



Deutsche Bank

Corporate design guidelines

Stationery

December 2025

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1. Letterheads

Letterheads

Deutsche Bank



Mrs Veronica Sample
Sample Company Ltd
321 Sample Street
Anytown
AB1 2CD
Country

Deutsche Bank AG
First name Surname
Business unit
Street 000
00000 Town
Tel +49 000 000-00000
firstname.surname@db.com

Reference Heading

2025-09-01

Dear Mrs Sample

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

Simultext may be provided in any typeface, at whatever size and format is required. Paragraphs may be long or short? Texts can be produced to complete any area, as the copy is simply repeated using different starting points.

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Yours sincerely,

Legal entity

Sender Name

[Legal footer]



A letterhead without any inscription remains a mere fragment and can hardly be assessed in terms of its impact. The aesthetic appeal of business stationery arises from the interplay between fixed typography and the ever-changing body text.

The number one communication tool is, and will remain, the letterhead – upon it rests the image of a company. A letterhead without any inscription remains a mere fragment and can hardly be assessed in terms of its impact.

The aesthetic appeal of business stationery arises from the interplay between fixed, established typography and the ever-changing body text. The number one communication tool is, and will remain, the letterhead – upon it rests the image of a company. A letterhead without any inscription remains a mere fragment and can hardly be assessed in terms of its impact.

The aesthetic appeal of business stationery arises from the interplay between fixed, established typography and the ever-changing body text.

The number one communication tool is, and will remain, the letterhead – upon it rests the image of a company. A letterhead without any inscription remains a mere fragment and can hardly be assessed in terms of its impact.

Yours sincerely,

Deutsche Bank AG

First name Surname

Format:
DIN A4, 210 m × 297 mm

Templates
Word templates are available at the Brandportal.
Pre-printed sheets can be ordered via dbBuyer.

Letterheads

1 Logo

Size: 15 mm
Colour: Deep Blue (Pantone 662 U)

2 Deutsche Bank identifier

Deutsche Bank
Identifier: DeutscheBank Bold, 12 pt
Sender Identifier: DeutscheBank Regular, 12 pt
LS: 12 pt
Colour: Deep Blue (Pantone 662 U)

3 Footer

Font: DeutscheBank Regular, 6 pt
LS: 7.5 pt
Colour: Black

4 Addressee, date and text

Font: DeutscheBank Regular, 10.5 pt
LS: 13.5 pt
Colour: Black

5 Subject

Font: DeutscheBank Bold, 10.5 pt
LS: 13.5 pt
Colour: Black

6 Sender's details

Font: DeutscheBank Regular, 10.5 pt
LS: 11.6 pt
BS: 4.5 pt
Colour: Black

Format:

DIN A4, 210 mm × 297 mm

LS = Line spacing BS = Blank spacing

2 Deutsche Bank
Wealth Management

1

4 Mrs Veronica Sample
Sample Company Ltd
321 Sample Street
Anytown
AB1 2CD
Country

6 Deutsche Bank AG
First name Surname
Business unit
Street 000
00000 Town
Tel +49 000 000-00000
firstname.surname@db.com

5 Reference Heading

4 2025-09-01

4 Dear Mrs Sample

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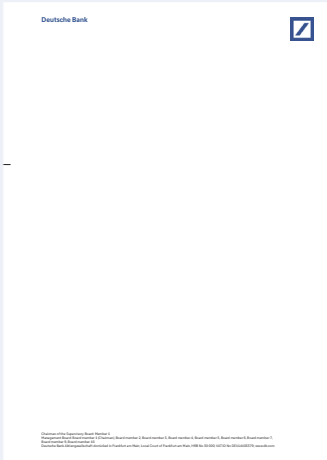
Using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves. Simultext may be provided in any typeface, at whatever size and format is required. Paragraphs may be long or short. Texts can be produced to complete any area, as the copy is simply repeated using different starting points.

Yours sincerely,

Legal entity

Sender Name

3 Chairman of the Supervisory Board: Member 1
Management Board: Board member 1 (Chairman), Board member 2, Board member 3, Board member 4, Board member 5, Board member 6, Board member 7,
Board member 8, Board member 9
Deutsche Bank Aktiengesellschaft domiciled in Frankfurt am Main; Local Court of Frankfurt am Main, HRB No 30 000; VAT ID No DE114103379; www.db.com



Material (recommendation)

Manufacturer: Soporcel
Product name: SoporSet
Premium
Pre-Print
Grammage: 100 gsm
Colour: white

Templates

Word templates are available at the Brandportal.
Pre-printed sheets can be ordered via dbBuyer.

Letterheads

Continuation sheet

1 Logo

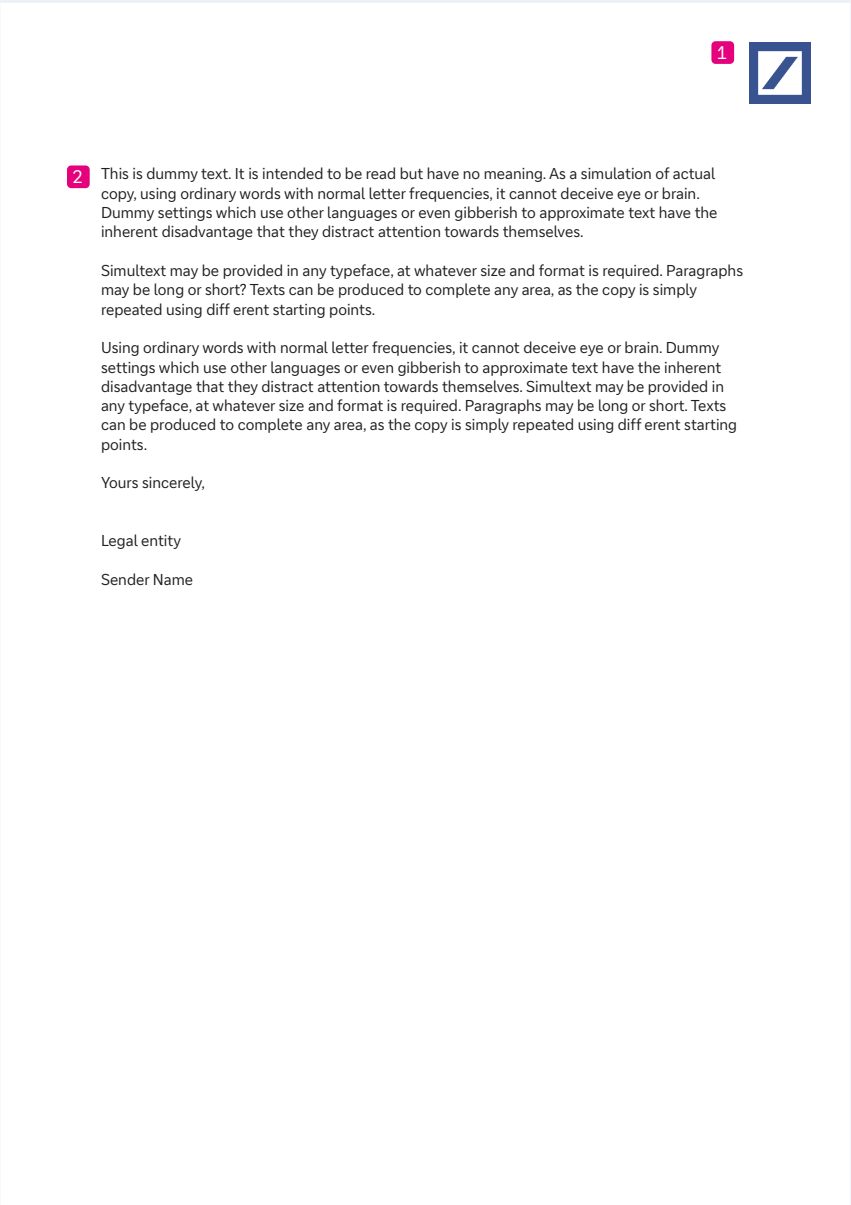
Size: 15 mm
Colour: Deep Blue (Pantone 662 U)

2 Text

Font: DeutscheBank Regular, 10.5 pt
LS: 13.5 pt

Format:
DIN A4, 210 mm × 297 mm

LS = Line spacing



Material (recommendation)

Manufacturer: Soporcel
Product name: SoporSet
Premium
Pre-Print
Grammage: 100 gsm
Colour: white

Templates
Word templates are available at the Brandportal.
Pre-printed sheets can be ordered via dbBuyer.

Letterheads

Letter of condolence incl. envelope

1 Logo

Size: 15 mm
Colour: Black

2 Deutsche Bank identifier

Deutsche Bank
Identifier: DeutscheBank Bold, 12 pt
LS: 12 pt
Colour: Black

3 Footer

Font: DeutscheBank Regular, 6 pt
LS: 7.5 pt
Colour: Black

4 Addressee, date and text

Font: DeutscheBank Regular, 10.5 pt
LS: 13.5 pt
Colour: Black

5 Subject

Font: DeutscheBank Bold, 10.5 pt
LS: 13.5 pt
Colour: Black

6 Sender's details

Font: DeutscheBank Regular, 9 pt
LS: 11.6 pt
BS: 4.5 pt

Format:

DIN A4, 210 mm × 297 mm

LS = Line spacing BS = Blank spacing

2 Deutsche Bank

1

4 Mrs Veronica Sample
Sample Company Ltd
321 Sample Street
Anytown
AB1 2CD
Country

6 Deutsche Bank AG
First name Surname
Business unit
Street 000
00000 Town
Tel +49 000 000-00000
firstname.surname@db.com

5 Reference Heading

4 2025-09-01

4 Dear Mrs Sample

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Yours sincerely,

Legal entity

Sender Name

3 Chairman of the Supervisory Board: Member 1
Management Board: Board member 1 (Chairman), Board member 2, Board member 3, Board member 4, Board member 5, Board member 6, Board member 7,
Board member 8, Board member 9
Deutsche Bank Aktiengesellschaft domiciled in Frankfurt am Main; Local Court of Frankfurt am Main, HRB No 30 000; VAT ID No DE114103379; www.db.com

Material (recommendation)

Manufacturer: Soporcel
Product name: SoporSet
Premium
Pre-Print
Grammage: 100 gsm
Colour: white

Templates

Word templates are available at the Brandportal.
Pre-printed sheets can be ordered via dbBuyer.

2. Business cards

Business cards

The Deutsche Bank business cards are defined in two versions. This allows a differentiation according individual requirements.

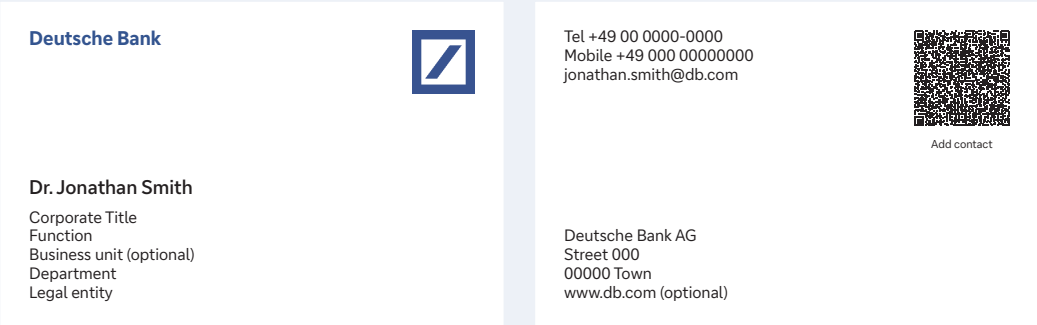
The cards can be produced in two different qualities:

- 1. Premium quality**
(MD's and senior client facing employees)
 - debossed logo + 2c / 1c offset print
 - Gmund 400 gsm
- 2. Standard quality**
 - 2c / 1c offset print
 - Gmund 300 gsm

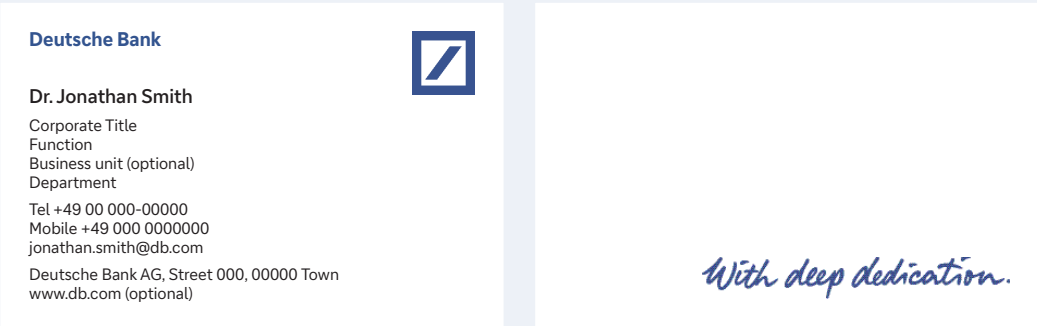
Format:
85 mm × 55 mm

Use of QR-Code with digital business card information is optional.

Please note
All following personal details are placeholders only.

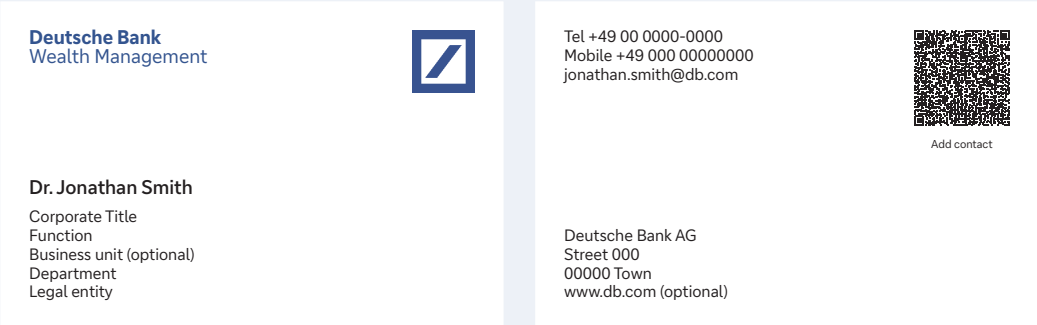


Double sided



Single sided

Optional with claim on the reverse side



Double sided (Sample identifier Wealth Management)

Templates
Indesign templates are available at the Brandportal.
Print-run cards can be ordered via dbBuyer.

Business cards

1 Logo

Size: 10.5 mm
Colour: Deep Blue (Pantone 662 U)

2 Deutsche Bank identifier

Deutsche Bank
Identifier: DeutscheBank Bold, 9 pt
Colour: Deep Blue (Pantone 662 U)

3 Name

Font: DeutscheBank Regular, 9 pt
LS: 10.8 pt
Colour: Black

4 Text

Font: DeutscheBank Regular, 7.5 pt
Colour: Black
LS: 9 pt
BS: 4.5 pt

5 Claim

Height: 7 mm

Format:
85 mm × 55 mm

LS = Line spacing BS = Blank spacing

2 Deutsche Bank



3 Dr. Jonathan Smith

4 Corporate Title
Function
Business unit (optional)
Department
Legal entity

Double sided

2 Deutsche Bank



3 Dr. Jonathan Smith

4 Corporate Title
Function
Business unit (optional)
Department
Tel +49 00 000-00000
Mobile +49 000 00000000
jonathan.smith@db.com
Deutsche Bank AG, Street 000, 00000 Town
www.db.com (optional)

Single sided

Tel +49 00 0000-0000
Mobile +49 000 000000000
jonathan.smith@db.com



Add contact

Deutsche Bank AG
Street 000
00000 Town
www.db.com (optional)

5 *With deep dedication.*

Optional with claim on the reverse side

3. Compliment slips

Compliment slips

1 Logo

Size: 15 mm
Colour: Deep Blue (Pantone 662 U)

2 Deutsche Bank identifier

Deutsche Bank
Identifier: DeutscheBank Bold, 12 pt
Colour: Deep Blue (Pantone 662 U)

3 Text

Font: DeutscheBank Regular, 9 pt
LS: 10.8 pt
BS: 4.5 pt
Colour: Black

Material (recommendation)

Manufacturer: Soporcel
Product name: SoporSet Premium Pre-Print
Grammage: 190 gsm
Colour: white

Format:

DIN long, 210 mm × 100 mm

LS = Line spacing



4. Envelopes

Envelopes

Envelopes DIN long

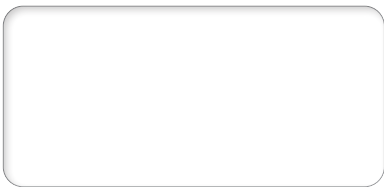
Specifications

1 Logo

Size: 15 mm
Colour: Deep Blue (Pantone 662 U)

Format:
DIN Long, 220 mm × 110 mm

1



Envelopes

Envelopes C5

Specifications

1 Logo

Size: 15 mm
Colour: Deep Blue (Pantone 662 U)

Format:
DIN C5, 229 mm × 162 mm

1



Envelopes

Envelopes C4

Specifications

1 Logo

Size: 15 mm
Colour: Deep Blue (Pantone 662 U)

Format:
DIN C4, 229 mm × 324 mm



6. UK consideration

UK consideration

Deutsche Bank London

1 Logo

Size: 15 mm
Colour: Deep Blue (Pantone 662 U)

2 Deutsche Bank identifier

Deutsche Bank
Identifier: DeutscheBank Bold, 12 pt
Colour: Deep Blue (Pantone 662 U)

3 Footer

Font: DeutscheBank Regular, 6 pt
LS: 7.5 pt
Colour: Black

Format:
DIN A4, 210 mm × 297 mm

LS = Line spacing

2 Deutsche Bank

1

Mrs Veronica Sample
Sample Company Ltd
321 Sample Street
Anytown
AB1 2CD
Country

Deutsche Bank AG
First name Surname
Business unit
Street 000
00000 Town
Tel +00 000 000-00000
firstname.surname@db.com

Reference Heading

2025-09-01

Dear Mrs Sample

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Yours sincerely,

Legal entity

Sender Name

3

Chairman of the Supervisory Board: Contact 1
Management Board: Board member 2 (Chairman), Board member 3, Board member 4, Board member 5, Board member 6, Board member 7, Board member 8, Board member 9,
Board member 10

Deutsche Bank AG is authorised and regulated by the European Central Bank and the German Federal Financial Supervisory Authority (BaFin). Deutsche Bank AG is authorised by the Prudential Regulation Authority. It is subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority. Details about the extent of Deutsche Bank AG's authorisation and regulation by the Prudential Regulation Authority are available from Deutsche Bank AG on request.

Deutsche Bank AG is a joint stock corporation incorporated with limited liability in the Federal Republic of Germany, with its head office in Frankfurt am Main where it is registered in the Commercial Register of the District Court under number HRB 30 000. Deutsche Bank AG is authorised under German banking law. The London branch of Deutsche Bank is registered in the register of companies for England and Wales (registration number BR000005) with its UK establishment address at 21 Moorfields, London EC2Y 9DB. Deutsche Bank AG, London branch is a member firm of the London Stock Exchange.

7. US format

US format

Letterhead

Deutsche Bank	
Mrs Veronica Sample Sample Company Ltd 321 Sample Street Anytown AB1 2CD Country	Deutsche Bank AG First name Surname Business unit Street 000 00000 Town Tel +000 000 000-00000 firstname.surname@db.com
Reference Heading	2025-09-01
Dear Mrs Sample This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves. Simultext may be provided in any typeface, at whatever size and format is required. Paragraphs may be long or short? Texts can be produced to complete any area, as the copy is simply repeated using different starting points. Using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves. Simultext may be provided in any typeface, at whatever size and format is required. Paragraphs may be long or short. Texts can be produced to complete any area, as the copy is simply repeated using different starting points. Yours sincerely, Legal entity Sender Name	
[Legal footer]	

Business card

Deutsche Bank	
Dr. Jonathan Smith Corporate Title Function Business unit (optional) Department Legal entity	
Tel +000 00 0000-0000 Mobile +000 000 000000000 jonathan.smith@db.com	
Deutsche Bank AG Street 000 00000 Town www.db.com (optional)	

US format

Letterhead

1 Logo

Size: 15 mm
Colour: Deep Blue (Pantone 662 U)

2 Deutsche Bank identifier

Deutsche Bank
Identifier: DeutscheBank Bold, 12 pt
Colour: Deep Blue (Pantone 662 U)

3 Footer

Font: DeutscheBank Regular, 6 pt
LS: 7.5 pt
Colour: Black

4 Addressee, date and text

Font: DeutscheBank Regular, 10.5 pt
LS: 13.5 pt
Colour: Black

5 Subject

Font: DeutscheBank Bold, 10.5 pt
LS: 13.5 pt
Colour: Black

6 Sender's details

Font: DeutscheBank Regular, 9 pt
LS: 11.6 pt
BS: 4.5 pt

Format:

US letter 8.5" × 11" (215.9 mm × 279.4 mm)

LS = Line spacing BS = Blank spacing



US format

Business card

1 Logo

Size: 10.5 mm
Colour: Deep Blue (Pantone 662 U)

2 Deutsche Bank identifier

Deutsche Bank
Identifier: DeutscheBank Bold, 9 pt
Colour: Deep Blue (Pantone 662 U)

3 Name

Font: DeutscheBank Regular, 9 pt
LS: 10.8 pt
Colour: Black

4 Text

Font: DeutscheBank Regular, 7.5 pt
LS: 9 pt
Colour: Black

Format:

1/2" × 2" (89 mm × 50 mm)

LS = Line spacing

2 Deutsche Bank



3 Dr. Jonathan Smith

4 Corporate Title
Function
Business unit (optional)
Department
Legal entity

Tel +000 00 0000-0000
Mobile +000 000 000000000
jonathan.smith@db.com

Deutsche Bank AG
Street 000
00000 Town
www.db.com (optional)

8. Non-Latin scripts

The design principles illustrated on Arabic and Chinese letterheads on the following pages serve as examples of how to apply the guidelines to languages that do not use the Latin script, and should be adapted to regional standards and regulations accordingly.

Semitic consonantal scripts

Letterhead

Deutsche Bank
دويتشه بنك



Mrs Veronica Sample
Sample Company Ltd
321 Sample Street
Anytown
AB1 2CD
Country

Deutsche Bank AG
First name Surname
Business unit
Street 000
00000 Town
Tel +000 000 000-00000
firstname.surname@db.com

Reference Heading

2025-08-01

Dear Mrs Sample

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

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Yours sincerely,

Legal entity

Sender Name

Chairman of the Supervisory Board: Contact 1
Management Board: Board member 2 (Chairman), Board member 3, Board member 4, Board member 5, Board member 6, Board member 7, Board member 8,
Board member 9, Board member 10
Deutsche Bank Aktiengesellschaft domiciled in Frankfurt am Main; Local Court of Frankfurt am Main; HRB No 30 000; VAT ID No DE144503379; www.db.com

Format:
DIN A4, 210 mm × 297 mm

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Deutsche Bank · December 2025

Business card

Deutsche Bank
دويتشه بنك



Dr. Jonathan Smith
Corporate Title
Function
Business unit (optional)
Department
Tel +000 00 000-00000
Mobile +000 000 00000000
jonathan.smith@db.com
Deutsche Bank AG, Street 000, 00000 Town
www.db.com (optional)



د. جوناثان سميث
اللقب الوظيفي
الوظيفة
وحدة الأعمال اختياري
الاسم
هاتف +00000-000 00 000+
جوال 00000000 000 000+
jonathan.smith@db.com
دويتشه بنك ش.م.ع، شارع 000، 00000 المدينة
(اختياري) www.db.com

Format:
85 m × 55 mm

Use of non-Latin alphabets on business cards

In countries where non-Latin alphabets are used, it is recommended to produce double-sided business cards – with English on one side and the regional language on the reverse.

For languages written from right to left, such as those using Semitic consonantal scripts (e.g. Arabic or Hebrew), the layout must be mirrored accordingly: the Deutsche Bank logo is placed on the left-hand side rather than the right, to align with the natural reading direction of these scripts.

Chinese

Letterhead

Deutsche Bank
德意志银行



Mrs Veronica Sample
Sample Company Ltd
321 Sample Street
Anytown
AB1 2CD
Country

Deutsche Bank AG
First name Surname
Business unit
Street 000
00000 Town
Tel +000 000 000-00000
firstname.surname@db.com

Reference Heading

Dear Mrs Sample

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Yours sincerely,

Legal entity

Sender Name

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Management Board: Board member 2 (Chairman), Board member 3, Board member 4, Board member 5, Board member 6, Board member 7, Board member 8,
Board member 9, Board member 10
Deutsche Bank Aktiengesellschaft domiciled in Frankfurt am Main; Local Court of Frankfurt am Main, HRB No 30 000; VAT ID No DE14103379; www.db.com

Format:
DIN A4, 210 mm × 297 mm

Business card

Deutsche Bank
德意志银行



Jonathan Smith
Managing Director
Head of Strategic Planning
Global Banking
Deutsche Bank AG

Tel +49 00 0000-0000
Mobile +49 000 000000000
jonathan.smith@db.com


Add contact

Deutsche Bank AG
Street 000
00000 Town
www.db.com (optional)

Deutsche Bank AG
Dr. Jonathan Smith
Corporate Title
Function
Business unit (optional)
Department
Street 000
00000 Town
Tel +49 00 000-00000
Mobile +49 000 000000000
jonathan.smith@db.com
www.db.com (optional)

Format:
85 mm × 55 mm

Compliment slip

Deutsche Bank
德意志银行



Deutsche Bank AG
Dr. Jonathan Smith
Corporate Title
Function
Business unit (optional)
Department
Street 000
00000 Town
Tel +49 00 000-00000
Mobile +49 000 000000000
jonathan.smith@db.com
www.db.com (optional)

Format:
210 mm × 100 mm

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 Management

Tel.: +212 250 2544
Email: kan.lee@db.com

Contact APAC

Rehana Macdonald
Global Brand Management

Tel.: +65 6423 8412
Mobile: +65 9155 9195
Email: rehana.macdonald@db.com

Contact Germany

Angela Eckert
Global Brand Management

Tel.: +49 228 920-12201
Mobile: +49 171 9749954
Email: angela.eckert@db.com

Amal Breuer
Global Brand Management

Tel.: +49 228 920-12117
Mobile: +49 170 5793314
Email: amal.breuer@db.com

Contact United Kingdom

Alexandra Cross
Global Brand Management

Tel.: +44 20 754-56889
Email: alexandra.cross@db.com

Xanthe Lindsay
Global Brand Management

Tel.: +44 20 754-54753
Mobile: +44 7919 090511
Email: xanthe.lindsay@db.com

Contact Corporate Design Agency

Peter Schmidt Group

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