



Deutsche Bank

Corporate design guidelines

New! InDesign templates
now available on the brand portal

Print and digital literature

June 2025

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Preface

Our print and digital literature is a chance to provide clients with the information they need to make important decisions, as well as strengthen trust and show understanding.

Split into two forms – image brochures and product flyers – our print literature serves a dual purpose. While image brochures provide in-depth information about our range of offerings, product flyers deliver short highlights on specific topics. The overall design and quality come together to create an experience that is fun to hold and rewarding to read.

Created specifically for online viewing, our digital literature delivers easy-to-read text and simple navigation. It is informative and vibrant, fitting perfectly to how our clients engage with content today.

Rely on the following guideline to create assets that show we are ready to help our clients make meaningful decisions.

Media formats – overview

Print literature

Image brochures

Designed in DIN A4 format, image brochures are used to present wide-ranging information on products and services, sometimes across multiple business units. The cover communicates the core message while the inside pages provide ample space for both informative and inspiring content.

Product flyers

Smaller in size than image brochures, our product flyers provide in-depth information on specific offerings and services. The design relies on key branding elements for the cover and easy-to-understand messaging throughout the interior pages.

Digital literature

Digital brochures and tablet one-pagers

Based on the A4 format size, our digital brochures and digital one-pagers generally follow our A4 print layouts, yet are adapted for an online user experience. When choosing between a brochure or one-pager, consider the topic, content and imagery to be featured.

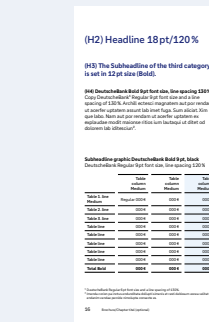
Digital mobile flyer

The digital flyer is sized to fit smartphone screens and follows the general layout principles of the larger digital brochure.

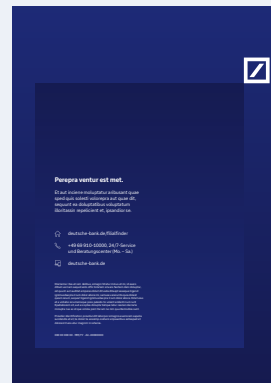


Download

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

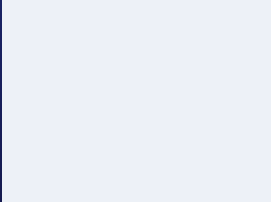


Product flyer



Print literature

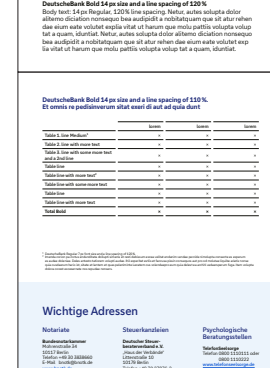
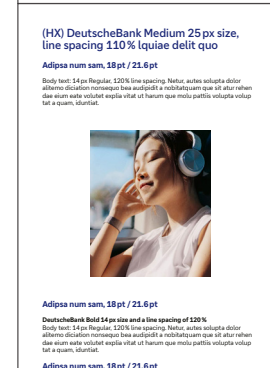
Image brochure



Digital literature



Digital tablet one-pager



Digital tablet brochure

2. Print literature

Cover page – overview

Components

The cover page incorporates key branding elements to create a design that is clearly Deutsche Bank. The headline appears on a maximum of three lines and communicates the core message, while the image adds authenticity and inspiration.

The basic structure, design elements and placement options follow the same rules as our print applications.

See details in “Advertising print and online” chapter 2

The following key elements are mandatory, whereas the use of a stopper is optional. For all printed applications, the logo size S must be used.

- Logo
- Expanding box on an image motif
- Sender identifier
- Headline
- Subheadline or body text
- Deutsche Bank identifier

InDesign templates are available for creation, and please always use the current template found in the cockpit.

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Templates for all formats listed here are available for download on the Deutsche Bank Brand Portal.
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Cover page – layout flexibility

DIN A4 format

Image brochures are created in the DIN A4 format (210 × 297 mm). The logo size S is used consistently for determining margins, font sizes and spacing: both the margins and spacing are 1/2 the logo size S.

Various InDesign layout templates have been created for quick orientation, and the units of measurement can be switched on as a level within the programme.

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Cover page – layout flexibility

Creating the right design

Every image brochure has a specific focus and therefore requires high degrees of design flexibility. That's why our basic elements allow you to create a large number of variations.

The example layouts on this page show design possibilities and can be found as templates on the brand portal.

1 Logo top left

The logo is fixed to the top left of the expanding box, which is aligned on the right side of the image and can be moved vertically. The stopper does not compete with the logo.

2 Logo bottom left

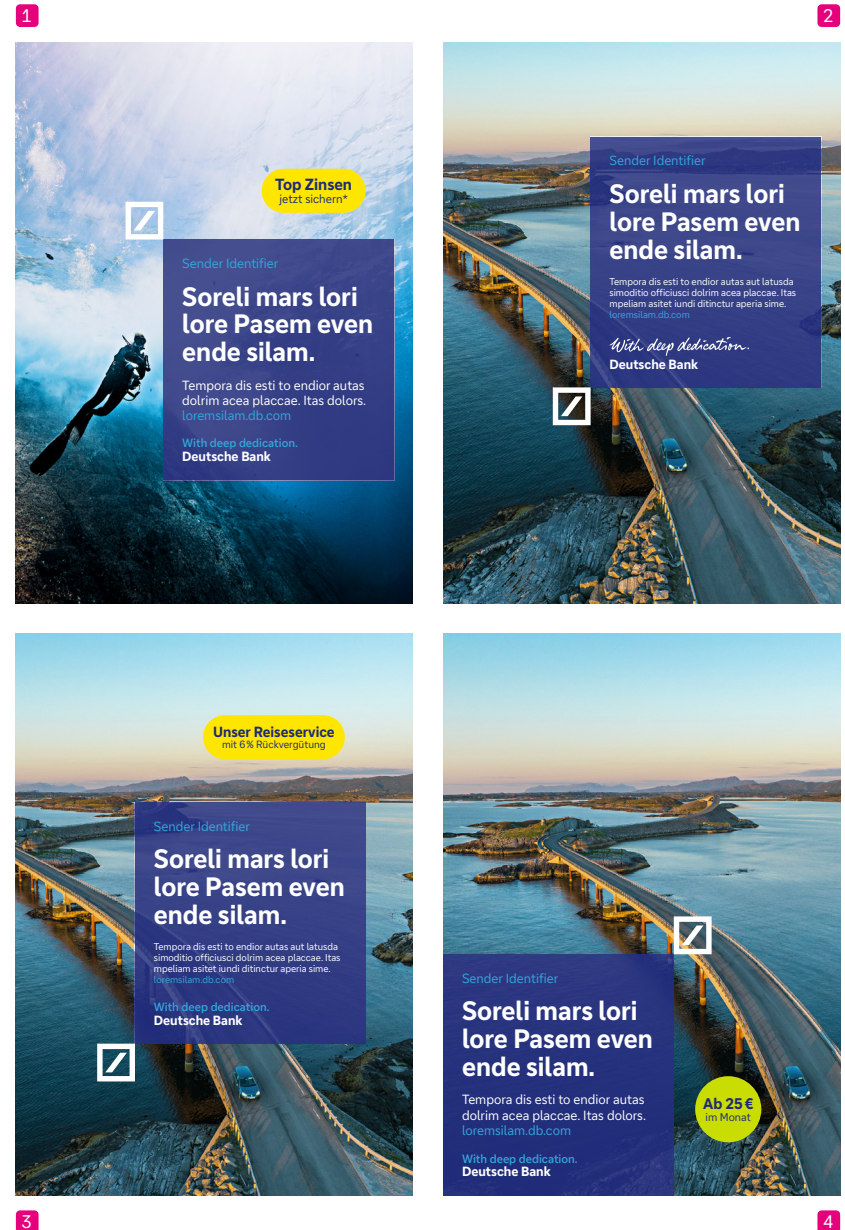
The logo is fixed to the bottom left of the expanding box, which is aligned on the right side of the image and can be moved vertically. A stopper has been omitted.

3 Logo bottom left

The logo is fixed to the bottom left of the expanding box, which is positioned one logo width away from the edge of the format. It can be moved vertically in conjunction with a stopper.

4 Logo top right with trimmed expanding box

The expanding box is aligned to the trim, which enables a larger visible image section. In instances such as this, the logo can only be placed in one location. A stopper with short text is used.



Inside pages – grid overview

DIN A4 format (210 × 297 mm)

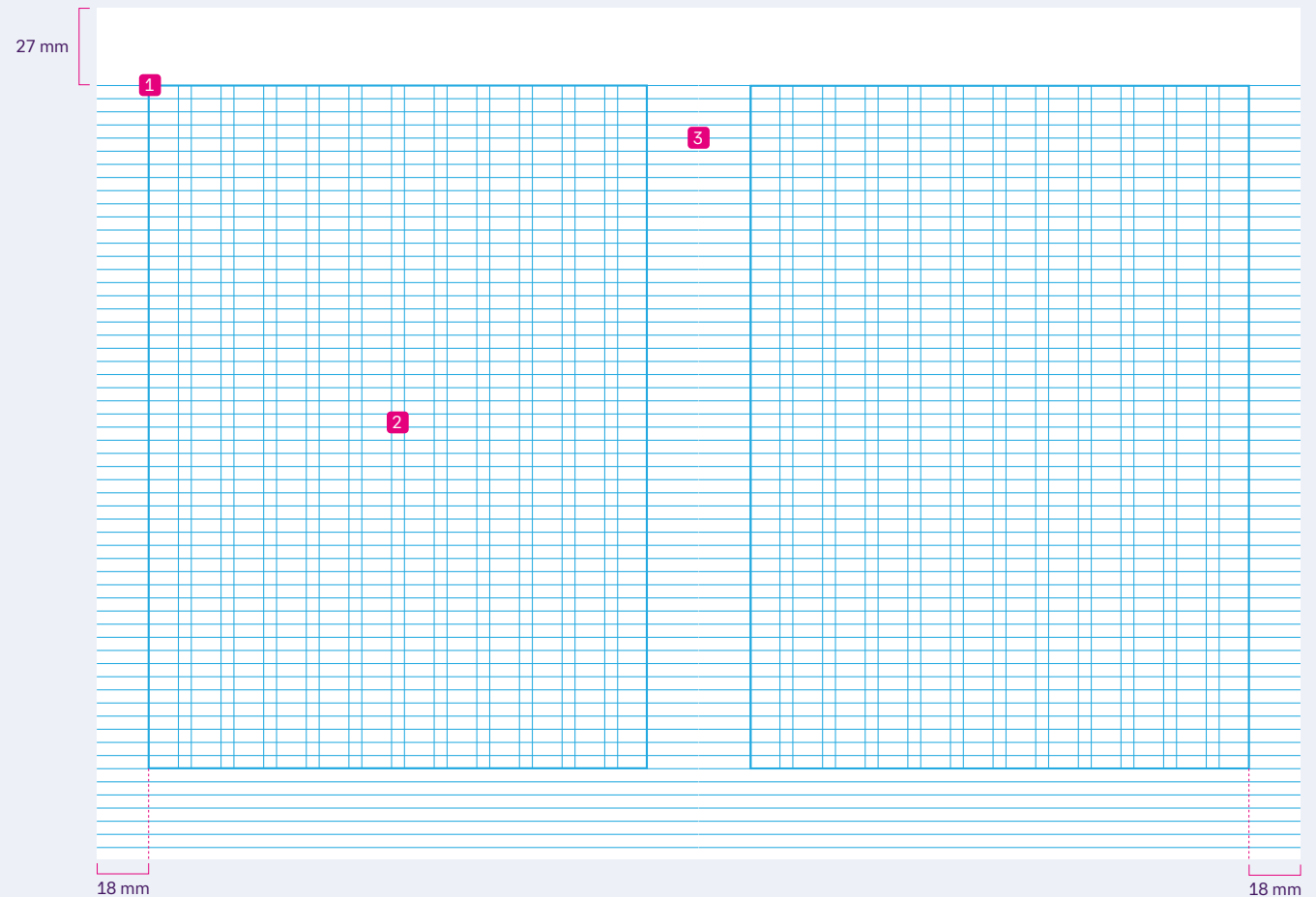
Each double-page spread consists of two A4 pages. On each page, the design grid features horizontal lines that are formed by the font baseline of the main body copy.

- 1 The type area is 174 x 238.475 mm.
- 2 Symmetrical for both pages, the type area consists of 12 columns that are marked vertically and separated by a distance of 4.5 mm.
- 3 The horizontal baseline grid maintains a distance of 13 pt.

Please note that page numbers are placed outside the type area.

Download

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Inside pages – grid basics

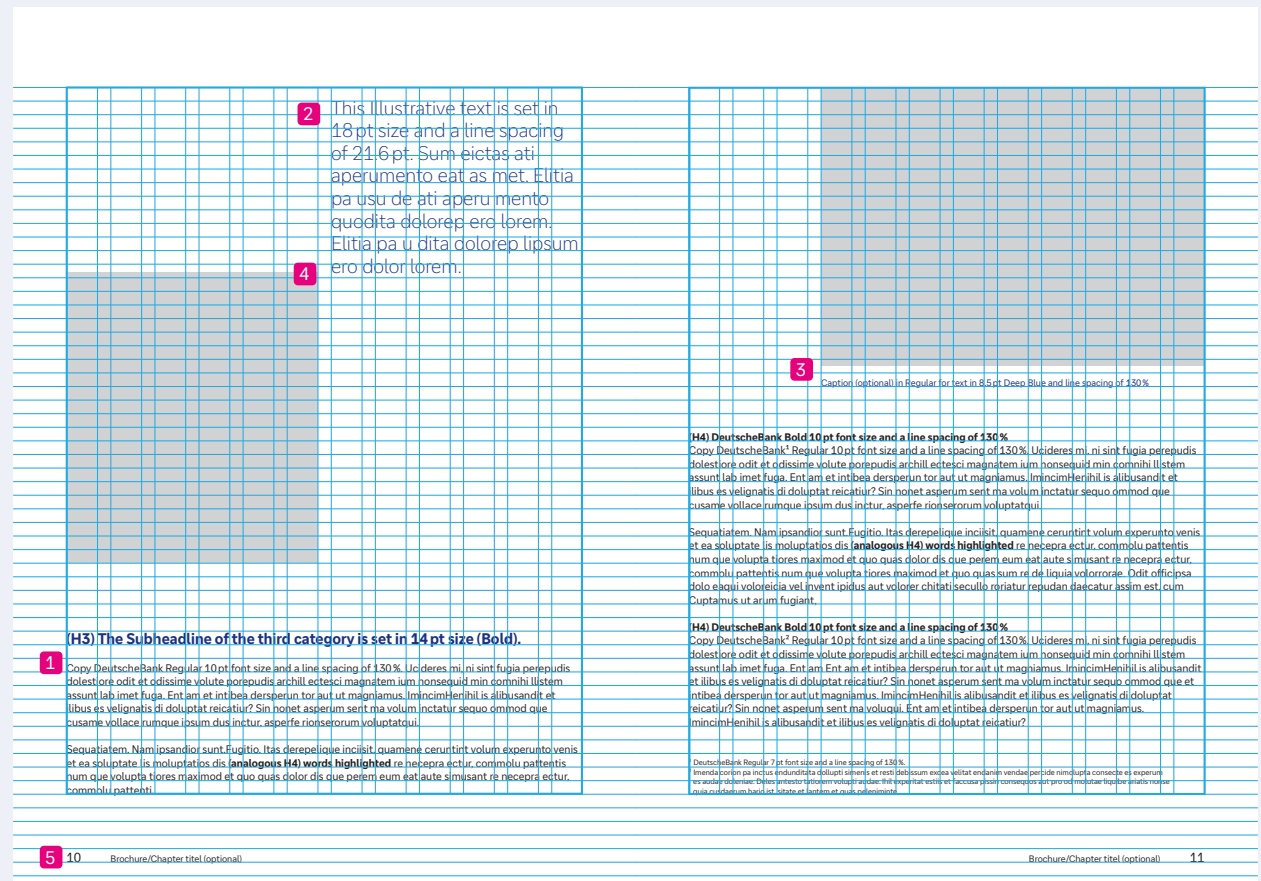
Alignment

The grid provides orientation in the design process and ensures strict yet variable design.

- 1 The body copy is consistently left-aligned with the grid lines.
- 2 Text that is larger than the body copy is placed at the first grid line.
- 3 To avoid colliding with the caption, the lower edge of the image area (shown here in grey) is reduced to half a grid line.
- 4 In some cases, customisation is required. Here, the top edge of the image is aligned with the font baseline of the adjacent illustrative text.
- 5 Page numbers and chapter titles are placed outside the type area, yet aligned to it.

Font styles

All font sizes, colours and styles, as well as the line spacing, are defined by the style sheets of the templates.



Inside pages – table of contents

Setting the stage

The table of contents offers two design options: the inclusion of image areas (shown here in grey) or the use of typography only.

The values next to the page numbers correspond to the font sizes and font styles of the headings in the contents section of the brochure.

Content



16 (H1) Bold 45 pt with line spacing of 120 %

16 (H2) DeutscheBank Medium 25 pt size and a line spacing of 120 %

16 (H3) The Subheadline of the third category is set in 14 pt size (Bold) and a line spacing of 120 %



06 (H1) Bold 45 pt with line spacing of 120 %

09 (H2) DeutscheBank Medium 25 pt size and a line spacing of 120 %

09 (H3) The Subheadline of the third category is set in 14 pt size (Bold).

10 (H3) The Subheadline of the third category is set in 14 pt size (Bold).

12 (H2) DeutscheBank Medium 25 pt size.

12 (H3) The Subheadline of the third category is set in 14 pt size (Bold).

12 (H3) The Subheadline of the third category is set in 14 pt size (Bold).

06 Brochure/Chapter title (optional)

Content

06 (H1) Bold 45 pt with line spacing of 120 %

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09 (H3) The Subheadline of the third category is set in 14 pt size (Bold).

10 (H3) The Subheadline of the third category is set in 14 pt size (Bold).

12 (H2) DeutscheBank Medium 25 pt size.

12 (H3) The Subheadline of the third category is set in 14 pt size (Bold).

12 (H3) The Subheadline of the third category is set in 14 pt size (Bold).

08 Brochure/Chapter title (optional)



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Brochure/Chapter title (optional) 07

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Brochure/Chapter title (optional) 09

Inside pages – design elements

Font styles

There are four defined headline styles (H1 to H4), as well as two illustrative font sizes that can be used in addition to the body copy. All possible marginal text is also provided in the style templates – and the respective text descriptions in the templates are self-explanatory.

Image areas

Images (shown here in grey) can be placed freely in different positions: in the grid of the sentence pigeonhole, in the bleed, or on the full page. The use of captions is optional.

Text styles

Body copy is always set in black and placed on a white background. In addition, there are possibilities for highlighting key messages: a light blue box with Deep Blue text, as well as two sizes for illustrative text. Note that the smaller illustrative text option is always anchored to the corner of an image.

Please adhere to the style sheets found in the templates for all formatting.

(H1) Bold 45 pt with line spacing of 120%

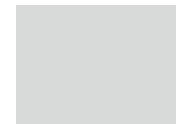
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Brochure/Chapter title (optional) 11

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Caption/Text/Title/Chapter title (optional)

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Inside pages – content design

Icons

In principle, icons can be used, but they must be used in meaningful and targeted ways. Excessive and unnecessary use should be avoided.

Enumerations

Lists that use numbering, bullet points or other markers can be integrated into content pages. Two hierarchies for use have been defined in the style sheets of the relevant templates.

Two columns

Large amounts of body copy placed across a full A4 single page are sometimes difficult to read. In these cases, the text can be divided into two columns with relevant headlines running across both columns.

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Brochure/Chapter title (optional) 31

34 Brochure/Chapter title (optional)

Graphs, tables and charts are a great way to visualise important information and data. Two different sizes have been created as templates for both graphs and tables along with defined subheadline styling.

[illegible][illegible]

Back cover – overview

General structure

The design of the back cover is based around the logo, and the following elements and styling must be implemented.

- Logo size S
- Defined distance from gradient box to the right edge
- Minimum distance from gradient box to the top edge, allowing the height of the gradient box to vary



Back cover – sender details

The finishing touch

Text and icons are placed using the grid, while the sender text is anchored at the bottom.

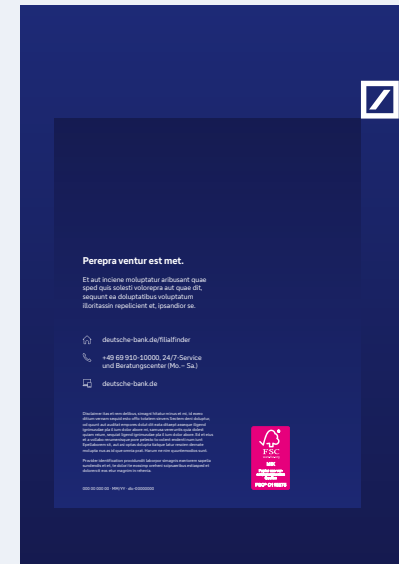
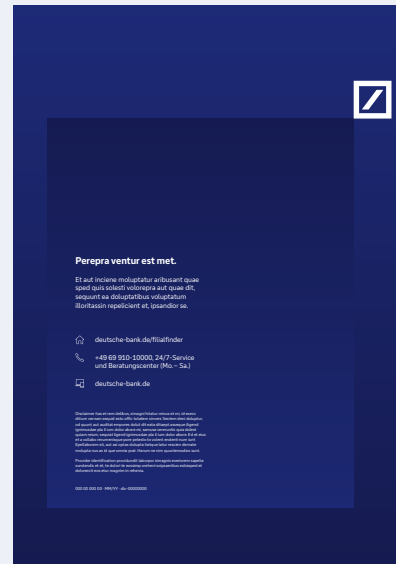


Back cover – variations

Simple flexibility

In addition to the sender details, both a paper quality seal and a QR code can be added.

On blue backgrounds, the horizontal placement of the logo can vary according to the height of the box. On light-coloured backgrounds, however, the logo is always positioned at the top right.



Cover page – overview

Key branding elements

The cover page of product flyers incorporates key branding elements to create a design that is clearly Deutsche Bank. The headline appears on a maximum of three lines and communicates the core message while the image adds authenticity and inspiration.

The basic structure, design elements and placement options follow the same rules as our print applications.

See details in “Advertising print and online”, chapter 2

The following key elements are mandatory, whereas the use of a stopper is optional. For all printed applications, the logo size S must be used.

- Logo
- Image
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- Sender identifier
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Download

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



Cover page – size

DIN long format

Product flyers are created in the DIN long format (100 × 210 mm). The logo size S is used consistently for determining margins, font sizes and spacing: both the margins and spacing are 1/2 the logo size S.

Various InDesign layout templates have been created for quick orientation and the units of measurement can be switched on as a level within the programme.

Download

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



Cover page – layout flexibility

Creating the right design

Every product flyer has a specific focus and therefore requires high degrees of design flexibility, especially because of the small size. That's why our basic elements allow you to create a large number of variations.

The example layouts on this page show design possibilities and can be found as templates on the brand portal.

1 Logo top left

The logo is fixed to the top left of the expanding box, which is aligned on the right side of the image and can be moved vertically. The stopper does not compete with the logo.

2 Logo top right

The logo is fixed to the top right of the expanding box, which is aligned on the left side of the image and can be moved vertically. A stopper has been omitted.

3 Logo bottom right with trimmed expanding box

The expanding box is aligned to the trim, which enables a larger visible image section. In instances such as this, the logo can only be placed in one location. A stopper with shorter text is used.

4 Logo top right with trimmed expanding box

The expanding box is aligned to the bottom trim area, which enables a larger visible image section. In instances such as this, the logo can only be placed in one location. A stopper with longer text is used.



Inside pages – grid overview

DIN long format (100 × 210 mm)

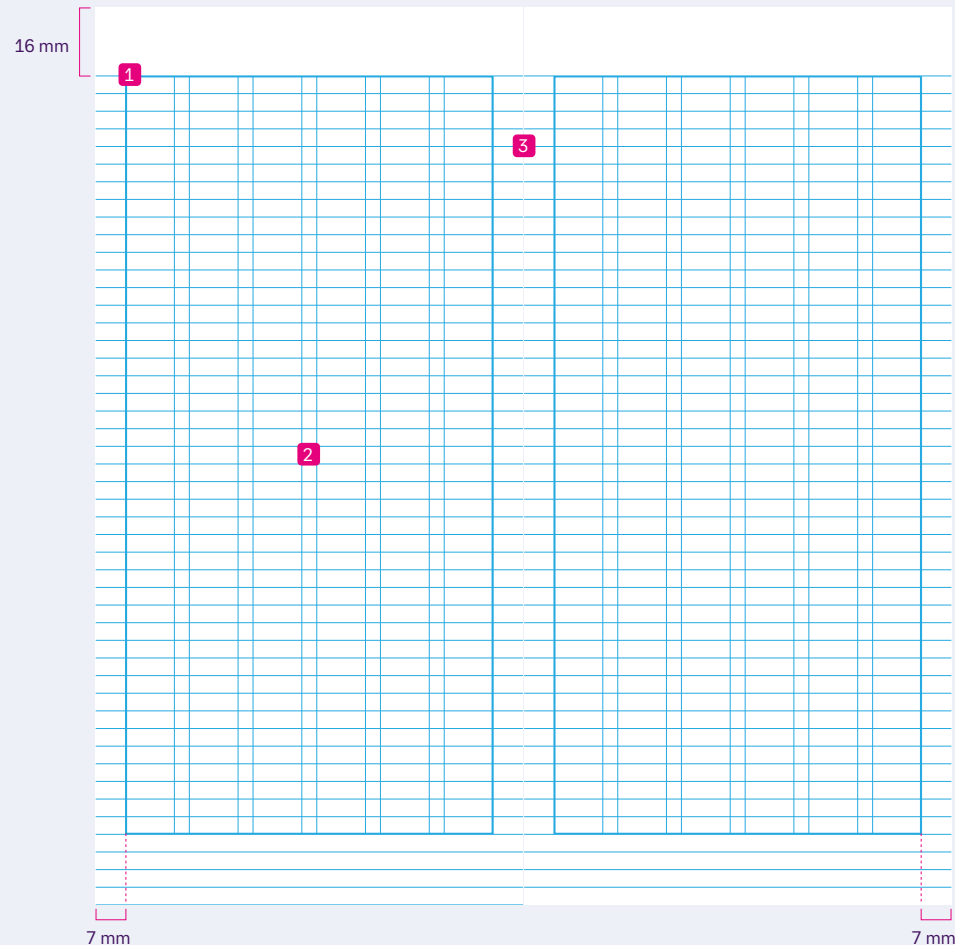
On each page of the spread, the design grid features horizontal lines that are formed by the font baseline of the volume text.

- 1 The type area is 86 x 177.49 mm.
- 2 Symmetrical for both pages, the type area consists of 6 columns that are marked vertically and separated by a distance of 3.5 mm.
- 3 The horizontal baseline grid maintains a distance of 11.7 pt.

Please note that page numbers are placed outside the type area.

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Inside pages – grid basics

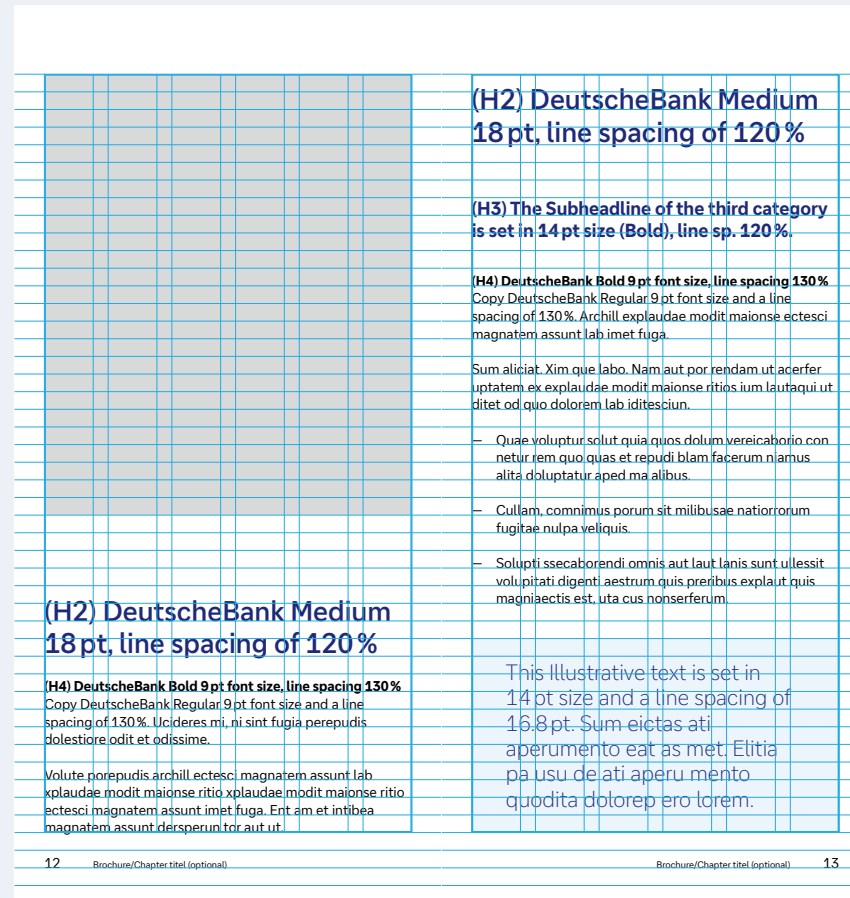
Alignment

The grid provides orientation in the design process and ensures strict yet variable design.

- 1 The text is consistently left-aligned with the grid lines.
- 2 Text that is larger than the body copy is placed at the first grid line.
- 3 Image positioning is also based on the grid, giving ample flexibility in size and placement.
- 4 Page numbers and chapter titles are placed outside the type area, yet aligned to it.

Font styles

All font sizes, colours and styles, as well as the line spacing, are defined by the style sheets of the templates.



Inside pages – design elements

Font styles

There are four defined headline styles (H1 to H4), as well as two illustrative font sizes that can be used in addition to the body copy. All possible marginal text is also provided in the style templates – and the respective text descriptions in the templates are self-explanatory.

Image use

Images (shown here in grey) can be placed freely in different positions: the grid of the sentence pigeonhole, in the bleed, or on the full page. The use of captions is optional.

Text styles

Body copy is always set in black and placed on a white background. In addition, there are possibilities for highlighting key messages: a light blue box with Deep Blue text, as well as two sizes for illustrative text. Note that the smaller illustrative text option is always anchored to the corner of an image.

Please adhere to the style sheets found in the templates for all formatting.

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Inside pages – visual representation

Easy-to-read insights

Graphs, tables and charts are a great way to visualise important information and data. Because of the smaller size of product flyers, one template size has been created for both graphs and tables along with defined subtitle styling.

For more templates to integrate, please see the Infographics guideline.

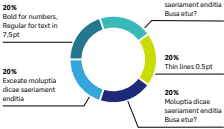
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Source reference: DeutscheBank Bold and Regular in 9 pt and 7.5 pt line spacing 130%. Do not use this visualization template as a guide for typography.

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¹ DeutscheBank Regular 9 pt font size and a line spacing of 130%. ² Please refer to the relevant guidelines for design elements and use the relevant source text and/or source text for the relevant source text.

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Table line with some more text	000€	000€	000€
Table line	000€	000€	000€
Table line	000€	000€	000€
Table line with more text	000€	000€	000€
Total Bold	000€	000€	000€

¹ DeutscheBank Regular 9 pt font size and a line spacing of 130%. ² Please refer to the relevant guidelines for design elements and use the relevant source text and/or source text for the relevant source text.

Inside pages – content design

Icons

In principle, icons can be used used, but they must be used in meaningful and targeted ways. Excessive and unnecessary use should be avoided.

Enumerations

Lists that use numbering, bullet points or other markers can be integrated into content pages. Two hierarchies for use have been defined in the style sheets of the relevant templates.

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22 Brochure/Chapter title (optional)

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12 Brochure/Chapter title (optional)

Back cover – overview

General structure

The design of the back cover is based around the logo, and the following elements and styling must be implemented.

- Logo size S
- Defined distance from gradient box to the right edge
- Minimum distance from gradient box to the top edge, allowing the height of the gradient box to vary



Back cover – sender details

The finishing touch

Text and icons are placed using the grid, while the sender text is anchored at the bottom.

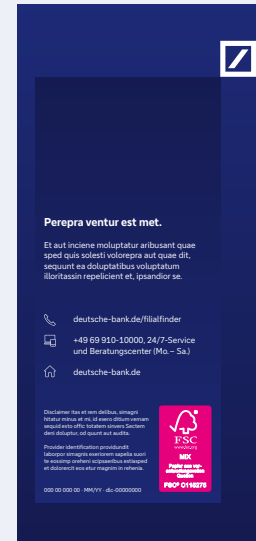


Back cover – variations

Simple flexibility

In addition to the sender details, both a paper quality seal and a QR code can be added.

On blue backgrounds, the horizontal placement of the logo can vary according to the height of the box. On light-coloured backgrounds, however, the logo is always positioned at the top right.



3. Digital literature

Measurement table – digital literature

Minimum distance

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

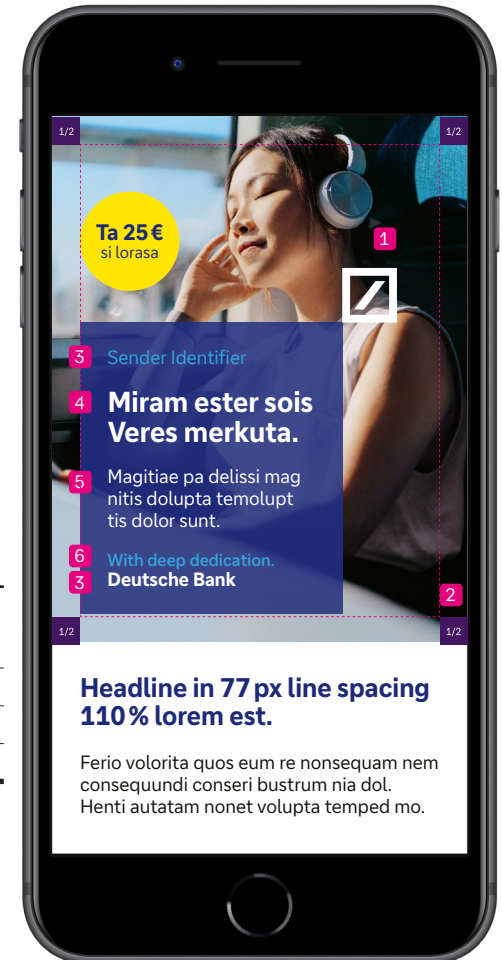
The distance between typographic elements within the expanding box is exactly 1/2 of the logo size S. As a reminder, the logo and expanding box can be placed anywhere in the format.

Minimum and maximum sizes

In formats where it can be used, the expanding box must always be at least 4x the size of the logo size S.

Format	Dimensions in mm	Logo size XS: 75% in px	Logo size S: 100% in px	Logo size M: 150% in px	Bleed in px	Identifier in pt	Headline 1.5/2/2.5/3/4x identifier in pt	Body text and URL 0.5/0.75/1x identifier in pt	Legal text, provider 0.4x identifier in pt	Typographic claim 0.9x identifier in pt
Digital tablet one-pager	595 × 842	42	56	84	28	19	28.5/38/47.5/57/76	10/14/19	7	17.1
Digital tablet brochure	595 × 842	42	56	84	28	19	28.5/38/47.5/57/76	10/14/19	7	17.1
Digital mobile flyer	1242 × 1642	123	164	246	82	55	82.5/110/137.5/165/220	27.5/41/55	22	49.5

Digital mobile flyer



Download

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

Digital literature – formats

Deutsche Bank's digital literature is comprised of three formats:

- 1 Digital mobile flyer
- 2 Digital tablet one-pager
- 3 Digital tablet brochure

Components

Within the digital applications, the use of elements on title pages is similar to that of print literature.

The type area is determined by 1/2 logo size S, which is used throughout the literature area. The font sizes and spacing are derived from the logo size.

The units of measurement can be switched on as levels in the programme, while various layout templates are available for quick orientation.



Download

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

2

Mary Musil.
Product name
With deep dedication.
Deutsche Bank

**Top Zinsen
jetzt sichern***

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and a line spacing of 110%**

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Jetzt informieren

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Deutsche Bank

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Digital literature – usage

As smartphones and tablets are the norm for consuming all kinds of information, advertising material such as brochures and flyers must be properly adapted to mobile devices.

While print media often provides more layout space, mobile devices require designs that are compact and easy-to-read, yet still impactful.

Please note the following when adapting content for mobile designs:

- Have the courage to radically shorten text
- Avoid redundancies
- Stick to the most important content and direct customers to our website or consultants for more information

For complex content – such as detailed descriptions, calculation examples or extensive tables – a mobile-friendly design should be used.

Depending on the content to be featured, there is a distinction between mobile and tablet formats:

- 1 Mobile-optimised format for short product brochures and flyers**
- 2 Tablet-optimised format for extensive image brochures and one-pagers**

Both variants have the same basic structure, but the font sizes, spacing, logo size, etc. are adapted to the respective format.

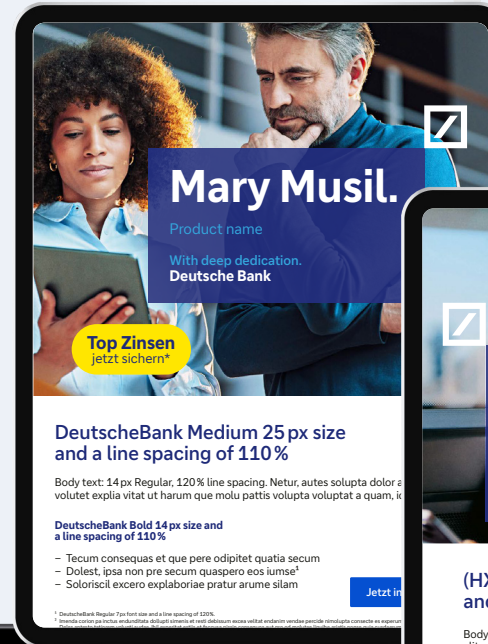


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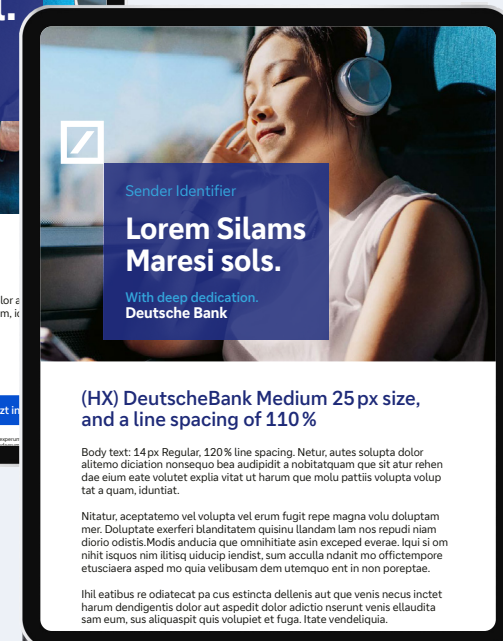
Digital tablet one-pager

2



Digital tablet brochure

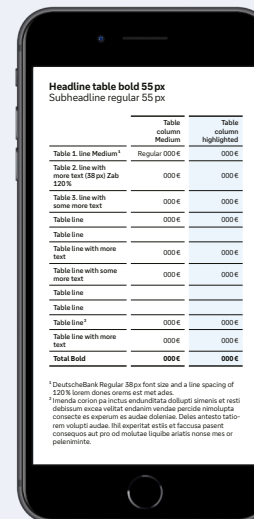
2



1



Digital mobile flyer



Digital one-pager and brochure

Format:

Width: 596 px

Height: The height of the page can also be increased depending on the content.

1 Logo

Size: 84 px (size M)

Size: 56 px (standard size S)

Colour: White

2 Deutsche Bank identifier (standard)/Sender identifier

Font: DeutscheBank Regular/Bold

Size: 19 pt

LS: 100% of the font size

Colour: Bright blue/White

3 Headline

Font: DeutscheBank Bold

Size: 57 pt (3x identifier)

Size: 38 pt (2x identifier)

LS: 110% of the font size

Colour: White

4 Claim

Font: DeutscheBank Medium

Size: 90% of the identifier size, with line spacing of 110% of the Deutsche Bank identifier.

17.1 pt

Colour: Bright blue

5 Bleed

Distance: 28 px



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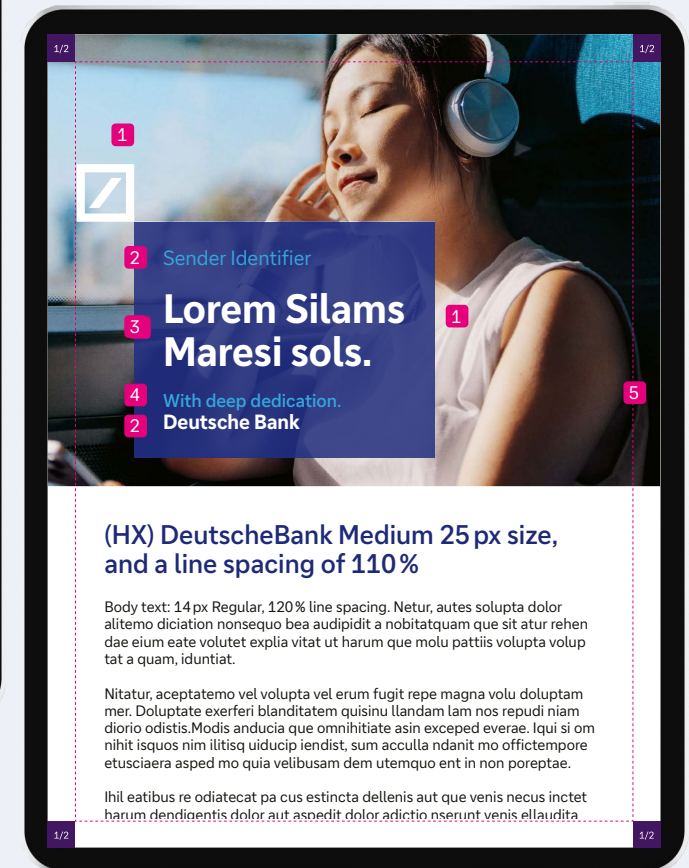
Page 34

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Digital tablet one-pager

Digital tablet brochure



Digital flyer mobile

Format:

Width: 1242 px

Height: The height of the page can also be increased depending on the content.

1 Logo

Size: 164 px

Colour: White

2 Deutsche Bank identifier (standard)/Sender identifier

Font: DeutscheBank Regular/Bold

Size: 55 pt

LS: 100% of the font size

Colour: Bright blue/White

3 Headline

Font: DeutscheBank Bold

Size: 82.5 pt (1.5x identifier)

Size: 110 pt (2x identifier)

LS: 110% of the font size

Colour: White

4 Claim

Font: DeutscheBank Medium

Size: 90% of the identifier size, with line spacing of 110% of the Deutsche Bank identifier.
49.5 pt

Colour: Bright blue

5 Body text

Font: DeutscheBank Regular

Size: 55 pt

LS: 120% of the font size

Colour: White

6 Bleed

Distance: 82 px

7 Stopper

Font: DeutscheBank Bold/Regular

Size: 63/45 pt

Page 35

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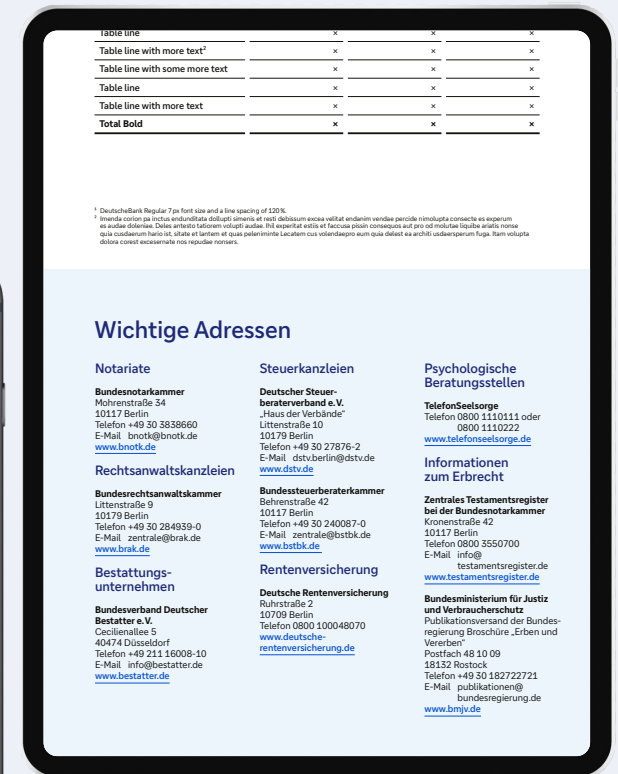
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Back cover – overview

The final pages of digital flyers are designed as follows.



Digital mobile flyer



Digital tablet brochure



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Contact

Imprint

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