



Deutsche Bank

Corporate design guidelines

Work in progress –
not final

Conferences and events

May 2026

Introduction

- 3 Preface

Key elements

- 5 Design approach
- 7 Event information
- 8 Focus on naming
- 9 Focus on event theme
- 10 Branding with key visual –
with and without image
- 11 Identifier and claim
- 12 Imagery
- 13 Colours
- 14 Typography
- 15 Design elements

Applications before the event

- 17 Eventogy content
- 18 Posters

Applications during the event

- 20 Measurement table
- 21 Name tags
- 23 PowerPoint
- 24 Signage system
- 26 Roll-up banners
- 29 Freestanding signage stands
- 32 Press walls
- 34 Back walls
- 39 Giveaways

Spatial design

- 41 Principles
- 42 Contact

Preface

Part of our global brand framework, this guideline helps you translate our brand elements, as well as purpose, into event communications in inspiring and practical ways. As guests at our in-person events, clients should be able to see and feel that we deliver positive impact through every single interaction with them.

Use this guideline in conjunction with the Deutsche Bank brand guidelines, giving you all the details and specifications necessary for a full range of visual communication. By using these guidelines, we can ensure consistency and clarity across all client touchpoints.

1. Key elements

Design approach – key elements

A powerful way to generate and produce successful events is to create a consistent identity that runs through the entire event experience.



All following images are examples only are used for illustrative purposes. Other images may also be used.

Creating a strong event identity is key to attracting guests and visitors. The overall event idea should connect to the theme of the event – with the flexibility to cover the range of materials needed and defined enough to keep content creation and production aligned.

Defining an approach for these four elements will create a 'toolkit' for creating event communications.

Naming

Event names may be inherited or created, neutral or descriptive (examples are given on the following pages). Annually-recurring events may need to include a date in the name.

Event theme

An imaginative, concise message can help make an event successful. This message will define the event's identity and could also appear in the event's name. It acts as inspiration for creative copy, imagery and design.

Imagery

Event imagery should be inspired by the core message. Smaller-scale events may rely on a single key visual; more ambitious productions may use a whole sequence of related imagery.

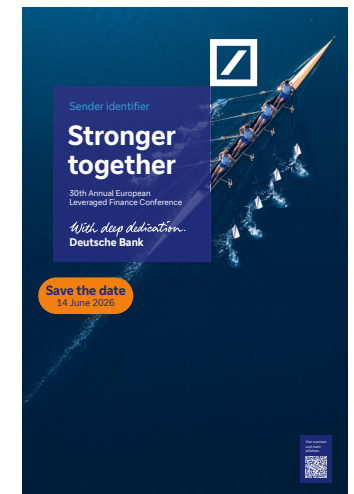
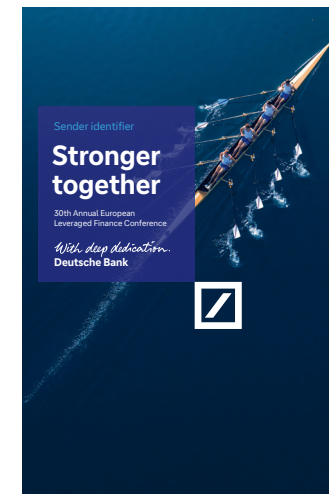
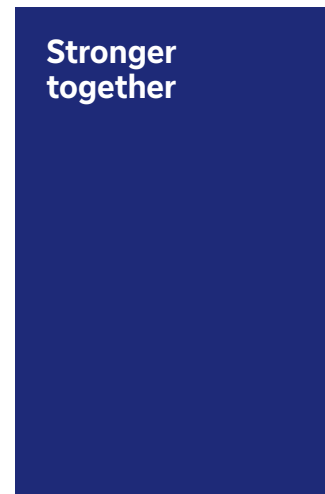
Colour usage

Event communications and environments can be brought together by creating an event colour palette. This palette should always contain the Deutsche Bank blue range, and complemented by one accent colour.



Information on implementation

Please refer to the Deutsche Bank "Basic elements" guideline for specific guidance on type, logo and margin spacing, as well as formatting.



Design approach – key elements in use

This example shows the use of an inherited name for an annual regional event about leveraged finance. A date is an essential part of such a name, helping to differentiate against previous years.

An event theme, 'Stronger together', drives the imagery and messaging. This is just one theme inspired by attributes of leveraged finance – unity and shared reward. It is used across communications, either as a headline or as part of the event's name.

Additional supporting messages can be derived from the event theme, but always avoid clichés, puns and plays on words.

Use imagery inspired by the event theme, and look to incorporate a gradient or logo-mask to add simplicity and variety.

Secondary colours are only used on stoppers or for colour coding to distinguish between different areas of activity (e.g. badges).

European Leveraged
Finance Conference

30th Annual European
Leveraged Finance Conference
13–14 June 2026

Naming

Event names may be inherited or created, neutral or descriptive (examples are given on the following pages). Annually-recurring events may need to include a date in the name.

To avoid repetition, 'Deutsche Bank' should be omitted from the event name as Deutsche Bank appears as the sender.

Stronger together

- Supporting messages
- the power of unity
 - bringing everything together
 - a busy year ahead
 - attractive rewards

Stronger together
30th Annual European
Leveraged Finance Conference
13–14 June 2026

Event theme

An imaginative, concise message can help make an event successful. This message will define the event's identity and could also appear in the event's name. It acts as inspiration for creative copy, imagery and design.



Imagery

Event imagery should be inspired by the core message. Smaller-scale events may rely on a single key visual; more ambitious productions may use a whole sequence of related imagery.

Stronger together

30th Annual European
Leveraged Finance Conference

Save the date
14 June 2026

Colour usage

Event communications and environments can be brought together by creating an event colour palette. This palette should always contain the Deutsche Bank blue range, and complemented by one accent colour.

Event information

Focus on naming

Event names may be inherited or created, neutral or descriptive (examples are given on the following pages). Annually-recurring events may need to include a date in the name.



Information on naming

Avoid placing Deutsche Bank in the event name when using the Deutsche Bank sender identifier and claim signature, as it would become too repetitive and take up extra space.

Focus on event theme

An imaginative, concise message connecting to positive impact can help make an event successful. This message will define the event's identity and could also appear in the event's name. It acts as inspiration for creative copy, imagery and design.

Deutsche Bank
Sender identifier

30th Annual European Leveraged Finance Conference

Lorem silam maras
13–14 June 2026

**30th Annual
European Leveraged
Finance Conference**
Lorem silam maras
13–14 June 2026

Deutsche Bank
Sender identifier

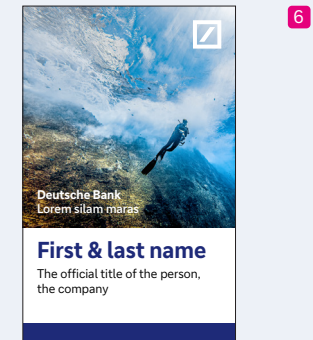
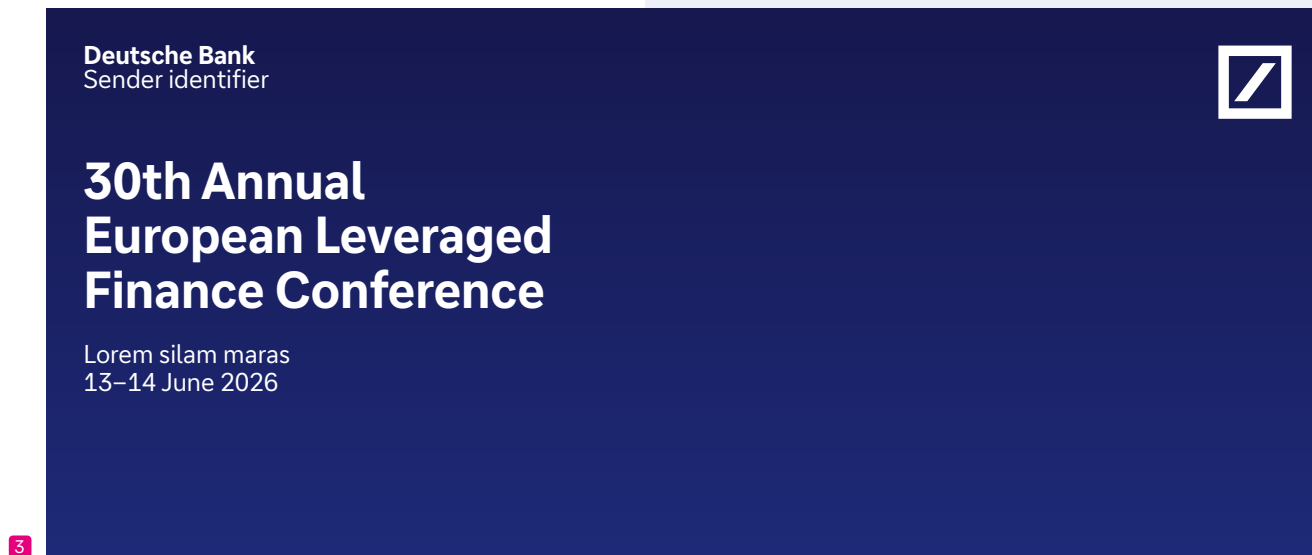
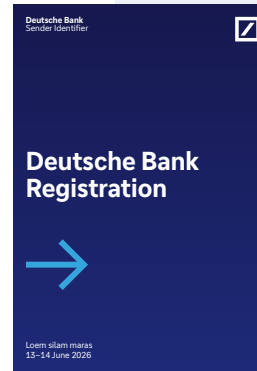
Stronger together

30th Annual European
Leveraged Finance Conference
13–14 June 2026

Stronger together
30th Annual European
Leveraged Finance Conference
13–14 June 2026

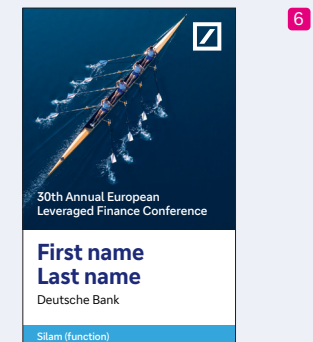
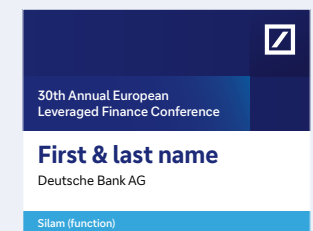
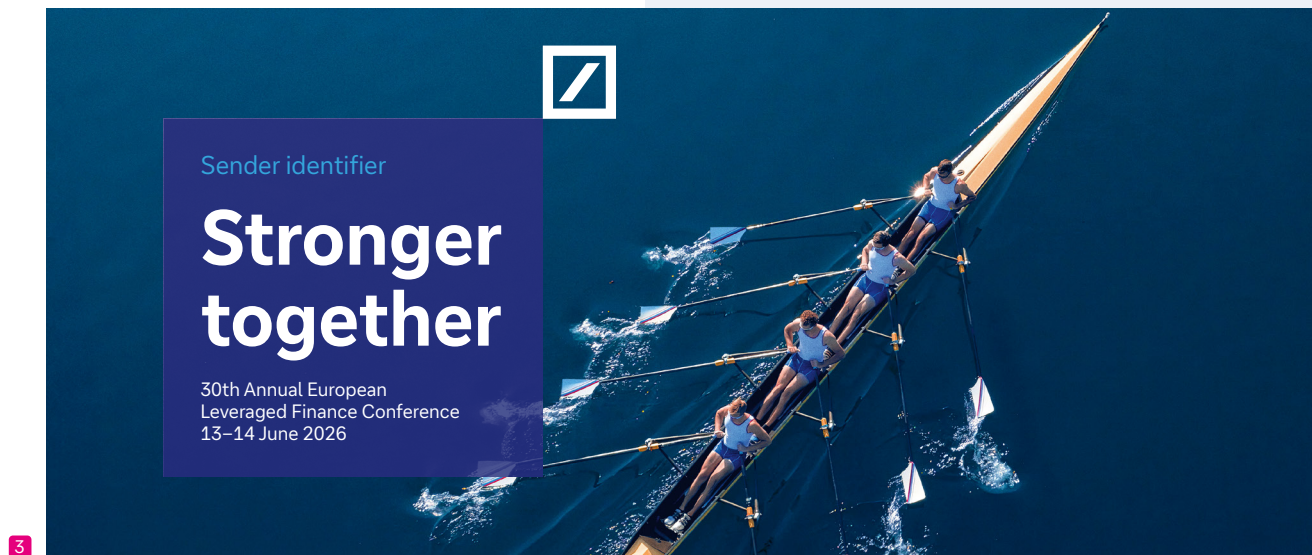
Focus on naming – an example event

- 1 Poster
- 2 Roll-up banner with expanding box
- 3 Back wall
- 4 PowerPoint
- 5 Parking signs
- 6 Name tags
- 7 Lanyard



Focus on event theme – an example event

- 1 Poster
- 2 Roll-up banner with expanding box
- 3 Back wall
- 4 PowerPoint
- 5 Parking signs
- 6 Name tags
- 7 Lanyard



Branding with key visual – with and without image

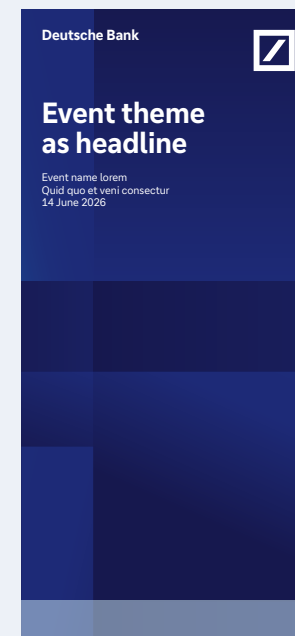
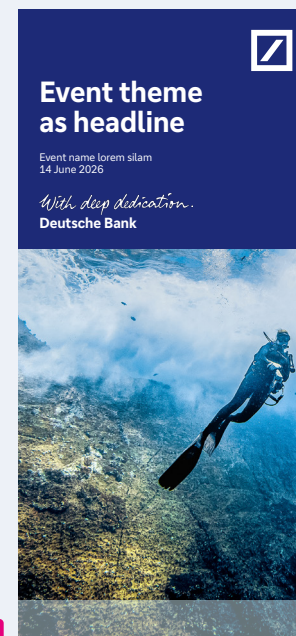
Layout system and branding options

In strict compliance with the principles of Deutsche Bank's layout system, the expanding box offers the most prominent design option for all touchpoints related to conference and event media.

- 1 Image or illustration as key visual with expanding box
See details in “Basic elements”, chapter 7.

In addition, two further design options can be used.

- 2 Image as key visual as combination with the Deep Blue area
- 3 Logo matrix as a decorative brand element
See details in “Basic elements”, chapter 5.



Identifier and claim

In traditional media, such as print ads and posters, the handwritten claim is always placed directly above the Deutsche Bank identifier information.

See details in “Basic elements”, chapter 8.

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.



Sender identifier

30th Annual European Leveraged Finance Conference

With deep dedication.

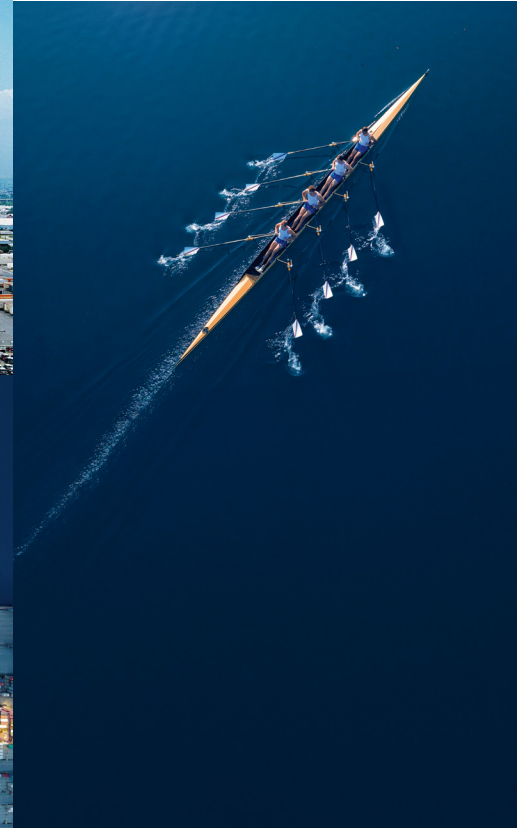
Deutsche Bank

Imagery

Images that act as key visuals for the event can be a metaphor for an overarching theme or represent an economic sector or region, or simply depict the event location and its region.



The images shown may be used for events. They can be found in the Deutsche Bank MMC. Other approved images may also be used for events.

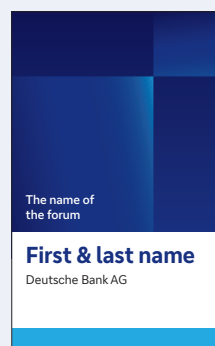
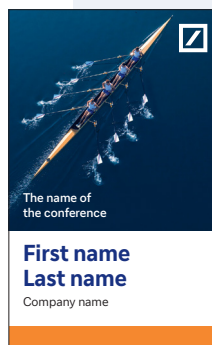


Colours

Use of colours

At conferences and in event media, the primary colours Deep Blue, dark blue, and bright blue are used as usual and as specified in the “Basic elements” guideline.

For accents such as stoppers, three secondary colours of Deutsche Bank can be added: spring green, lucent yellow, and sundown orange.



Deep Blue	Pantone 662 C 100 90 0 20 30 42 120 #1e2a78
Dark blue	Pantone 2757 C 100 95 10 50 22 24 78 #16184e
Bright blue	Pantone 2191 C 70 15 0 0 52 166 220 #34A6DC
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

Typography

The use of typography in print and online media for event communication is based on Deutsche Bank's general guidelines. **See details in "Basic elements", chapter 7.**

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

1 Sender identifier

Font: DeutscheBank Regular
Colour: Bright blue, white

2 Headline

Font: DeutscheBank Bold
Colour: White, Deep Blue
The length of Deutsche Bank headings is fixed. Ideally, they are two lines long, and in rare cases they can be a maximum of three lines.

3 Subheadline

Font: DeutscheBank Bold
Colour: White, Deep Blue

4 Body text

Font: DeutscheBank Regular, Regular Italic, DeutscheBank Medium, Medium Italic, DeutscheBank Light, Light Italic
Colour: White, Deep Blue

5 Deutsche Bank identifier

Font: DeutscheBank Bold
Colour: White, Deep Blue

6 Numbers

Font: DeutscheBank Regular/Bold
Colour: White, Deep Blue, bright blue

^{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).

Overall text settings

Kerning Spacing	metric 0
Sender identifier	LS:
Deutsche Bank identifier	100%
Headlines	LS:
Subheadlines	110%
Body text	LS:
	120%
Minimum font sizes print	8 Pt
Minimum font size online	12 Pt

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



Always use mixed letters

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

6 1 2 3
4 5 6
7 8 9
0



Design elements

The arrows from the Deutsche Bank font are used for the signage. The Regular or Medium typefaces are used here, which are around three times the size of the text and have a similar stroke width.

Within print products such as accompanying brochures with site plans or similar, the corresponding arrows are used in the same size to match the respective font.

1 Copy

Font: DeutscheBank
Regular/Bold
Colour: White, Deep Blue,
bright blue

Sample text in bold



2 Arrows

Font: DeutscheBank Regular
Size: ~ 2 – 3,25 × text size
Colour: White, bright blue

Deutsche Bank
Sender Identifier



**Parkplatz / Shuttle
Wendebereich**



30th Annual European
Leveraged Finance Conference
13–14 June 2026

The following DeutscheBank font styles can be used for arrows:

DeutscheBank Light



DeutscheBank Regular



DeutscheBank Medium

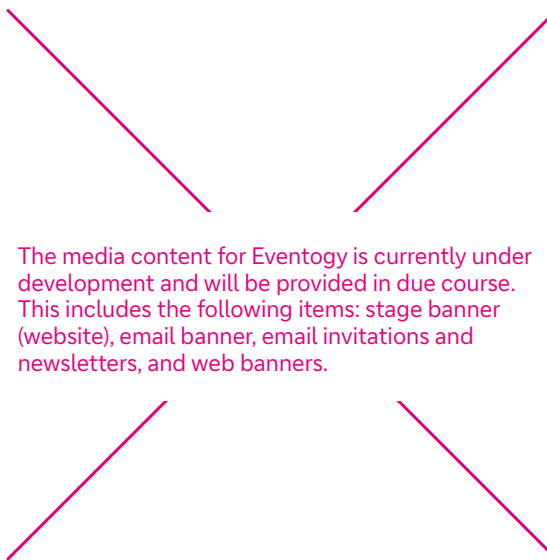


DeutscheBank Bold



2. Applications before the event

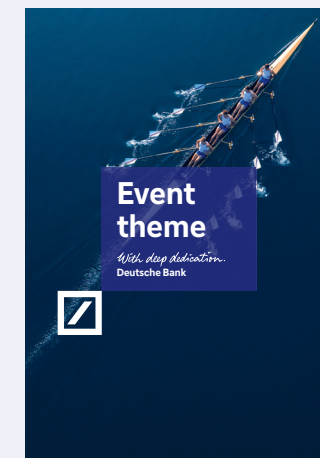
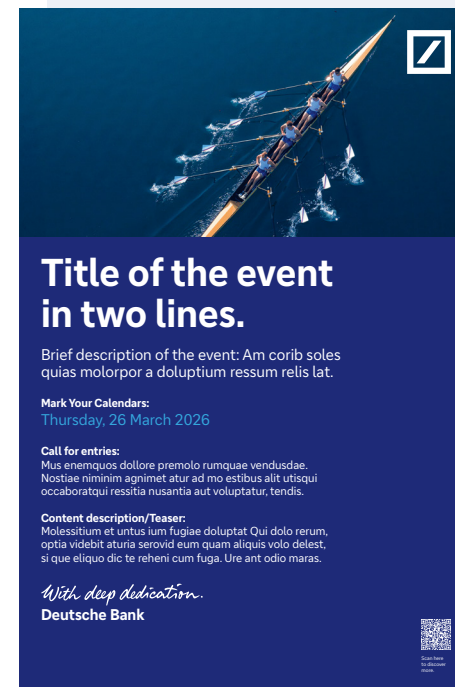
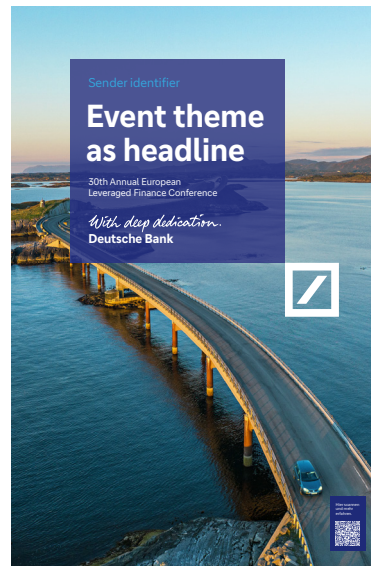
Eventogy content



Posters

Posters large
1000 × 2150 mm

See details in measurement table on page 21.



3. Applications during the event

Measurement table – print applications

Minimum distance

The minimum distance between the logo and margin, as well as the expanding box and margin, is 1/2 of the logo size S. Even when using logo sizes XS, M and L, this distance is still measured using logo size S.

The distance between typographic elements within the expanding box is exactly 1/2 of the logo size S. As a reminder, the logo and expanding box can be placed anywhere in the format.



Please note: If a format is not listed, the specifications of the most comparable format may be used.

If this does not produce a satisfactory visual result, the format has to be recalculated. The system in this table is used as the basis for calculating and deriving the logo sizes and typographical specifications, taking into account the format above and below. The values of the new format must be between the latter two.

Minimum and maximum sizes

In formats where it can be used, the expanding box must always be at least 6x the size of the logo size S.

When placed on top of images, the expanding box must not be larger than 1/3 of the format.

However, as a gradient on Deep Blue without an image, the expanding box can be sized larger when following the minimum margin distance.

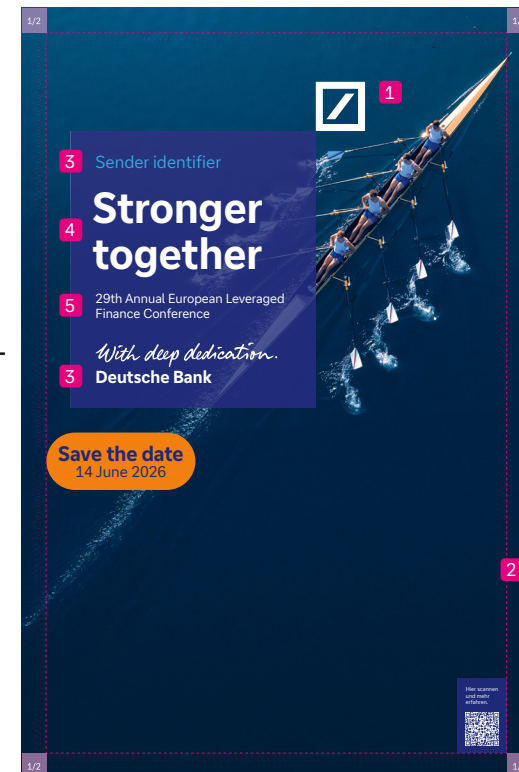
Line spacing

The line spacing changes proportionally to the font size. The headlines are spaced at 110% and all smaller text at 120% of the font size. The exception to this is text on brochure or magazine inner pages, where the line spacing is 130%.

Format	Dimensions in mm	Logo size XS: 75% in mm	Logo size S: 100% in mm	Logo size M: 150% in mm	Logo size L: 200% in mm	Margin in mm	Identifier in pt	Headline 1.5/2/2.5/3/4x identifier in pt	Body text and URL 0.75/1x identifier in pt	Legal text, provider 0.4x identifier in pt	Typographic claim 0.9x identifier in pt
Name tags	75 × 120	–	10	–	–	5	–	–/22*/–/–/–/–	10*/12*	–	–
Name tags	95 × 75	–	10	–	–	5	–	–/22*/–/–/–/–	10*/12*	–	–
PowerPoint title	338.7 × 190.5	–	18	27	36	9	17	–/34/42.5/51/–	–/17	–	15
Parking signs A4	210 × 297	15	20	30	40	10	19	28.5/38/47.5/57/76	14/19	–	17
Parking signs A1	594 × 841	45	60	90	120	30	57.5	86.5/115/144/172.5/230	43/57.5	–	51.75
Poster large	725 × 1.095	52.5	70	105	140	35	67	100.5/134/167.5/201/268	50.5/67	27	60.3
Stele	600 × 2000	105	140	210	280	70	–	201/268/335/402/–/	100.5/134	–	120.6
Roll-up	1000 × 2150	105	140	210	280	70	134	201/268/335/402/–/	100.5/134	–	120.6
Back wall	7000 × 3000	300	400	600	800	200	380	570/760/950/1.140/1.520	285/380	–	342



Please note: The font sizes have been adjusted for better readability on the small format.



Download

Templates for posters listed here are available for download on the Deutsche Bank Brand Portal.
<https://brand.db.com>

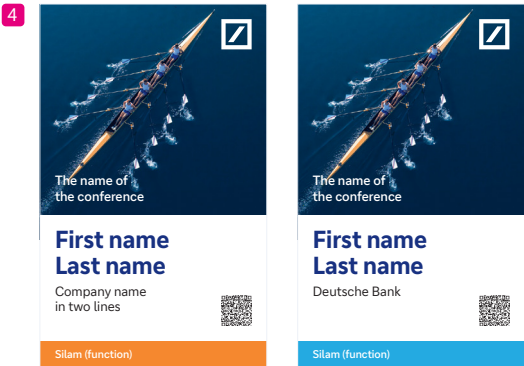
Event equipment – name tags

Name tags

75 x 120 mm

- 1 With coding in Deep Blue
- 2 With colour coding
- 3 With colour coding and designation of the division
- 4 With colour coding and designation of the division and QR code

① Other formats of name tags are possible.



Event equipment – name tags

Name tags

95 x 75 mm

1 With coding in Deep Blue

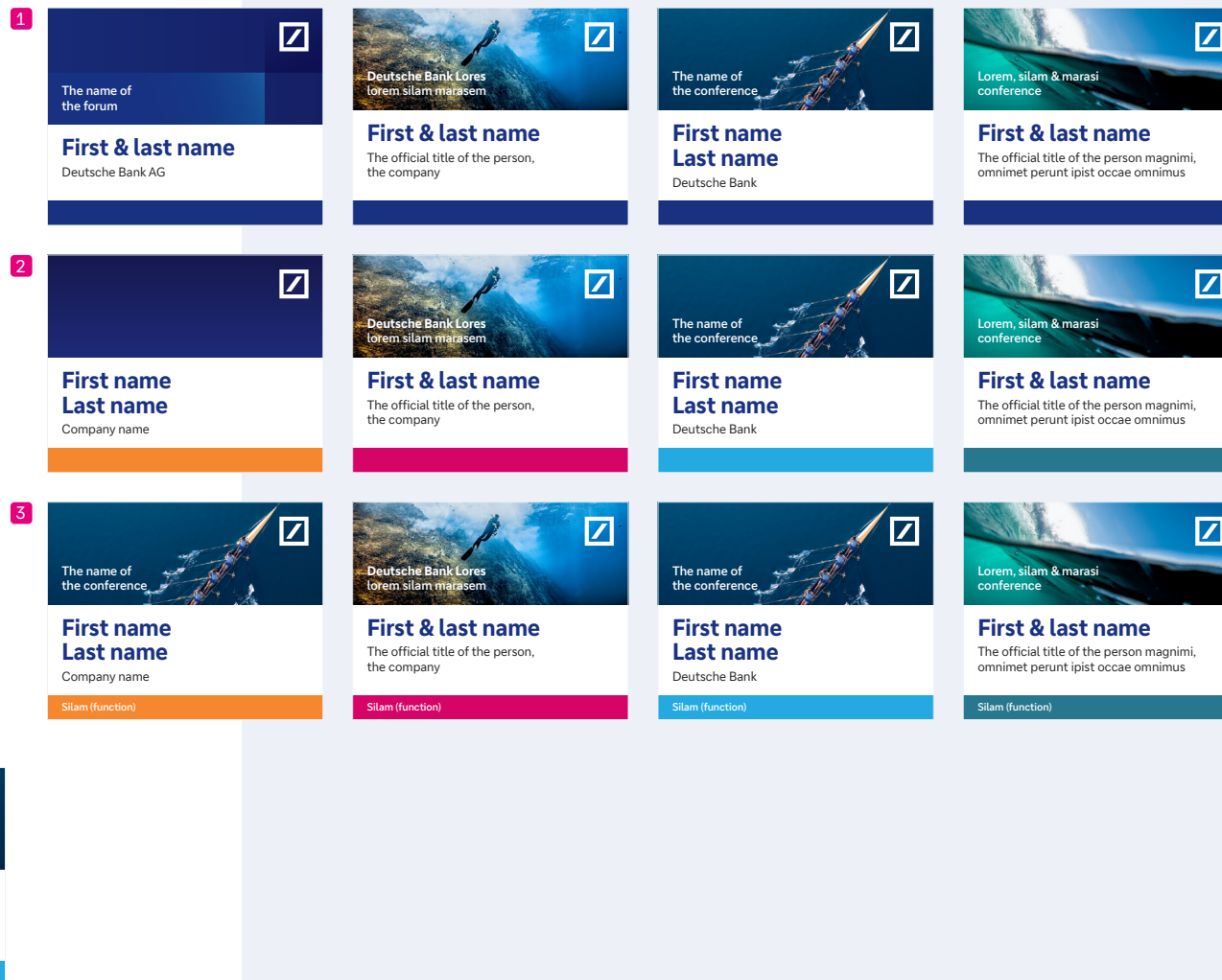
2 With colour coding

3 With colour coding and designation of the division

4 With colour coding and designation of the division and QR code



Other formats of name tags are possible.



PowerPoint

PowerPoint

16:9

The title pages of PowerPoint presentations for conferences and events are based on the Deutsche Bank standard PowerPoint template.

They can be designed using the expanding box or the Deep Blue gradient. The gradient pages are also stored in PowerPoint.

The pages that follow in the PowerPoint presentation are based on our standard PowerPoint template.



Signage system – indoor/outdoor

Parking signs

A4

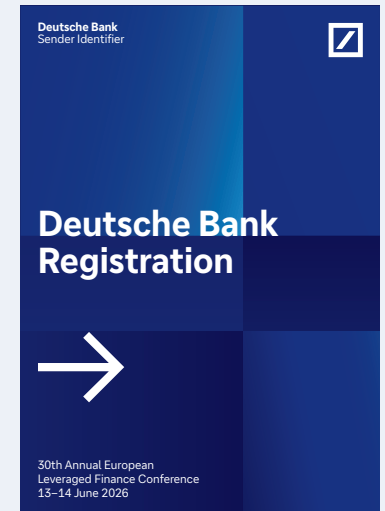
- 1 With Deep Blue area
- 2 With gradient
- 3 With logo matrix



1



2



3

Signage system – indoor/outdoor

Parking signs

594 x 841 mm

- 1 With Deep Blue area
- 2 With gradient
- 3 With logo matrix



1



2



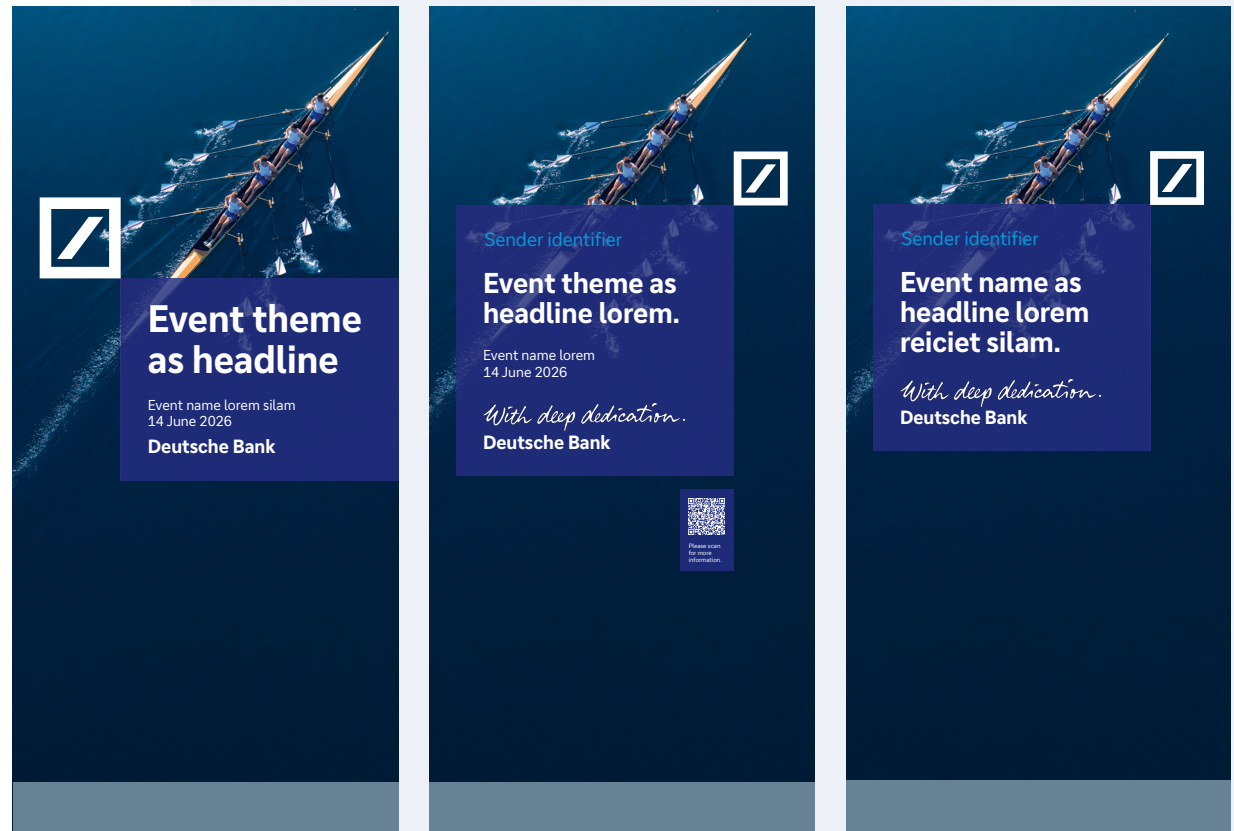
3

Roll-up banners

Roll-up banner with expanding box

1000 × 2150 mm

The following examples show the use of different branding options with the expanding box.

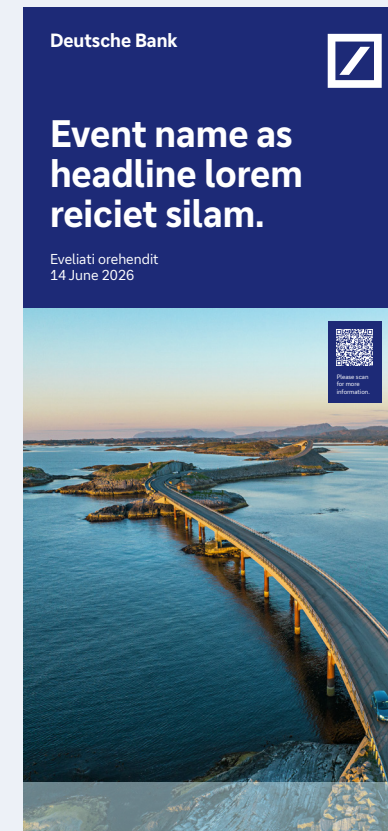


Roll-up banners

Roll-up banners with Deep Blue area

1000 × 2150 mm

The following layout examples show how to use the Deep Blue area.

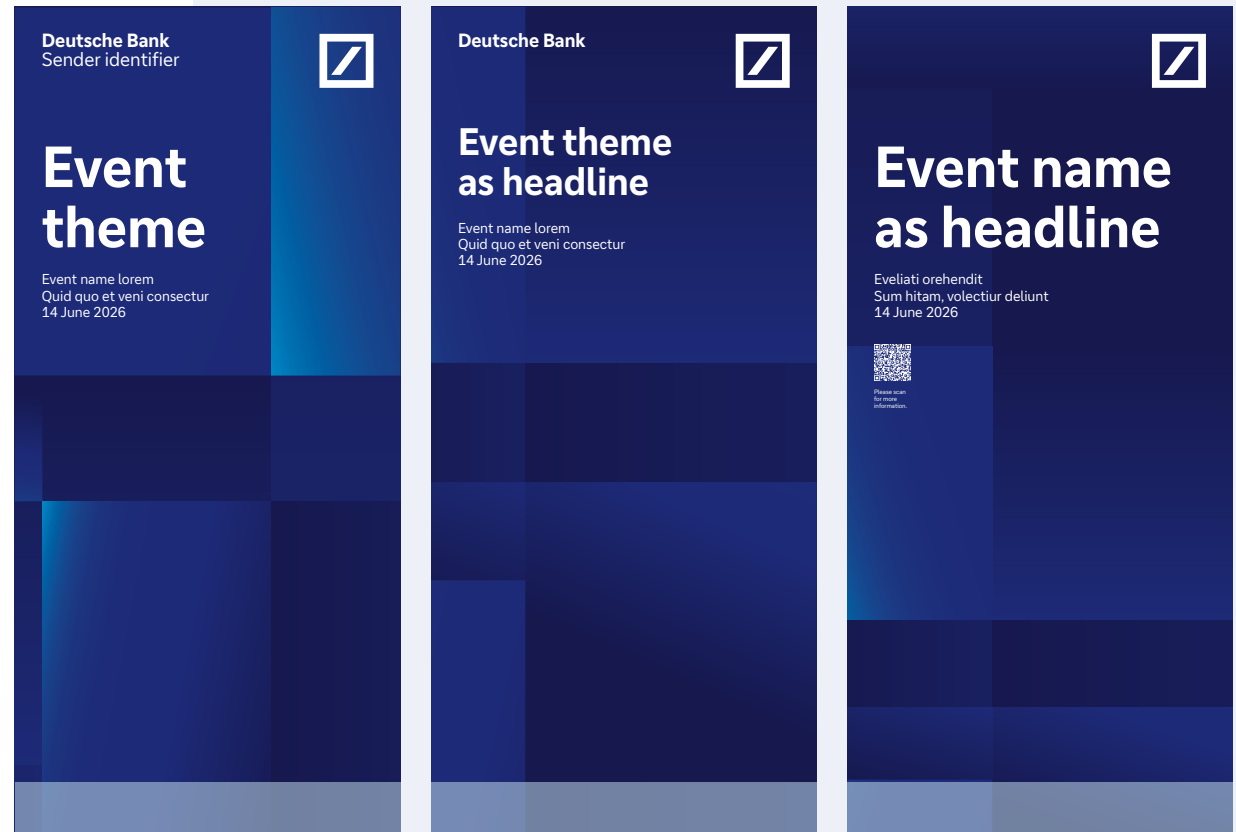


Roll-up banners

Roll-up banners with logo matrix

1000 × 2150 mm

The following layout examples show the use of the logo matrix as a decorative background.



Freestanding signage stands

Freestanding signage stand with Deep Blue area

600 × 2000 mm

The following layout examples show how to use the Deep Blue area.

1 Arrows

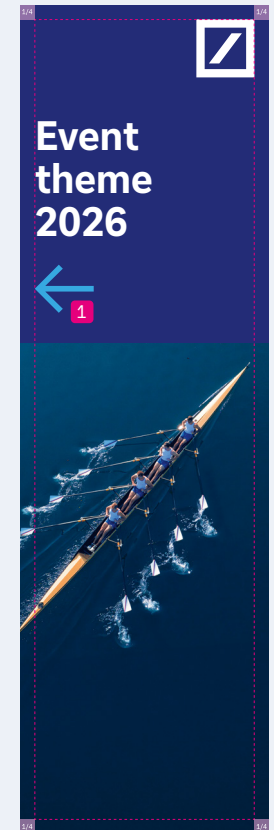
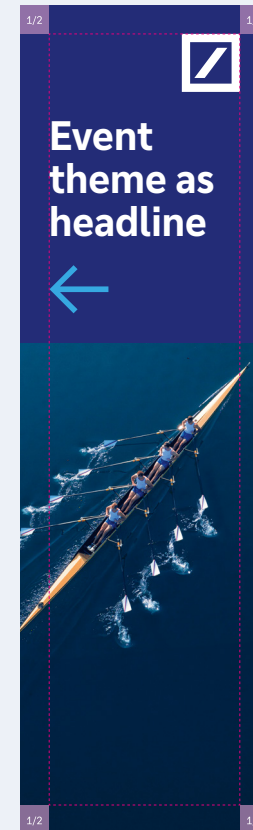
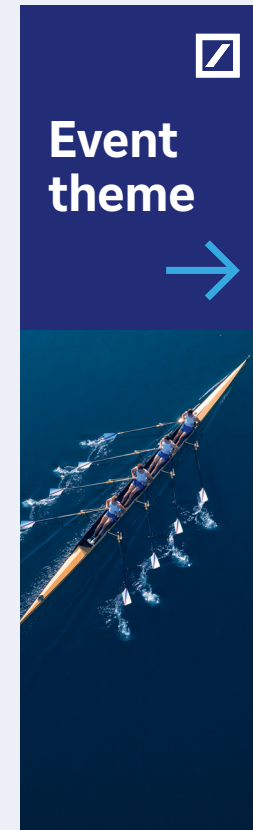
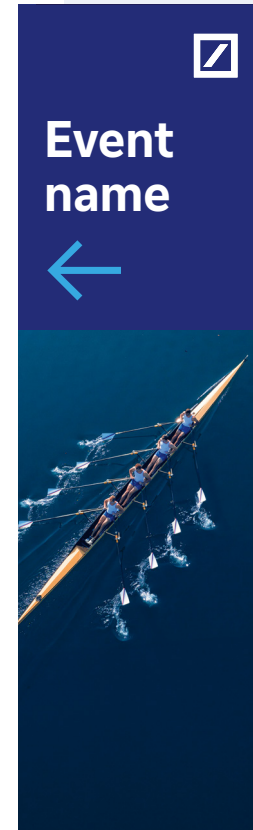
Font: DeutscheBank Regular
Size: 2 × text size
Colour: White, bright blue

2 Margin

On extreme formats that feature minimal space, a 1/4 margin can be used based on logo size S.



The identifier is omitted on extreme formats for space reasons.



Freestanding signage stands

Freestanding signage stand with with logo matrix

600 × 2000 mm

The following layout examples show the use of the logo matrix as a decorative background.

1 Arrows

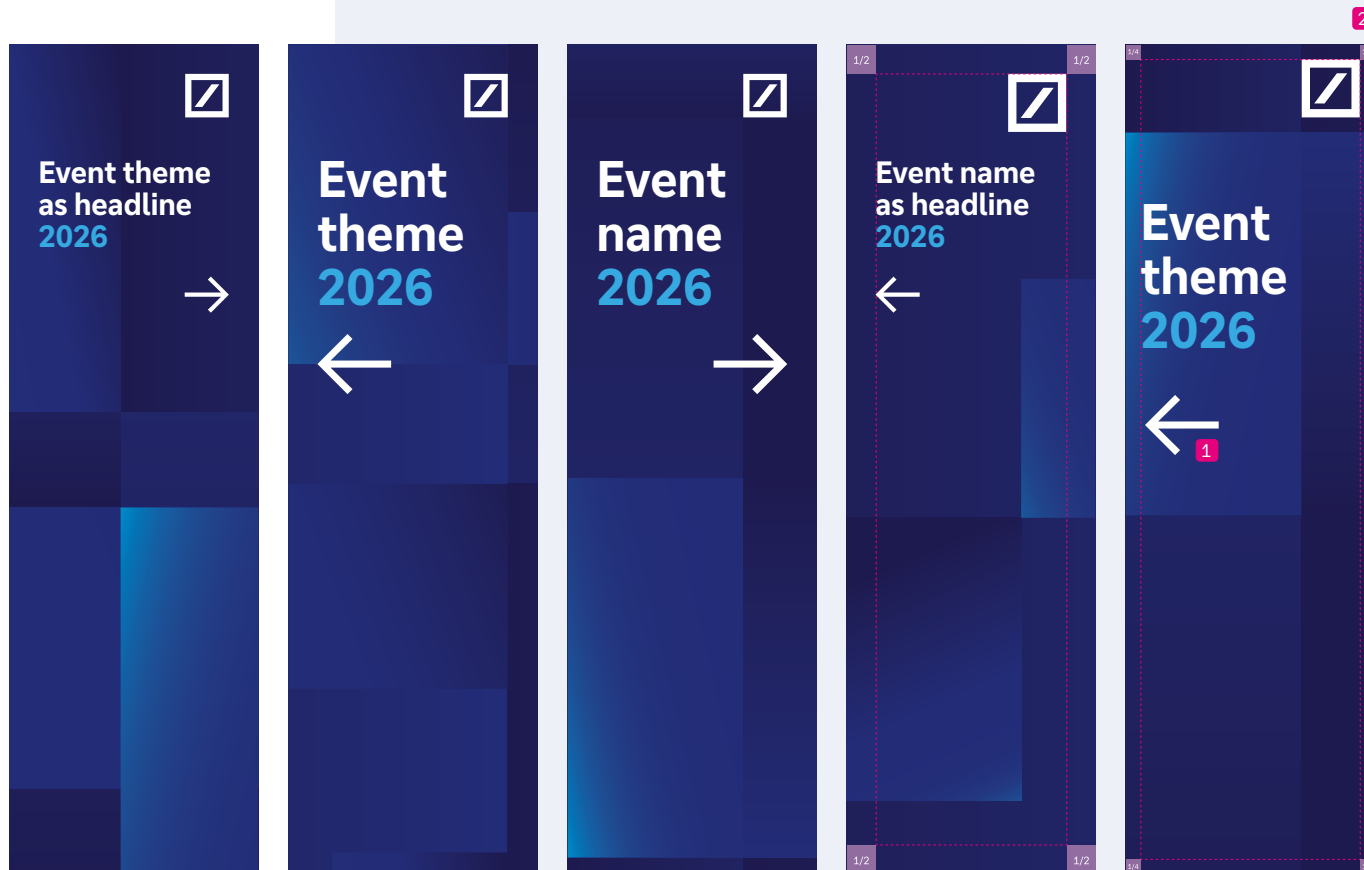
Font: DeutscheBank Regular
Size: 2 × text size
Colour: White, bright blue

2 Margin

On extreme formats that feature minimal space, a 1/4 margin can be used based on logo size S.



The identifier is omitted on extreme formats for space reasons.



Freestanding signage stands

Freestanding signage stand with Deep Blue gradient

600 × 2000 mm

The following layout examples show how to implement a Deep Blue gradient.

1 Arrows

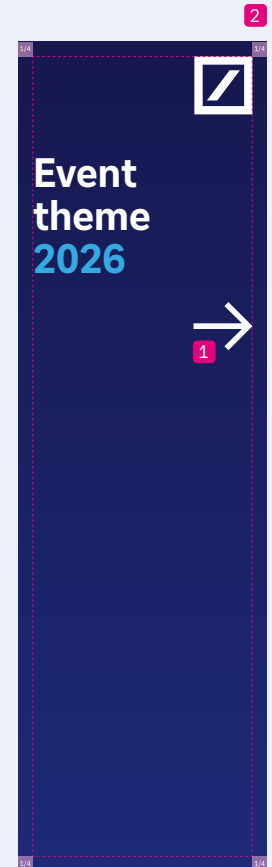
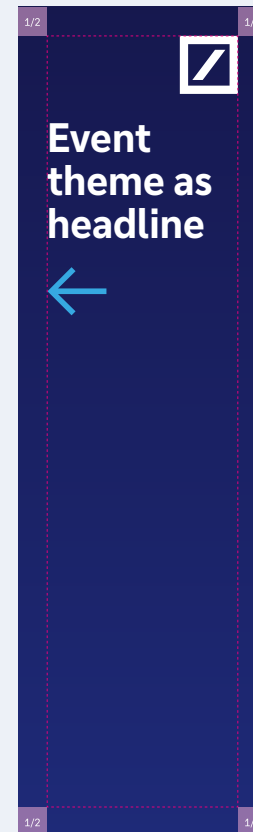
Font: DeutscheBank Regular
Size: 2 × text size
Colour: White, bright blue

2 Margin

On extreme formats that feature minimal space, a 1/4 margin can be used based on logo size S.



The identifier is omitted on extreme formats for space reasons.



Press walls

Press wall with Deep Blue gradient and logo

6250 × 2500 mm

Deutsche Bank's press walls are designed using a Deep Blue colour gradient featuring the logo as a repeating pattern. The pattern can be complemented by a larger sized logo or the logotype.

1 2

Logo

Size: 100 mm (repeating logo)

Size: 600 mm (large logo)

Colour: White

3

Logotype

Height: 200 mm

Colour: White



Press walls

Press wall with Deep Blue gradient and logotype

6250 × 2500 mm

In this example, the logotype is used as the repeating pattern.

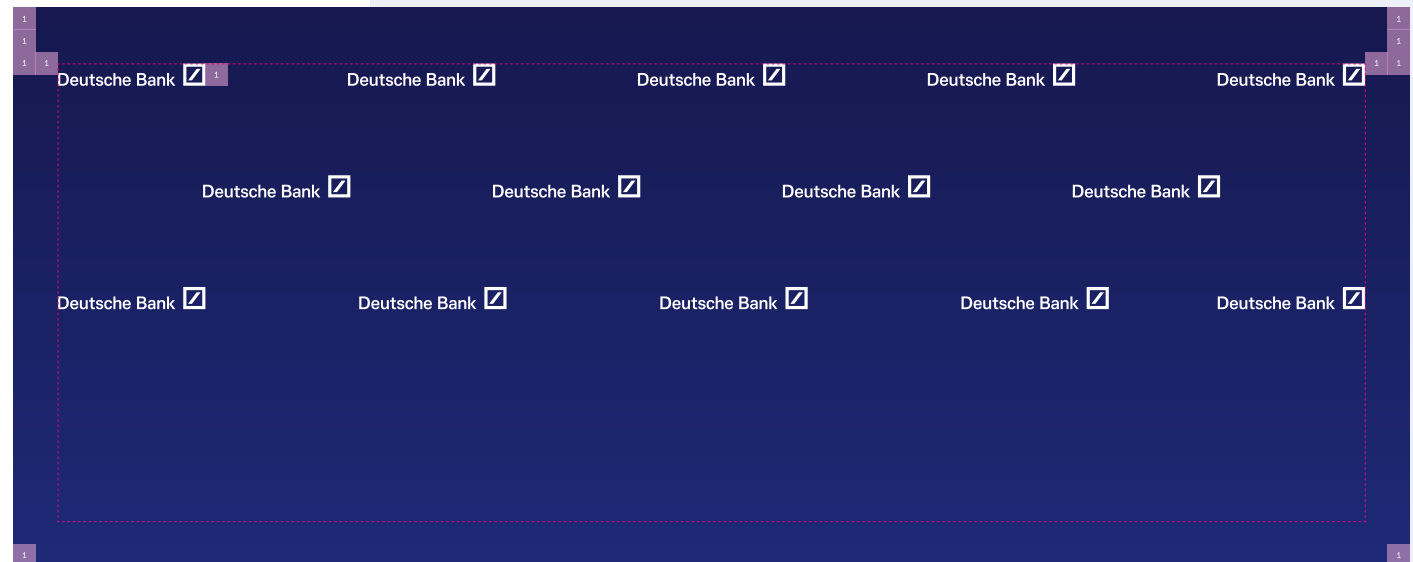
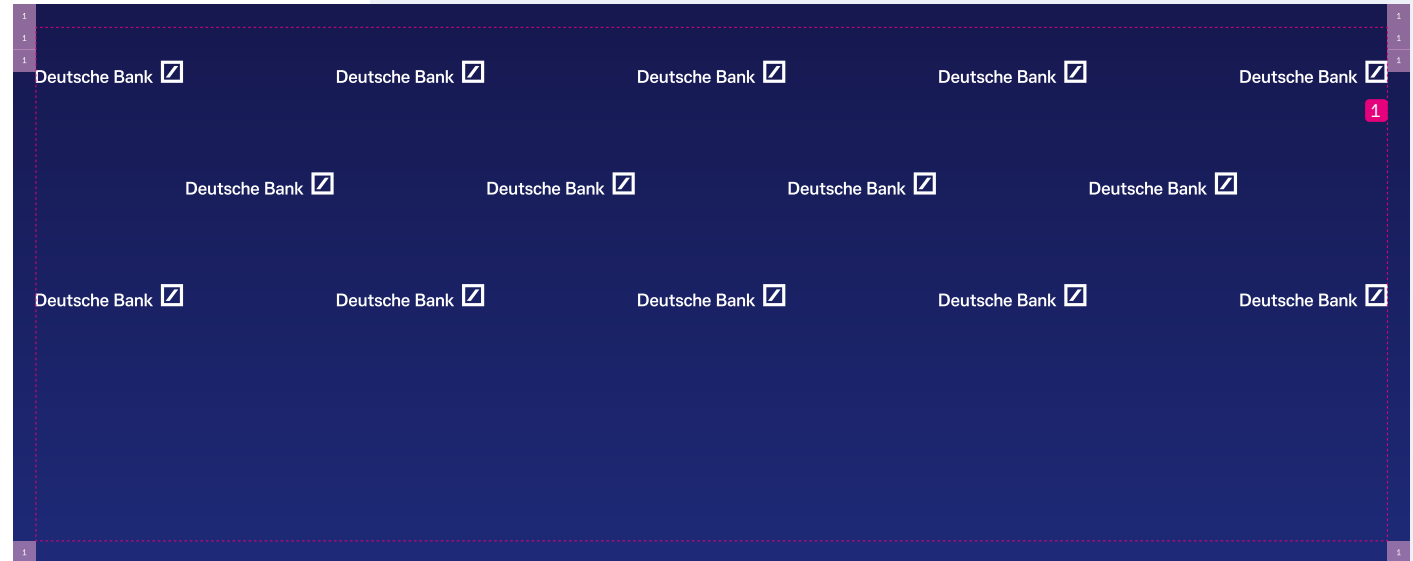
1 Logotype

Height: 100 mm

Colour: White

2

To enhance the visual impact, the margins can be increased to up to twice the height of the logotype.



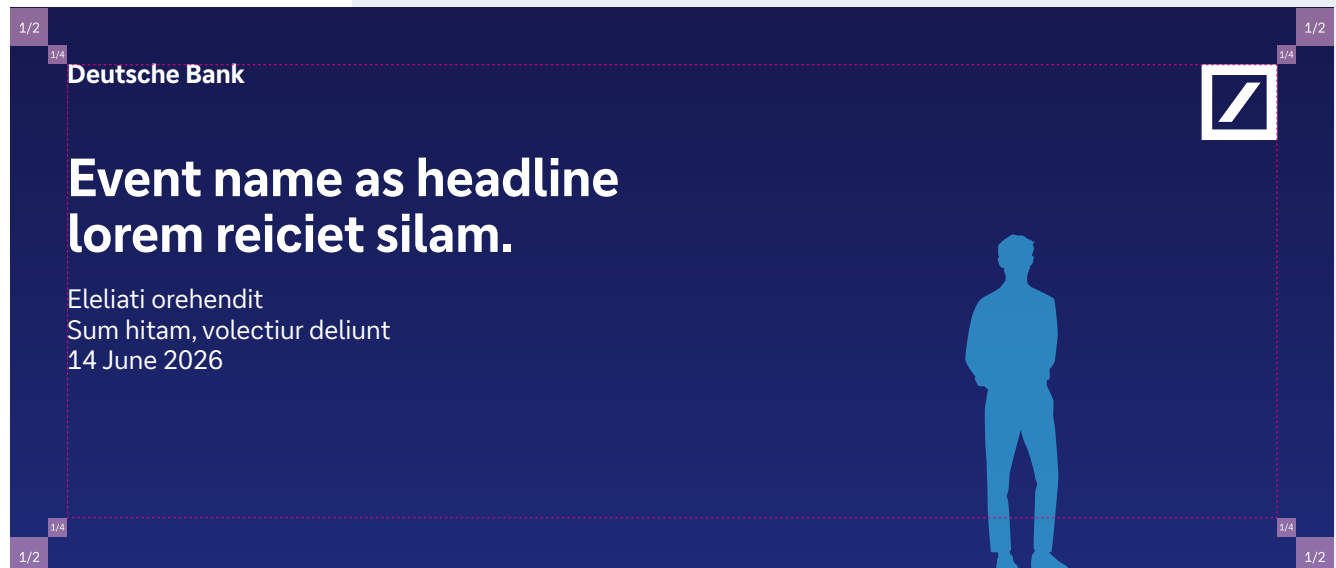
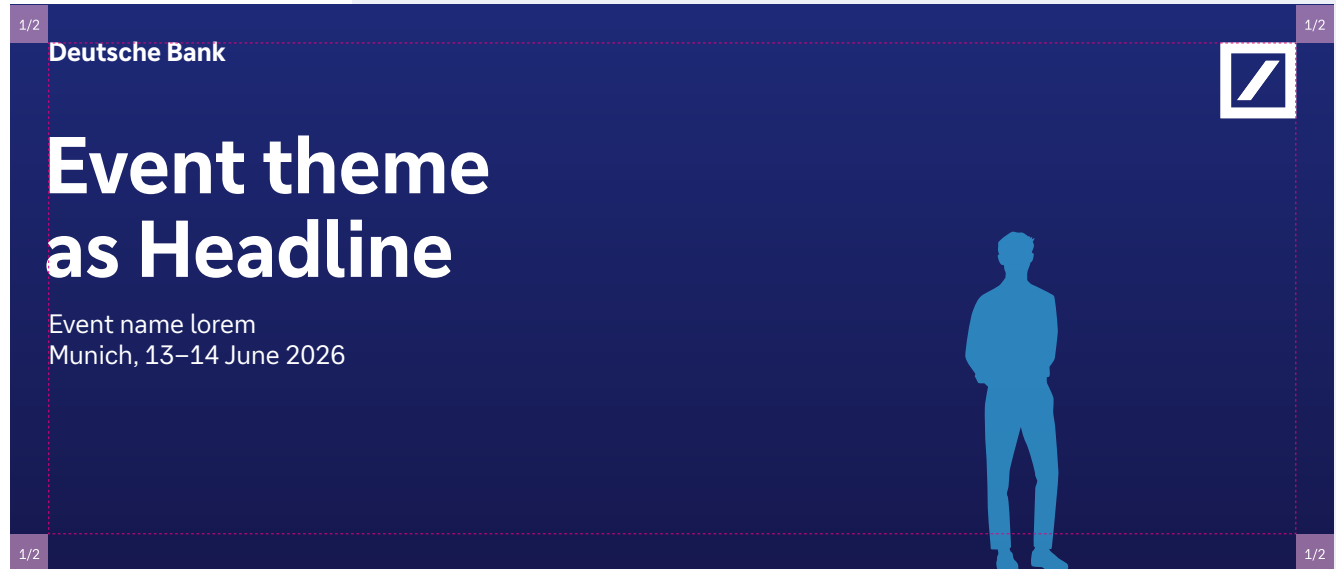
Back walls

Back wall with Deep Blue gradient and logo 7000 × 3000 mm

The Deep Blue gradient can also be used as a background for back walls.



The gradient should be adapted to the dress code of the event participants and have sufficient contrast so that the people are clearly visible against the background. The gradient can be designed from Deep Blue to dark blue or from dark blue to Deep Blue.



Back walls

Back wall with Deep Blue gradient, logo and handwritten claim

7000 × 3000 mm

The Deep Blue gradient can also feature our logo and handwritten claim. Placed on the left or centered, the handwritten claim adds an emotional element. **See details in “Basic elements”, Chapter 8.**



Logo matrix application

The logo matrix works best in balanced formats and is therefore primarily intended for smaller surfaces. For large-scale stage backdrops, a more restrained use is recommended to maintain a clear and cohesive overall appearance.



Back walls

Back wall with expanding box

7000 × 3000 mm

Back walls that feature the expanding box follow our standard design rules. **See details in “Basic elements”, Chapter 7.**



When designing back walls, always consider the position of the logo in terms of its visibility and always choose a logo placement that suits the motif.



Back walls with TV screens

Back wall with expanding box and video screen

7000 × 3000 mm

Back walls that feature the expanding box follow our standard design rules. **See details in “Basic elements”, Chapter 7.**



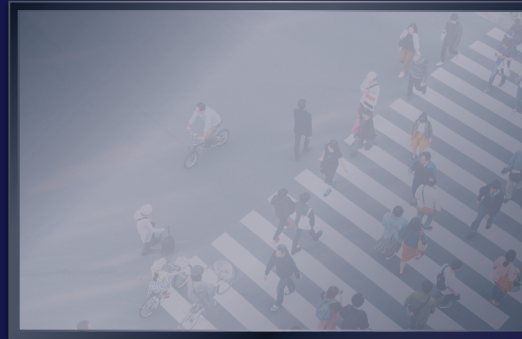
When designing back walls, always consider the position of the logo in terms of its visibility and always choose a logo placement that suits the motif.



Sender identifier

Event name as headline
lorem silam maras.

13–14 June 2026



Sender identifier

Event name as headline
lorem silam maras.

13–14 June 2026

Back walls

Back wall with image

7000 × 3000 mm

In exceptional cases, typographical elements may be set in white on a plain background.

Event theme as Headline

Event name lorem
Munich, 13–14 June 2026



Deutsche Bank
Sender identifier

Event name as headline lorem reiciet silam.



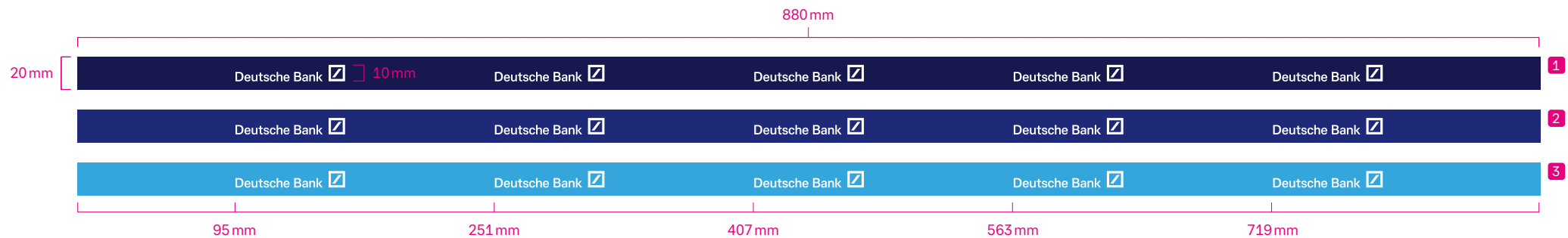
Event equipment – giveaways

Lanyards

880 x 20 mm

Deutsche Bank lanyards feature the logotype in white on the following three background colours:

- 1 Dark blue
- 2 Deep Blue
- 3 Bright blue



4. Spatial design

Spatial design – principles

The general rules for spatial design also apply to furniture and interior elements of conferences and events. The explanations on the right provide a summary of these rules.

Please review the complete Deutsche Bank Spatial Playbook before beginning each relevant project.



Please note: Further information on Deutsche Bank's spatial design will be available on the Brand Portal.

1

Logo-inspired geometry:

The use of rectangular forms is derived from the logo, creating a visual link between brand identity and spatial design.

→ Use forms with clear, geometric lines – without organic or decorative shapes.

2

Materials and surfaces:

The design highlights a harmonious blend of wood, metal, textiles, and glass, focusing on each material's quality.

→ Use materials thoughtfully – high-quality without being excessive.

3

Colour palette:

Only one colour theme is used per area, with accents serving for orientation rather than decoration.

→ Use colour – but don't get too colourful.

More information
on furniture, lighting and much more
will follow at a later date

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.

Americas

Kan Lee

Global Brand Office

Tel.: +212 250 2544

Email: kan.lee@db.com

APAC & MEA

Rehana Macdonald

Global Brand Office

Tel.: +65 6423 8412

Mobile: +65 9155 9195

Email: rehana.macdonald@db.com

Germany

Angela Eckert

Global Brand Office

Tel.: +49 228 920-12201

Mobile: +49 171 9749954

Email: angela.eckert@db.com

UKI & Europe ex Germany

Alexandra Cross

Global Brand Office

Tel.: +44 20 754-56889

Email: alexandra.cross@db.com

Amal Breuer

Global Brand Office

Tel.: +49 228 920-12117

Mobile: +49 170 5793314

Email: amal.breuer@db.com

Xanthe Lindsay

Global Brand Office

Tel.: +44 20 754-54753

Mobile: +44 7919 090511

Email: xanthe.lindsay@db.com

Sabine Berling

Global Brand Office

Tel.: +49 69 910-48918

Mobile: +49 151 67364699

Email: sabine.berling@db.com

Corporate Design Agency

Peter Schmidt Group

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