generated content

- ⊗ Logical and incorrect motifs
- ⊗ Overly a posed effect

5 Mix of photography and graphics

- ⊗ Too artificial
- ⊗ Lacking authenticity

6 Exaggerated metaphors

- ⊗ Silly and playful
- ⊗ Low professional quality
- ⊗ Too staged or retouched

1



2



3



4



Created with Midjourney

5



6



People – clients

Our people photography showcases our clients in their natural environments — at home, at work, exercising, spending time with friends and family, having a relaxing time on holidays and working on their passion projects.

Our imagery style showcases the depth, breadth, and diversity of our client base, and is reflective of all the regions across the world that Deutsche Bank represents.

The photography should portray a balance between professional and casual moments. Through reportage style shots, we capture candid moments that tell compelling stories.

The colours are strong and saturated, warm and friendly. The scenes are lively and people behave naturally without striking poses.



People – employees

Our people photography showcases our employees at work, in moments of active dedication to our clients. Just like our client imagery, our employee imagery showcases the depth, breadth, and diversity of our employee base, and is reflective of all the regions across the world that Deutsche Bank represents.

We capture a combination of authentic portraits and candid shots, always in action, always collaborating.

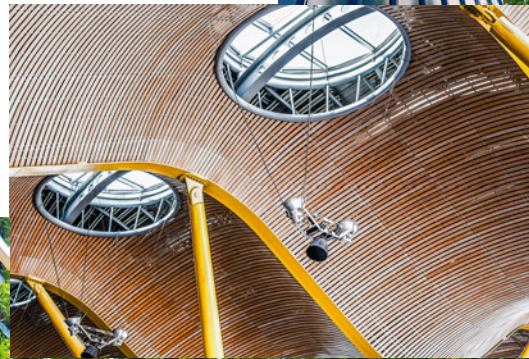
The situations are never sterile or cold. Rather, the document a lively and varied working day, characterized by collaboration and deep commitment.



Environment – urban

Our environment photography captures urban landscapes – architecture from up-close to zoomed-out shots.

The images focus on urban spaces and feature a generally relaxed feeling while people can often be seen going about their normal lives. The use of backlighting and lots of greenery make these images appear lively, warm and friendly. The architecture should never appear overpowering, dominating and cold.

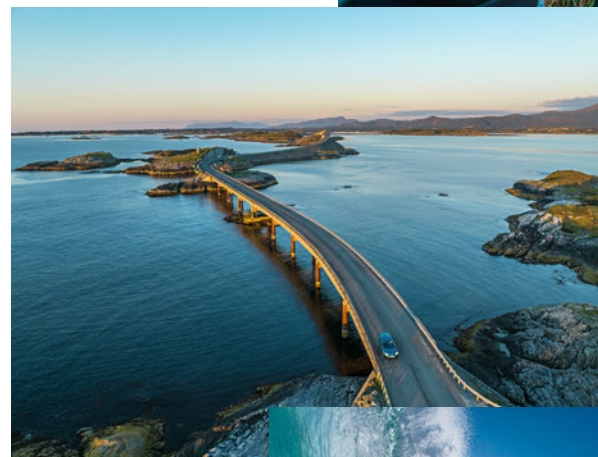


Environment – nature

Our environment photography showcases natural landscapes, greenery and waters.

It should evoke a sense of harmony with nature, featuring a balance between different levels of blue and natural warmth. From close-up macro textures to zoomed-out aerial views, the photography provides the flexibility to be figurative or metaphorical in meaning.

The landscape shots are characterized by lush green and warm blue tones. The lighting mood tends to reflect evening or morning light, or indirect sunlight.



Environment – industry

Our industry photography showcases a diverse range of sectors across technology, medicine, construction, finance, energy, transport and manufacturing, etc.

The images show people actively at work. Therefore, their eyes and attention are predominantly focused on what they are doing. The visible concentration helps reflect their identity and their commitment.



Image editing

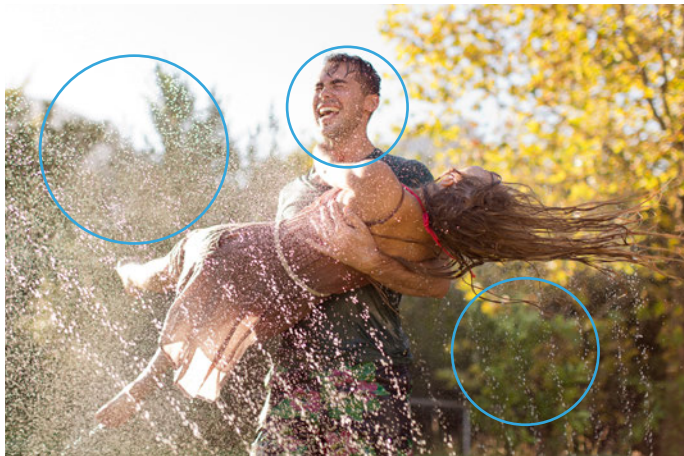
Original



When working with dark images, the shadow areas are retouched to be brighter along with greater contrast. The respective colours are also highlighted. Skin tones should be warm and natural – and never appear overly yellow or reddish.



Retouched



When working with images that feature warm backlighting, the colours should be more clearly highlighted. For example, this treatment allows green to remain recognizable as such. Skin tones remain warm and natural without appearing too dark. The side facing away from the light is shown slightly brighter and with more contrast.

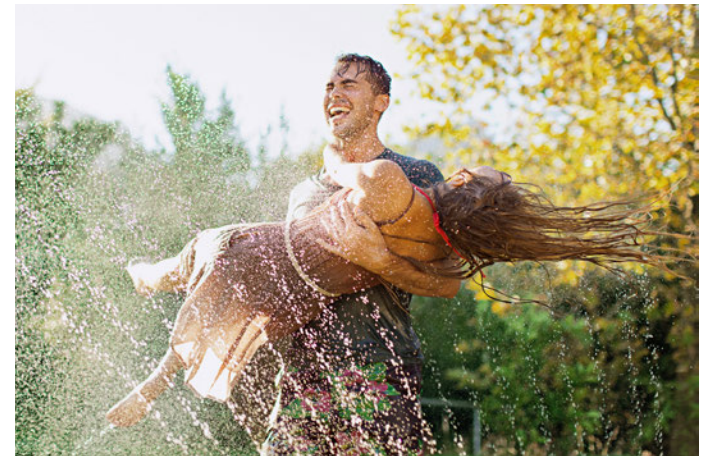


Image editing

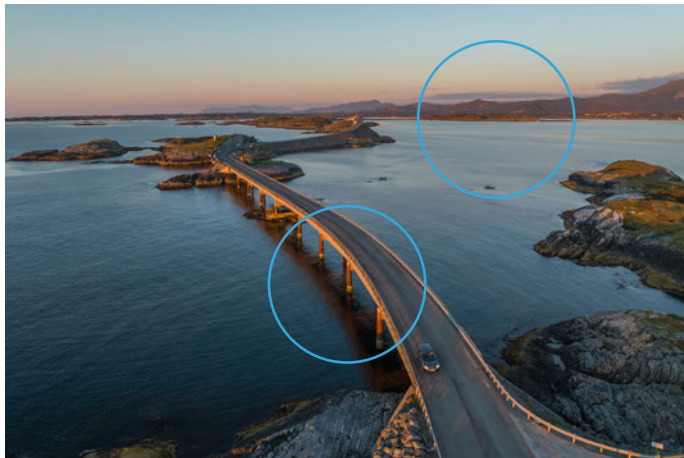
Original



Intensify colours without making them look unnatural. White tones should be displayed neutrally and without a colour cast. Blue tones should not appear too purple. In addition, bring out patterns found in lightly coloured areas.



Retouched



When using images taken in twilight or that feature evening light, it's important to separate the individual areas more clearly from each other. Drawing and structure should also be made clearly visible in areas with diffused light.



7. Layout system

Layout system – expanding opportunities

Deutsche Bank's layout system is based on a blue area called the expanding box. Our expanding box is derived from our logo. Symbolising stability and simplicity, it is a visual representation of the diverse ways we expand our customers' opportunities. It is used as a consistent brand element, appearing extensively across a multitude of communication channels and assets.

The expanding box creates the link between brand and message, between logo and communication. It shows that we truly stand behind everything we say.

With this design idea, the sender and the message are also spatially connected. Our logo becomes part of the message with the visibility it deserves. At the same time, it defines the aspiration we set for our headlines and messaging.



Expanding box placed on top of an image.

Expertise, client focus, deep understanding

With deep dedication.
Deutsche Bank



Expanding box – different variants

Appearances

There are three variants of the expanding box:

1 Transparent

As a transparent surface placed on top of a photograph and without a gradient.

2 Solid

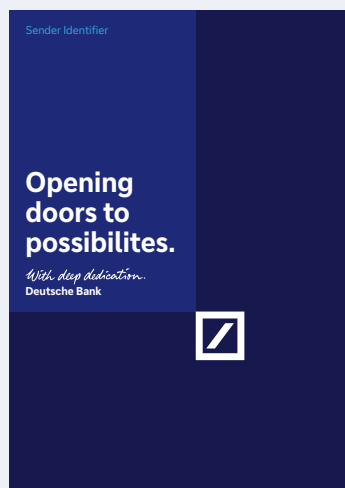
As a solid surface in Deep Blue on dark blue.

3 Gradient

As a gradient overlay placed on a contrasting gradient background with opposite directions.

The headline and copy are always left-aligned in the expanding box.

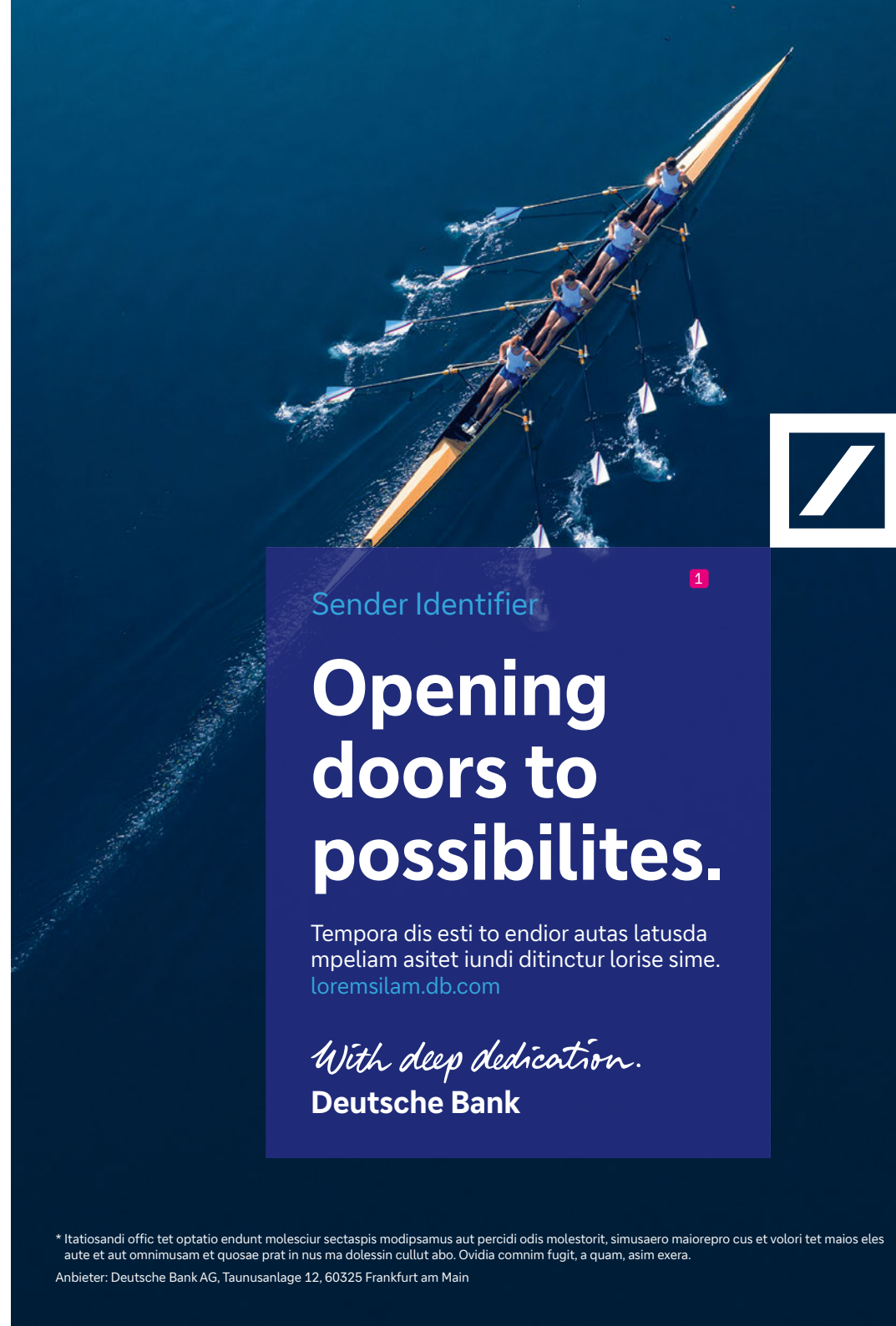
The Deutsche Bank identifier is placed in DeutscheBank Bold at the end of the expanding box below the copy. Keep in mind that the claim is only used internally.



2



3



Sender Identifier

1

Opening doors to possibilites.

Tempora dis esti to endior autas latusda
mpeliam asitet iundi ditinctur lorise sime.
loremsilam.db.com

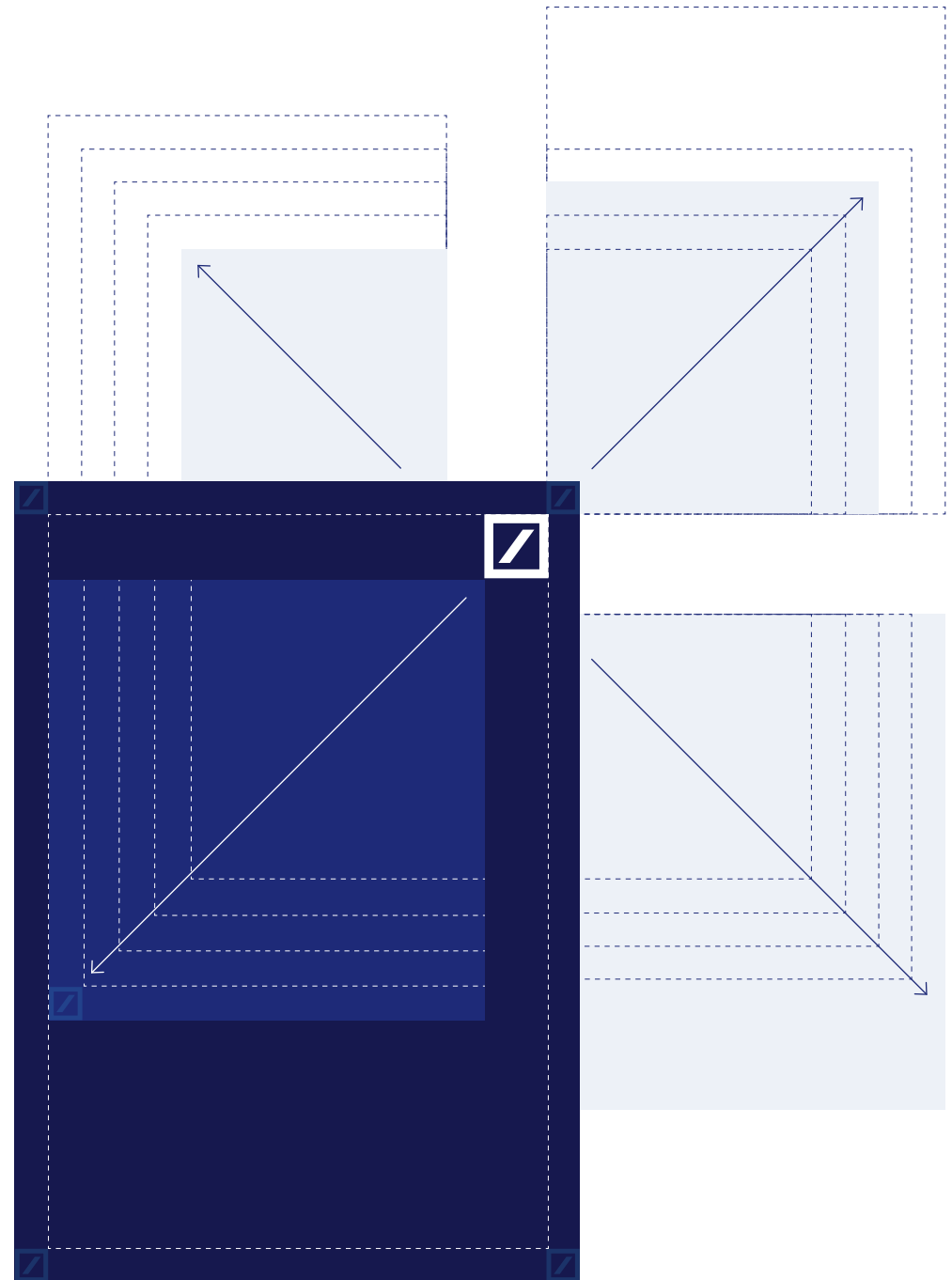
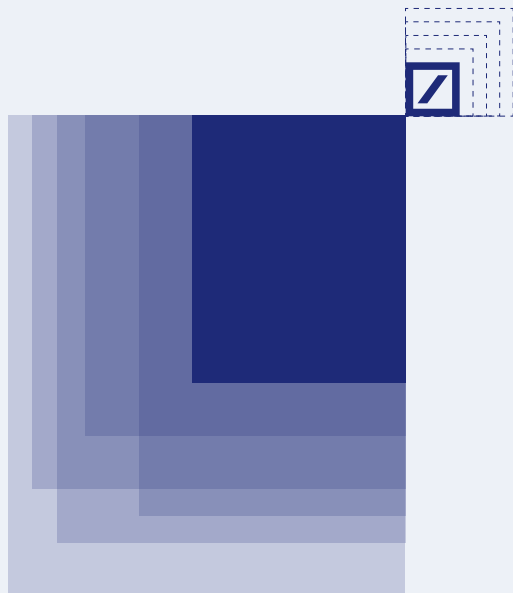
With deep dedication.
Deutsche Bank

Expanding box – sizing

The size of the expanding box varies depending on the format of the medium, the image background and the amount of text.

The expanding box emerges from the logo and can be docked onto any of the logo's four corners. It can be square or rectangular. It can go into the bleed or not.

The important thing is to always consider the size of the expanding box. It should not be too small and compete visually with the logo.



Expanding box – content

Order of text elements

All text elements must be placed in a defined sequence, and all text must use DeutscheBank typeface.

- 1 **Sender identifier**
Only if required.
- 2 **Headline**
- 3 **Copy text with URL**
- 4 **Claim (handwritten)**
- 5 **Deutsche Bank identifier**
Must appear in DeutscheBank typeface in Bold and must not use the logotype.

1 Corporate Bank

2 **Partnering with
our clients for
long-term success.**

3 As the Global Hausbank, we are dedicated to
providing innovative cash management solutions
our clients and helping to shape the future of
financial services. We make potential possible.
corporates.db.com

4 *With deep dedication.*

5 **Deutsche Bank**



Layout system – flexibility

Expanding box

The size of the expanding box can change depending on the length of the text. Furthermore, it can be placed in the layout wherever it suits the image best.

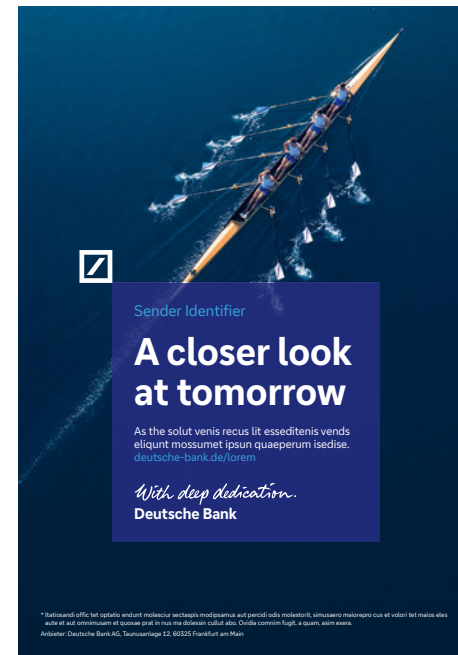
Logo

The Deutsche Bank logo can be used in four different sizes within each format.

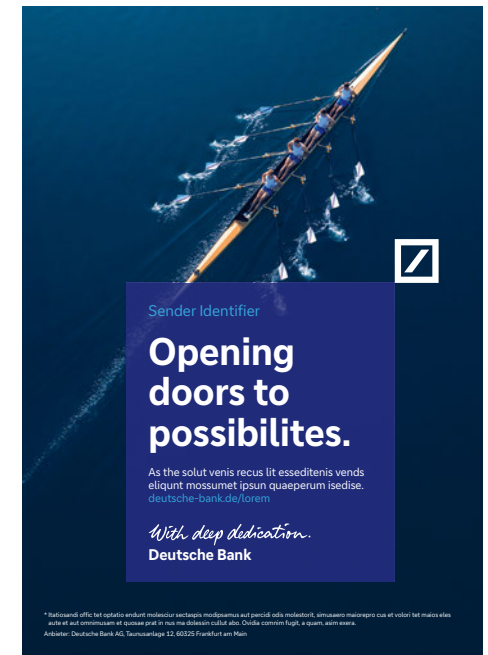
The number of possible logo sizes varies by touchpoint, as do the possible typography sizes. Therefore, layouts must always be designed according to the appropriate touchpoint guideline.

Headline

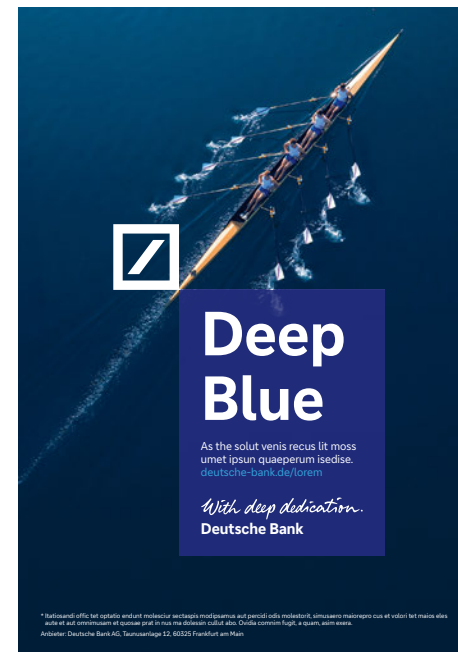
For the headline, different type sizes are available depending on the amount of text.



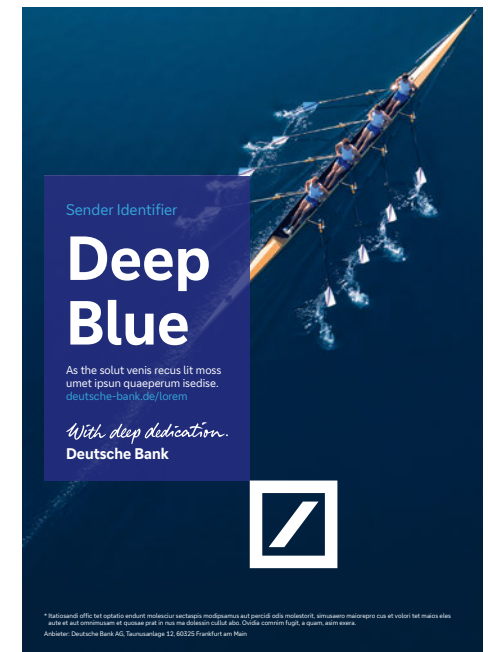
Ad with Logo size XS



Ad with Logo size S



Ad with Logo size M



Ad with Logo size L

Sender integration

Deutsche Bank identifier

Placed in DeutscheBank typeface at the bottom of the expanding box below the copy.

Font: DeutscheBank Bold
LS: 100% of the font size
Colour: White

1 Deutsche Bank

1/4x of logo size S
DIN A4: 19 pt



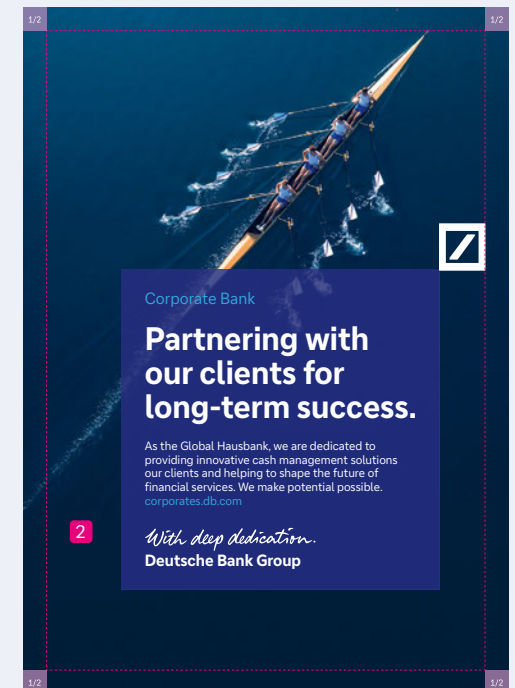
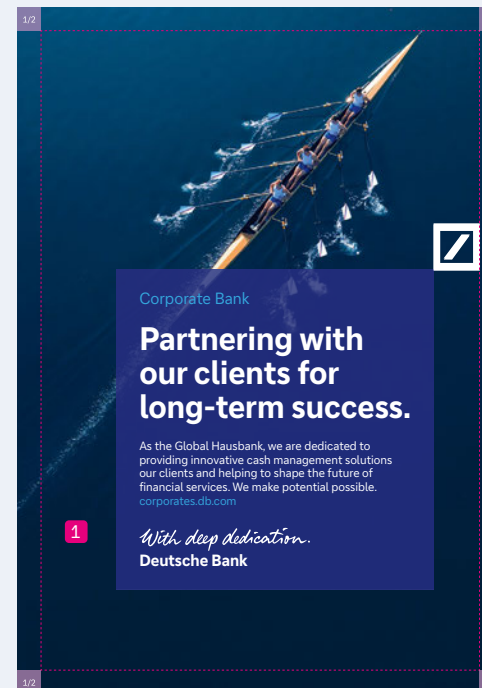
DeutscheBank Bold (typeface)

2 Deutsche Bank Group

1/4x of logo size S
DIN A4: 19 pt



DeutscheBank Bold (typeface)



Small formats

In exceptional cases, such as small formats, it is possible to create more space by replacing the expanding box with a Deep Blue area.

1 Deep Blue area with vertical alignment

2 Deep Blue area with horizontal alignment

In both cases, the Deutsche Bank logo is removed from the expanding box and placed at the top right or top left of the format.



Dos and Don'ts



Do:

Position the expanding box correctly. Always make the core message of the motif or relevant details clearly visible, and always show faces of people.



Don't:

Never cover or obscure the important elements of the image, including the faces of people.



Do:

Always use the colour Deep Blue for the expanding box along with the transparency levels defined in this guide.



Don't:

Never use a colour other than Deep Blue for the expanding box, as well as incorrect transparency levels.



Do:

Make the image easy to recognize by ensuring that the expanding box takes up only the space necessary.



Don't:

Never use oversized dimensions for the expanding box, which then hides the main image.



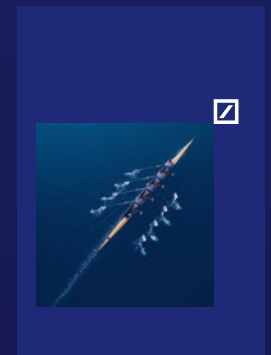
Do:

Only fill the expanding box with relevant communication content.



Don't:

Never fill the expanding box with an image.



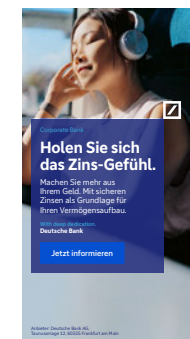
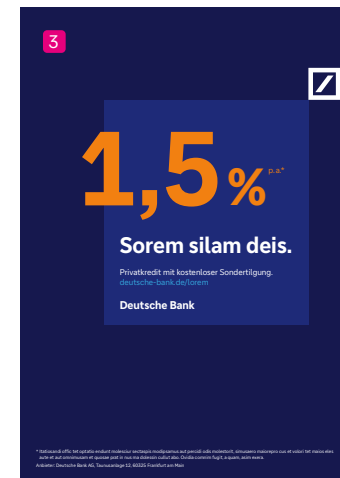
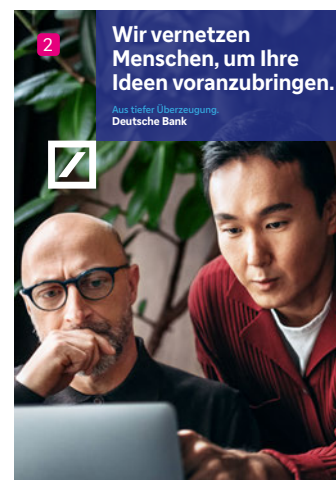
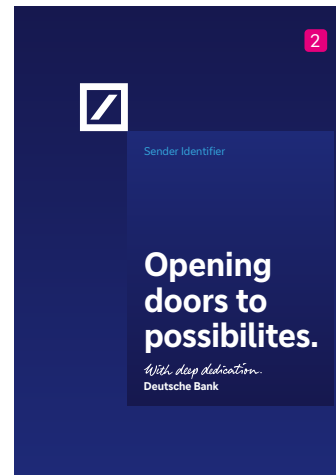
Expanding box – examples

Multiple possibilities for impact

In always following the principles of the Deutsche Bank layout system, the expanding box offers a wide range of design options across all touchpoints.

This includes, for example:

- 1 Design flexibility**
For specific executions, from large formats to commonly-used applications.
- 2 Communication and emotion**
Content that combines information with inspiration, whether featuring an image in focus or solely text-driven.
- 3 Focus on figures**
Messaging that highlights key numbers, figures or offers.



8. 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**. There are two versions available for use.

Handwritten claim

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**.

Typographic claim

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 both versions.

Handwritten Version

With deep dedication.

Typographic Version

With deep dedication.
Deutsche Bank

Worldwide

Aus tiefer Überzeugung.
Deutsche Bank

German

ตั้งใจ ทมเท
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*

Our brand purpose is the hero with messaging focused on high-level brand information and overarching business communication. Applications include: brand awareness advertising, business communication such as ERG or CSR, trade fairs, events, merchandise, awards, and internal activation and communications, email signature and PPT presentations.

Focus: brand awareness, strategic communication

More details see page 67

With deep dedication.

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

02 Product & service level

We focus on the general features and benefits of products and services. Our purpose is still evident, but only to support the main message. Applications include: product advertising and branch materials.

Focus: product awareness

More details see page 71

With deep dedication.

03 Trade & activation level

We communicate specific offers, rates or limited-time promotions for products and services with the goal to activate clients. Applications include: promotional and sales advertising, and marketing assets.

Focus: specific offers

More details see page 75

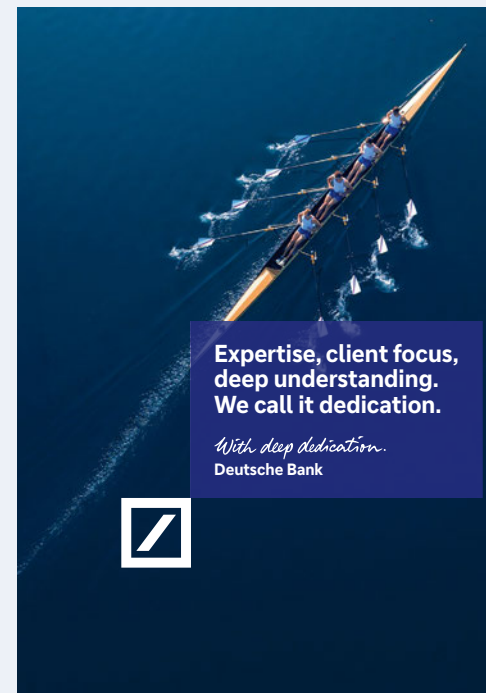
No claim in use

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 a physical bank location**, 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

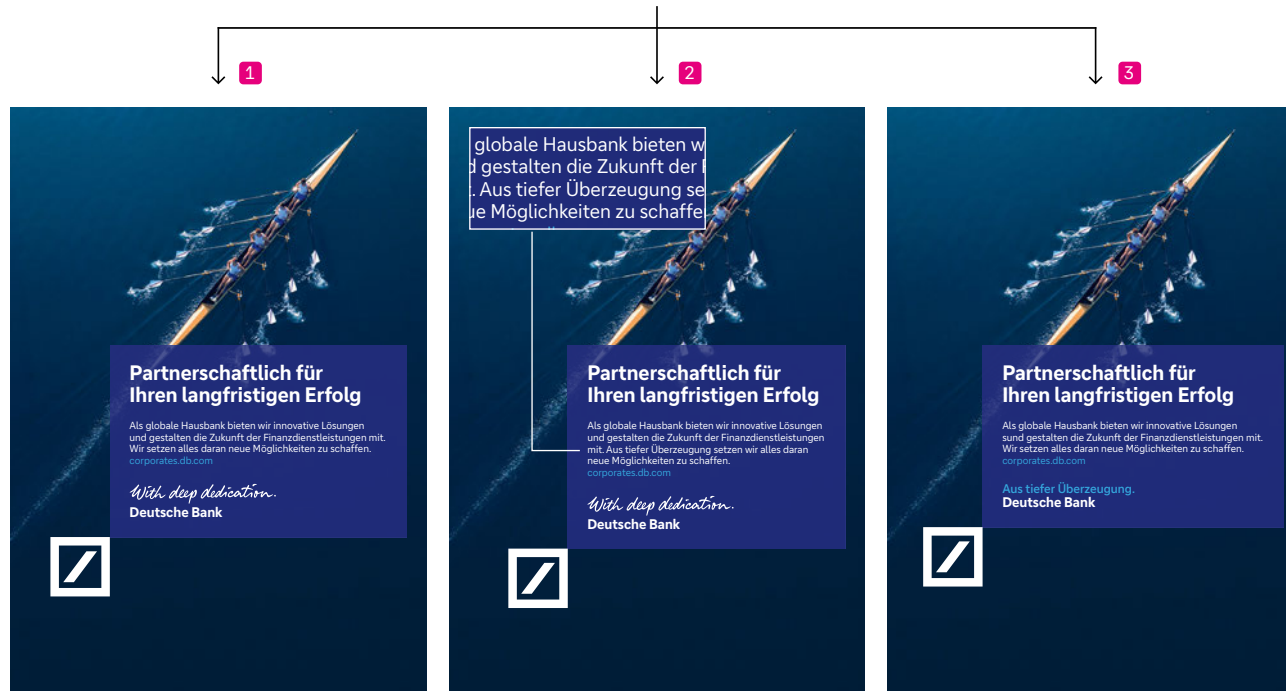
For brand and internal communication, the handwritten claim version should always be the first choice, although translated typographic claims are available. The handwritten claim always appears in English, even when used in German or Thai communications.

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

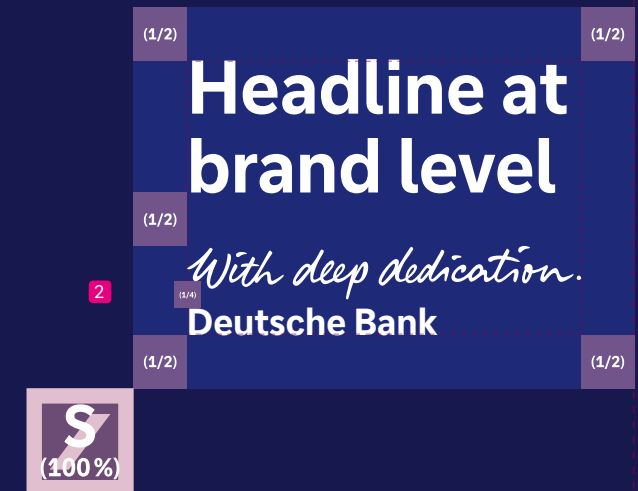
The handwritten claim is implemented as a logo image into the templates.

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 Global 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.



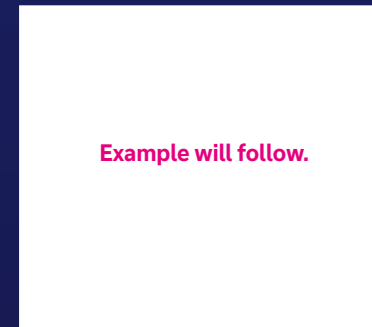
Don't:

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



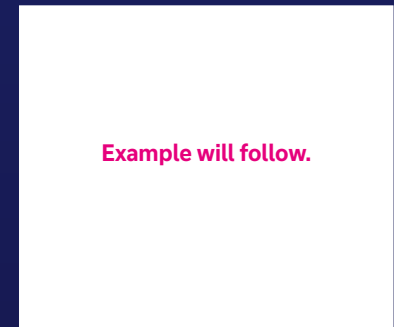
Do:

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:

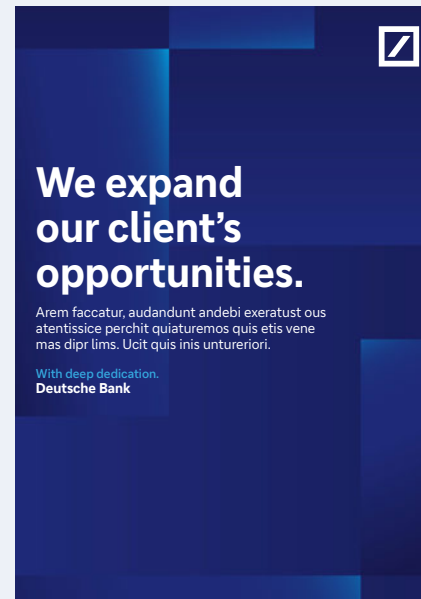
The Deutsche Bank identifier and sender identifier remain together at the top of the layout, while the claim is placed alongside an additional Deutsche Bank identifier after the body text. See example in the bottom right.

With deep dedication.
Deutsche Bank

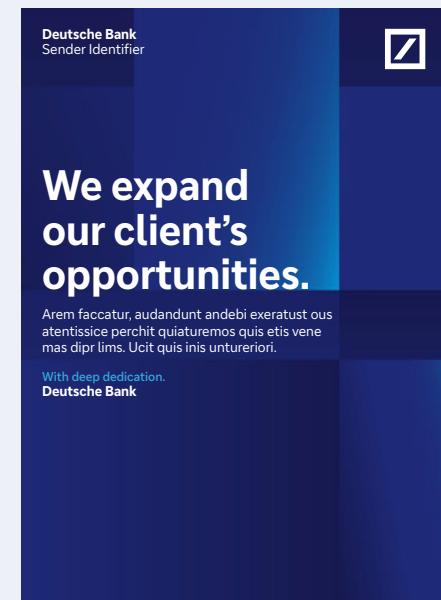
1



1



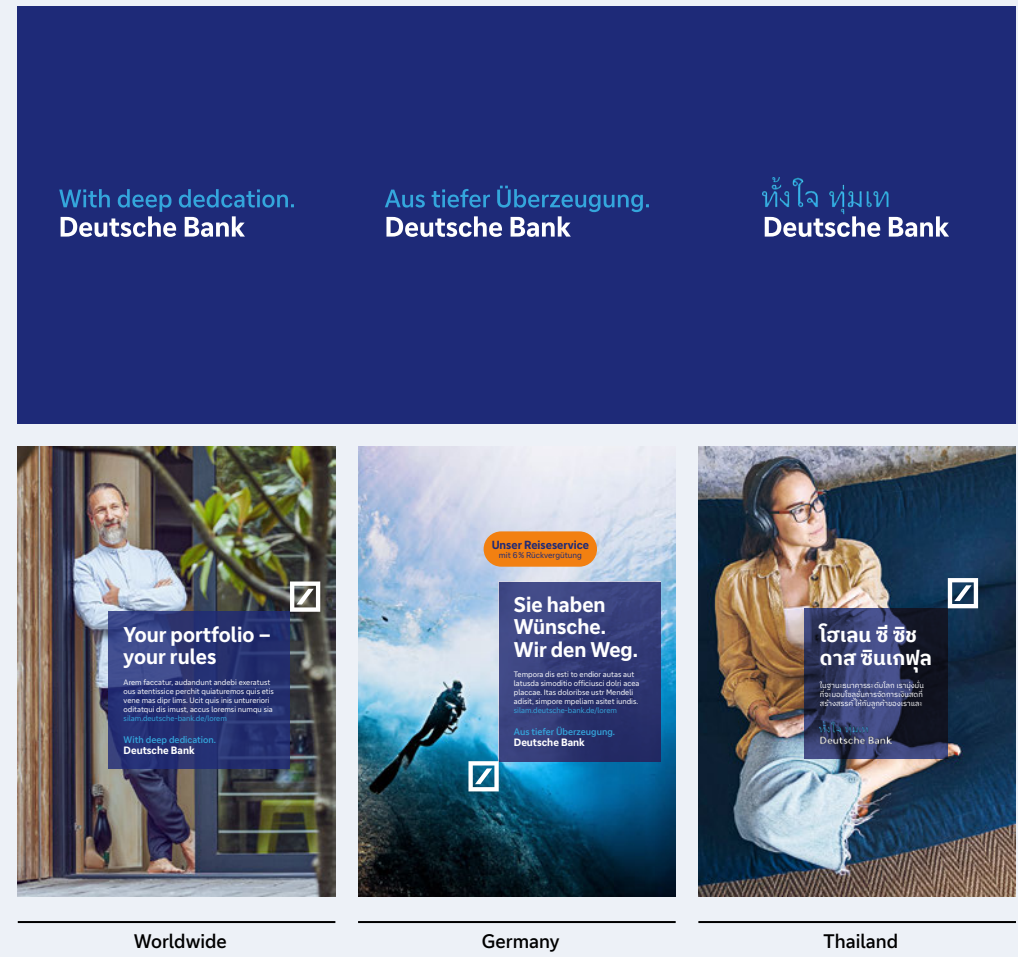
2



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.



Product & service level – measurements

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

Worldwide and Germany

1 Size and spacing:

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

Thailand

2 Spacing:

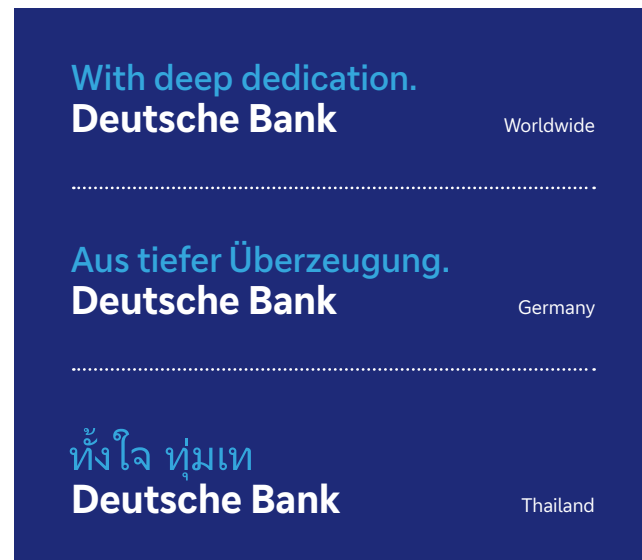
Measuring from the baseline of the Thai claim to the capital height of the Deutsche Bank identifier, the spacing is 1/8 of the logo size S.

3 Size:

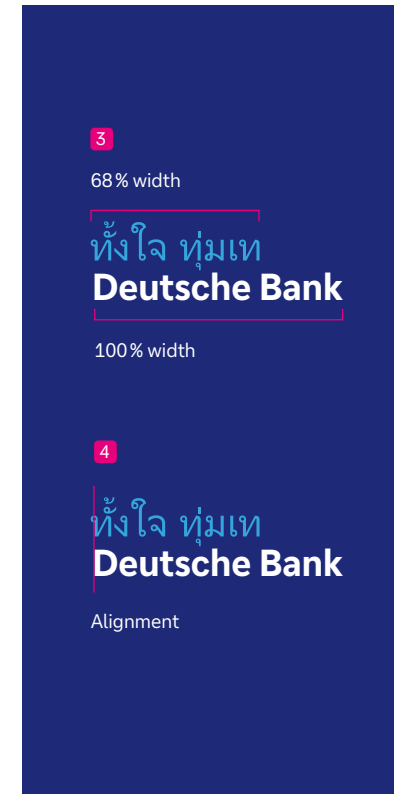
Implemented as a vector file, the claim is sized at 68% of the Deutsche Bank identifier width.

4 Alignment:

Left-aligned with the Deutsche Bank identifier.



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



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.

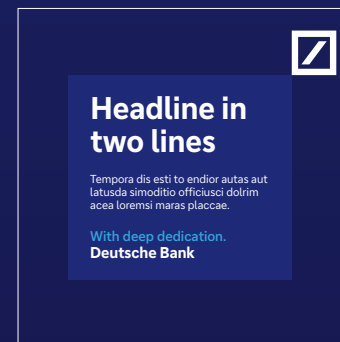
With deep dedication.

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 Management 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)	

9. Partner logos

Cooperation partners — partner categories

Deutsche Bank frequently works with third parties - in its core business and beyond. These cooperation partners should be adequately presented within the Deutsche Bank brand communication. However, the sender of the advertisement must be clear.

This chapter explains how to deal with the various cooperation partners in Deutsche Bank's media. It defines rules for logo placement and the relationship between the brands. It applies to all cooperation partners in the product and sales area.



In addition, there are partners, that are not shown here, such as resources partners. They are only mentioned textually and do not require an own layout mechanics.

Awareness partner

These partners are brands with high brand awareness and popularity. Awareness partners have a similar status to the Deutsche Bank brand in their segment and can improve Deutsche Bank's image.



Miles & More



Assistance partner

These partners are brands whose products enhance Deutsche Bank's offering. Assistance partners are established in their segment. Long-term partnerships exist, or are planned, with these brands.



Sponsoring partner

These partners are charity and sponsor partners. They support Deutsche Bank's commitment to programmes worthy of support and thus improve each other's image.



Deutsche Bank initiatives

Deutsche Bank Initiatives are projects or events organised by Deutsche Bank that appear under their own name or logo. They make a specific location, series of events or similar recognisable, and are identified them as belonging to Deutsche Bank.

openHaus

Phoenix



Awareness partner

Logo placement

An awareness partner logo is placed directly next to the Deutsche Bank logo, which is always connected to one corner of the expanding box. The two logos are separated by a thin white vertical line.

Appearances

The size of the partner logo is set in relation to the size of the Deutsche Bank logo, which **75% of the logo S**. The partner logo and vertical line should always appear in white to match the Deutsche Bank logo.

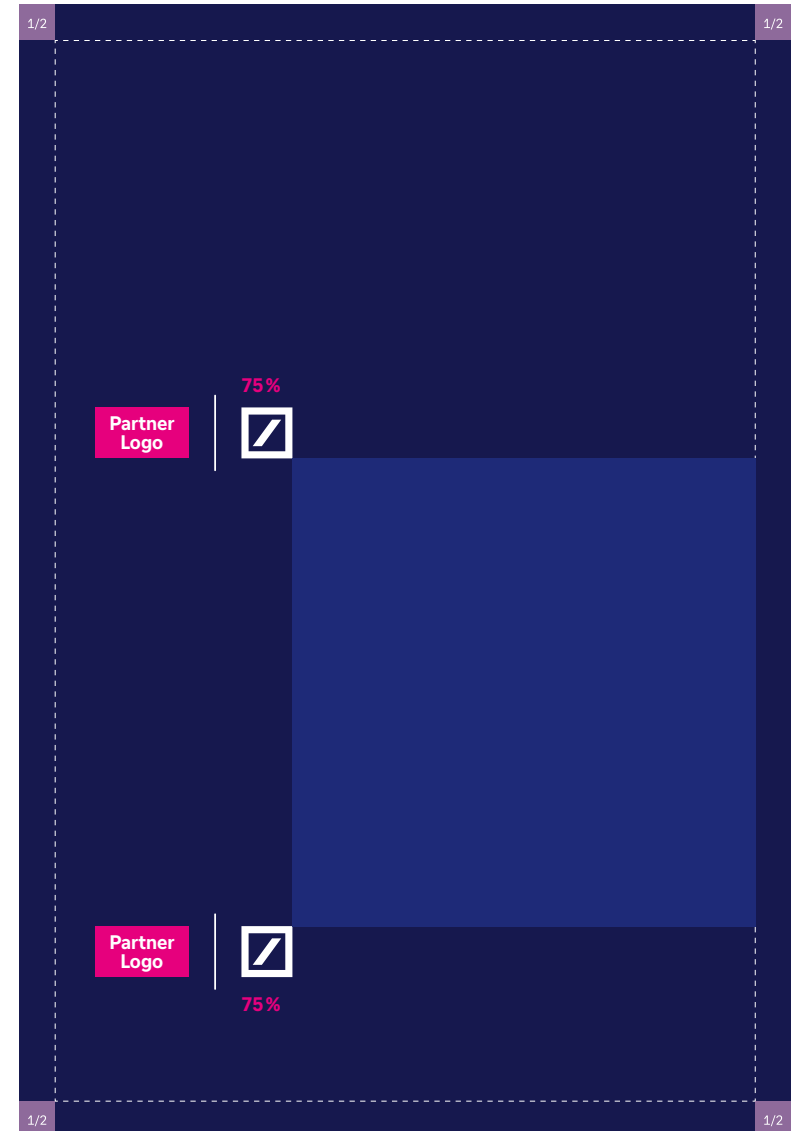
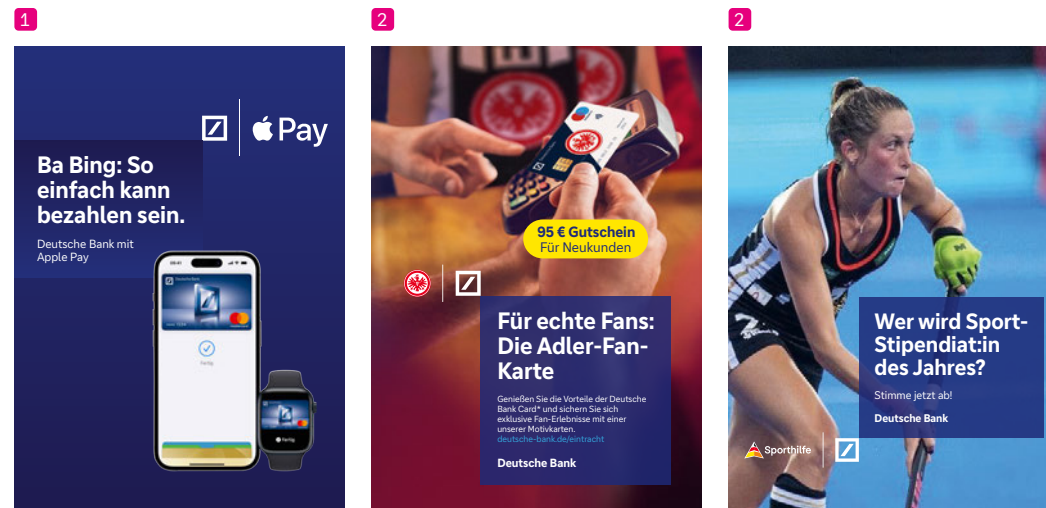
1 Right side (Exception for ApplePay)

Placement options on the right side of the expanding box.

2 Left side

Placement options on the left side of the expanding box.

Further details regarding sizing and measurement
see details in “Advertising – print and online”, chapter 2



Assistance partner

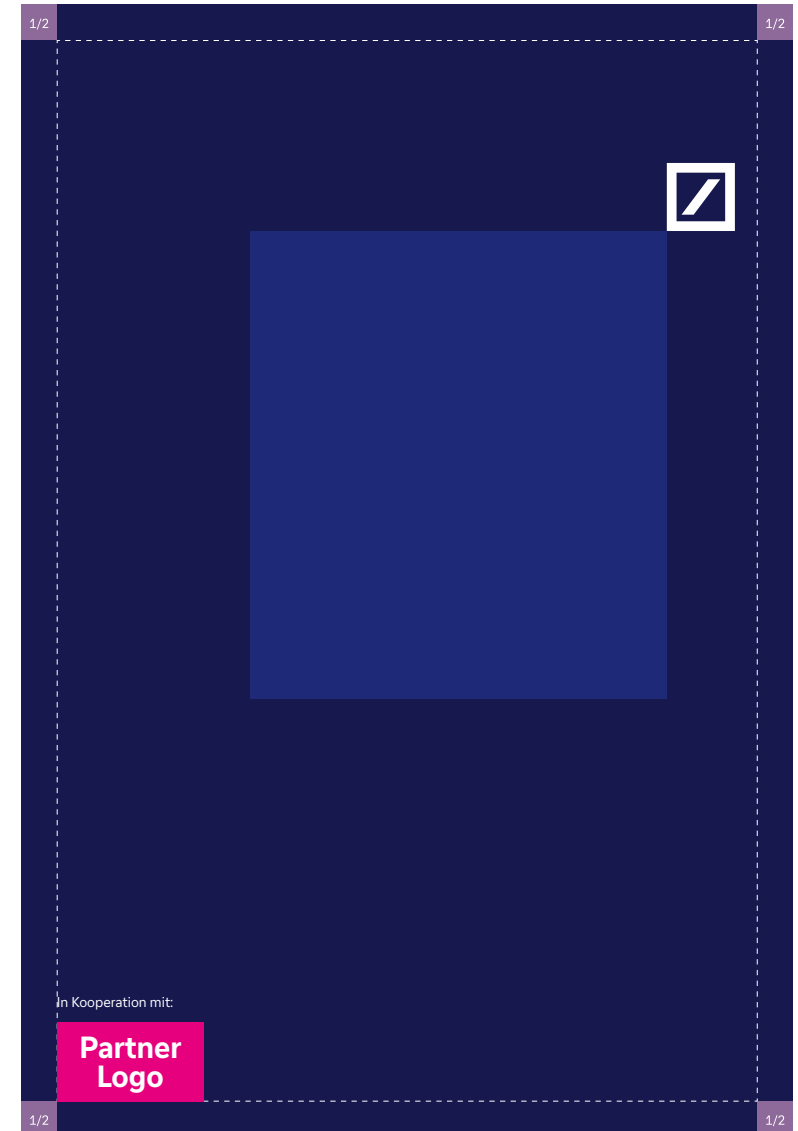
Logo placement

The Deutsche Bank logo can be placed at any corner of the expanding box, flexible in size from XS to L. The partner logo is then placed diagonally opposite the Deutsche Bank logo, aligned to the format edge.

1 Exemption

Depending on the size, shape and overall design, some partner logos can be aligned with the bottom of the expanding box instead of placed in the corner of the layout. This flexibility allows for more harmonious layouts and must be decided during the layout process.

Further details regarding sizing and measurement
see details in “Advertising – print and online”, chapter 2



Sponsoring partner

Logo placement

The Deutsche Bank logo can be placed at any corner of the expanding box, flexible in size from XS to L. The partner logo is then placed at the bottom left of the layout. Note that more than one partner logo can be shown.

Appearances

Solid white versions of all partner logos should be used on imagery to not disturb the design, layout and messaging, while also guaranteeing visibility.

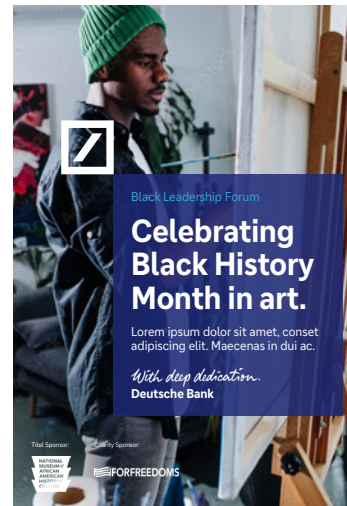
Further details regarding sizing and measurement
see details in “Advertising – print and online”, chapter 2



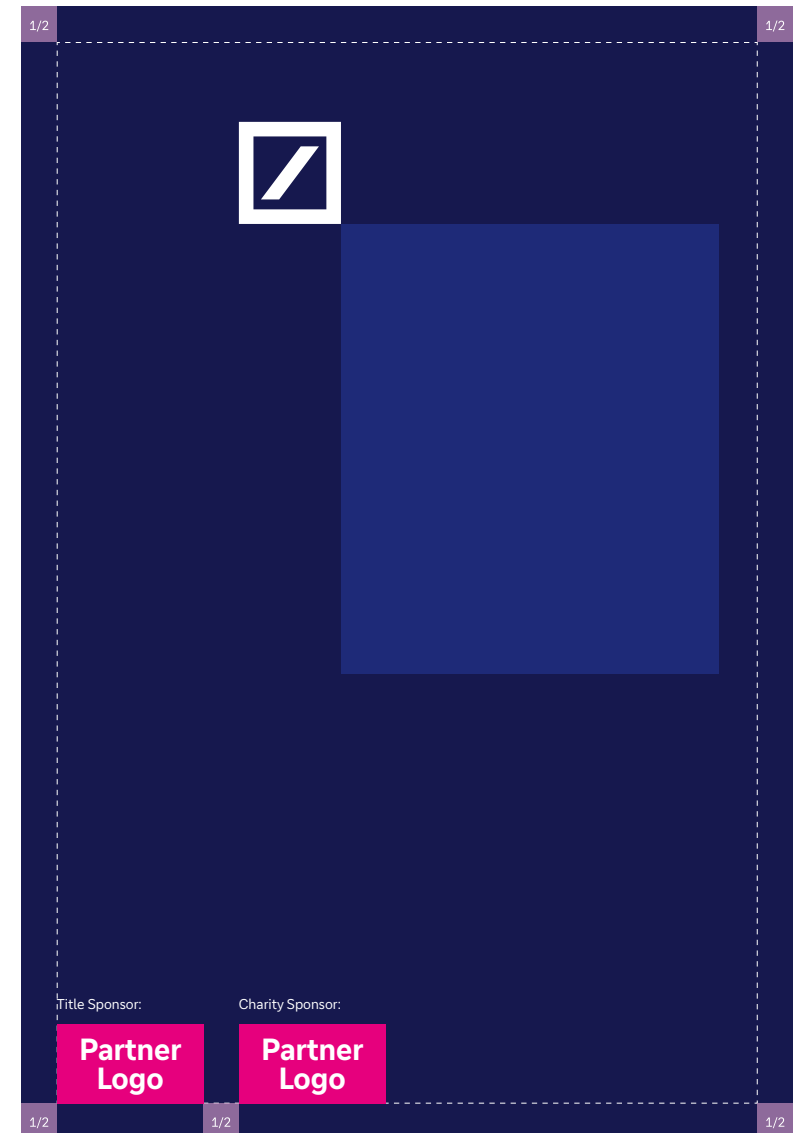
Application with one logo



Application with two logos



Application with two logos

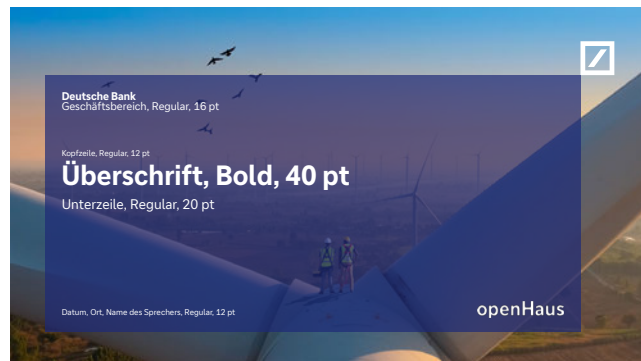


Deutsche Bank initiatives

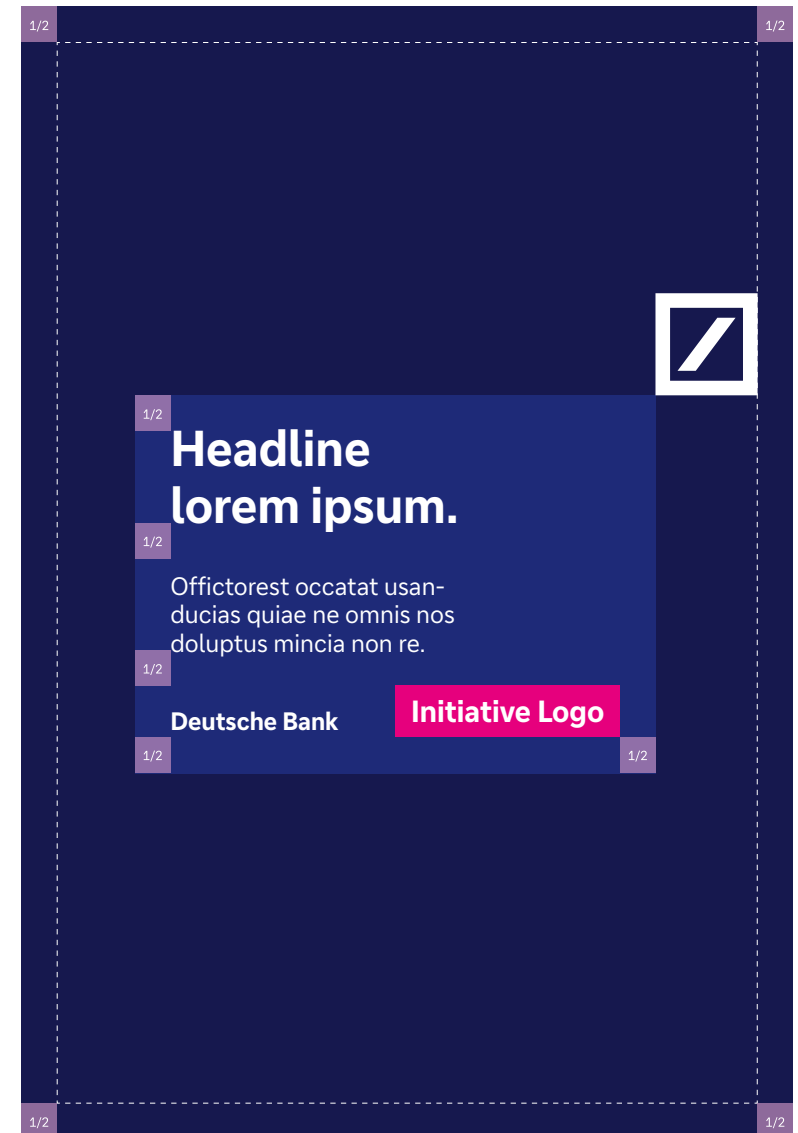
Logo placement

Logos of Deutsche Bank initiatives are placed within the expanding box on the bottom right side with using all necessary spacing requirements.

Further details regarding sizing and measurement
see details in “Advertising – print and online”, chapter 2



Please refer to the respective mini-guide and read the respective README file of the initiative logo.



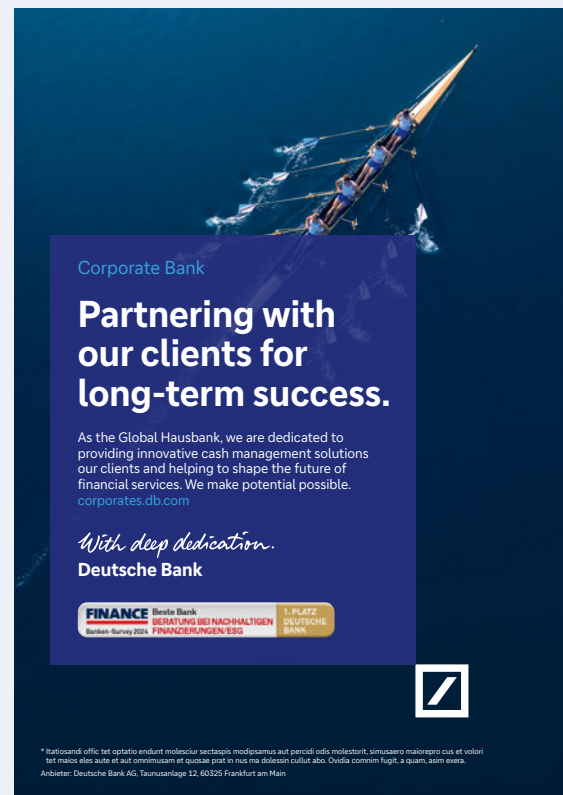
10. Award signets

Award signets – placement and variants of use

Award signets can be placed either inside or outside the expanding box, depending on whether or not it is possible to place them on the image. If the signet is placed inside the expanding box, the area below the box can be expanded accordingly with the award signet placed below the Deutsche Bank identifier.

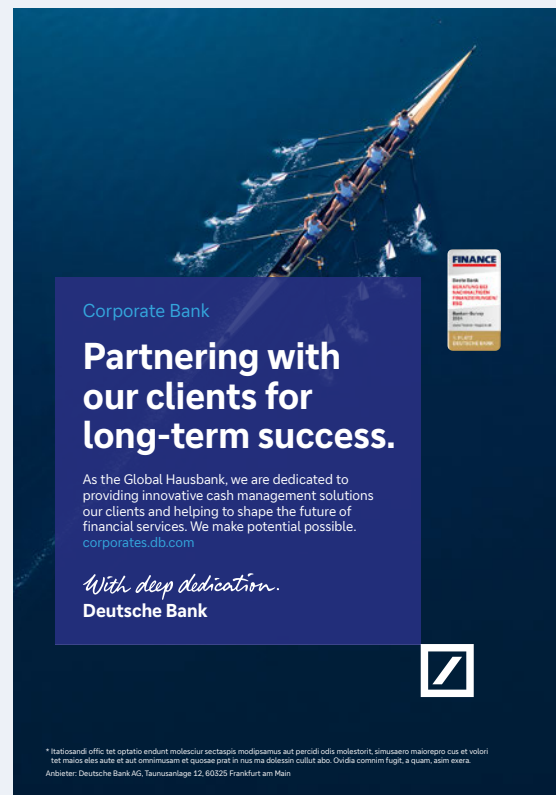
Award signet in the expanding box

To create a compact and easy-to-read design on more complex motifs, it is possible to include an award signet in the expanding box below the Deutsche Bank identifier.



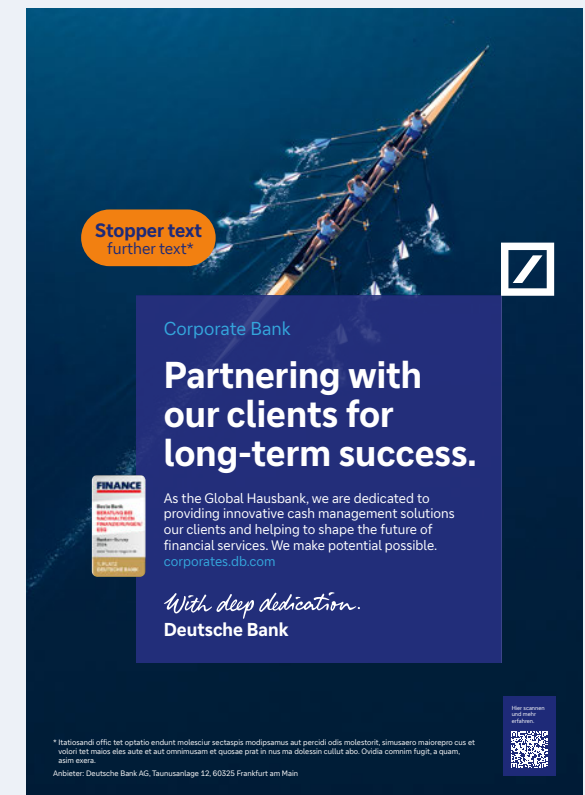
Placement with less additional elements

When the award signet is the only additional element used, it can be placed to the right of the box to give it more space to breathe and allow it to interact with the other elements. This is best used on less complex motifs.



Placement with maximum amount of elements

On layouts with a maximum amount of elements, the award signet can overlap with the expanding box and directly connect and interact with the respective text.



11. Products

Product names – integration

Making product names stand out

The names of Deutsche Bank products can be integrated in different ways, depending on the overall content and aim of the asset. There are four variants.

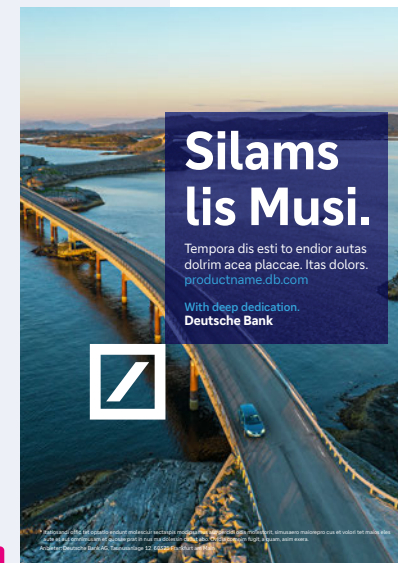
- 1 Within the body text:**
Using DeutscheBank Bold in white
- 2 Within the body text:**
Using DeutscheBank Regular in bright blue
- 3 As the URL:**
Using DeutscheBank Regular in bright blue;
placed below the body text
- 4 Exposed/standing alone:**
Using DeutscheBank Regular in bright blue;
placed below the headline

The product can also appear in the headline of the expanding box.

1



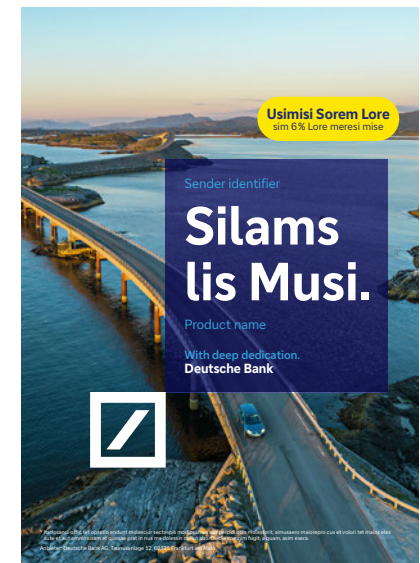
3



2



4



12. Stopper

Stopper – usage

Simple, clear, and short

A vital design element used for communicating important information, the stopper is made to be eye-catching and easy to read. It should always be used with intention to communicate specific details, such as special conditions, a bonus offer or limited-time information.

The stopper is not a continuation of the headline or body copy. It should also not be used for generic statements, product names or further product details.



Unser Reiseservice
mit 6% Rückvergütung

**Sie haben
Wünsche.
Wir den Weg.**

Tempora dis esti to endior autas aut
latusda simoditio officiusci dolri acea
placcae. Itas doloribse ustr Mendeli
adisit, simpore mpeliam asitet iundis.
silam.deutsche-bank.de/lorem

Aus tiefer Überzeugung.
Deutsche Bank



Shapes and appearances

Shapes

The stopper comes in two shapes: **dot** and **dot extended**. Formed in a classic circle, dot is the main shape to be used. Dot extended expands horizontally into a rectangular with 100% rounded corners, and it is only to be used if a larger amount of text is required.

Height

Due to the smaller amount of space available for the text frame, dot must be slightly bigger than dot extended in order to achieve an equally disruptive effect.

- **Dot height:** $1 \frac{3}{4}X$
- **Dot extended height:** $1 \frac{1}{6}X$

Width

The width of dot is equal to its height, while dot extended has minimum and maximum widths.

- **Dot width:** $1 \frac{3}{4}X$
- **Dot extended min. width:** $2 \frac{3}{4}X$
- **Dot extended max. width:** $3 \frac{3}{4}X$

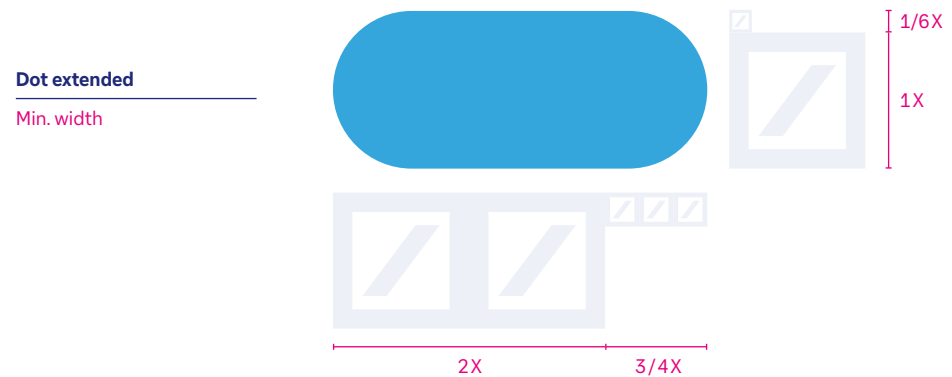
The size ratios for dot and dot extended depend on the respective logo size being used on the same asset.

Dot



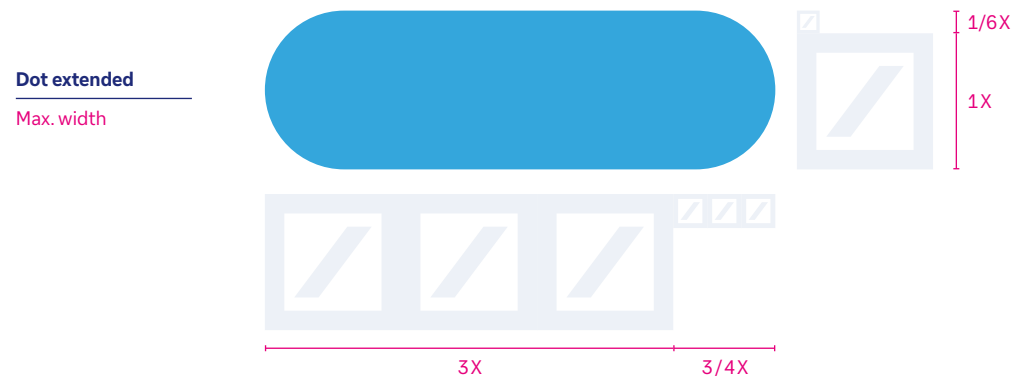
Dot extended

Min. width



Dot extended

Max. width



Measurement and typographic details

Font and font size

To be able to create a clear text prioritisation, the text is always set in two font styles:

- **Text highlights:** DeutscheBank Bold
- **All other text:** DeutscheBank Regular

The highlights can either be in the same size than the rest of the text, or the hierarchy can be strengthened even more by enlarging the text highlights additionally. This is depending on the amount and content of the text of each format and application.

The spacing is set to 110% standard and based on the smaller font size. If a descender from the first line touches an uppercase letter on the second line, the spacing must be increased to 130%.

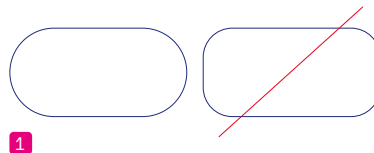
Make sure that the message within the stopper is short enough to fit in the defined stopper sizes. But keep in mind: to perfectly fit the text in the stopper, you can adjust the width of dot extended. But never exceed the minimum and maximum width sizes.

Text

Stopper text is placed centred and set on a maximum of two lines. Text should be as big as possible to avoid noticeable gaps or empty spaces. Furthermore, ensure that everything inside the stopper – text and spacing – is balanced. Never use formal punctuation at the end of the text.

1 Borders

A descender from the second line of text must be placed within the text box and should never extend into the safe zone. The distance between the text box and the edges of the stopper is $\frac{1}{6}$ of the logo's height. The corners of dot extended must be 100% round, meaning $\frac{1}{2}$ of the stopper's height.



Dot

Dot extended

Min. width

Dot extended

Max. width



Stopper – placement dos and don'ts

We intentionally do not specify an exact placement for the stopper. However, the following tips can help guide you in finding the perfect spot.

1 Proximity to the expanding box

The stopper must be placed close enough to the expanding box to create a clear connection between the product and the stopper's message. With that in mind, it can be placed above and below the expanding box.

2 Safe zones

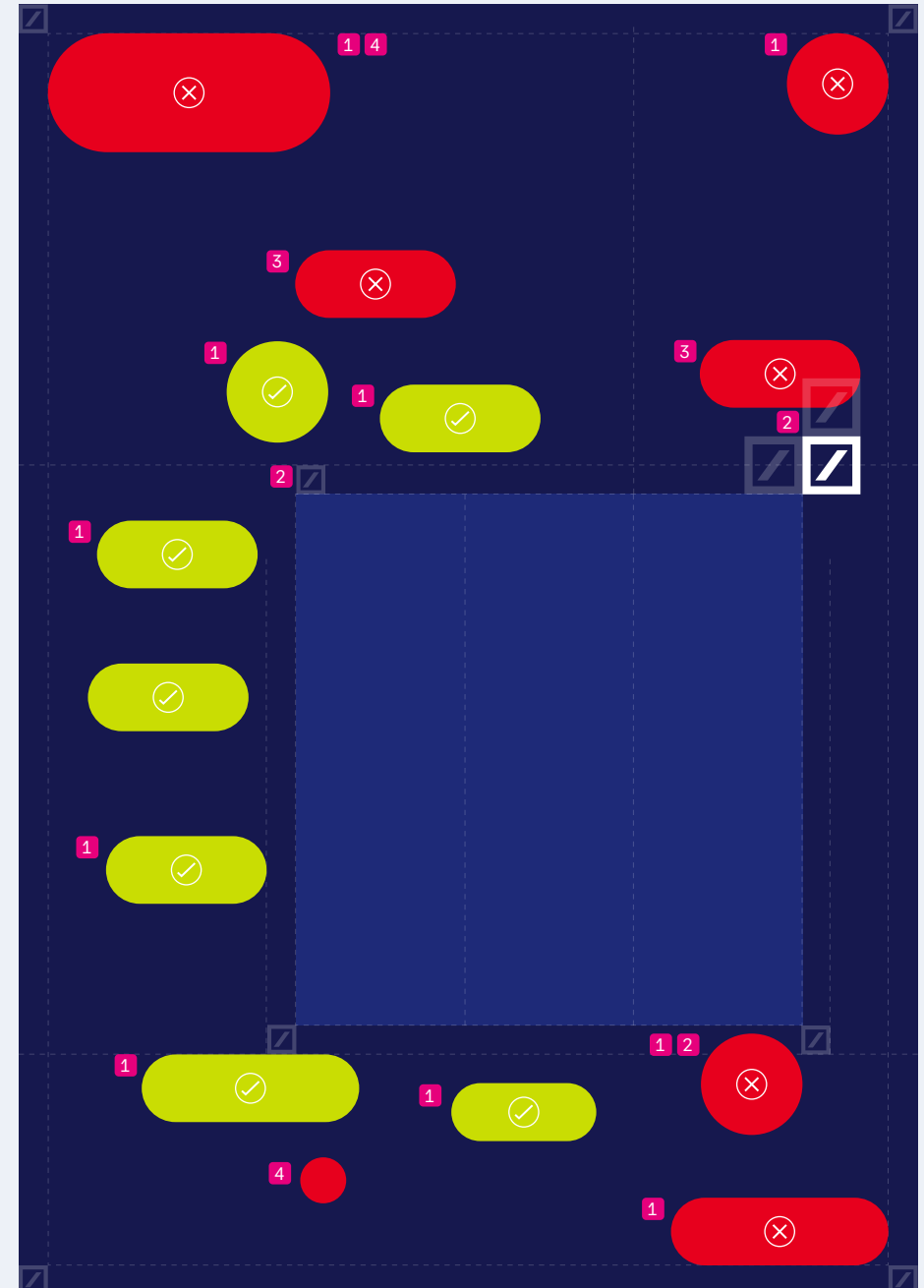
Keep in mind the safe zone area around the expanding box (1/2 X) and the logo (min. 1X).

3 Dynamic placement

The goal is to create a dynamic layout, so avoid placing the stopper in exact alignment with the expanding box or logo. Instead, aim to place the stopper off-centre in relation to the expanding box or logo.

4 Stopper size

It is mandatory to use the stopper's defined sizes and parameters, including the ability to adjust the width of dot extended. Therefore, never resize the stopper to be larger or smaller than indicated in this guide. The size ratio is based on **standard logo size S** for all required formats.



Do



Don't

Stopper – colour combinations

Harmonious and vibrant

The chosen colour palette for the stopper uses our accent colours to create an instantly bright and vibrant appeal. The colours bring attention to important messages without being too aggressive and without conflicting with our blue colour world.

Colour combinations

The table below shows all acceptable colour combinations, which have been verified in regard to accessibility using the APCA model (Advanced Perceptual Contrast Algorithm).

The accessibility is calculated based on the text's font weight, size and colour. The background image and overall context, including ambient light, surroundings, and intended purpose of the text, are also taken into account.

Stopper colour		Spring green	Lucent yellow	Sundown orange
Text colour	White	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text	✗ Large text ✗ Medium text ✗ Body text
	Deep Blue	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text	✓ Large text ✓ Medium text ✓ Body text



Please note:

Accessibility must be confirmed on a case-by-case basis.



Download

All Deutsche Bank colour palettes are prepared for print and digital purposes, and can be imported into all Adobe CC programmes. Only original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>

Spring green

Pantone 381 C
27 | 0 | 95 | 0
201 | 221 | 3
#C9DD03

Lucent yellow

Pantone 108 C
0 | 5 | 90 | 0
255 | 230 | 0
#FFE600

Sundown orange

Pantone 716 C
0 | 57 | 92 | 0
242 | 128 | 17
#F28011

Stopper – flexible placement



13. Deep Blue transparencies

Deep Blue transparencies

Our brand presence thrives on the vibrancy of our images. That's why we developed our transparent Deep Blue expanding box, allowing our images to still deliver impact when overlaid with text. Our expanding box removes storytelling barriers for the viewer while connecting our messaging to our brand.

Deep Blue should remain Deep Blue – even as a transparent surface on different photographic backgrounds. Easy to apply: We have developed a design workflow for print objects that ensures the Deep Blue surface always looks consistent, and that it's easy to create.



Please note:

As part of the templates that are within creation, there will also be an InDesign file in which the process is made comprehensible.



Do:

The workflow: A mix of coloured grayscale images under a transparent rectangle in 70 % Deep Blue.

See following pages →



Don't:

Simply create a surface in Deep Blue and set it to "70 % opacity".



Don't:

Simply create a surface in Deep Blue and set it to "multiply".



How to create Deep Blue transparencies (Photoshop)

1.

Open the final edited original image

The source image can be created in a CMYK or RGB colour space. It is important that the image is processed and profiled correctly. In this case, it is a layer-reduced JPEG file in CMYK/PsoCoatedV3.

2.

Duplicate as a greyscale image

The original image is now converted to grayscale in Photoshop (Gray Gamma 2.2 – 8bcp).

3.

Optimise the greyscale image

The brightness and contrast of the greyscale image are adjusted so that the image has sufficient detail even in dark areas for later use with the transparent Deep Blue area. Save this image file as a JPEG file with the appropriate name so that it can be clearly assigned later.

Photoshop



Photoshop



Photoshop



How to create Deep Blue transparencies (InDesign)

4.

Combine the two image versions

Place the two image files precisely on top of each other in InDesign. The greyscale version of the image lies above the coloured version.

5.

Trim the transparent area

Determine the section that the transparent area should have and crop the greyscale image accordingly.

6.

Colour the greyscale image

The greyscale image is now coloured with Deep Blue.

InDesign or comparable programme



InDesign or comparable programme



InDesign or comparable programme



How to create Deep Blue transparencies (InDesign)

7.

Create the surface area in Deep Blue

An area coloured with 100% Deep Blue is now placed precisely over the coloured area of the image.

8.

Add transparency using “multiply” mode

This colour area is set to “multiply”.

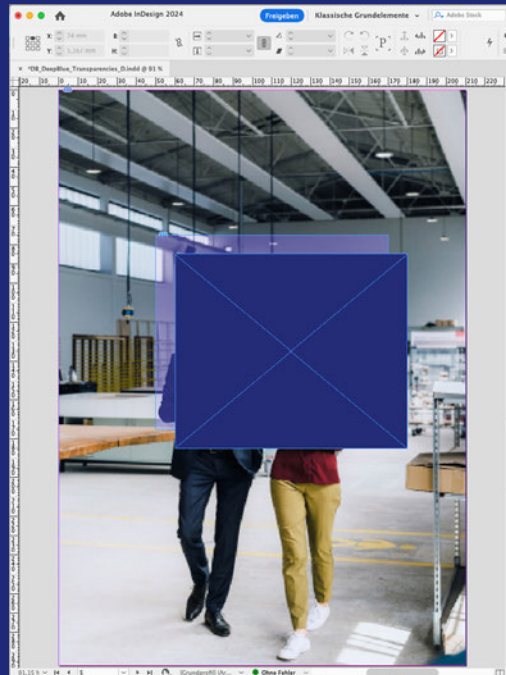
9.

Optimise with opacity

To ensure that enough of the image shines through the transparent area, the opacity is set to 70%.

If the image does not have enough detail under the blue area, then the contrast and and brightness of the greyscale image can be further adjusted.

InDesign or comparable programme



InDesign or comparable programme



InDesign or comparable programme



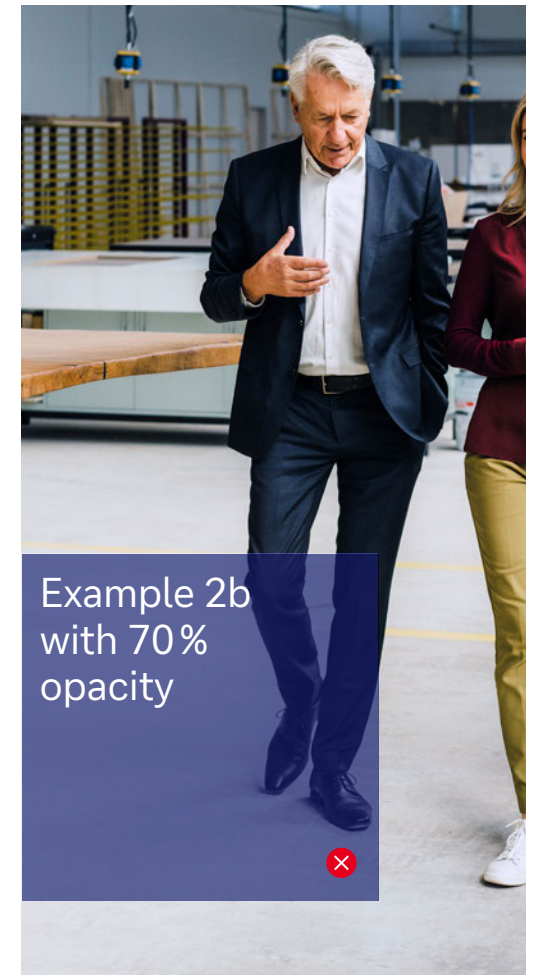
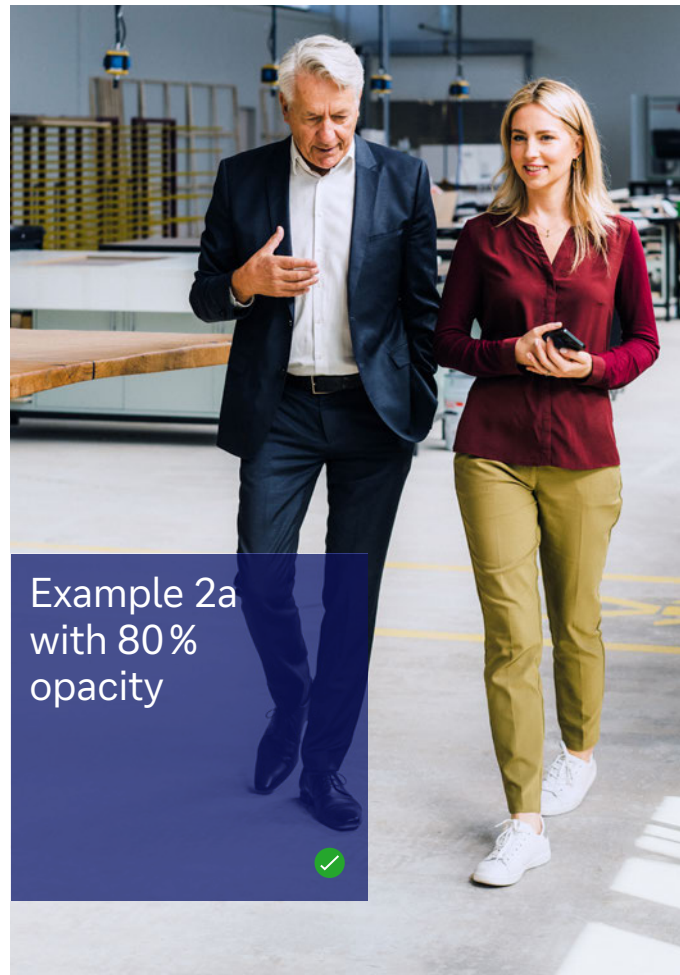
How to create Deep Blue transparencies (InDesign)

Optimise with opacity

Depending on the subject, the opacity may vary between 70 % and 80 %. As most subjects tend to have dark image areas, the opacity is reduced to 70 % when multiplying (example 1). This preserves the colour impression of Deep Blue despite the transparency.

Very bright and extremely high-contrast image motifs require less transparency, so the opacity is set to 80 % (example 2a).

With an opacity of 70 %, the expanding box on this motif would no longer be Deep Blue, but only blue.



Further guidelines

Existing guidelines

- Basic elements
 - Accessibility for Graphics
 - Advertising print and online
 - Anniversary-Signet
 - Art & Culture
 - Film, motion identity
 - Information graphic
 - Illustration style
 - Print and digital literature
 - Social media
 - Static and dynamic screens
 - Stationery
 - Website design principles
- [DB-Design-Principles](#)

The respective password can be requested via
Amal Breuer or Angela Eckert

If you have any questions please
reach out to your contact.

Upcoming guidelines

- Conferences and events
- Corporate signage
- CSR
- Email header and signature banner
- Employer branding
- ERG
- Merchandise
- Tone of voice

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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