



Deutsche Bank

Corporate design guidelines

# Employee Resource Groups (ERGs)

January 2026

### **Preface**

- 3 Preface
- 4 ERG branding

### **Imagery**

- 6 Key characteristics
- 7 dbPride
- 8 Black Leadership Forum
- 9 Asian Leadership Forum
- 10 Additional ERGs

### **ERG identifier**

- 12 Identifier as sender
- 13 Different identifiers

### **Claim, Stopper and QR code**

- 15 Claim
- 16 Stopper and QR code

### **Partnerships and sponsorships**

- 18 Layouts with expanding box
- 19 Layouts without expanding box

### **Messaging conventions**

- 21 'Dedicated to...' structure
- 22 Example headlines

### **Applications**

- 24 Posters
- 25 Email banners
- 29 Short email invitations
- 30 Long email invitations and newsletters
- 31 Web banners
- 33 Screens
- 34 Roll-up banners
- 35 Applications overview

### **Don'ts**

- 37 Design principles
- 38 Typography
- 39 Emphasis

### **Contact**

- 40 Contact

## **Preface**

At Deutsche Bank, we are all about dedication. To our clients, our employees, our communities and our culture. As dedication runs through everything we do, we apply clear and consistent branding across both external and internal communication.

This guide focuses on our Employee Resource Groups (ERGs). These voluntary, employee-led groups unite colleagues from diverse backgrounds and business areas to inspire inclusion in daily interactions. Every ERG implements different initiatives and activities, yet they all rely on branding elements such as our colour palette, expanding box and layout structures. And through striking imagery and messaging, ERGs are able to share their respective identities.

ERGs are one example of how we put power and possibility into the hands of our workforce — and their visual presence must be just as impactful.

## ERG branding — key components

This is the general layout structure when creating ERG layouts and shows the maximum number of elements. Adapt the expanding box according to the content and ensure there is a clear type hierarchy for ease of understanding.

### 1 Imagery

The image should not only illustrate the topic, but must also reflect the visual style of the Deutsche Bank.

### 2 Logo and expanding box

The size and placement of the expanding box always depends on the format dimensions. Use different sizes and flexible placement options to clearly display the respective content.

### 3 ERG identifier

The ERG identifier can only be used in internal communication, never in external communication.

### 4 Headline and body copy

All text should be written to address the target audience in a way that's easy to understand.

### 5 URL (optional)

If a URL is to be included, it should always be placed in the same location: directly after the body copy in Bright Blue.

### 6 Claim

The claim always appears below the body copy and should be used wherever possible, provided there is sufficient space.

### 7 Deutsche Bank identifier

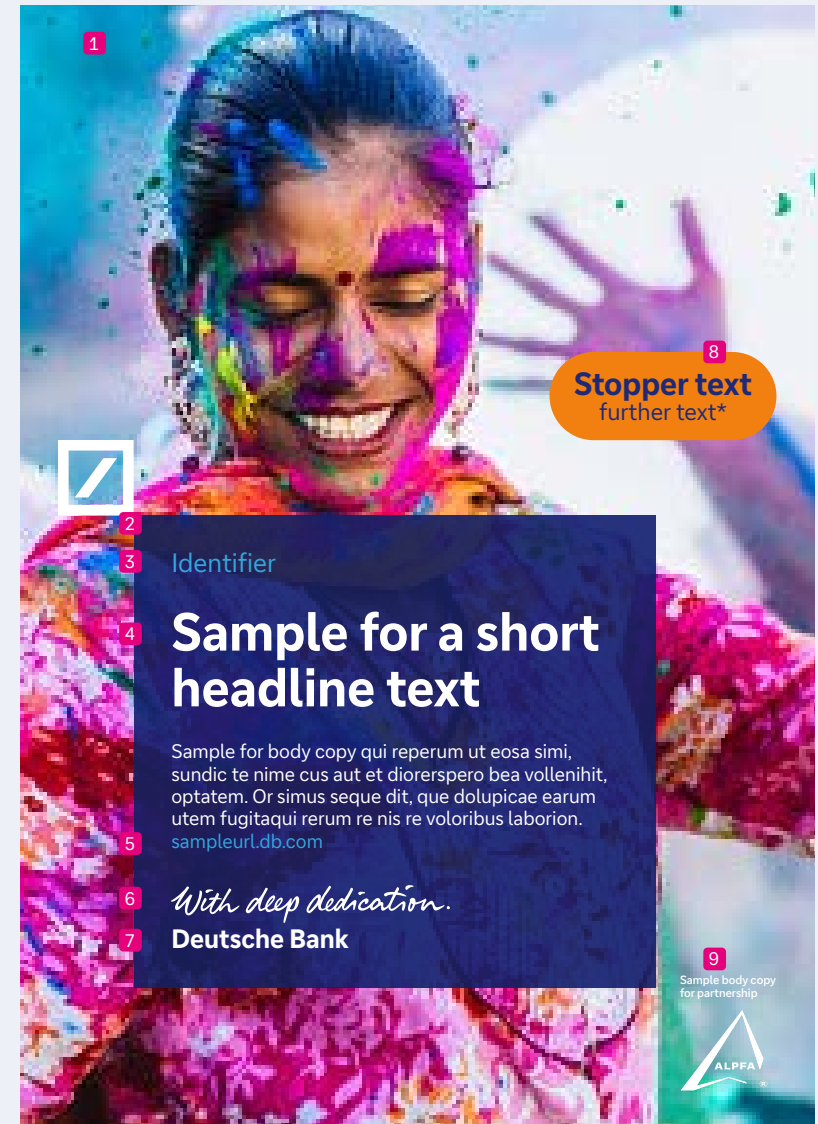
The final sender always forms the conclusion at the bottom of the expanding box.

### 8 Stopper (optional)

An optional stopper can be used for special information such as event date.

### 9 Cooperation partner (optional)

When necessary, the logo of a cooperation partner can be placed outside the expanding box—if possible opposite the Deutsche Bank logo and with short explanatory text.



**Information on implementation**  
Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.

# 1. Imagery

## 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





## dbPride — example images

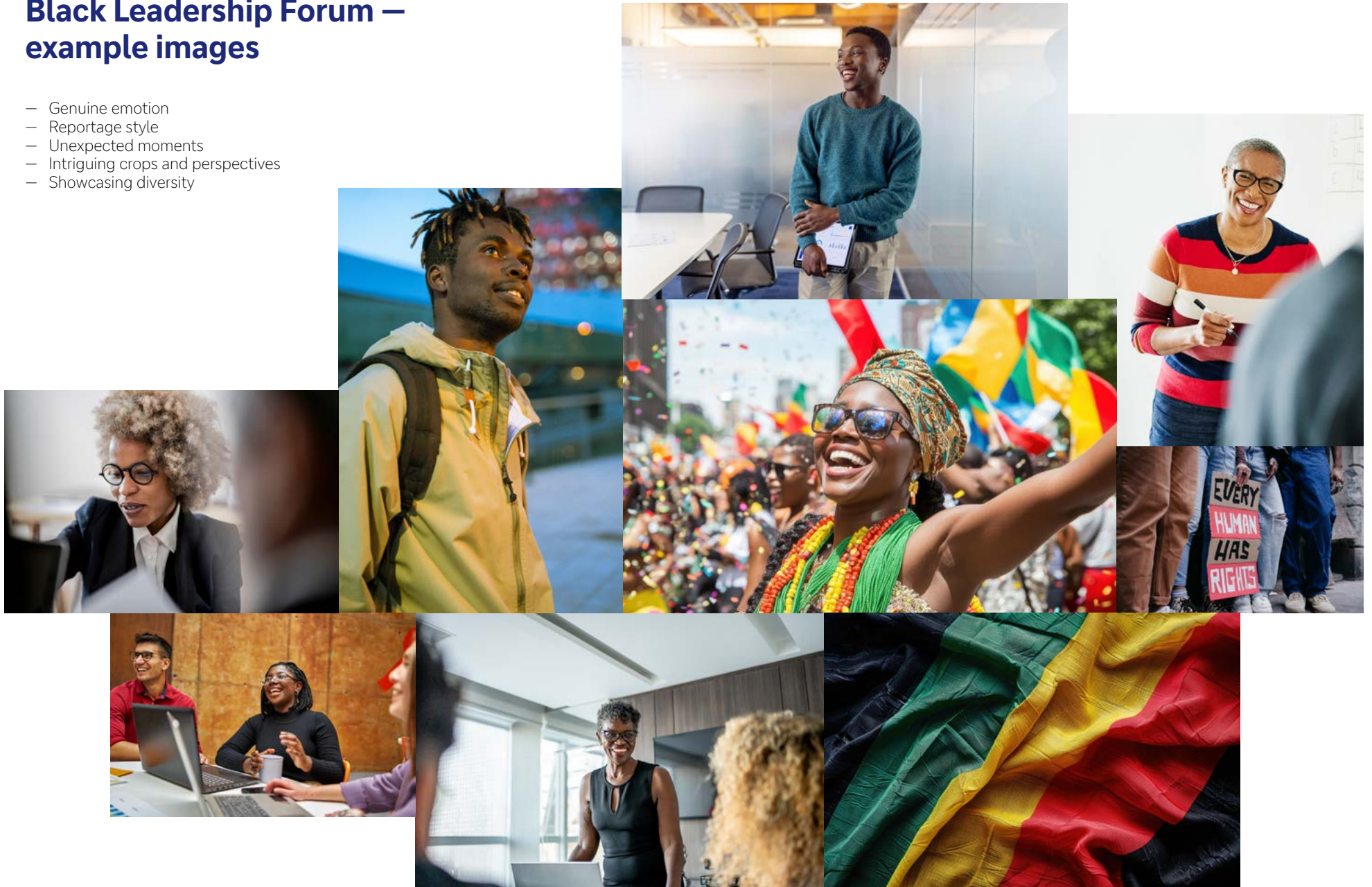
- Genuine emotion
- Reportage style
- Unexpected moments
- Intriguing crops and perspectives
- Showcasing diversity





## Black Leadership Forum — example images

- Genuine emotion
- Reportage style
- Unexpected moments
- Intriguing crops and perspectives
- Showcasing diversity





## Asian Leadership Forum — example images

- Genuine emotion
- Reportage style
- Unexpected moments
- Intriguing crops and perspectives
- Showcasing diversity





## Additional ERGs — example image

- Veterans on Wall Street
- Woman on Wall Street
- Latinx Leadership Forum
- dbENRICH



## 2. ERG Identifier

## The identifier as sender

The use of a consistent identifier for each ERG helps provide clear differentiation for the reader. A consistent system also makes it easier for people to adapt to any group or initiative.

Fixed guidelines for identifying Deutsche Bank in external communication already exist, and these guidelines have been adopted and adapted for ERG material.

### Placement

Within the expanding box, the identifier is placed at the top at a specified distance, left aligned with the headline, body copy and Deutsche Bank identifier.

### Type and size

The ERG identifier appears in the DeutscheBank Regular font. The text size is in accordance with the specifications of the respective guideline.

### Colour

**1** The text colour of the ERG identifier is bright blue on Deep Blue.

**2** If the background is white or a very light colour, then the ERG identifier is set in mid blue.

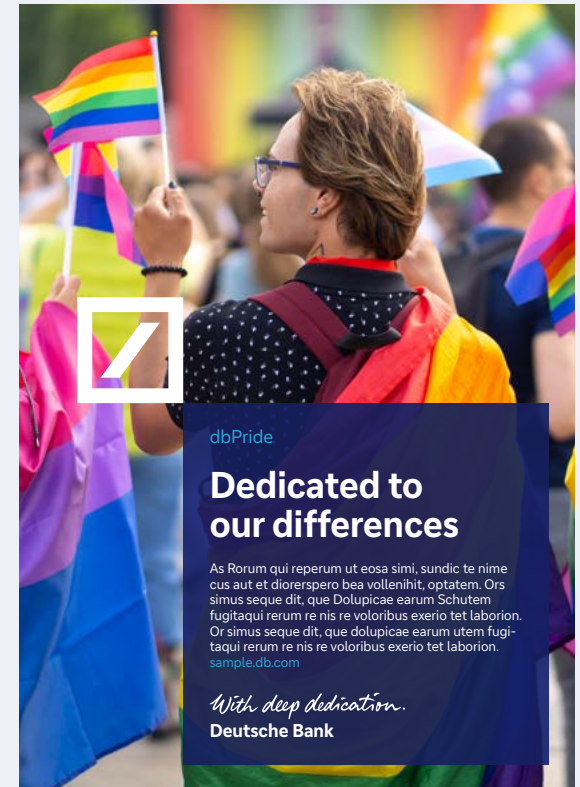
**1**



**2**



**1**





## Putting every ERG on top

While imagery has the power to quickly convey the different initiatives of ERGs, the identifier delivers equal impact. It is always placed above all other text to be instantly noticeable.

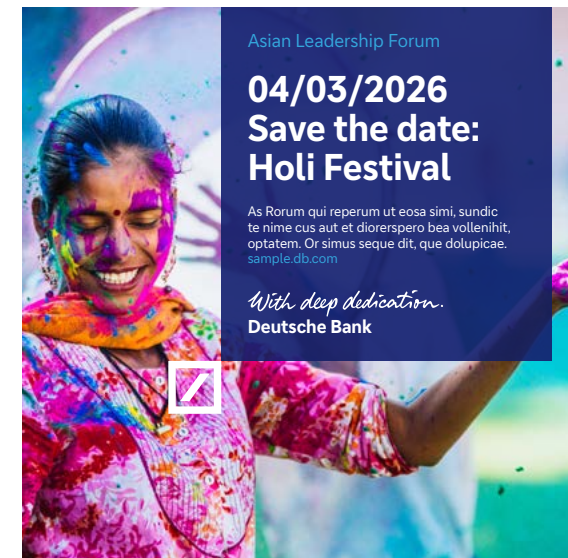
The ERGs shown below — dbPride, Black Leadership Forum and Asian Leadership Forum — are just three examples among many within Deutsche Bank.



Variation 1: dbPride



Variation 2: Black Leadership Forum



Variation 3: Asian Leadership Forum

# **3. Claim, Stopper and QR code**

## End of text with and without claim

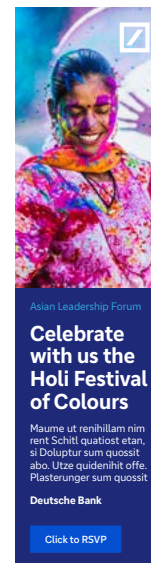
### Handwritten claim

The below examples show layouts that use minimal amounts of text or that feature text that changes via animation. In these instances, the handwritten claim can be easily integrated into the expanding box. Set in white, the claim has a clearly defined scope and distance from Deutsche Bank identifier.



### No claim

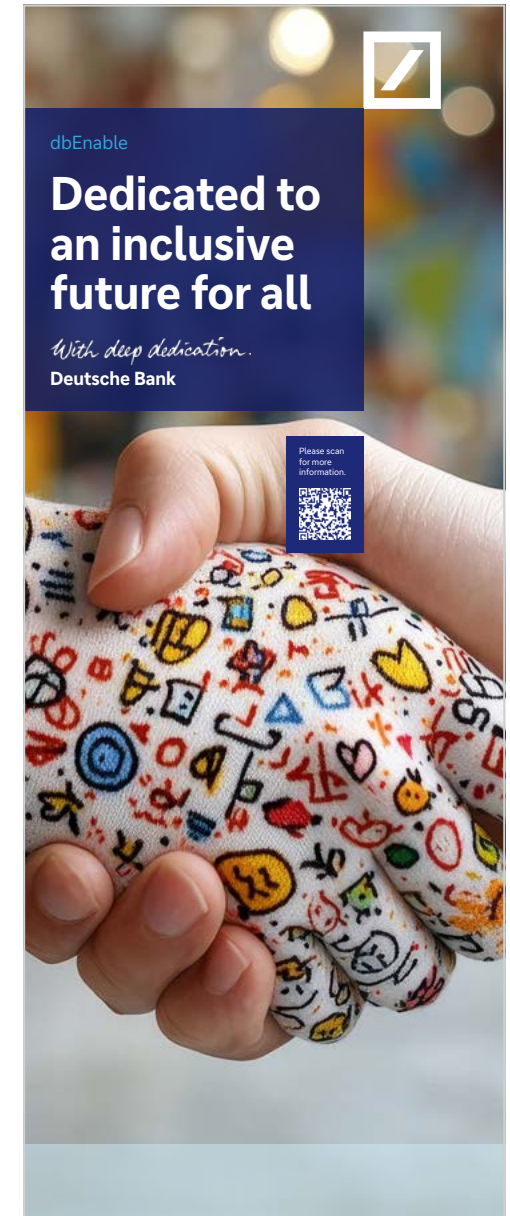
If body copy is added to the informational text, or if designing in smaller formats, the space within the expanding box becomes limited. If there is not enough space above the Deutsche Bank identifier, the claim is omitted entirely. The same applies if the final format is too narrow or the resolution and size are insufficient for a clear display of the claim in online applications.



## Stopper and QR code

The stopper can be positioned freely on the image in accordance to its guidelines. If displaying a QR code, always place it in a corner using the correct spacing from the layout's edges, preferably in the bottom right.

**Important:** Always keep in mind a person's ability to scan the QR code. Therefore, never position it at the bottom of a layout that sits on or close to the floor (e.g. a roll-up banner), or in a corner that's too high to reach.



Roll-up banner – therefore the QR-code is positioned higher to enable better scanning.



# 4. Partnerships and sponsorships

## Layouts with the expanding box

### Proportions and positioning

In combination with partner or sponsor logos the Deutsche Bank logo should be placed at one of the box's top corners or far enough from the sponsor logo. The partner or sponsor logo should be positioned in the bottom corner of the image at the left or right side. If necessary, you can add short text above the partner or sponsor logo.

The image used as the background should be as calm as possible, allowing both logos to appear generally equivalent.

1 Because the logo of the National Museum of African American History and Culture has a wide and heavy appearance, its height is roughly the same as the inner line of the Deutsche Bank logo.

2 The ALPFA logo appears rather light and slim. Therefore, it is slightly wider and taller than the Deutsche Bank logo, but with less visual weight.



①

### Information on implementation

Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.



## Layouts without the expanding box

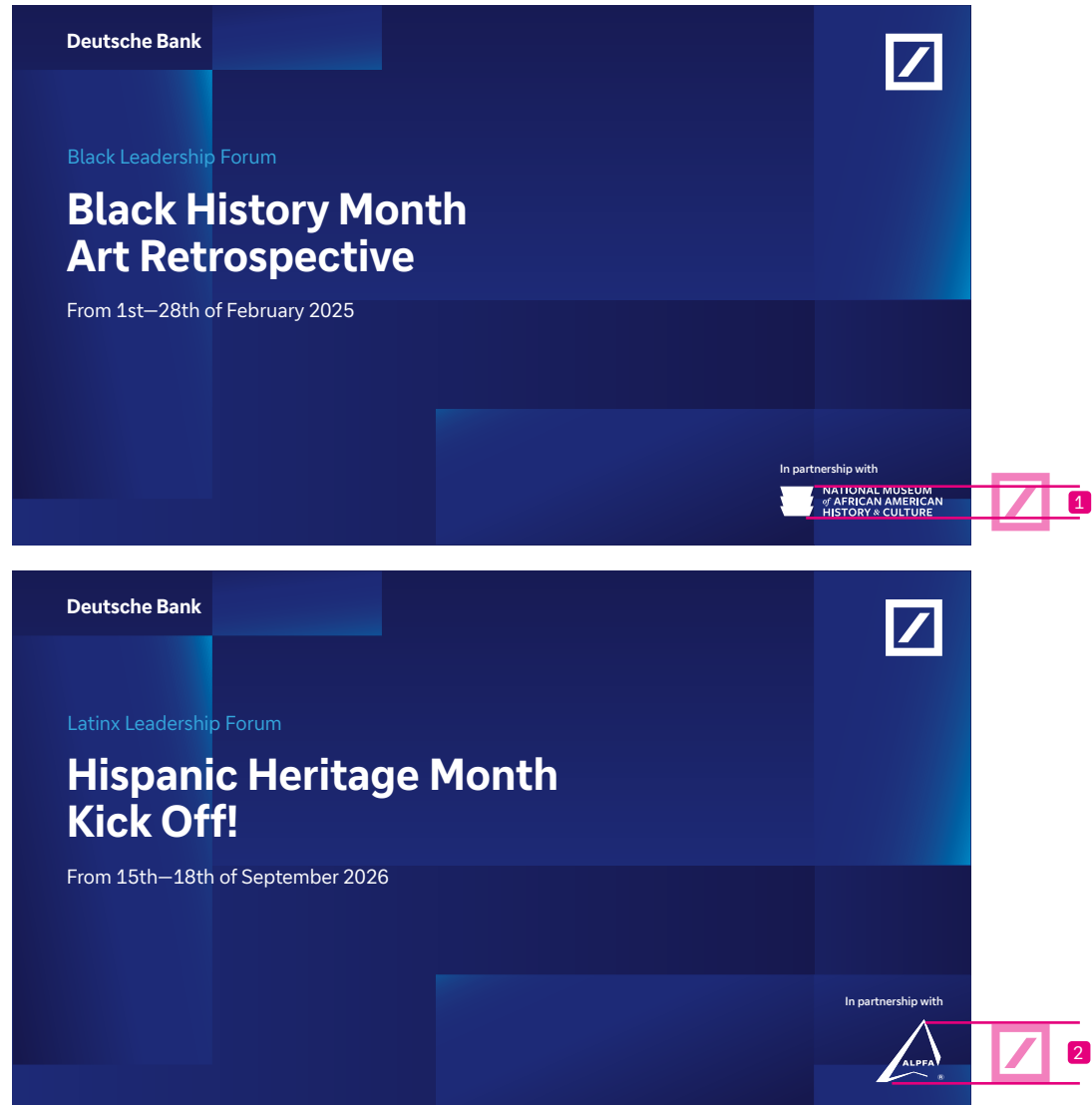
### Proportions and positioning

If the expanding box is not used, then the Deutsche Bank identifier is placed in the top left corner of the layout and the logo in the top right corner. The partner or sponsor logo then appears in the bottom right corner, right aligned with the Deutsche Bank logo.

The various partner and sponsor logos should always appear equivalent to the Deutsche Bank logo.

**1** Because the logo of the National Museum of African American History and Culture has a wide and heavy appearance, its height is roughly the same as the inner line of the Deutsche Bank logo.

**2** The ALPFA logo appears rather light and slim. Therefore, it is slightly wider and taller than the Deutsche Bank logo, but with less visual weight.



# 5. Messaging conventions



## Dedicated to...

The sentiment 'Dedicated to...' is a flexible structure that works for headlines and bylines across every ERG. Note that there is no end punctuation.

Dedicated to our differences  
Dedicated to representation  
Dedicated to an inclusive future for all  
Dedicated to dbPride  
Dedicated to Asian leadership  
Dedicated to black leadership  
Dedicated to making a difference  
Dedicated to creating change  
Dedicated to diversity

dbEnable

**Dedicated to  
enabling an  
inclusive and  
supportive  
workplace**

*With deep dedication.*  
Deutsche Bank

dbFamily

**Dedicated to helping  
you create a fulfilling  
work-life balance**

*With deep dedication.*  
Deutsche Bank

dbENRICH

**Dedicated to culturally  
diverse and inclusive teams  
for stronger outcomes**

*With deep dedication.*  
Deutsche Bank

dbGO

**Dedicated  
to advancing  
a gender-  
inclusive  
organization**

*With deep dedication.*  
Deutsche Bank

dbEnable

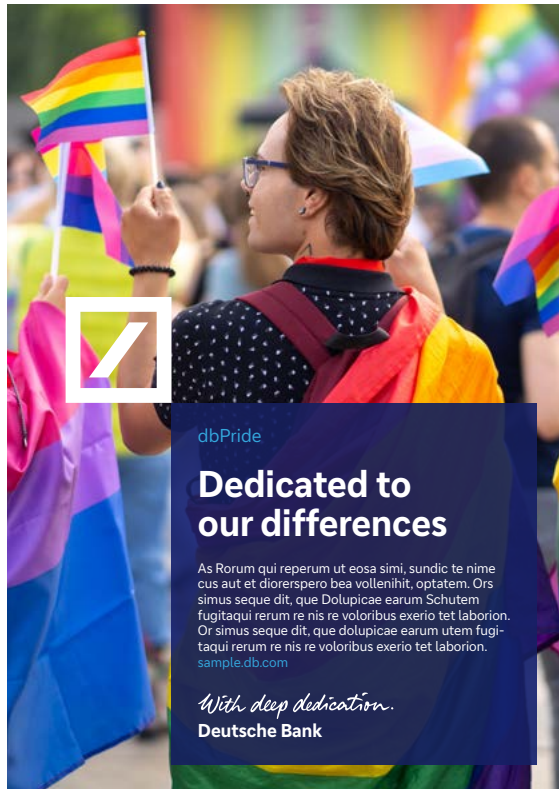
**Dedicated to  
an inclusive  
future for all**

*With deep dedication.*  
Deutsche Bank

## Example headlines in print

The 'Dedicated to...' examples shown below are representative of all other Deutsche Bank initiatives within the Employer Resource Group.

### dbPride



A poster for dbPride featuring a person with short brown hair and glasses, wearing a black shirt with white polka dots and a rainbow backpack, holding a rainbow flag. The background is a blurred crowd at a Pride event.



dbPride

**Dedicated to  
our differences**

As Rorum qui reperum ut eosa simi, sundic te nime  
cus aut et diorsperso bea vollenihit, optatem. Ors  
simus seque dit, que Dolupicae earum Schutem  
fugitaqui rerum re nis re volorbis exerio tet laborion.  
Or simus seque dit, que dolupicae earum utem fugi-  
taqui rerum re nis re volorbis exerio tet laborion.  
[sample.db.com](#)

*With deep dedication.*  
**Deutsche Bank**

### Black Leadership Forum



A poster for the Black Leadership Forum featuring a Black man with dreadlocks, wearing a yellow jacket, looking up and to the right. The background is a blurred crowd at a night event.



Black Leadership Forum

**Dedicated  
to promoting  
the advancement  
of black talent**

As Rorum qui reperum ut eosa simi, sundic te nime  
cus aut et diorsperso bea vollenihit, optatem. Or  
simus seque dit, que dolupicae earum utem fugita.  
[sample.db.com](#)

*With deep dedication.*  
**Deutsche Bank**

### Asian Leadership Forum



A poster for the Asian Leadership Forum featuring a woman in a red sari with a floral pattern, holding a blue cloth. The background is a blurred crowd at a night event.



Asian Leadership Forum

**Dedicated to  
supporting Asian  
representation**

As Rorum qui reperum ut eosa simi, sundic te  
nime cus aut et diorsperso bea vollenihit. Or  
simus seque dit, que dolupicae earum utem fugi-  
taqui rerum re nis re volorbis exerio tet laborion.  
[sample.db.com](#)

*With deep dedication.*  
**Deutsche Bank**

# 6. Applications

## Posters

Initiatives for each ERG are differentiated primarily by the imagery used and the sender information visible at the beginning of the text. The graphic structure and colours are implemented in accordance to Deutsche Bank's general corporate design.



### Information on implementation

Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.

#### dbPride



#### Black Leadership Forum



#### Asian Leadership Forum





## Email banners — header or sign-off

### Email header banner

If the banner is used as the email header, then the Deutsche Bank logo, claim and expanding box are included to reinforce brand recognition at the beginning of the email.



Abore isdolormin,

sectia conserorit, ipsusap ellam, con nem am voloreh enihil iur? Quist pos sinveliqui volorem sit mo molorepudi ium quis et aut quunt estrum voluptas sequam, est, anditiam vellorehenis dolloris nonsequat es debit maio ea velicium eosaeca borehendi aut earuptat ut eatem fuga.Schectia conserorit, ipsusap ellam, con nem am voloreh enihil iur? Quist pos sinveliqui volorem sit mo molorepudi ium quis et aut quunt estrum voluptas sequam, est, anditiam vellorehenis dolloris nonsequat.

Scheipsusap ellam, con nem am voloreh enihil iur? Quist pos sinveliqui volorem sit mo molorepudi ium quis et aut quunt estrum voluptas sequam, est, anditiam vellorehenis dolloris nonsequat es debit maio ea velicium eosaeca borehendi aut earuptat ut eatem fuga.Schectia conserorit, ipsusap ellam, con nem am voloreh enihil iur? Quist pos sinveliqui volorem sit mo molorepudi ium quis et aut quunt estrum voluptas sequam, est, anditiam vellorehenis dolloris nonsequat.

Best regards,  
John Sample

*With deep dedication.*



Email header banner

### Email signature banner

To reduce repetition, the banner omits the Deutsche Bank logo and claim when used as a sign-off. Instead, a Deep Blue box is used to contain the text.



#### Note

Email header banner and Email signature banner are never used together in one mail. Only one of the two is used within a mail.

Abore isdolormin,

sectia conserorit, ipsusap ellam, con nem am voloreh enihil iur? Quist pos sinveliqui volorem sit mo molorepudi ium quis et aut quunt estrum voluptas sequam, est, anditiam vellorehenis dolloris nonsequat es debit maio ea velicium eosaeca borehendi aut earuptat ut eatem fuga.Schectia conserorit, ipsusap ellam, con nem am voloreh enihil iur? Quist pos sinveliqui volorem sit mo molorepudi ium quis et aut quunt estrum voluptas sequam, est, anditiam vellorehenis dolloris nonsequat.

Best regards,  
John Sample

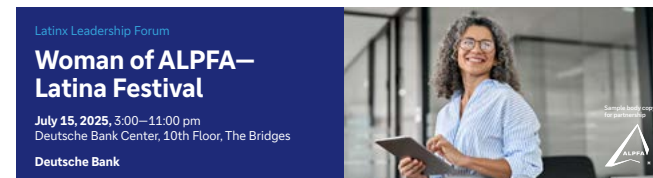
*With deep dedication.*



#### John Sample

Title and Job Description

Deutsche Bank AG  
Taunusanlage 12  
60325 Frankfurt am Main  
Germany  
+49 1234-567890  
john.sample@db.com



Email signature banner

## Email banners — dbPride

### Variation 1: banner as header



### Variation 2: banner as sign-off



#### Information on implementation

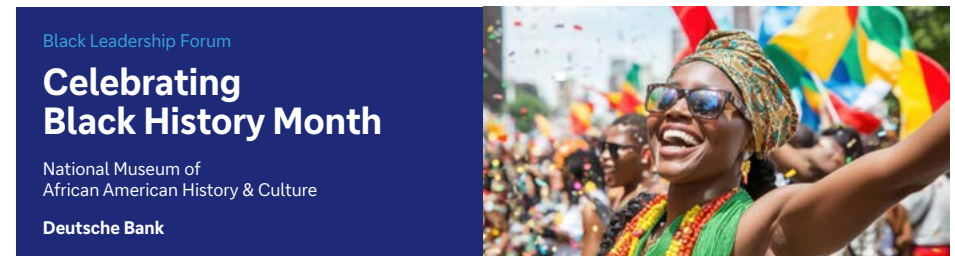
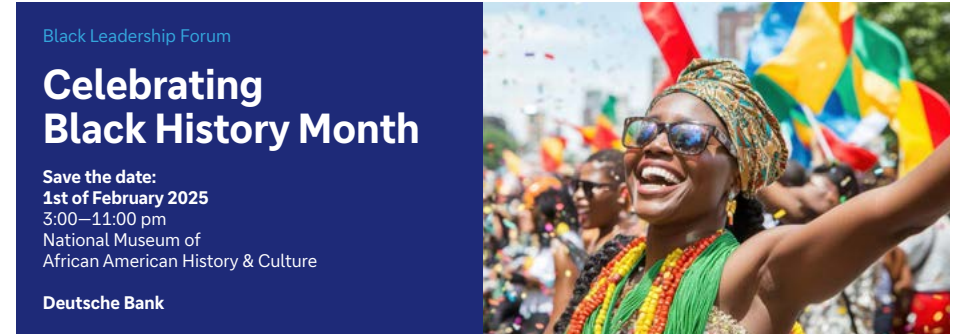
Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.

## Email banners — Black Leadership Forum

### Variation 1: banner as header



### Variation 2: banner as sign-off



#### Information on implementation

Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.



## Email banners — Asian Leadership Forum

### Variation 1: banner as header



### Variation 2: banner as sign-off



#### Information on implementation

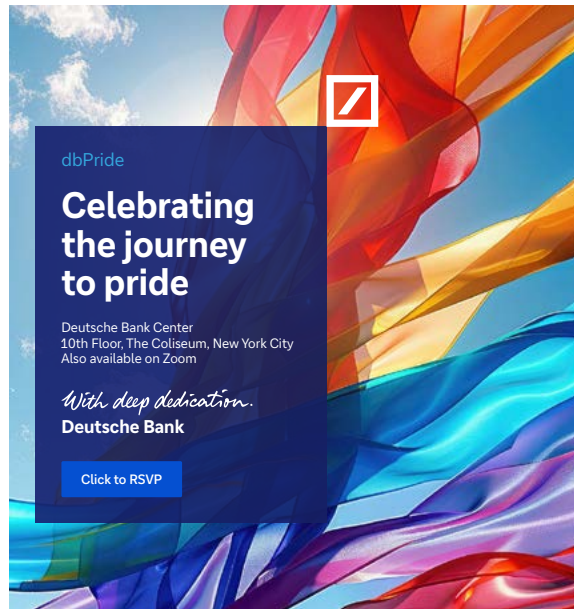
Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.



## Short email invitation

### Handwritten Claim

If an email invitation contains only a headline and brief information, the handwritten claim style can be integrated within the expanding box.



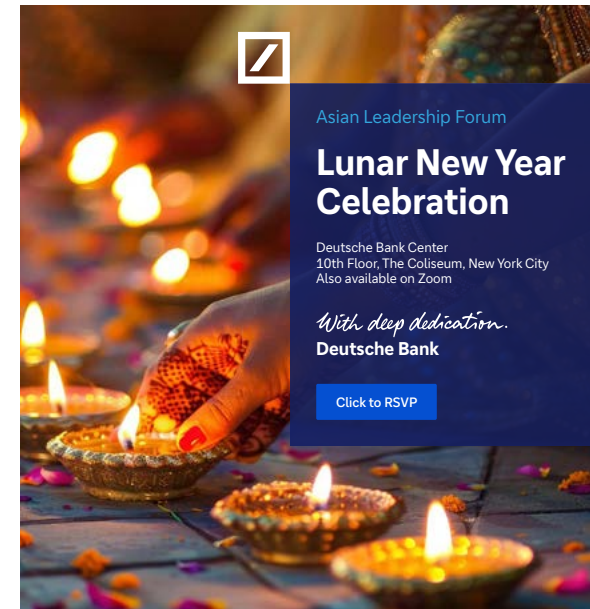
### Stopper

Important details can be emphasized using a stopper placed outside the expanding box. For example, a "Save the Date" can be added as a reminder.



### Call-to-action

The button is always placed under the claim with DB identifier in the expanding box. For large amounts of text, it is usually placed in a separate column together with the most important data.



### Information on implementation

Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.

## Long email invitation and newsletter

### More content

Create a cohesive appearance by placing long body copy and byline text on a Deep Blue background, which is positioned adjacent to the cover image.



### Information on implementation

Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.

### Additional images and partner logos

Other small images, such as those of event speakers, and partner logos, are also placed in the Deep Blue area. Additional images should not only be significantly smaller than the title image, but also separated by text and placed at a greater distance.



### Longer identifiers or two ERGs

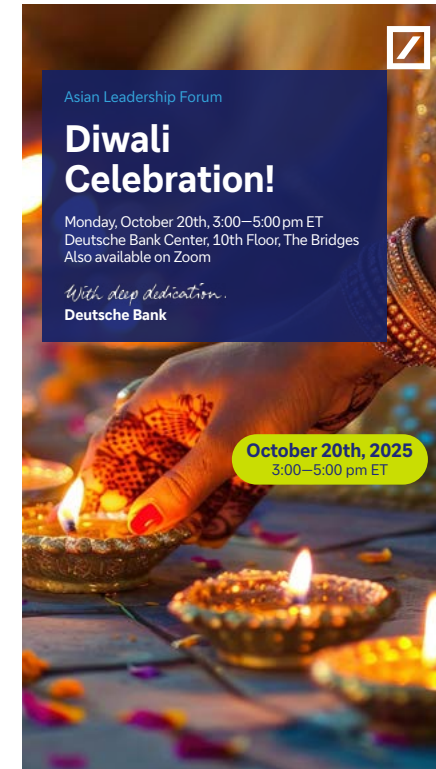
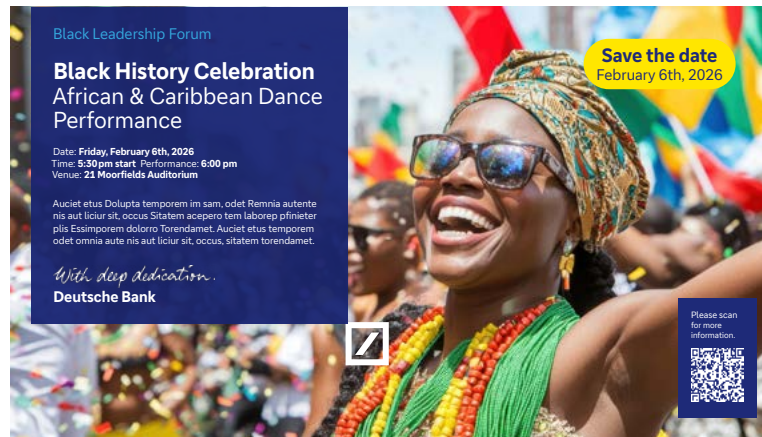
If the identifier is too long due to the cooperation of multiple initiatives, it can be placed on two lines. This way, the expanding box remains compact and the image has adequate space.





## Screens

The design of the screens depends on whether they are portrait or landscape format. It's also important to consider the height at which the screens will be installed.



①  
**Information on implementation**  
Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.



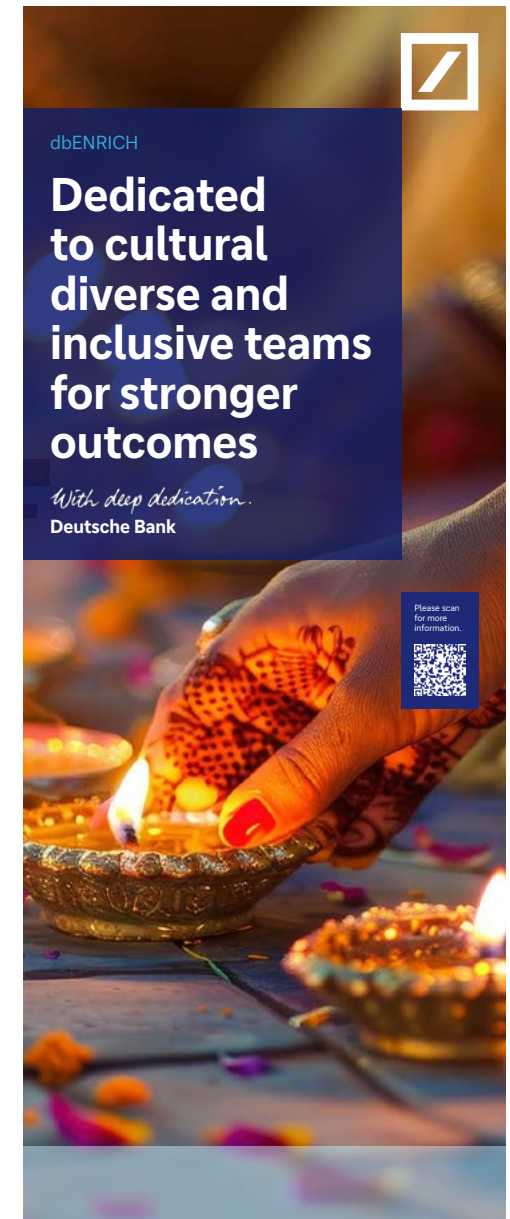
## Roll-up banners — with expanding box

Offering flexibility in design, roll-up banners can feature either the expanding box or the Deep Blue area. Since typical roll-up banners measure two meters high and stand on the floor, QR codes must be placed higher in the design.



### Information on implementation

Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.





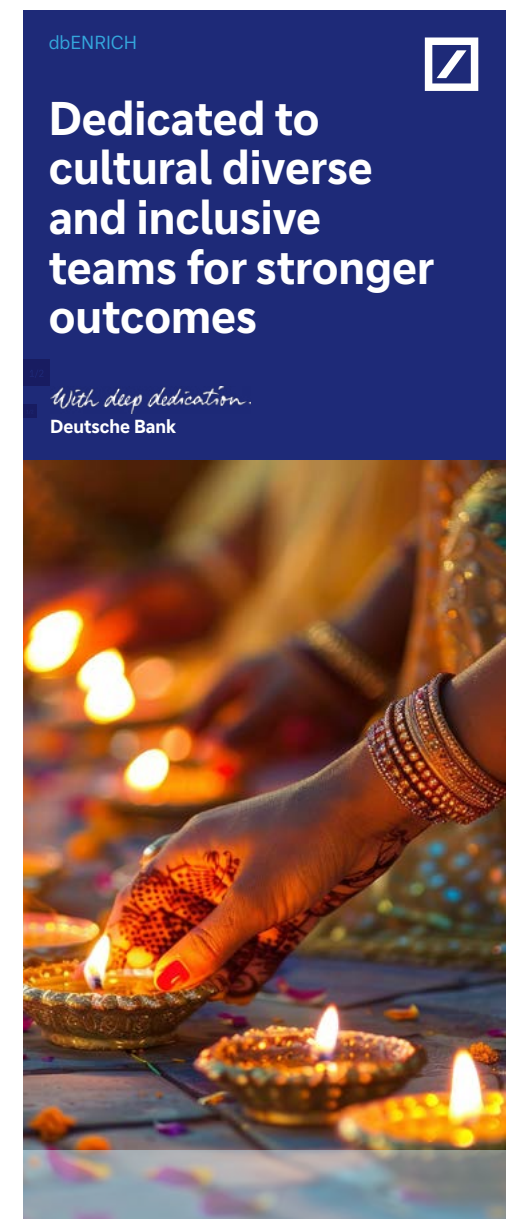
## Roll-up banners — with Deep Blue area

Offering flexibility in design, roll-up banners can feature either the expanding box or the Deep Blue area. Since typical roll-up banners measure two meters high and stand on the floor, QR codes must be placed higher in the design.



### Information on implementation

Please refer to the Deutsche Bank Design Guidelines for specific guidance on type, logo and margin spacing, as well as formatting.



## Overview

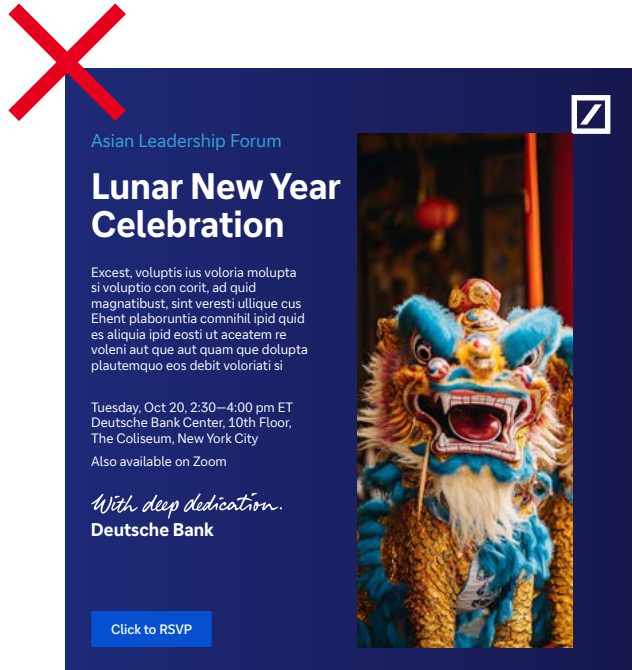


# 7. Don'ts



## Don'ts: design principles

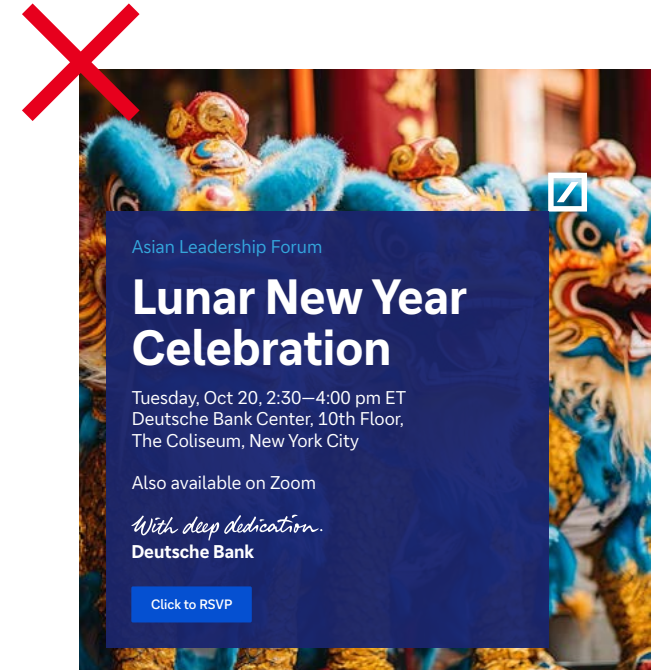
When creating layouts for ERG initiatives, be sure to avoid the following design errors.



Don't reverse the use of the expanding box by placing an image within it. Always use the expanding box to display textual information — with the Deutsche Bank logo always positioned at one its corners.



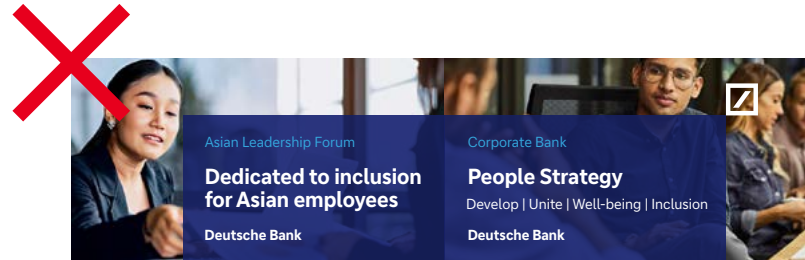
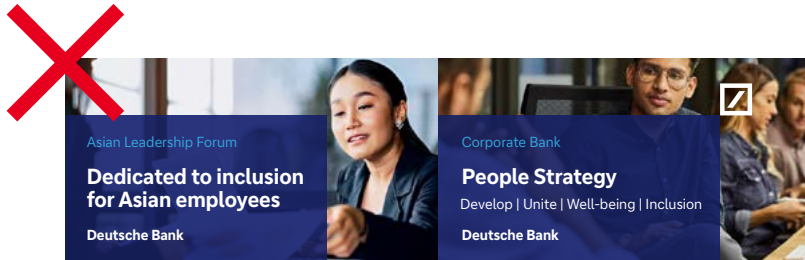
Don't create margins that are too tight.



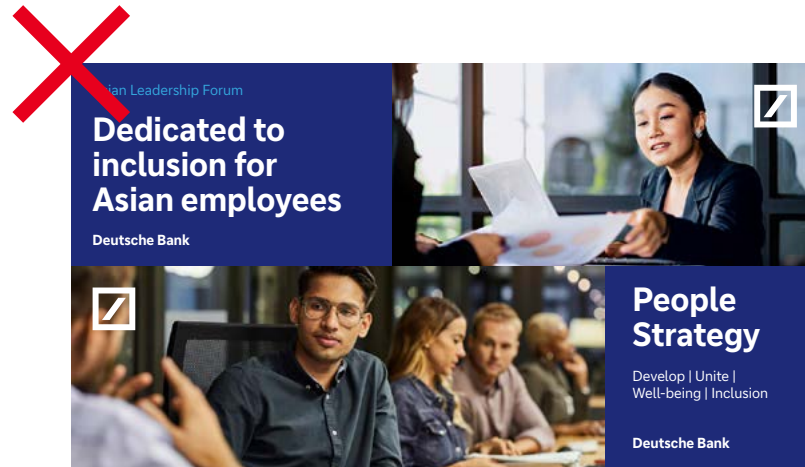
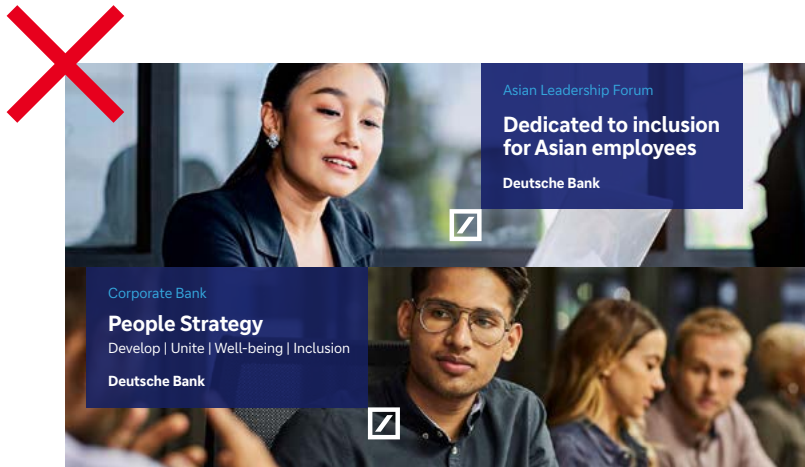
Don't create layouts that cover more than 2/3rds of the image with the expanding box.

## Don'ts: design principles

When creating layouts for ERG initiatives, be sure to avoid the following design errors.



The format of an email banner, should not be split. Two topics, should not be displayed next to each other.



Similarly, two email banners may not be displayed one below the other.

## Don'ts: typography

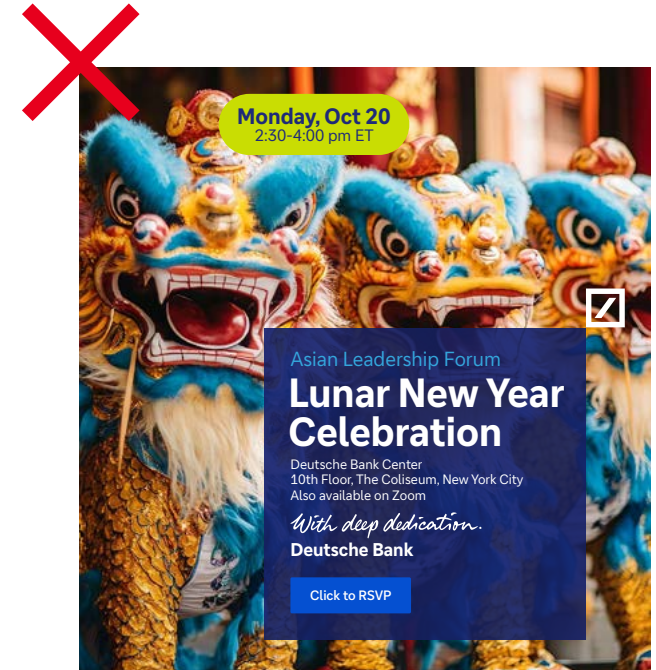
When creating layouts for ERG initiatives, be sure to avoid the following design errors.



Don't use the date, time or location as the identifier.



Don't reverse or create confusing layout hierarchies.

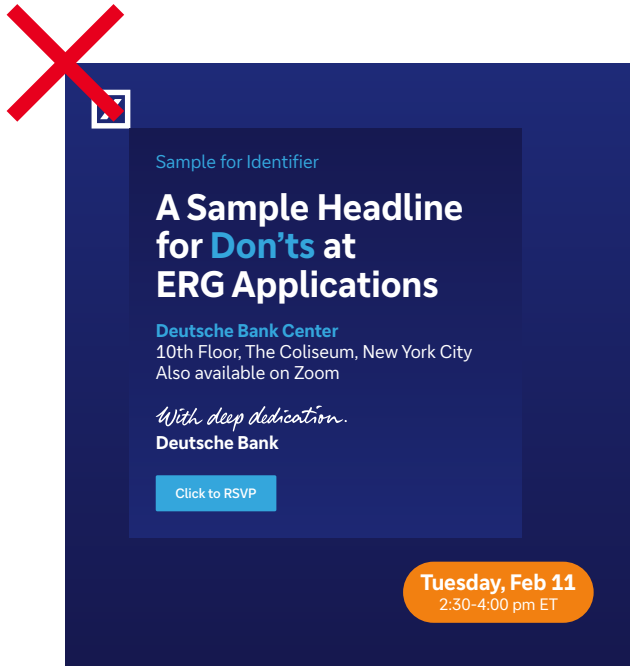


Don't exaggerate font sizes or create tight spacing.



## Don'ts: emphasis

When creating layouts for ERG initiatives, be sure to avoid the following design errors.



Don't use text in bright blue for emphasis other than for identifiers and URLs. Don't change the colour of the button from odyssey blue to bright blue.



Don't use our claim in the stopper.



Don't overfill the stopper with information. Keep the text as concise as possible.

# 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.

### Contact Americas

**Kan Lee**

Global Brand Office

Tel.: +212 250 2544

Email: [kan.lee@db.com](mailto:kan.lee@db.com)

### Contact APAC

**Rehana Macdonald**

Global Brand Office

Tel.: +65 6423 8412

Mobile: +65 9155 9195

Email: [rehana.macdonald@db.com](mailto:rehana.macdonald@db.com)

### Contact Germany

**Angela Eckert**

Global Brand Office

Tel.: +49 228 920-12201

Mobile: +49 171 9749954

Email: [angela.eckert@db.com](mailto:angela.eckert@db.com)

**Amal Breuer**

Global Brand Office

Tel.: +49 228 920-12117

Mobile: +49 170 5793314

Email: [amal.breuer@db.com](mailto:amal.breuer@db.com)

**Sabine Berling**

Global Brand Office

Tel.: +49 69 910-48918

Email: [sabine.berling@db.com](mailto:sabine.berling@db.com)

### Contact United Kingdom

**Alexandra Cross**

Global Brand Office

Tel.: +44 20 754-56889

Email: [alexandra.cross@db.com](mailto:alexandra.cross@db.com)

**Xanthe Lindsay**

Global Brand Office

Tel.: +44 20 754-54753

Mobile: +44 7919 090511

Email: [xanthe.lindsay@db.com](mailto:xanthe.lindsay@db.com)

### Contact Corporate Design Agency

**Peter Schmidt Group**

Email: [db-team@peter-schmidt-group.de](mailto:db-team@peter-schmidt-group.de)