



Deutsche Bank

Corporate design guidelines

Film and motion identity

August 2025

Introduction

3 Modules overview

Basics

4 Video formats

5 Logo

6 Background

7 Colours

Modules

8 Intro

12 Divider

15 Information text

18 Lower thirds

21 Stopper

25 Subtitles

28 Offer communication

31 Animated logo matrix

33 Logo end-tag

42 Motion templates

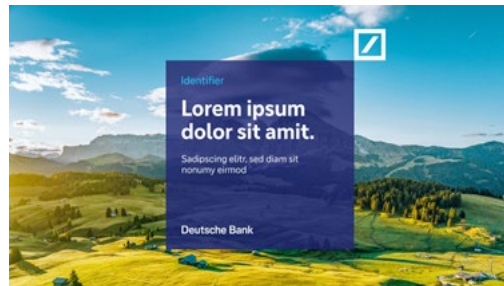
Contact

44 Contact

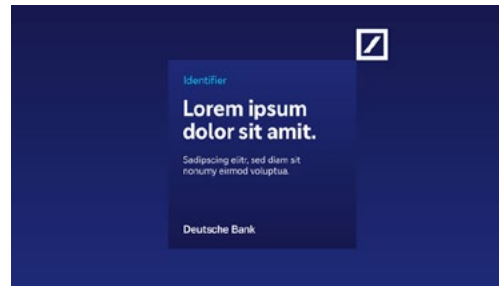
Modules overview

Although simple in execution, motion graphics offer the chance to make strong visual impact. They serve a dual purpose: clearly communicating key information while also showcasing our brand

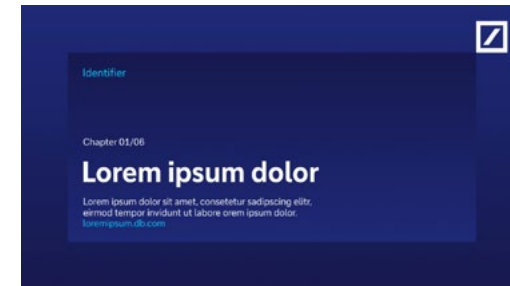
identity in eye-catching ways. From headlines and key messages to subtitles and stoppers, you can rely on flexible modules when crafting film and motion content.



Intro on video background



Intro



Divider



Information text



Lower thirds



Stopper



Subtitles



Animated logo matrix background



Logo end-tag

Video formats

1 4K/UHD

- Format: 3840 x 2160px

All information in this guideline relate to videos in 4K/UHD format. It is recommended to create all video projects in UHD and – if necessary – only scale them to HD format when exporting.

2 HD

- Format: 1920 x 1080px

If it is necessary to create a video project in HD, then all numerical data must be divided by two.



Logo

1 Logo at 4K/UHD format

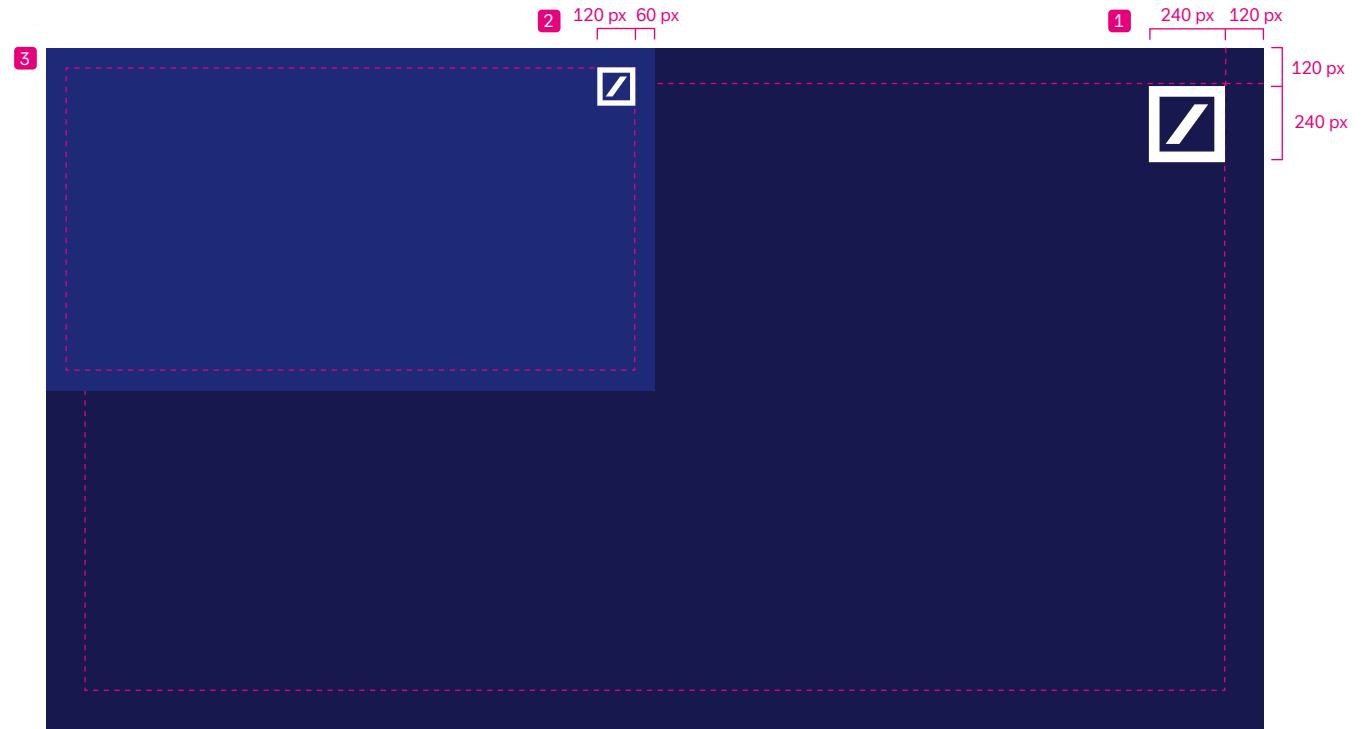
- Colour: White
- Height: 240 px
- Width: 240 px
- Horizontal distance: 120 px to the border
- Vertical distance: 120 px to the border

2 Logo at HD format

- Colour: White
- Height: 120 px
- Width: 120 px
- Horizontal distance: 60 px to the border
- Vertical distance: 60 px to the border

In modules without the expanding box, the logo is placed in the top right corner. When used together, the logo and expanding box are always attached to each other.

For further details, see templates on the following pages.



The logo is a separate module (DB-Logo.mogrt) and can be inserted if needed. It is part of all templates and can be shown and hidden as required.

Backgrounds

1 Solid-coloured

- Dark blue

2 Colour gradient

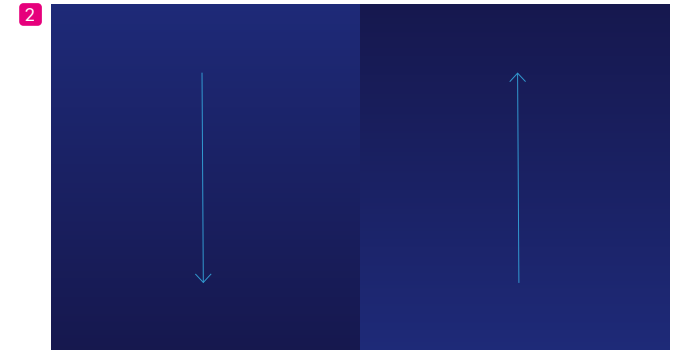
- Dark blue to Deep Blue (90° horizontal gradient)
- Deep Blue to dark blue (90° horizontal gradient)

3 Imagery

- Either as an image or video background

4 Animated logo matrix

- 5 or 10 seconds in duration



Colours

Typography

On light backgrounds, the typography is displayed in Deep Blue, while dark backgrounds use white.

1 Sender identifier (optional)

- Font: DeutscheBank Regular
- LS: 100%

2 Headline

- Font: DeutscheBank Bold
- LS: 110%

3 Body text

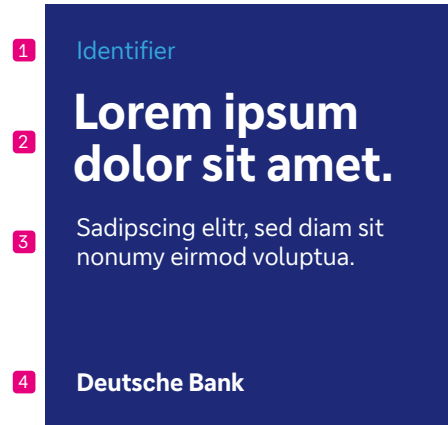
- Font: DeutscheBank Regular
- LS: 120%

4 Deutsche Bank identifier (optional)

- Font: DeutscheBank Bold
- LS: 110%

Colour palette

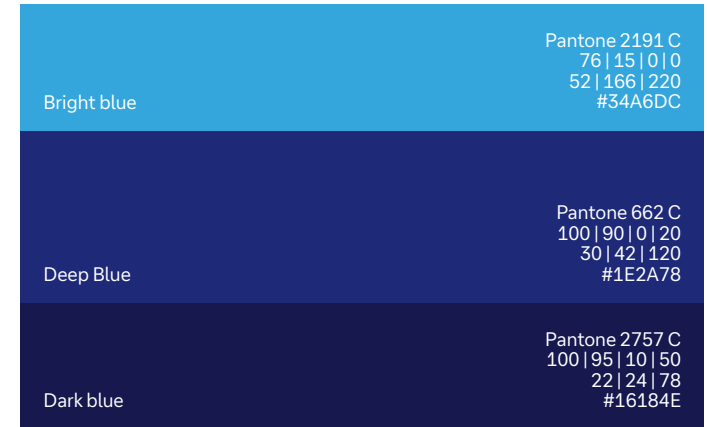
For brand elements, lower thirds and stopper elements, please use the colour palette shown here.



Typographic elements within expanding box



Typographic elements on light image



Primary colours



CTA colour



Stopper colours

1. Intro

Video background – details

Consistent and clear

For intro animations on top of video backgrounds, the expanding box is a fixed element. It is not flexible in shape, size or position. It always remains square and is placed in the same position.

An identifier is optional and can be placed above the headline following the corporate design concept.

Headlines and sublines must not be longer than three lines.

See details in “Basic elements”, chapter 7

1 Sender identifier

Font: DeutscheBank Regular
Size: 100% of Deutsche Bank identifier size
LS: 100%
Colour: Bright blue

2 Headline

Font: DeutscheBank Bold
Size: 2x identifier
LS: 110%
Colour: White

3 Body text

Font: DeutscheBank Regular
Size: 3/4x identifier
LS: 120%
Colour: White

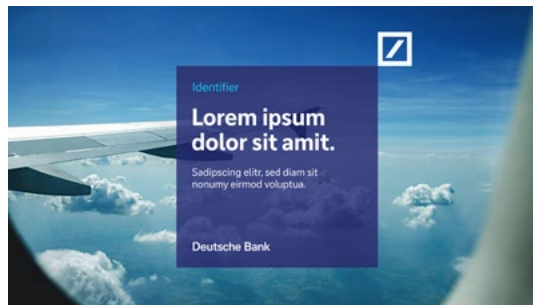
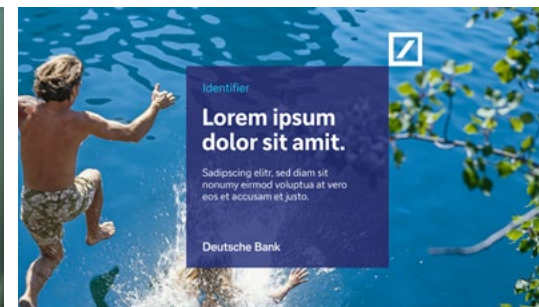
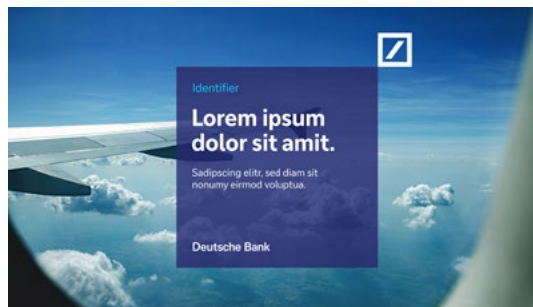
4 Deutsche Bank identifier

Always placed at the bottom edge of the expanding box.

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



Video background without identifier



Video background with identifier



Video background – sequence details

1 The expanding box seamlessly fades in and docks to the Deutsche Bank logo, creating the starting point for the expanding box to scale up.

2 After the expanding box reaches its maximum size, the text fades in as follows:

1. **Sender identifier and Deutsche Bank identifier**
2. **Headline**
3. **Body text**

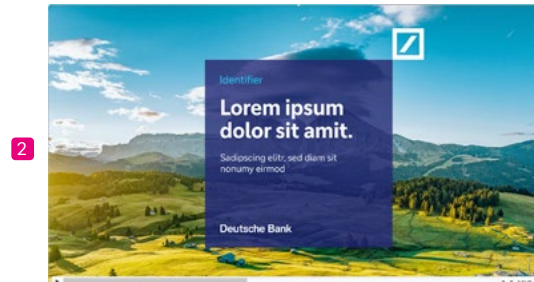
3 After all the text fades out, the expanding box scales down in the opposite direction as it appeared. Therefore, it moves down toward its left corner until both it and the logo disappear.



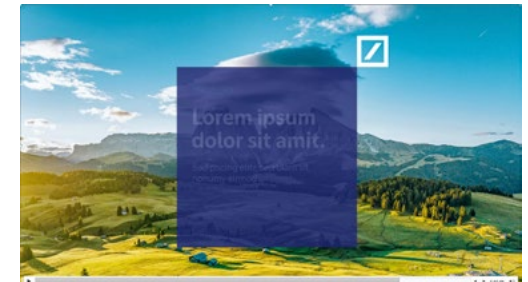
Expanding box scales up



Expanding box reaches largest size



Text fades in



Text fades out



Expanding box scales down

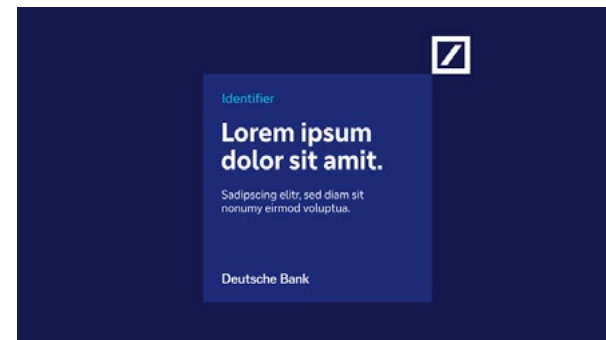


Expanding box disappears

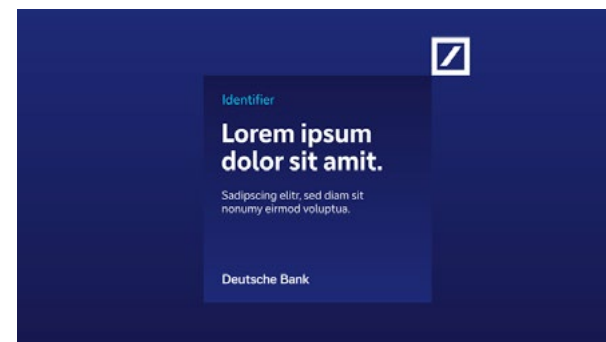
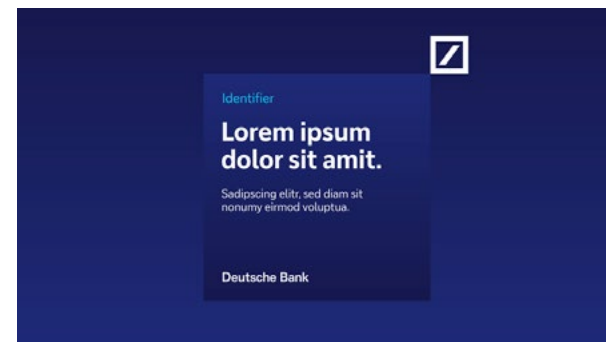
Gradient and solid-coloured backgrounds – appearances

There are three colour options to choose from:

- Dark blue background with Deep Blue expanding box
- Dark blue to Deep Blue gradient (90° horizontal)
- Deep Blue to dark blue gradient (90° horizontal)



Solid background



Gradient backgrounds

2. Divider

Divider – appearances

Structured orientation

For divider animations, the expanding box is a fixed element. It is not flexible in shape, size or position. Its size and position are always the same.

Elements to be placed within the layout:

1 Identifier

- Use: Optional
- Font: DeutscheBank Regular
- Colour: Bright blue

2 Chapter number

- Use: Optional
- Font: DeutscheBank Regular
- Colour: White

3 Headline

- Use: Maximum three lines
- Font: DeutscheBank Bold
- Colour: White

Subheadlines

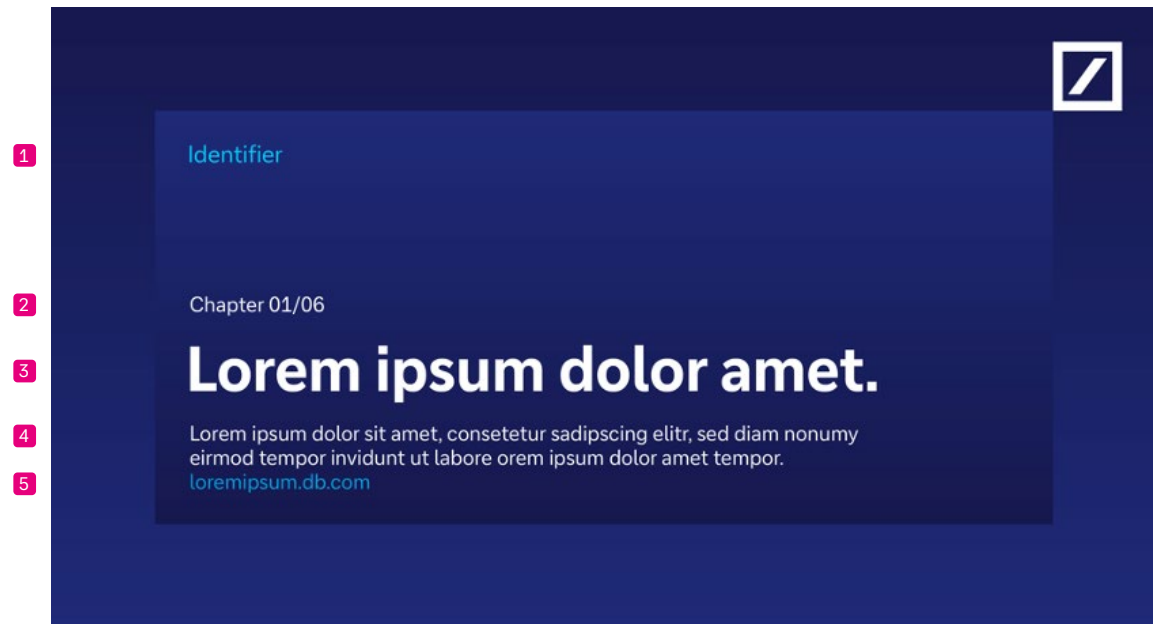
- Use: Maximum two lines
- Font: DeutscheBank Bold
- Colour: White

4 Body text

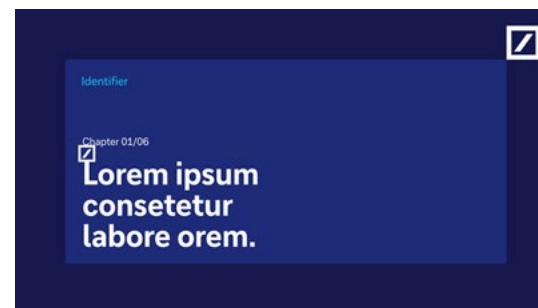
- Use: The text must cover at least 45% and not more than 80% of the box width
- Font: DeutscheBank Regular
- Colour: White

5 URL

- Use: Optional
- Font: DeutscheBank Regular
- Colour: Bright blue



Gradient background



Solid-coloured background

Divider – sequence details

1 The Deutsche Bank logo sits in the top right corner on an image background. A Deep Blue to dark blue gradient background fades in and the logo begins moving to the bottom left corner. Once in the bottom left corner, the logo scales up the expanding box.

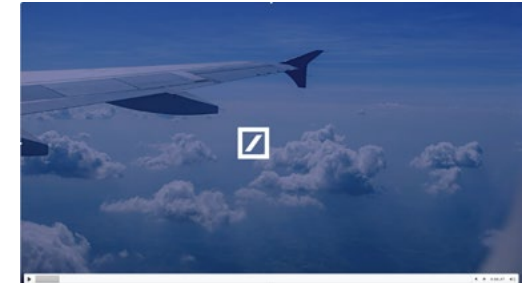
2 After the expanding box reaches its maximum size, all text fades in at the same time:

1. **Sender identifier**
2. **(Chapter number)**
3. **Headline**
4. **(Subheadline)**
5. **Body text**
6. **(URL)**

3 After all text fades out, the expanding box scales down toward the top right corner and disappears together with the gradient background. The logo remains throughout, while a new image is revealed.



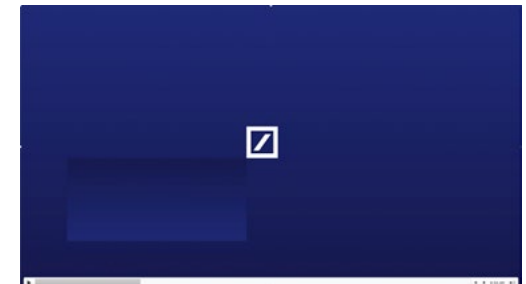
1 Image 1 with logo



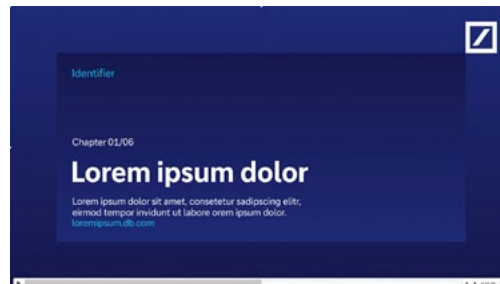
Gradient background fades in and logo moves



Logo on gradient background

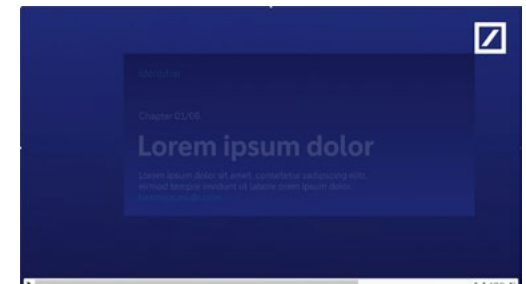


Expanding box scales up

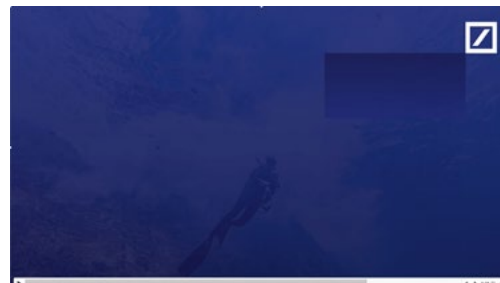


2

Text fades in within full-size expanding box



Text fades out and expanding box scales down



3

Image 2 appears behind the transparent gradient



Image 2 with logo

3. Information text

Information text – appearances

Tailored information

The box that contains the information text always adapts its size to the amount of the text within it.

There are three style options to choose from:

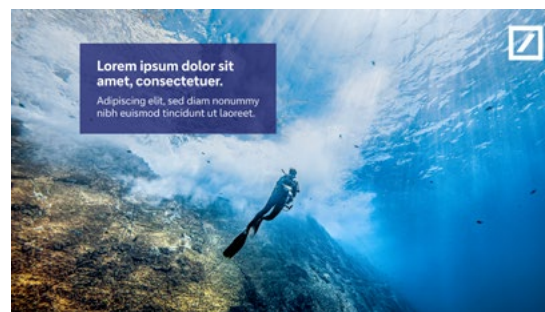
- Opaque Deep Blue
- Transparent Deep Blue
- Omitted box on light backgrounds



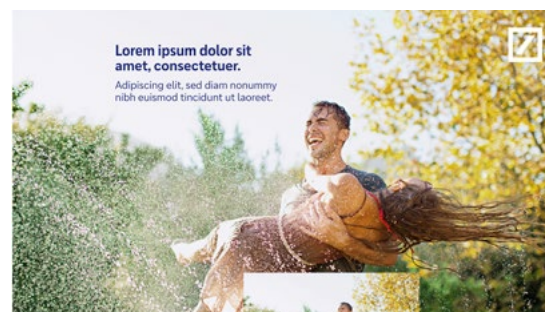
The option to place text directly on an image without a box depends on its accessibility factor. If the Deep Blue text on the background passes accessibility requirements, then a box can be omitted.



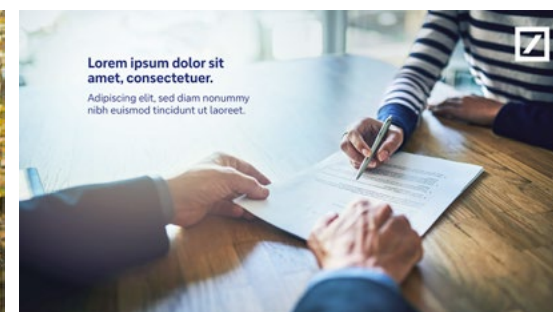
Text within opaque Deep Blue box



Text within box with Deep Blue transparency



Text directly on image without a box



Information text – sequence details

1 The Deutsche Bank logo sits in the top right corner on an image background. The Deep Blue box appears on a calm area of the image and does not cover the focal point.

2 After the box reaches its maximum size, all text fades in at the same time:

- 1. Headline**
- 2. Body text**

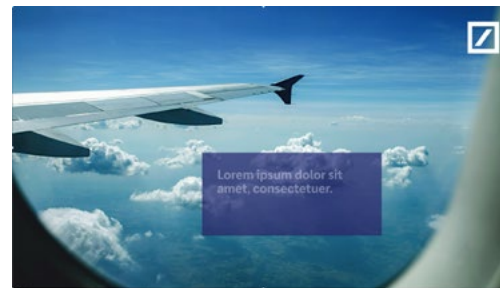
3 The box disappears and the image returns to its starting point.

1



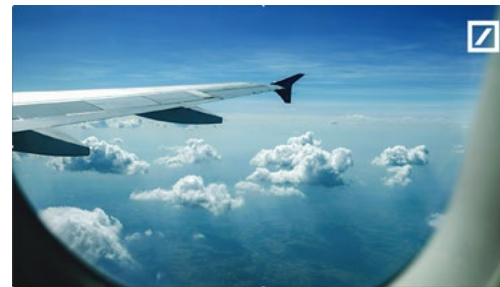
Logo sits on image

2



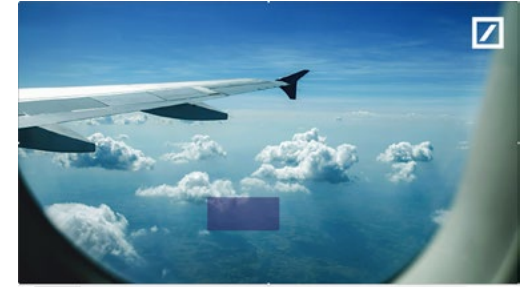
Deep Blue box scales up and text appears

3



Deep Blue box disappears

1



Deep Blue box appears

1



Deep Blue box and text fully visible

4. Lower thirds

Lower thirds – appearances

The lower thirds box always adapts its size to the amount of the text within it.

There are three style options to choose from when placing a lower thirds box on top of imagery:

- **Opaque Deep Blue box**
- **Transparent Deep Blue box**
- **Opaque Deep Blue box combined with white subtitles box**

When placed on top of the logo matrix, the lower thirds box comes with a unique option:

- **White box**

1 Person's Name

- Font: DeutscheBank Bold
- LS: 130%
- Colour: White or Deep Blue

2 Job description

- Font: DeutscheBank Regular
- LS: 130%
- Colour: White or Deep Blue

3 Subtitles

- Font: DeutscheBank Regular
- LS: 120%
- Colour: Deep Blue



Opaque background



Transparent background



Combined with subtitles



Logo matrix background in Deep Blue



Logo matrix background in bright blue



Lower thirds – sequence details

1 The Deutsche Bank logo sits in the top right corner on an image background. The Deep Blue box appears in the bottom left or right corner, depending on the image.

2 After the box reaches its maximum size, all text fades in at the same time:

- 1. Person's name**
- 2. Job description**

3 The box disappears and the image returns to its starting point.

1



Logo sits on image

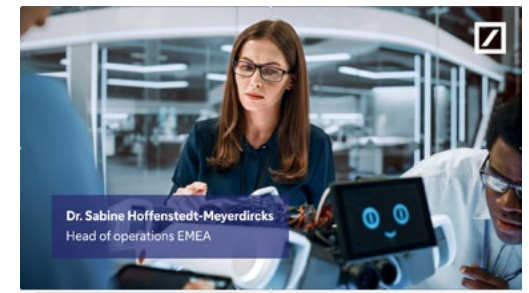


Deep Blue box appears

2



Deep Blue box scales up and text appears

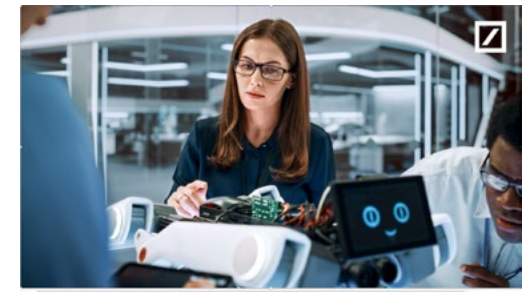


Deep Blue box and text fully visible

3



Deep Blue box scales down



Deep Blue box disappears

5. Stopper

Stopper – stand-alone appearances

In focus

The stopper element is placed near the focal point of the image to combine the visual message with the stopper text.

Shapes

The stopper comes in two shapes: dot and dot extended. Dot extended features minimum and maximum widths.

See details in “Basic elements”, chapter 11

**Ab 25 €
im Monat**

**Unser Reiseservice
mit 6 % Rückvergütung**

There are three colours to choose from:

**Spring
green**

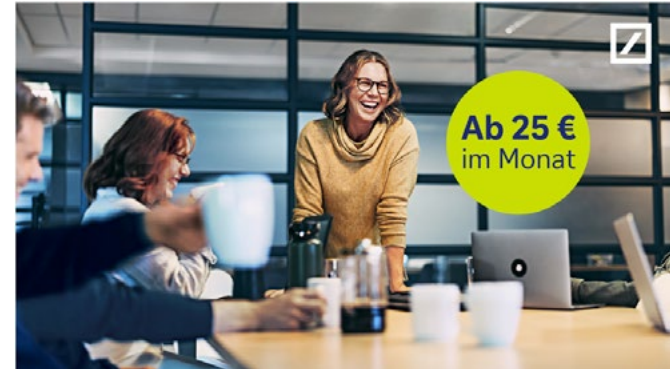
201 | 221 | 3
#C9DD03

**Lucent
yellow**

255 | 230 | 0
#FFE600

**Sundown
orange**

242 | 128 | 17
#F28011



Dot (stand-alone)



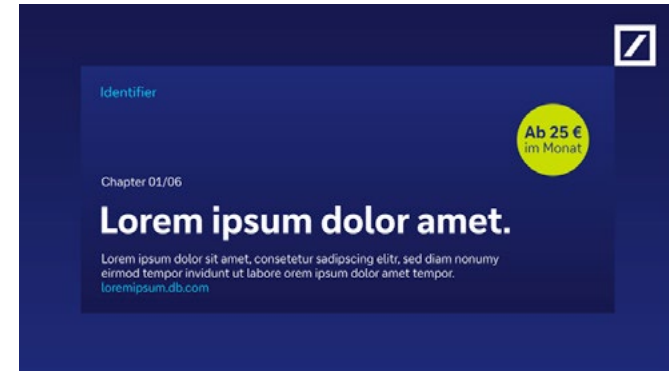
Dot extended – minimum width (stand-alone)



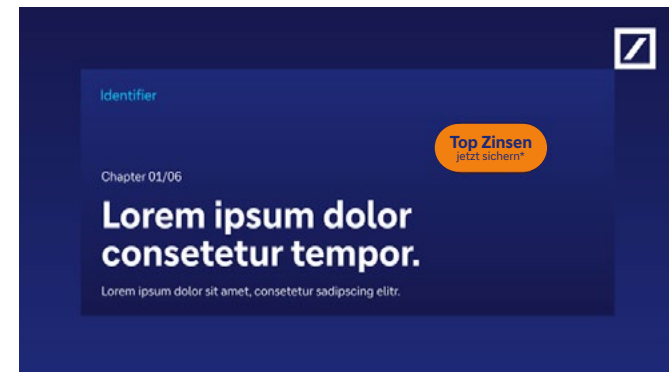
Dot extended – maximum width (stand-alone)

Stopper – combined with divider template

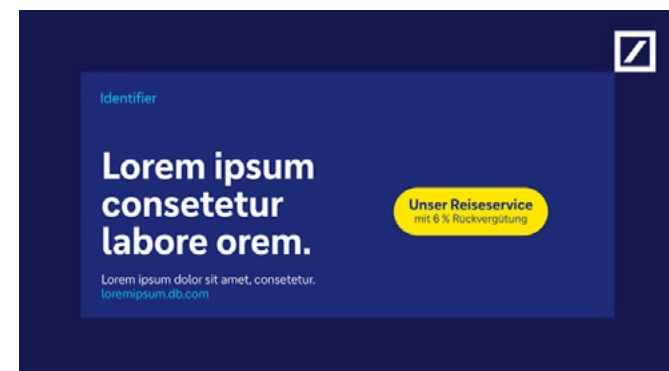
When used in combination with other templates, the stopper must be scaled down by 50%.



Dot (combined with divider template)



Dot extended – minimum width (combined with divider template)



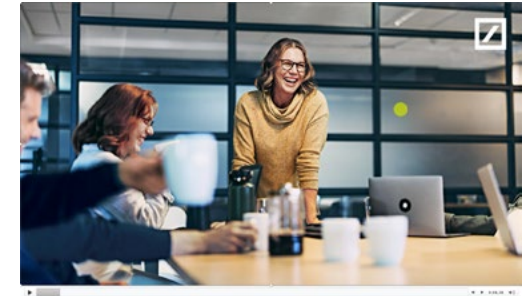
Dot extended – maximum width (combined with divider template)

Dot – sequence details

- 1 The stopper scales up from the centre of its shape.
- 2 After the stopper reaches its maximum size, all text fades in at the same time.
- 3 The text fades out and the image returns to its starting point.



Starting scene with image and logo



Stopper element appears



Stopper scales up



Text appears



Text disappears and stopper scales down



Ending scene with image and logo

6. Subtitles

Subtitles – appearances

Subtitles are always placed at the very bottom of the image or background, using either one or two lines.

Two different colour combinations are possible:

- **White background with Deep Blue text**
- **Deep Blue background with white text**

Text

- Font: DeutscheBank Regular
- LS: 120%
- Colour: Deep Blue or white

Important: Due to the placement of the lower thirds box, the subtitles have **1/4X** margins on the top and bottom. This creates adequate distance to the lower thirds box and the format's border. (Note: this equals 30px when using the 4K/UHD format).

X: 100%



Gradient background with subtitles on white background



Dark image with subtitles on white background



Light image with subtitles on Deep Blue background

Subtitles – sequence details

1 The subtitles smoothly fade in at the bottom of the image.

2 After becoming fully visible and readable, the subtitles fade out.

1



Starting scene

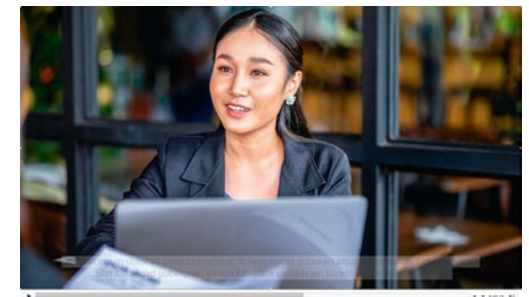


Subtitles fade in

2



Subtitles become fully readable



Subtitles fade out



Ending scene

7. Offer communication

Offer communication – measurement details

When communicating an interest rate offer, big and bold is the way to go. Placed in the centre of the screen and featuring large typography, the interest rate is easy and quick to read.

Optimal sizing

The height of the first line, the interest rate, is **1 1/2X**. The remaining two lines of text are placed underneath and sized so that they extend to the width of the first line, as seen in the example on the right.

Keep in mind: the font sizes of lines two and three are variable, as they depend on the text length. In effect, the font sizes of lines two and three could be noticeably different. Therefore, aim for text that is not too long nor too short.

1 Interest rate

- Font: DeutscheBank Bold
- LS: 100%
- Colour: Spring green, lucent yellow or sundown orange

2 FestzinsSparen

- Font: DeutscheBank Bold
- LS: 120%
- Colour: Spring green, lucent yellow or sundown orange

3 Subline

- Font: DeutscheBankBold
- LS: 100%
- Colour: White

X: 100%



Offer communication – sequence details

1 The offer communication is integrated into the storyline. It visually appears when the story cuts or changes to a new perspective, serving as the story resolution.

2 After the offer communication fades off, the logo appears and scales up the expanding box. Inside the expanding box, the logo and logotype then appear.

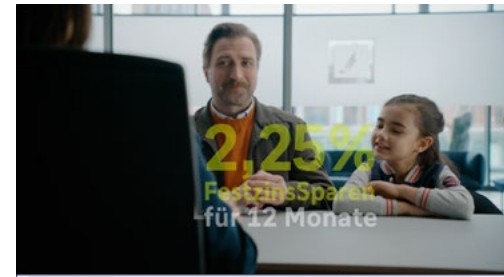
1



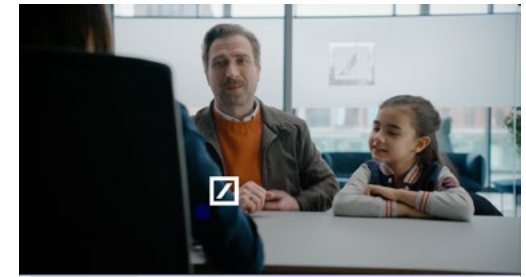
Key scene before offer communication



Offer appears together with change of perspective

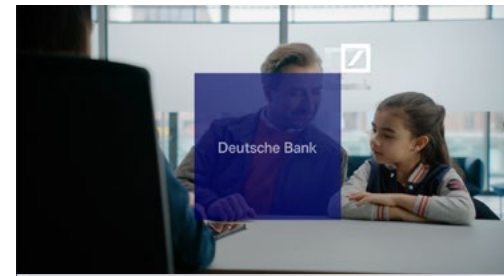


Offer fades out



Logo appears and scales up the expanding box

2



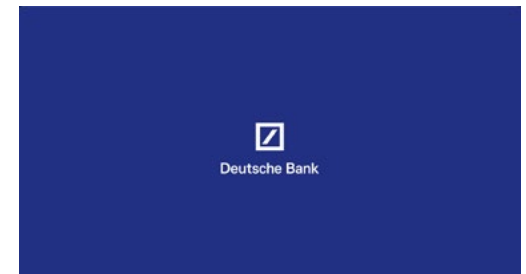
Deutsche Bank logotype appears



Logo moves above the logotype



Deep Blue area scales up to fill the background



Ending scene with Deep Blue background, logo with centred logotype

8. Animated logo matrix

Animated logo matrix – sequence details

The animated logo matrix can be seamlessly integrated for transitions between different images.

It is available in two versions:

- **5 seconds**
- **10 seconds**

1 The first image fades in while the logo matrix moves in from the edges of the screen format.

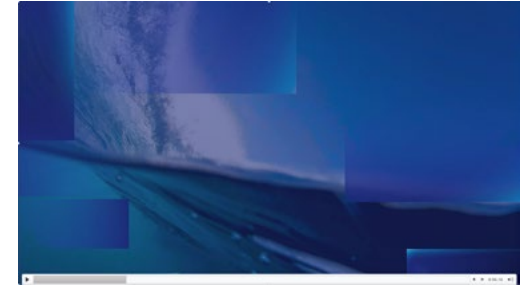
2 The logo matrix fully covers the image, then its rectangular elements begin moving across the screen.

3 The logo matrix fades out toward the edges of the screen to reveal the second image.

1

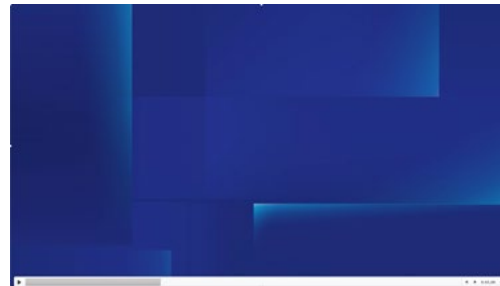


Image 1 fades on



Logo matrix fades in

2

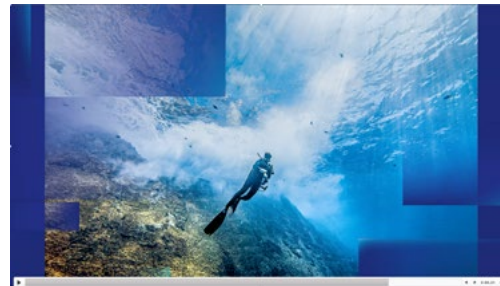


Logo matrix fully covers the image



Rectangular elements begin moving

3



Logo matrix fades out toward the edges of the screen

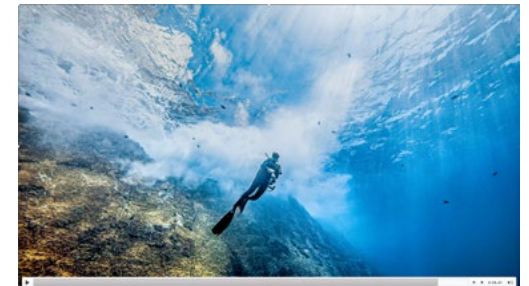


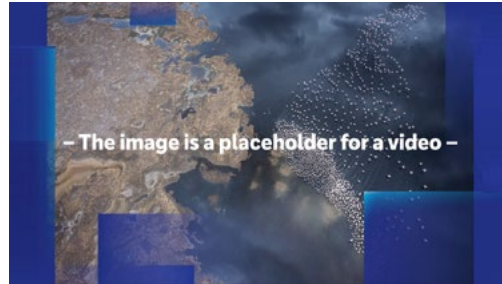
Image 2 is fully visible

9. Logo end-tag

Intro to outro – sequence details



Logo matrix is fully visible



Logo matrix moves toward the edges

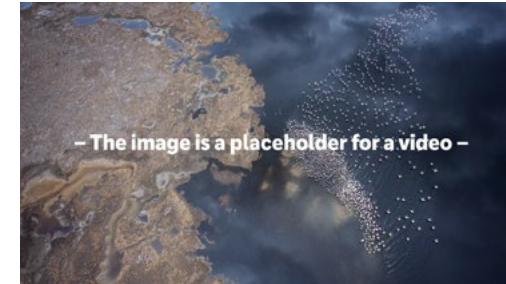
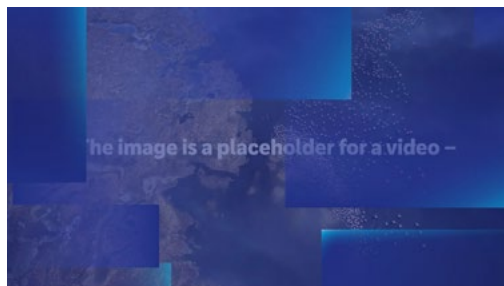


Image is fully revealed



Logo matrix smoothly fades in toward the centre



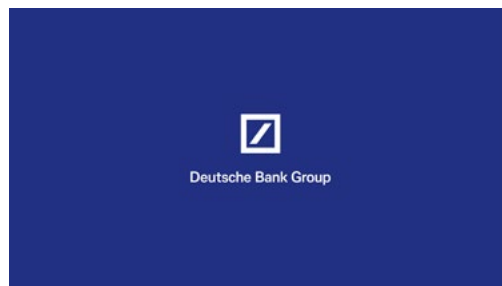
Logo matrix is fully visible



Logo matrix moves toward the edges as the logo fades in



Ending option A: with Deutsche Bank logo

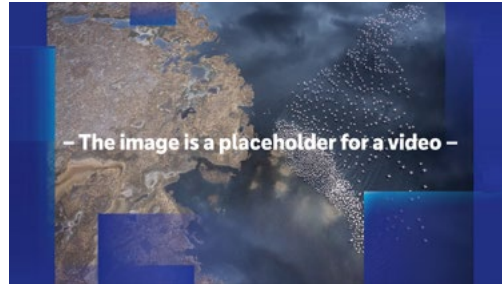


Ending option B: with Deutsche Bank Group logo

Intro to outro – sequence details with claim



Logo matrix is fully visible



Logo matrix moves toward the edges

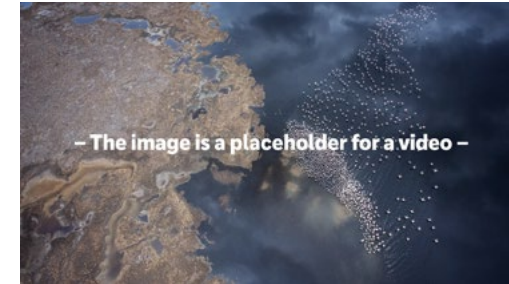
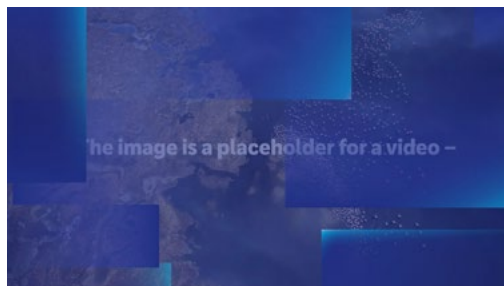


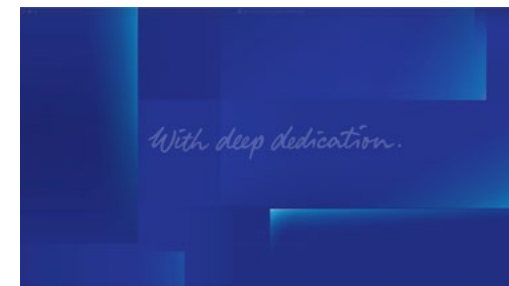
Image is fully revealed



Logo matrix smoothly fades in toward the centre



Logo matrix is fully visible and Claim fades in



Claim fades out



Logo matrix moves toward the edges as the logo fades in



Ending option A: with Deutsche Bank logo



Ending option B: with Deutsche Bank Group logo

Transition – sequence details

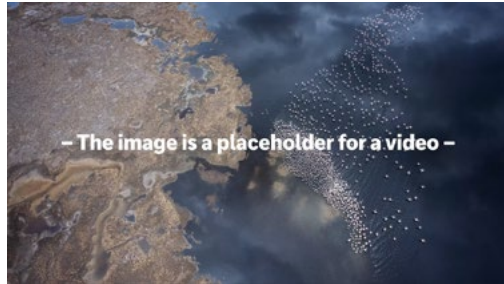
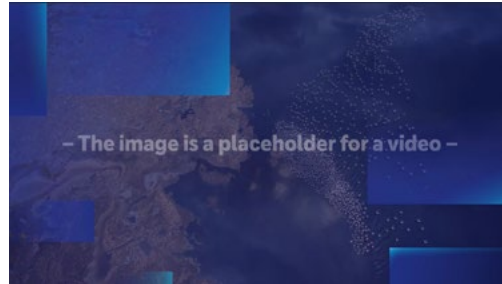


Image is fully visible



Logo matrix smoothly fades in toward the centre



Logo matrix is fully visible

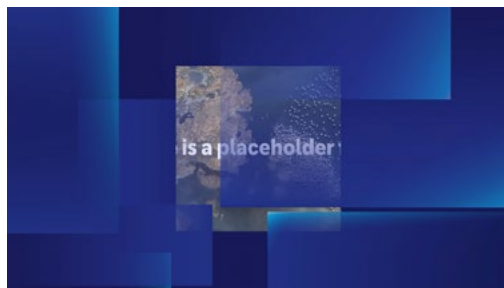


Image fades in as a square in the centre then expands outward

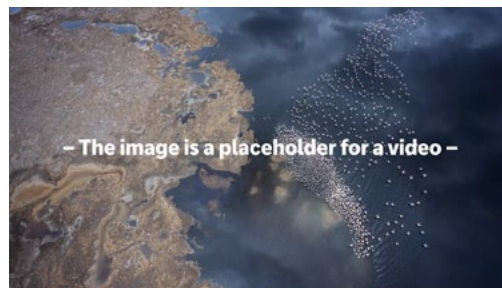


Image is fully visible

Standard – sequence details

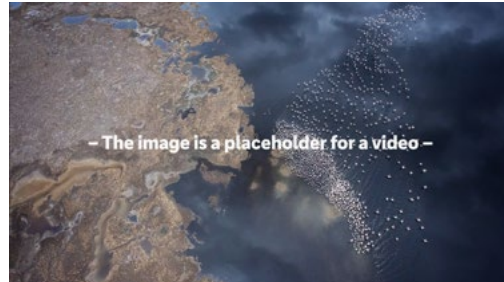


Image is fully visible



Logo appears and scales up expanding box



Ending option A: Deutsche Bank logotype appears in centre of expanding box



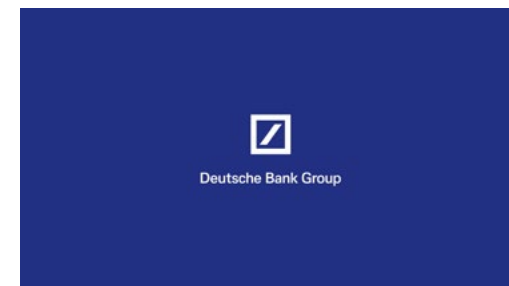
Expanding box (now opaque) expands, logo moves to logotype



Ending option B: Deutsche Bank Group logotype appears in centre of expanding box



Expanding box (now opaque) expands, logo moves to logotype



Standard – sequence details with claim

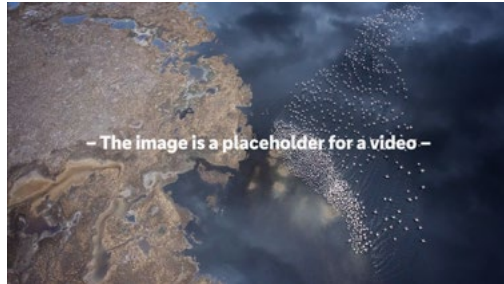


Image is fully visible



Logo appears and scales up expanding box



Expanding box reaches full square size (still transparent)



Claim appears in centre of expanding box



Logo moves into expanding box (now opaque)



Expanding Box expands, claim fades out and logotype fades in



Ending option A: with Deutsche Bank logo



Ending option B: with Deutsche Bank Group logo

Overlay – sequence details

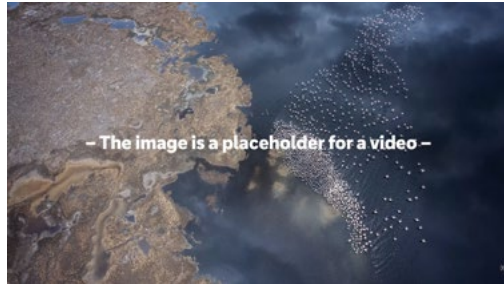
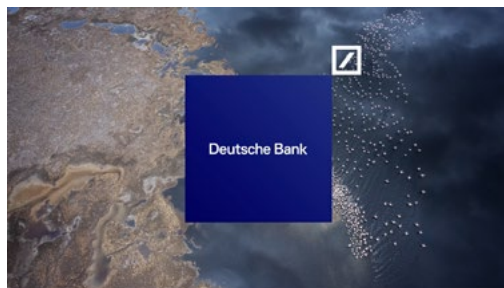


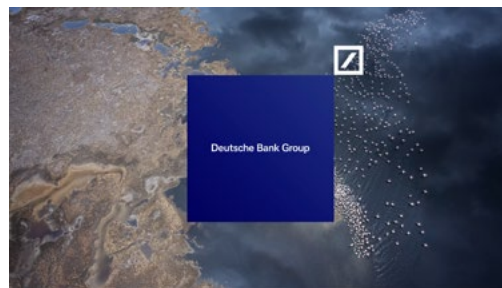
Image is fully visible



Logo appears and scales up expanding box



Ending option A:
Expanding box reaches full square size (now opaque) and
Deutsche Bank logotype appears in the centre



Ending option B:
Expanding box reaches full square size (now opaque) and
Deutsche Bank Group logotype appears in the centre

Additional – sequence details

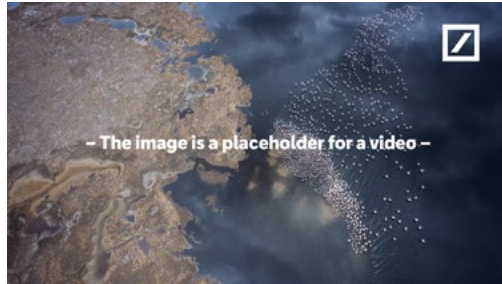


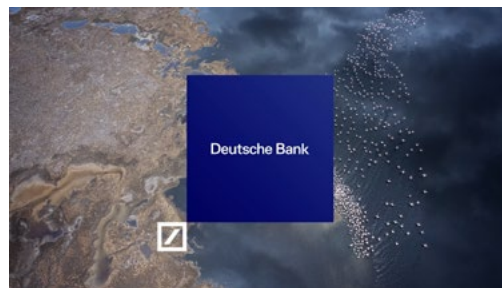
Image with logo in the top right corner



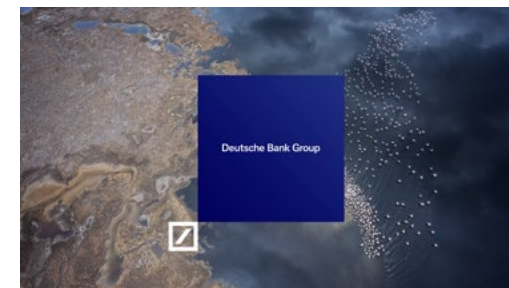
Logo moves diagonally towards the bottom left corner



Expanding box scales up as logo moves



Ending option A:
Expanding box reaches full square size (now opaque)
and Deutsche Bank logotype appears in the centre



Ending option B:
Expanding box reaches full square size (now opaque)
and Deutsche Bank Group logotype appears in the centre

Social media – shortened version

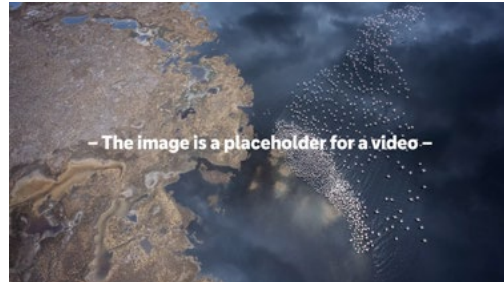


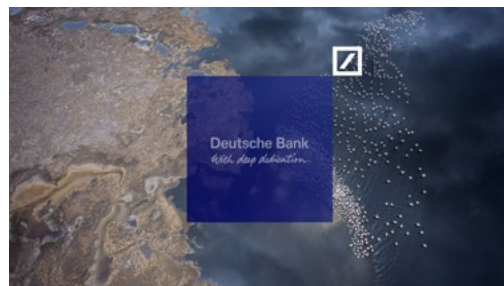
Image is fully visible



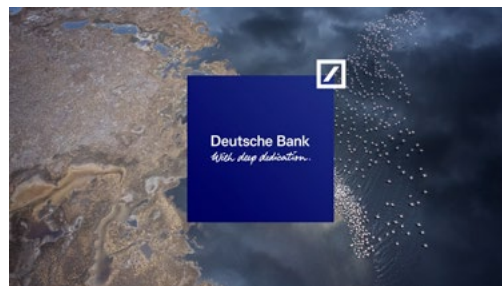
Logo appears and scales up expanding box



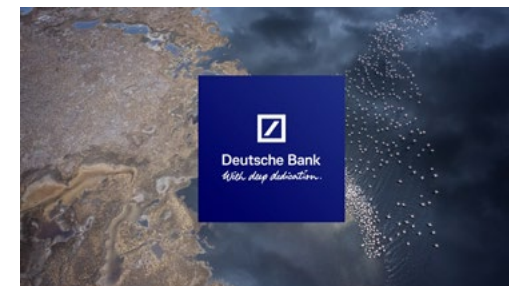
Expanding box reaches full square size (still transparent)



Logotype and claim appear in centre of expanding box



Logo moves into expanding box (now opaque)



Ending with Deutsche Bank logo and claim

10. Motion templates

Formats available

Format designations

- **.aep (After Effects Project file)**
AEP files are created using Adobe After Effects, a video editing program. These files are called project files because they store the progress of a video editing project.
- **.mogrt (Motion Graphics Template)**
MOGRT files/animated graphics templates are a relatively new feature that have been integrated into Adobe After Effects and Premiere Pro. It brings the power of AE directly to Premiere Pro's timeline via customisable motion graphics templates.
- **.mov (Movie)**
MOV files are another type of digital container file for videos and other multimedia content. Apple developed MOV for Apple QuickTime Player. Like MP4 files, MOV videos are encoded using the MPEG-4 codec.
- **.mp4 (Movie)**
MP4, also known as MPEG-4 Part 14, is a highly-versatile container format optimised for transmitting and downloading video content on the internet. It is ideal for use on various digital platforms, such as when playing YouTube MP4 videos on smartphones. A key feature of MP4 files is their relatively small size which makes them convenient for streaming and uploading.



Download

All listed templates are ready to download. Only the original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>

Deutsche Bank motion templates:

- **DB-Divider:**
.aep, .mogrt
- **DB-Information-Text:**
.aep, .mogrt
- **DB-Intro:**
.aep, .mogrt
- **DB-Logo:**
.aep, .mogrt
- **DB-Logo-Matrix:**
.aep, .mogrt
- **DB-Lower-Thirds:**
.aep, .mogrt
- **DB-Stopper:**
.aep, .mogrt
- **DB-Subtitles:**
.aep, .mogrt

Deutsche Bank Logo end-tag: Standard:

- 16x9.mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Overlay:

- (16x9).mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Additional:

- (16x9).mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Deutsche Bank Group logo end-tag: Standard:

- 16x9.mp4
- 1x1.m ov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Overlay:

- (16x9).mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Additional:

- (16x9).mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Deutsche Bank Logo end-tag: Standard with claim:

- 1x1.mp4
- 4x5.mp4
- 9x16.mp4
- 16x9.mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Deutsche Bank logo matrix: Intro, outro:

- 16x9.mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Transition:

- (16x9).mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Deutsche Bank logo matrix: Intro, outro with claim:

- 1x1.mp4
- 4x5.mp4
- 9x16.mp4
- 16x9.mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Deutsche Bank Group logo end-tag: Standard with claim:

- 1x1.mp4
- 4x5.mp4
- 9x16.mp4
- 16x9.mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Deutsche Bank Group logo matrix: Intro, outro:

- 16x9.mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Transition:

- (16x9).mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

Deutsche Bank Group logo matrix: Intro, outro with claim:

- 1x1.mp4
- 4x5.mp4
- 9x16.mp4
- 16x9.mp4
- 1x1.mov
- 4x5.mov
- 9x16.mov
- 16x9.mov

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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