



Deutsche Bank

Updated!

Now with claim information

Corporate design guidelines

Advertising – print and online

June 2025

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Deep impact — from awareness to activation

Across all divisions, our campaigns embody our brand attitude and express our purpose: “Dedicated to our clients’ lasting success and financial security at home and abroad.”

As it is vital to communicate our messages and products in easy-to-understand and eye-catching ways, we have created a unique look and feel with our expanding box layout system, which creates a strong association with the Deutsche Bank brand.

Our layout system offers a high degree of similarity across all touchpoints, as well as the flexibility to adapt to different media requirements. Use this document for guidance on creating print and online advertising, and refer to the “Basic elements” document for explanations regarding visual language, colours, Deep Blue transparency, and more.

1. Components

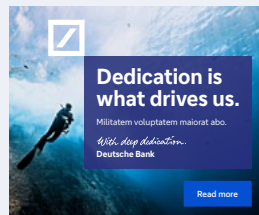
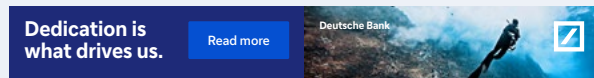
Multiple tonalities – overview

01 Awareness

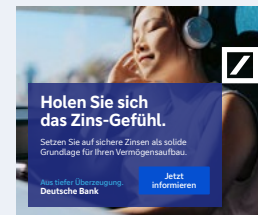
02 Consideration

03 Activation

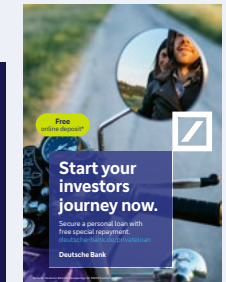
Brand communication



Product and service



Sales



At the brand level, bold motifs radiate with determination and dedication.

- Big logo and part of the emotional imagery in full bleed
- Low contrast in typography use (consistent font sizes and styles)
- Use of the expanding box with Deep Blue transparencies or in Deep Blue on dark blue

Consideration assets focus on our clients and the opportunities we make possible for them.

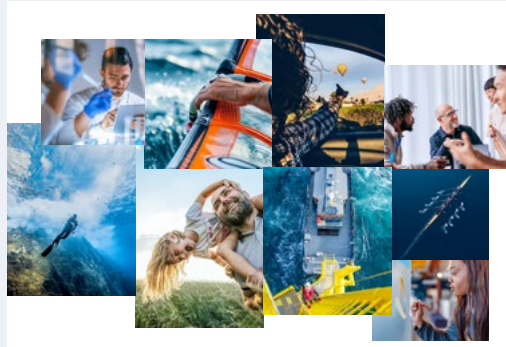
- Medium to large logo
- Very emotional imagery with people at the centre, full-bleed motifs
- Use of typography in defined font sizes
- Use of the expanding box with Deep Blue transparencies
- Use of activating stoppers is possible with a relevant offer or trigger

Activation assets take a back seat visually to emphasise our offers.

- Small logo acts more as a sender
- Prominent and high-contrast typography (different font sizes and styles, big numbers as labelling)
- Use of the expanding box in two variants: Deep Blue on dark blue and colour gradients in both variants
- Use of activating stoppers is possible with a relevant offer or trigger

Individual components

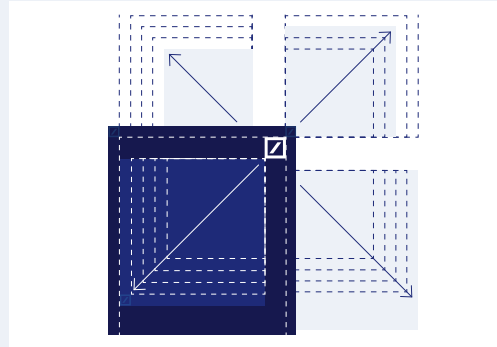
01 Imagery



Our imagery is captured with a real-world look and feel. Nothing is posed or artificial – just real people living real moments.

See details in “Basic elements”, chapter 6

02 Expanding box



The core element is the expanding box. It creates the link between brand and message, between logo and communication. It is flexible in size and placement.

See details in “Basic elements”, chapter 7

03 Transparency



Our transparent Deep Blue expanding box removes storytelling barriers for the viewer while connecting our messaging to our brand.

See details in “Basic elements”, chapter 12

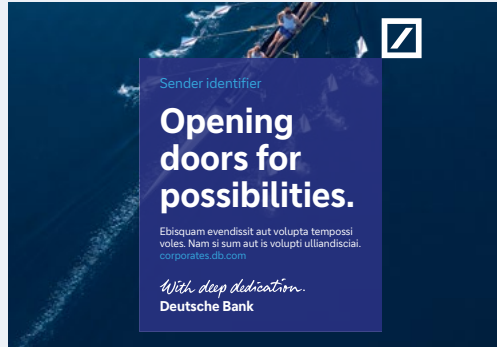
04 Backgrounds



The logo matrix can be used as a background for text ads, as it reinforces our branding in a subtle yet impactful way.

See details in “Basic elements”, chapter 5

05 Message hierarchy



The sequence of the components in the expanding box is always the same, starting with the optional sender identifier, followed by the headline, body text, URL, claim (handwritten or typographic) and Deutsche Bank identifier.

See details in “Basic elements”, chapter 7 and 8

06 Stopper



The stopper should be used with intention to communicate specific details, such as special conditions, a bonus offer or limited-time information.

See details in “Basic elements”, chapter 11

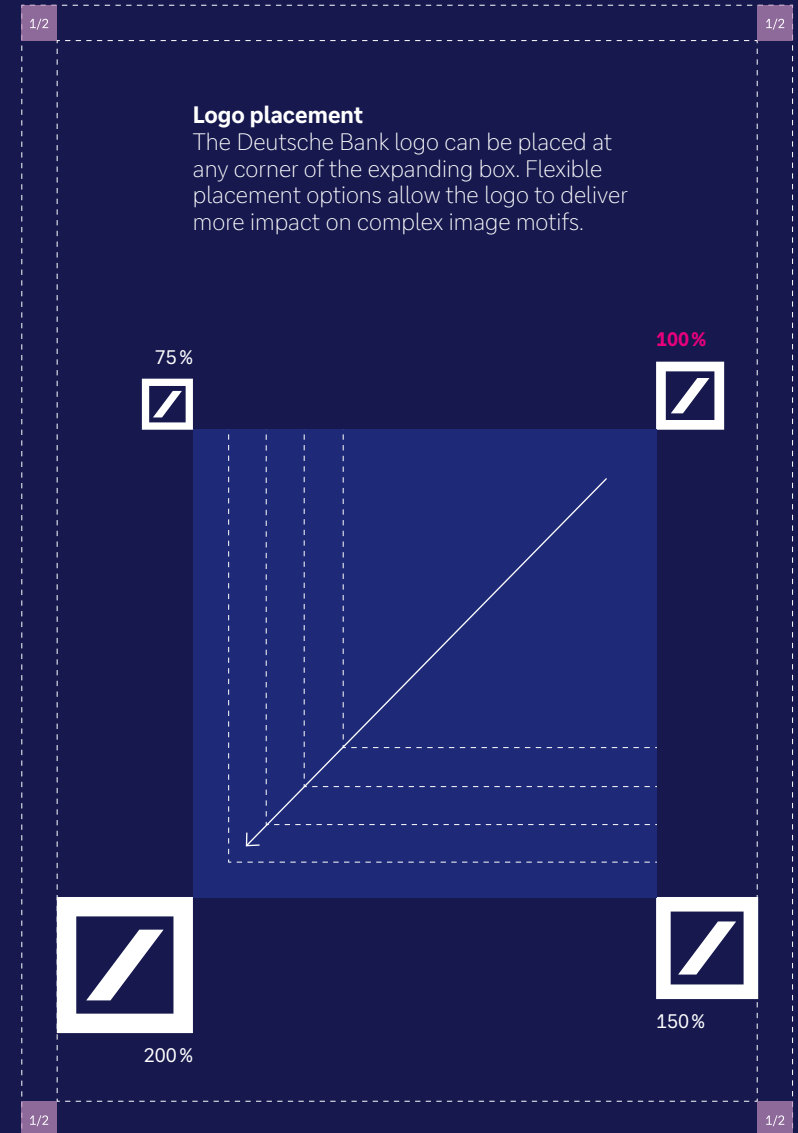
2. Print applications

Logo – variants and application

Logo sizes

Within each format, the Deutsche Bank logo can be used in four sizes. Our standard logo size S at 100% defines the format's margins and regulates the spacing of the typography within the expanding box, which is 1/2 of the logo size S in each case.

XS		75%
S		Standard logo size S 100%
M		150%
L		200%



Layout system – measurement example DIN A4 (with handwritten claim)

1 Logo

Size: 20 mm
Colour: White

2 Sender identifier

Font: DeutscheBank Regular
Size: 19 pt
LS: 100 %
Colour: Bright blue

3 Headline

Font: DeutscheBank Bold
SG: 38 pt (2x identifier)
LS: 110 %
Colour: White



Short headlines are easier to understand and are more likely to be read. The length of the headline is ideally one to two lines, and only in exceptional cases three lines.

4 Copy text with URL

Font: DeutscheBank Regular
Size: 14 pt (3/4x identifier)
LS: 120 %
Colour: White/Bright blue



The body text delivers the main message of the ad and refers to the headline. It stays on message in an easy-to-understand and memorable way. Ideally, the body text should be two to three lines long. The maximum length of the copy must not exceed four lines.

Deutsche Bank identifier

Placed in DeutscheBank typeface at the end of the expanding box below the copy.

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

5 Deutsche Bank identifier (standard)

A standard layout for countries where the Deutsche Bank logo is well-known.

1/4x logo size S
DIN A4: 19 pt

6 Handwritten claim

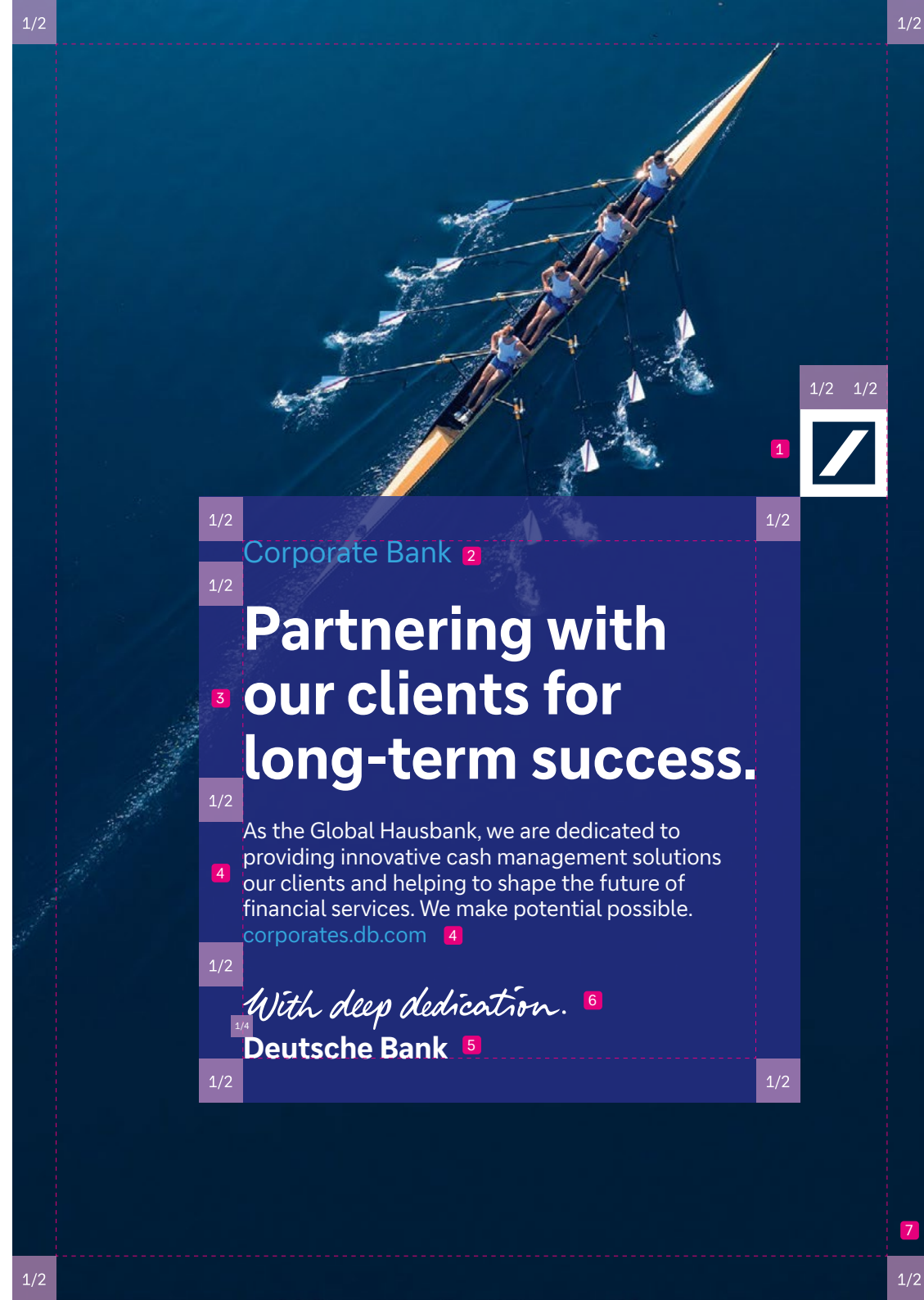
Colour: White

7 Margins

Distance: 10 mm



For information on selecting the correct claim to use, or understanding if a claim should be used at all, see details in "Basic elements", chapter 8.



Layout system – measurement example DIN A4 (with typographic claim)

1 Logo

Size: 20 mm
Colour: White

2 Sender identifier

Font: DeutscheBank Regular
Size: 19 pt
LS: 100 %
Colour: Bright blue

3 Headline

Font: DeutscheBank Bold
SG: 38 pt (2x identifier)
LS: 110 %
Colour: White



Short headlines are easier to understand and are more likely to be read. The length of the headline is ideally one to two lines, and only in exceptional cases three lines.

4 Copy text with URL

Font: DeutscheBank Regular
Size: 14 pt (3/4x identifier)
LS: 120 %
Colour: White/Bright blue



The body text delivers the main message of the ad and refers to the headline. It stays on message in an easy-to-understand and memorable way. Ideally, the body text should be two to three lines long. The maximum length of the copy must not exceed four lines.

Deutsche Bank identifier

Placed in DeutscheBank typeface at the end of the expanding box below the copy.

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

5 Deutsche Bank identifier (standard)

A standard layout for countries where the Deutsche Bank logo is well-known.

1/4x logo size S
DIN A4: 19 pt

6 Typographic claim

Font: DeutscheBank Medium
Size: 17.1 pt
(90 % of the identifier size)
LS: 110 % of the Deutsche Bank identifier
Colour: Bright blue

7 Margins

Distance: 10 mm



For information on selecting the correct claim to use, or understanding if a claim should be used at all, see details in "Basic elements", chapter 8.



Measurement table – print applications

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, M and L, this distance is still measured using logo size S.

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

Minimum and maximum sizes

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

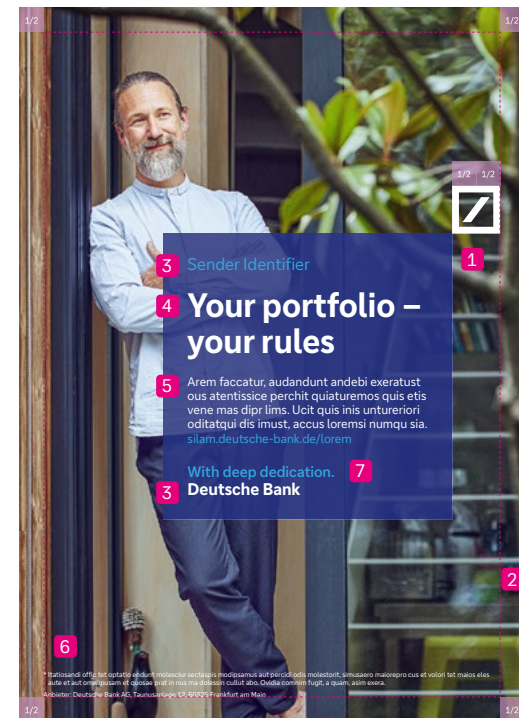
When placed on top of images, the expanding box must not be larger than 1/3 of the format.

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

Line spacing

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

Format	Dimensions in mm	Logo size XS: 75% in mm	Logo size S: 100% in mm	Logo size M: 150% in mm	Logo size L: 200% in mm	Bleed in mm	Identifier in pt	Headline 1.5/2/2.5/3/4x identifier in pt	Body text and URL 0.75/1x identifier in pt	Legal text, provider 0.4x identifier in pt	Typographic claim 0.9x identifier in pt
A6	105 × 148	10.5	14	21	-	7	13	19.5/26/32.5/39/52	10/13	6	11.7
DIN long	100 × 210	10.5	14	21	-	7	13	19.5/26/32.5/39/52	10/13	6	11.7
Ad	200 × 95	10.5	14	21	28	7	13	19.5/26/32.5/39/52	10/13	6	11.7
DIN A5	148 × 210	10.5	14	21	28	7	13	19.5/26/32.5/39/52	10/13	6	11.7
DIN A4	210 × 297	15	20	30	40	10	19	28.5/38/47.5/57/76	14/19	8	17.1
DIN A3	297 × 420	19.5	26	39	52	13	25	37.5/50/62.5/75/100	19/25	10	22.5
DIN A2	594 × 420	30	40	60	80	20	38	57/76/95/114/152	28.5/38	15	34.2
Poster small	575 × 875	45	60	90	120	30	57.5	86.5/115/144/172.5/230	43/57.5	23	51.75
DIN A1	594 × 841	45	60	90	120	30	57.5	86.5/115/144/172.5/230	43/57.5	23	51.75
Sales poster	700 × 1.000	52.5	70	105	140	35	67	100.5/134/167.5/201/268	50.5/67	27	60.3
Branch poster	705 × 1.075	52.5	70	105	140	35	67	100.5/134/167.5/201/268	50.5/67	27	60.3
Branch poster	705 × 1.085	52.5	70	105	140	35	67	100.5/134/167.5/201/268	50.5/67	27	60.3
Poster large	725 × 1.095	52.5	70	105	140	35	67	100.5/134/167.5/201/268	50.5/67	27	60.3
DIN A0	841 × 1189	67.5	90	135	180	45	86	129/172/215/258/344	64.5/86	34.5	77.4
Mega light 18/1	3560 × 2520	195	260	390	520	130	248	372/496/620/744/992	186/248	99	223.2



Maximum design elements

Our maximum design elements refer to additional elements such as stoppers and award signets. Less is more, so always consider whether these additional elements really convey important information. If not, it is better to leave them out.

Integrate the following elements with intention.

1 Stopper

A design element used for highlighting important information, the stopper is made to be eye-catching and easy to read. The stopper has two shapes: dot and dot extended.

See details in “Basic elements”, chapter 11

2 Award signets

Award signets work in a similar way as stoppers and convey important information for the client. They can be placed freely inside or outside the expanding box, or overlap the box and background.

3 Legal text

Legal text and information about the provider are left-aligned at the bottom of the type area. The type width depends on whether there is a QR code in the right margin and can be handled individually.

4 QR code

To keep the body text as short as possible, further information can be accessed via a QR code. The QR code is always white and is located in the bottom right-hand corner within the type area.



1 **Stopper text**
further text*

Sender Identifier

Your portfolio – your rules

Arem faccatur, audandunt andebi exeratust
ous atentissice perchit quaturemos quis etis
vene mas dipr lims. Ucit quis inis untureriori
oditatqui dis imust, accus loremsi numqu sia.
silam.deutsche-bank.de/lorem

2 **With deep dedication.**
Deutsche Bank

3 **FINANCE**
Beste Bank
BERATUNG BEI
NACHHALTIGEN
FINANZIERUNGEN/
ESG
Banken-Survey
2024
www.finance-magazin.de
1. PLATZ
DEUTSCHE BANK

4 Hier scannen
und mehr
erfahren.

* Itatiosandi offic tet optatio endunt molesciur sectaspis modipsamus aut percidi odis molestorit, simusaero maiorepro cus et
volori tet maigos eles aute et aut omnimusam et quosae prat in nus ma dolessin cullut abo. Ovidia connim fugit, a quam,
asim exera.

Anbieter: Deutsche Bank AG, Taunusanlage 12, 60325 Frankfurt am Main

Deutsche Bank identifier and Deutsche Bank Group identifier

Deutsche Bank identifier

Placed in DeutscheBank typeface at the bottom of the expanding box below the copy.

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

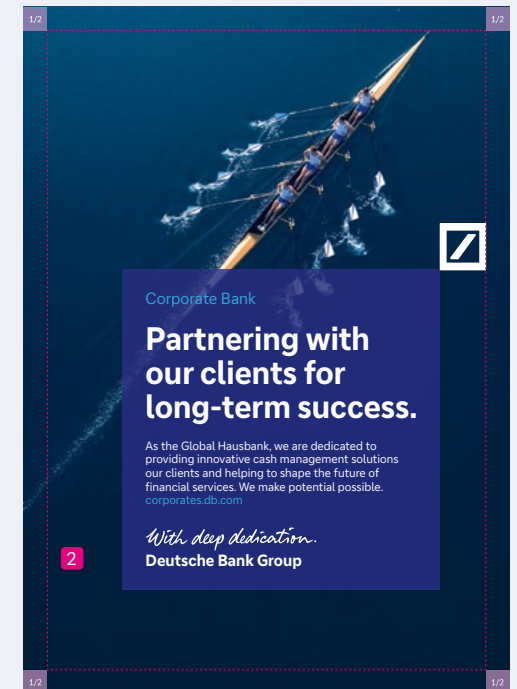
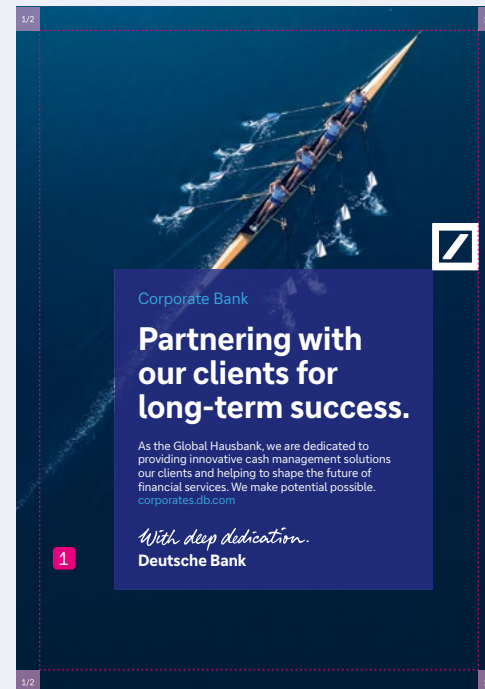
1 Deutsche Bank

1/4x of logo size S
DIN A4: 19 pt



2 Deutsche Bank Group

1/4x of logo size S
DIN A4: 19 pt

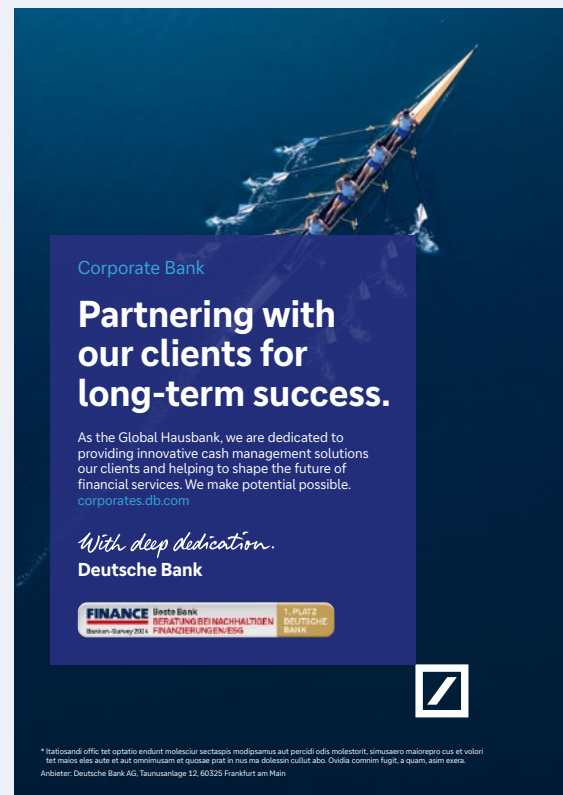


Award signets – placement and variants of use

Award signets can be placed either inside or outside the expanding box, depending on whether or not it is possible to place them on the image. If the signet is placed inside the expanding box, the area below the box can be expanded accordingly with the award signet placed below the Deutsche Bank identifier.

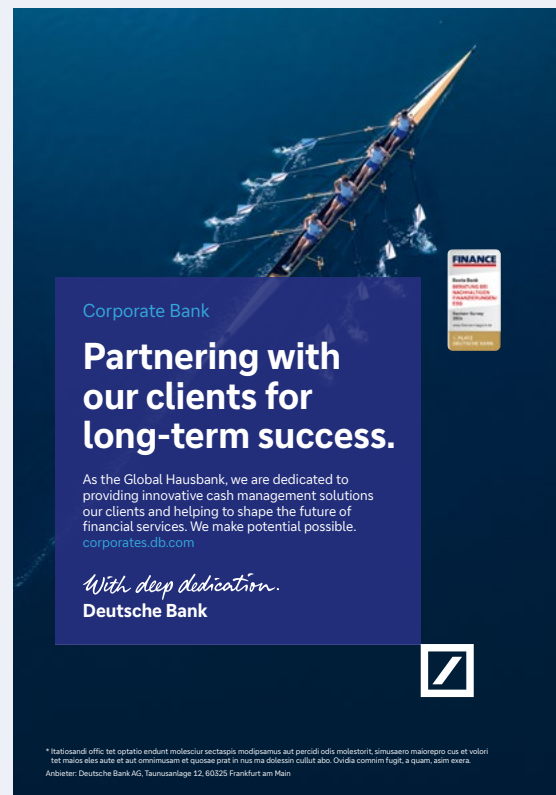
Award signet in the expanding box

To create a compact and easy-to-read design on more complex motifs, it is possible to include an award signet in the expanding box below the Deutsche Bank identifier.



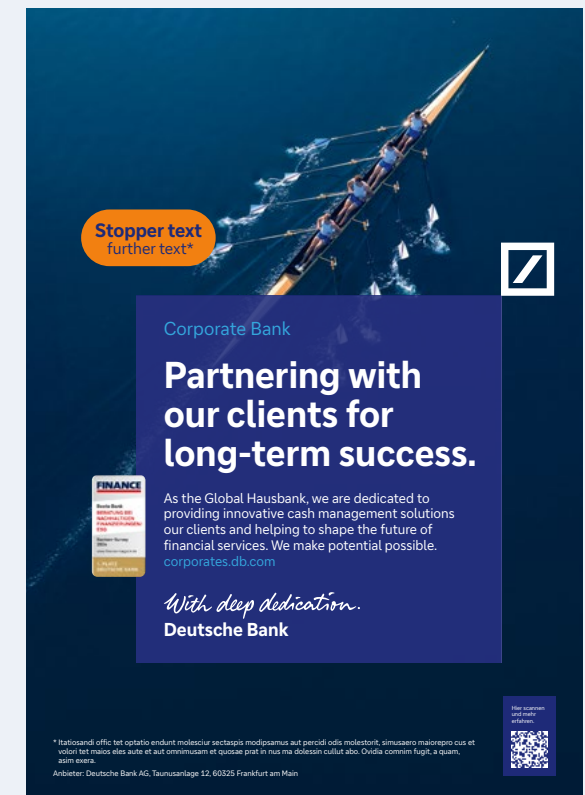
Placement with less additional elements

When the award signet is the only additional element used, it can be placed to the right of the box to give it more space to breathe and allow it to interact with the other elements. This is best used on less complex motifs.



Placement with maximum amount of elements

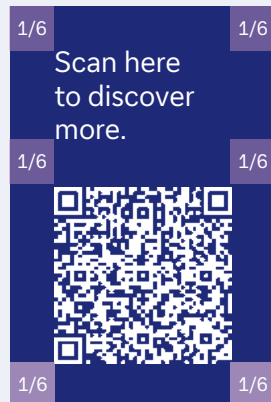
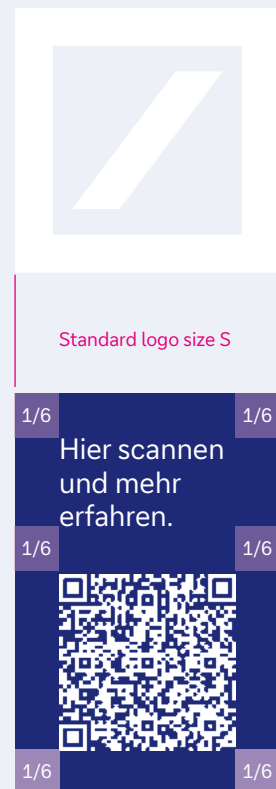
On layouts with a maximum amount of elements, the award signet can overlap with the expanding box and directly connect and interact with the respective text.



QR code – placement and variants of use

The QR code and its call-to-action text are always set in white on Deep Blue. Size, proportions and spacing are derived from the logo size S no matter the format.

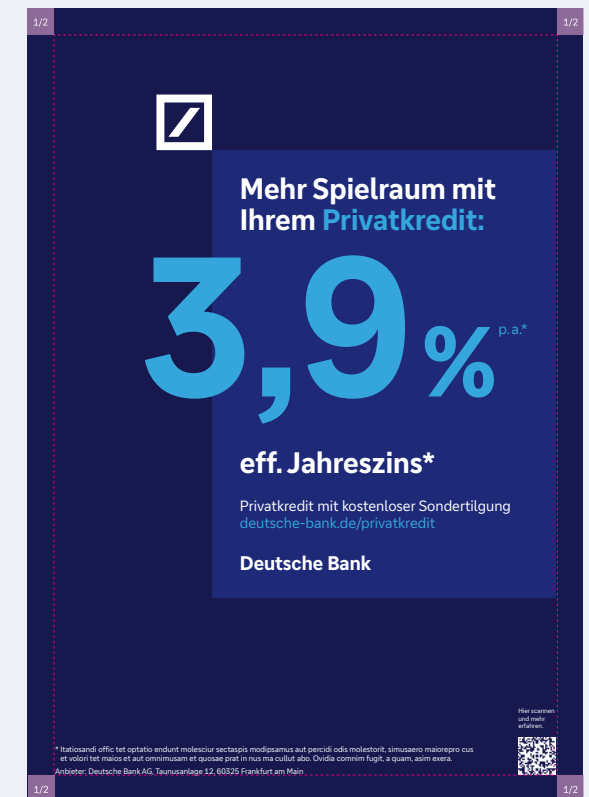
- The width of the QR code surrounding area in Deep Blue corresponds to the width of logo size S.
- The distance to the edges and between the individual elements measures 1/6 of logo size S.
- The accompanying text is in DeutscheBank Regular font.



On image motifs, the QR code is positioned within the type area in the bottom right-hand corner. The QR code and its call-to-action text are set in white, then placed on top of a surrounding area set in Deep Blue.



On backgrounds featuring Deep Blue, gradients or dark blue, the QR code and its call-to-action text are displayed directly on the background colour in the bottom right-hand corner of the type area.



URL – placement and variants of use

The URL can be integrated into Deutsche Bank's applications in two ways:

- 1 It can be added to the body text in bright blue within the expanding box if its length does not exceed one line.
- 2 Alternatively, if it is too long for one line in the expanding box, it can be placed in the top left-hand corner, aligned with the respective format margins. In this usage, it appears in bright blue or white, with the white variant taking priority.



Campaign with branch address

When necessary, print ads can feature an individual branch as the sender. In these cases, the units of measurement and typography use are the same as campaign media without a branch as the sender.

Insert a call-to-action header and the branch details directly after the body text.

The typography has the same size and line spacing as the body text.

Example: DIN A4

- 5
- Activation with branch address
- Font: DeutscheBank Regular
- Size: 14 pt (3/4x standard identifier)
- LS: 120 %
- Colour: Bright blue/White



Campaign with branch address – small formats (portrait)

The overall layout of the two small ad formats is very similar to the DIN long format. Therefore, the small ad layouts use the same design parameters.

Examples: 135 × 185 mm

1 Logo (standard size S)

Size: 14 mm
Colour: White

2 Margins

Distance: 7 mm

3 Headline

Font: DeutscheBank Bold
Size: 19.5 pt (1.5x identifier)
LS: 110%
Colour: White

4 Body text with activation and branch address

Font: DeutscheBank Regular
Size: 10 pt (3/4x identifier)
LS: 120%
Colour: White/Bright blue



There is no template available for these small formats. However, it is possible to use the DIN long format as a template basis, due to their corresponding design parameters.

5 Deutsche Bank identifier (standard)

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

1/4x logo size S

DIN long: 13 pt

6 Typographic claim

Font: DeutscheBank Medium
Size: 11.7 pt
(90% of the identifier size)
LS: 110% of the Deutsche Bank identifier
Colour: Bright blue

7 URL

Font: DeutscheBank Regular
Size: 10 pt (3/4x identifier)
LS: 120%
Colour: White/Bright blue/Deep Blue



For information on selecting the correct claim to use, or understanding if a claim should be used at all, see details in “Basic elements”, chapter 8.



Campaign with branch address – small formats (landscape)

The overall layout of the two small ad formats is very similar to the DIN long format. Therefore, the small ad layouts use the same design parameters.

Examples: 200 × 95 mm

1 Logo (size XS)

Size: 10.5 mm
Colour: White

2 Margins

Distance: 7 mm

3 Headline

Font: DeutscheBank Bold
Size: 19.5 pt (1.5x identifier)
LS: 110%
Colour: White

4 Body text with activation and branch adress

Font: DeutscheBank Regular
Size: 10 pt (3/4x identifier)
LS: 120%
Colour: White/Bright blue



There is no template available for these small formats. However, it is possible to use the DIN long format as a template basis, due to their corresponding design parameters.

5 Deutsche Bank identifier (standard)

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

1/4x logo size S

DIN long: 13 pt

6 Typographic claim

Font: DeutscheBank Medium
Size: 11.7 pt
(90% of the identifier size)
LS: 110% of the Deutsche Bank identifier
Colour: Bright blue

7 URL

Font: DeutscheBank Regular
Size: 10 pt (3/4x identifier)
LS: 120%
Colour: White/Bright blue/Deep Blue



For information on selecting the correct claim to use, or understanding if a claim should be used at all, see details in “Basic elements”, chapter 8.



Campaign with branch address – small format design

In exceptional cases, there are two ways to create more space for the branch address and the provider identification on small formats.

01 Expanding box with smaller margins

- 1 Half the logo size XS is used (instead of half the logo size S) as the basis for all spacing in the layout. This allows the expanding box to stay compact.
- 2 The half logo size XS also makes the format margins smaller. The provider identification text and URL move closer to the edge, where they do not disturb the motif and remain highly readable.

02 Expanding box changes into Deep Blue area

- 3 No expanding box is used and the display is divided into two distinct areas: image area and Deep Blue area with text.
- 4 In this case, it is also possible to include the provider identification on the Deep Blue area to ensure readability on more complex motifs.

01



02



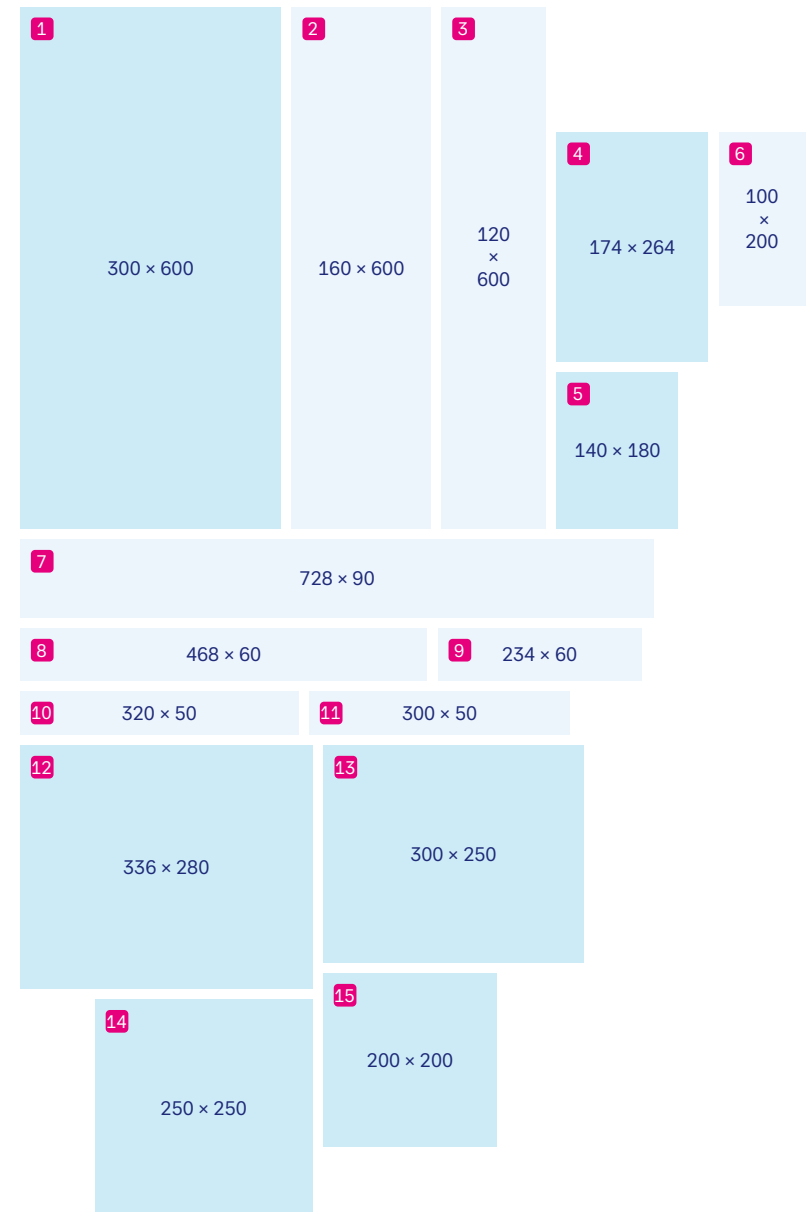
3. Online applications

Selection of formats – overview

The most frequently used formats for online banner ads are:

- 1 Half-page 300 × 600px
- 2 Wide skyscraper 160 × 600px
- 3 Skyscraper 120 × 600px
- 4 Portrait 1 174 × 264px
- 5 Portrait 2 140 × 180px
- 6 Portrait 3 100 × 200px
- 7 Leaderboard 728 × 90px
- 8 Full-size 468 × 60px
- 9 Half 234 × 60px
- 10 Mobile leaderboard 320 × 50px
- 11 Mobile 300 × 50px
- 12 Large rectangle 336 × 280px
- 13 Inline rectangle 300 × 250px
- 14 Square/Pop-up 250 × 250px
- 15 Small square 200 × 200px

The above selection of common banner formats is the design basis for further format adaptations.



■ Normal formats ■ Extreme portrait and landscape formats

Static banners – overview with imagery

Impact with imagery

When integrating images, the expanding box offers a wide range of design options across all touchpoints. Although banner ads often entail small dimensions, be sure to always follow the principles of the Deutsche Bank layout system.

This includes, for example:

- **Design flexibility for specific executions**
- **Communicative and emotional display of content, focusing on an image motif**

When designing online ads with images, there are two styles to choose from:

01 Implementing the expanding box

Use the expanding box when the format is large enough to properly accommodate it. These formats can feature the logo sizes XS, S and M (see page 24).

Examples:

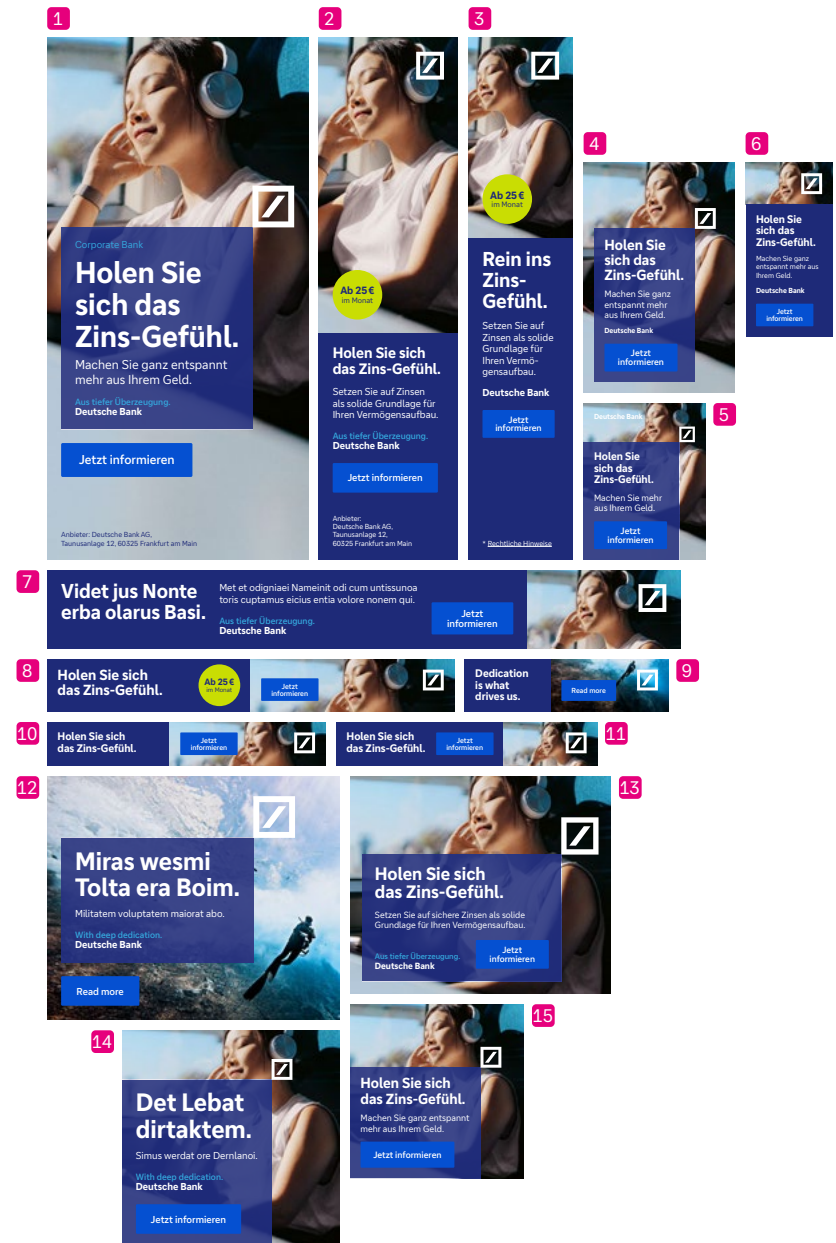
1 4 5 12 13 14 15

02 Implementing the Deep Blue area

Use the Deep Blue area when the format is too small or narrow, such as extreme landscape or vertical sizes. In these instances, the Deep Blue area touches three sides of the banner and ensures stronger communication design. Formats that use the Deep Blue area always feature logo size S (see page 24).

Examples:

2 3 6 7 8 9 10 11



Static banners – overview with typography

Text-driven messaging

Big and bold, text-driven messaging is a great way to communicate special offers and promotions. Always following the principles of the Deutsche Bank layout system, the expanding box offers a wide range of design options for typography across all touchpoints.

This includes, for example:

- **Communicative and emotional display of content, focusing on messaging without an image**
- **Highlighting numbers, figures, or offers**

Similar to online ads with images, online ads that rely on typography can be designed with the expanding box, the Deep Blue area, or even the logo matrix.

To extend the creative scope, the logo matrix can also be used as a background.

01 Implementing the expanding box

When the format is large enough, use the expanding box to achieve a more visually eye-catching design. These formats can feature logo sizes XS, S and M.

1 12 13

02 Implementing the Deep Blue area

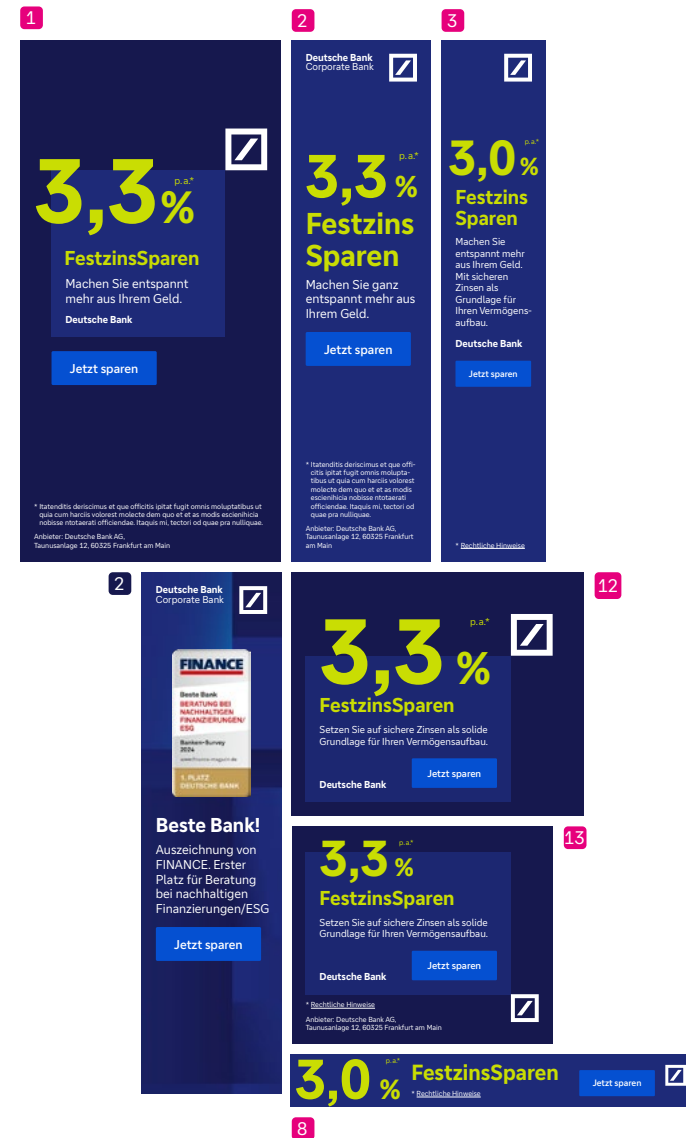
Use the Deep Blue area for extreme landscape and vertical formats. It fills the entire format while the expanding box is not used. These formats always feature logo size S.

2 3 8

03 Implementing the logo matrix

To add more depth to the design, the logo matrix can be integrated as a background on different formats. Keep in mind to always feature logo size S, yet never use the expanding box.

2



Measurement table – online applications (static banner)

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 5x the size of the logo size S.

If the minimum size of the expanding box cannot be reached, then the expanding box is replaced by the Deep Blue area. In this case, the Deutsche Bank logo is placed at the top right in size S in the format.

Deutsche Bank identifier

For online applications, two identifier sizes are defined, depending on the format.

Typographic claim

Integrate the typographic claim when there is enough space within the layout, always ensuring that its font size is larger than the legal text.

①

For static banners, the size of the CTA buttons corresponds to the size of the text used for the respective format.

			1		2	3	4		5	6	7
	Format	Dimensions in px	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/px	Body text and URL 1/1.25/1.75x identifier in pt/px	Legal text, provider in pt/px	Typographic claim 0.9x identifier in pt
1	Half-page	300 × 600	24	32	48	16	11	16.5/22/27.5/33/44	11/14/19	8	9.9
12	Large rectangle	336 × 280	24	32	48	16	11	16.5/22/27.5/33/44	11/14/19	8	9.9
13	Inline rectangle	300 × 250	24	32	48	16	11	16.5/22/27.5/33/44	11/14/19	8	9.9
14	Square/Pop-up	250 × 250	24	32	48	16	11	16.5/22/27.5/33/44	11/14/19	8	9.9
2	Wide skyscraper	160 × 600	-	32	-	16	11	16.5/22/27.5/33/44	11/14/19	8	9.9
7	Leaderboard	728 × 90	-	32	-	16	11	16.5/22/27.5/33/44	11/14/19	8	9.9
3	Skyscraper	120 × 600	-	32	-	16	11	16.5/22/27.5/33/44	11/14/19	8	no claim
4	Portrait 1	174 × 264	18	24	-	12	8	12/16/20/24/32	8/10/14	8	no claim
5	Portrait 2	140 × 180	18	24	-	12	8	12/16/20/24/32	8/10/14	8	no claim
6	Portrait 3	100 × 200	-	24	-	12	8	12/16/20/24/32	8/10/14	8	no claim
15	Small square	200 × 200	18	24	-	12	8	12/16/20/24/32	8/10/14	6	no claim
8	Full-size	468 × 60	-	24	-	12	8	12/16/20/24/32	8/10/14	8	no claim
10	Mobile leaderboard	320 × 50	-	24	-	12	8	12/16/20/24/32	8/10/14	8	no claim
11	Mobile	300 × 50	-	24	-	12	8	12/16/20/24/32	8/10/14	8	no claim
9	Half	234 × 60	-	24	-	12	8	12/16/20/24/32	8/10/14	8	no claim



Download

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



Different logo sizes

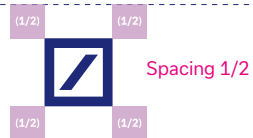
Logo sizes

Within online applications, the Deutsche Bank logo can be used in three sizes. Our standard logo size S at 100 % defines the format's margins and regulates the spacing of the typography within the expanding box, which is 1/2 of the logo size S in each case.

XS  75%

S  **Standard logo size S**
100%

M  150%



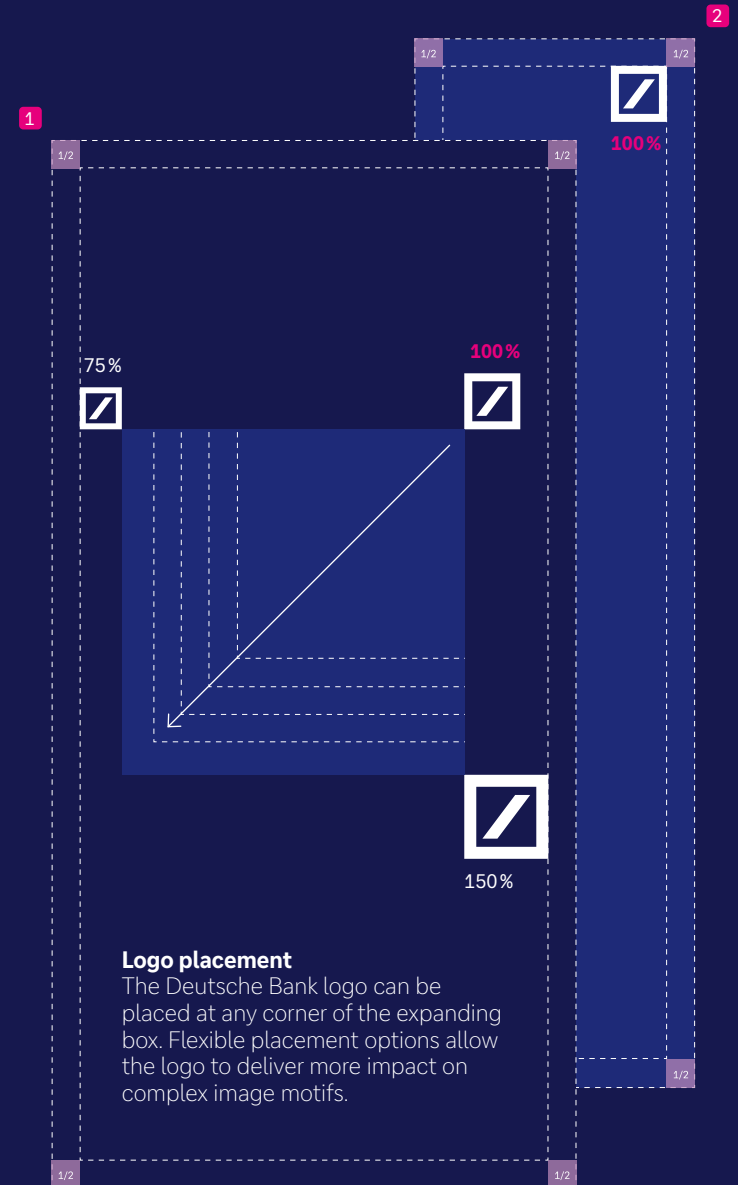
Logo spacing

The logo is placed within online formats using a minimum safe distance of 1/2 of the logo size S.

1 Using the expanding box

2 Using the Deep Blue area

Only the logo in size S can be used for extreme landscape and vertical formats with the Deep Blue area.



Legal text

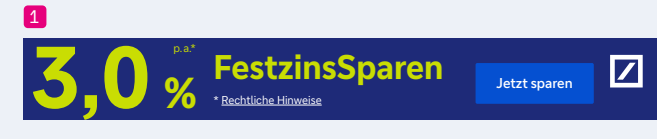
Even though online banners provide minimal space, legal text is often mandatory. There are two ways to place legal text that keep the design clean and on brand while also adhering to all requirements.

1 Using a link with an asterisk

2 Writing out the legal text in full

Option 1 is the preferred route no matter the banner size, as it gives the messaging and branding elements more space. The design is uncluttered and easy to read.

However, option 2 can be used in cases where the legal text is required to be on the same frame as the messaging.



Call-to-action – sizes and system (InDesign)

A key element of online banners, the call-to-action (CTA) button drives traffic to Deutsche Bank webpages and helps generate leads. Consistent use is important and that's why its design uses a specific colour-font combination.

Colour: Odyssee blue (#0550D1)
Font: DeutscheBank Medium in white

Use the following information when creating the CTA button.

Examples for text on one line:

1 Size: XL	4 Size: S
– Width: 164	– Width: 98
– Height: 57	– Height: 34
– Radius: 2.5	– Radius: 1.4
– Font size: 19 pt	– Font size: 11 pt
2 Size: L	5 Size: XS
– Width: 138	– Width: 87
– Height: 48	– Height: 30
– Radius: 2	– Radius: 1.25
– Font size: 16 pt	– Font size: 10 pt
3 Size: M	6 Size: XXS
– Width: 121	– Width: 69
– Height: 39	– Height: 24
– Radius: 1.75	– Radius: 1
– Font size: 14 pt	– Font size: 8 pt

Within each button size, the distance from the text to the left and right edges (X) is used to define the distance on the top and bottom. This is approximately 3/4 X for single-line buttons and 1/2 X for double-line buttons.



Please note:
when designing in InDesign,
all units are in pixels excluding typography.



Examples for text on two lines:

1 Size: XL	4 Size: S
– Width: 172	– Width: 102
– Height: 62	– Height: 37
– Radius: 2.5	– Radius: 1.4
– Font size: 19 pt	– Font size: 11 pt
2 Size: L	5 Size: XS
– Width: 145	– Width: 91
– Height: 52	– Height: 32
– Radius: 2	– Radius: 1.25
– Font size: 16 pt	– Font size: 10 pt
3 Size: M	6 Size: XXS
– Width: 127	– Width: 73
– Height: 45	– Height: 26
– Radius: 1.75	– Radius: 1
– Font size: 14 pt	– Font size: 8 pt

For CTA buttons that feature text on two lines, the line spacing is set to 100%.



The typographic specifications for the design of buttons in InDesign are given in points.

Call-to-action – sizes and system (Figma)

A key element of online banners, the call-to-action (CTA) button drives traffic to Deutsche Bank webpages and helps generate leads. Consistent use is important and that's why its design uses a specific colour-font combination.

Colour: Odyssee blue (#0550D1)
Font: DeutscheBank Medium in white

Use the following information when creating the CTA button.

Examples for text on one line:

1 Size: XL	4 Size: S
– Width: 164	– Width: 98
– Height: 57	– Height: 34
– Radius: 2.5	– Radius: 1.4
– Font size: 19	– Font size: 11
2 Size: L	5 Size: XS
– Width: 138	– Width: 87
– Height: 48	– Height: 30
– Radius: 2	– Radius: 1.25
– Font size: 16	– Font size: 10
3 Size: M	6 Size: XXS
– Width: 121	– Width: 69
– Height: 39	– Height: 24
– Radius: 1.75	– Radius: 1
– Font size: 14	– Font size: 8

Within each button size, the distance from the text to the left and right edges (X) is used to define the distance on the top and bottom. This is approximately 1/2 X for single-line buttons and 1/3 X for double-line buttons.



Please note:
when designing in Figma,
all units are in pixels.



Examples for text on two lines:

1 Size: XL	4 Size: S
– Width: 172	– Width: 102
– Height: 62	– Height: 37
– Radius: 2.5	– Radius: 1.4
– Font size: 19	– Font size: 11
2 Size: L	5 Size: XS
– Width: 145	– Width: 91
– Height: 52	– Height: 32
– Radius: 2	– Radius: 1.25
– Font size: 16	– Font size: 10
3 Size: M	6 Size: XXS
– Width: 127	– Width: 73
– Height: 45	– Height: 26
– Radius: 1.75	– Radius: 1
– Font size: 14	– Font size: 8

For CTA buttons that feature text on two lines, the line spacing is set to 100%.



The typographic specifications for the design of buttons in Figma are given in pixels.

Call-to-action – placement

Choosing the correct sizes

For all static banners, the CTA button size corresponds to the CTA font size, which always matches the size of the body copy.

Font size exception for animated banners

When creating animated banners, the CTA font size can appear smaller than the body copy.

Finding the right placement

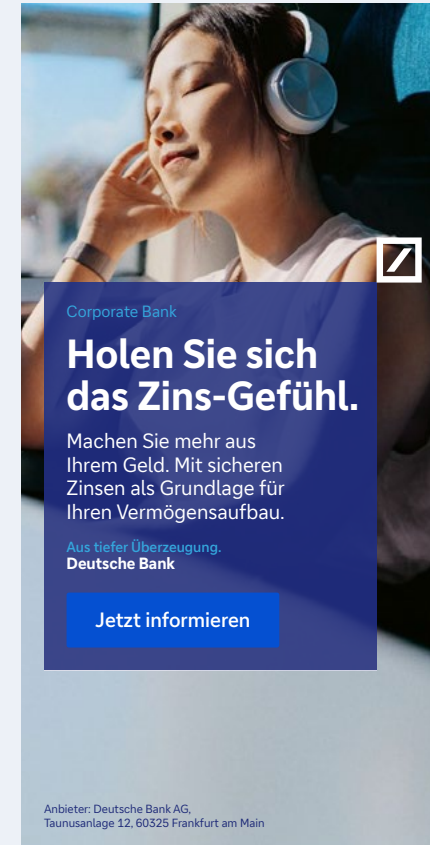
Maximise your designs with two placement options.

1 Inside the expanding box

The CTA button can be placed inside the expanding box, adhering to the minimum spacing requirements for typography and margins.

2 Outside the expanding box

If the CTA button is placed outside the expanding box, it is aligned to the format margins at a height that can be flexibly selected. In smaller formats, the CTA button is placed closer to the offer to save space, while larger formats allow the button to be placed more prominently.



1

2



2

Using stoppers

The stopper should be used with intention to communicate specific details, such as special conditions, a bonus offer or limited-time information. **See details in “Basic elements”, chapter 8**

Where space permits, stoppers can be used in online ads. A stopper's size can be slightly adapted to fit its respective format, yet it must adhere to all guidelines, be easy to read, and placed within the format's bleed area and margins.

Dot



Dot extended

Min. width



Dot extended

Max. width



Exception:

In extreme formats, the minimum distance of the stopper to the format's edge is 1/4 of the logo size S.



Top Zinsen
jetzt sichern

Mit sicheren Zinsen für Ihren Vermögensaufbau.

Aus tiefer Überzeugung.
Deutsche Bank

Holen Sie sich das Zins-Gefühl.

Setzen Sie auf Zinsen als solide Grundlage für Ihren Vermögensaufbau.

Aus tiefer Überzeugung.
Deutsche Bank

Jetzt informieren

Anbieter: Deutsche Bank AG, Taunusanlage 12, 60325 Frankfurt am Main

Holen Sie sich das Zins-Gefühl.

Ab 25 € im Monat

Jetzt informieren

Anbieter: Deutsche Bank AG, Taunusanlage 12, 60325 Frankfurt am Main

Maximum and minimum elements

When designing online ads, the use of elements varies depending on the format, space available and required messaging.

The following list indicates the maximum number of element that can be used and the the minimum number of elements that must be featured.

Maximum number of elements:

- 1 Deutsche Bank logo
- 2 Expanding box on an image, the Deep Blue area adjacent to an image, or a full-bleed Deep Blue area
- 3 Sender identifier
- 4 Headline
- 5 Subheadline or body text
- 6 Deutsche Bank identifier
- 7 Button
- 8 Stopper
- 9 Legal text or provider

Minimum number of elements:

- 1 Deutsche Bank logo
- 2 Expanding box on an image, the Deep Blue area adjacent to an image, or a full-bleed Deep Blue area
- 4 Headline
- 7 Button

8

Ab 25 €
im Monat

1

3 Corporate Bank

2

4

Holen Sie
sich das
Zins-Gefühl.

5

Machen Sie ganz entspannt
mehr aus Ihrem Geld.

6

Aus tiefer Überzeugung.
Deutsche Bank

7

Jetzt informieren

9

Anbieter: Deutsche Bank AG,
Taubenstraße 12, 60325 Frankfurt am Main

4

Holen Sie sich
das Zins-Gefühl.

2

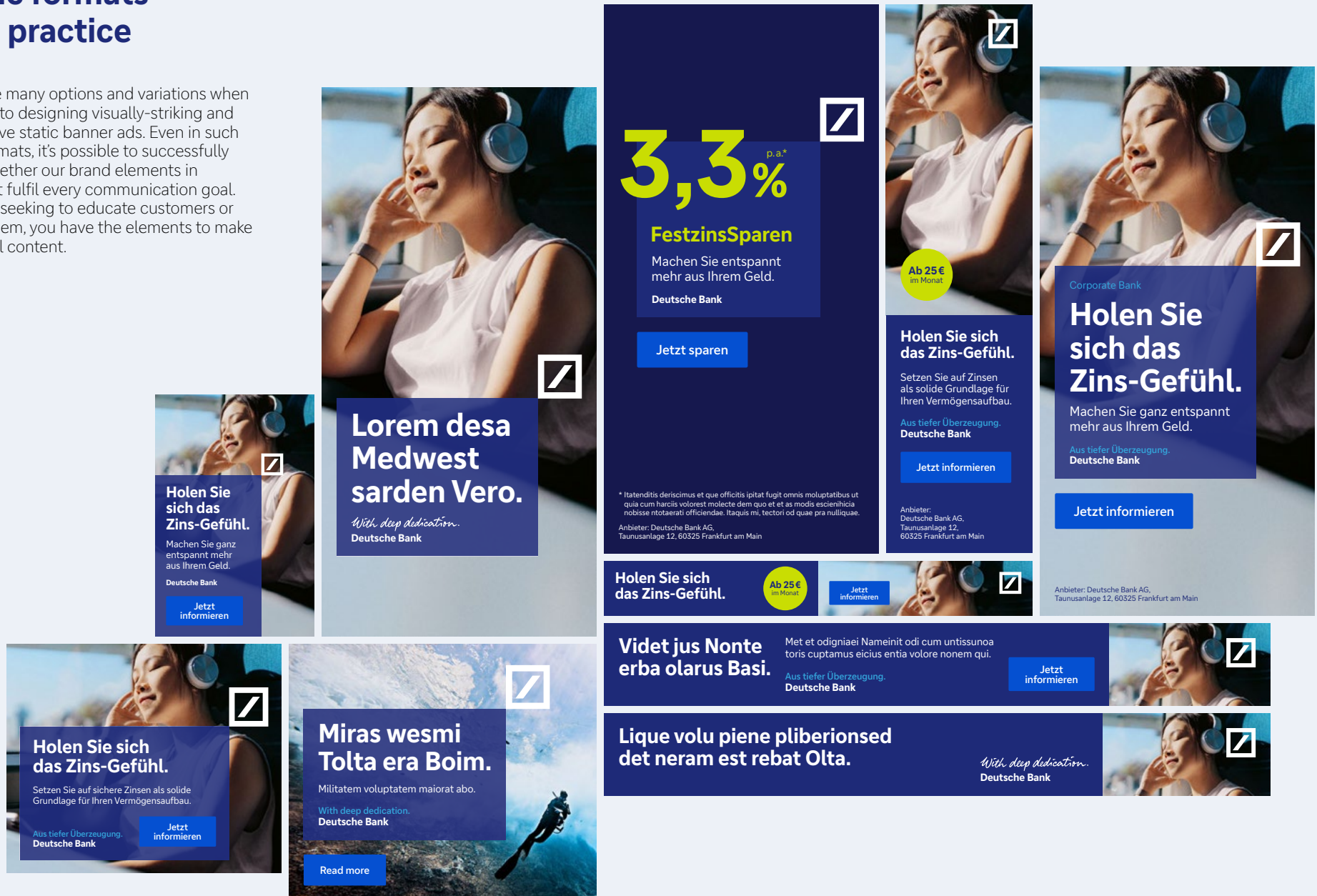
7

Jetzt
informieren

1

Static formats – best practice

There are many options and variations when it comes to designing visually-striking and informative static banner ads. Even in such small formats, it's possible to successfully bring together our brand elements in ways that fulfil every communication goal. Whether seeking to educate customers or inspire them, you have the elements to make impactful content.



Animated banners – with imagery and typography

Storytelling in motion

Animated banner ads offer the unique ability to tell more interesting stories in comparison to static banner ads. With animated banners, we can guide customers through both emotional and informational stories, always providing visually-rewarding experiences.

Two variants

- **Imagery:** animated banners that use imagery are more communicative and emotional.
- **Typography:** animated banners that use words or numbers as key graphical elements are more informative and product-focused.

The animated banner sequence:

1 2 Expanding box enlarges

3 Headline fades in

4 Headline changes

5 Body text and identifier fade in, with optional use of stopper, followed by the CTA button

①

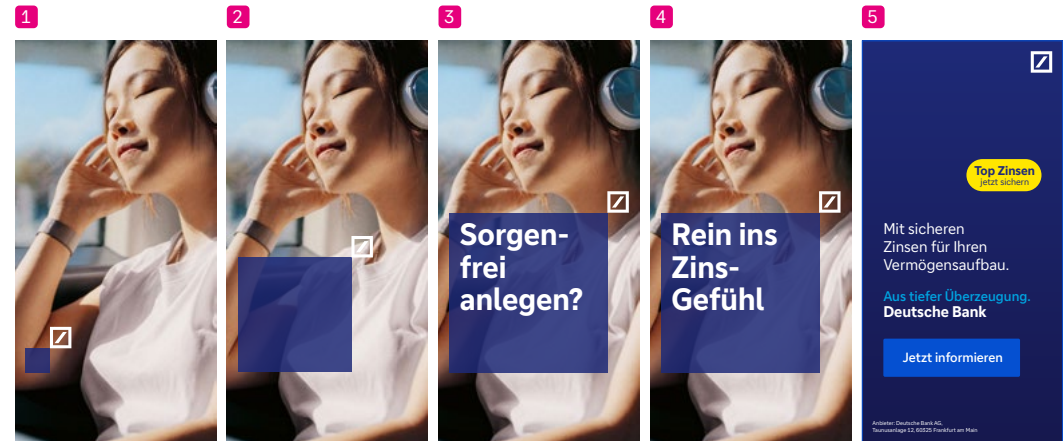
On extreme formats that use the Deep Blue area instead of the expanding box, the animation of the enlarging expanding box is omitted.



Static banner with imagery



Static banner with typography



Animated sequence



Animated sequence

Animated banners – extreme and small formats

Storytelling with the Deep Blue area

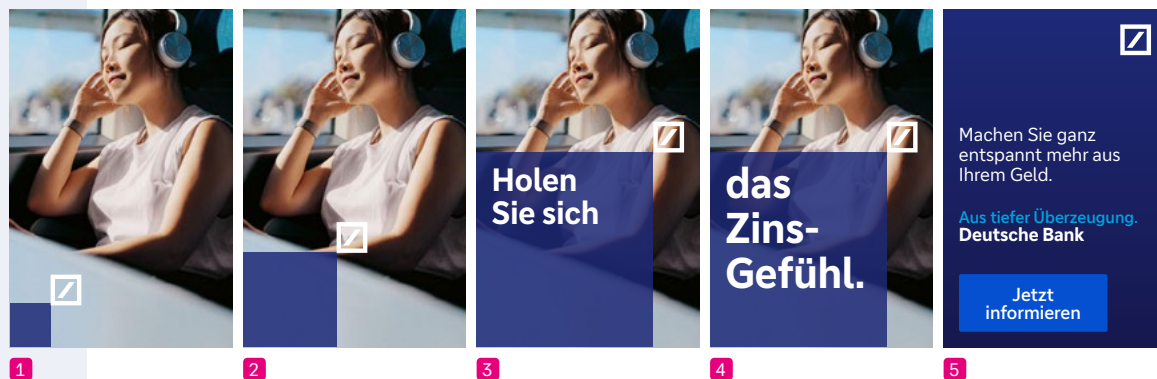
Use the Deep Blue area – instead of the expanding box – for extreme landscape and vertical formats. Via animation, the Deep Blue area fills the entire format for simple yet strong branding. These extreme formats always feature logo size S.

Extreme format sequence:

- 1 2 Deep Blue area enlarges
- 3 Headline fades in
- 4 Headline changes
- 5 Body text and identifier fade in, with optional use of stopper, followed by the CTA button



Animated sequences



Measurement table – online applications (animated banner)

Typographic specifications for the design of animated banners are based on several of the same font sizes defined for static banners (see page 24).

Body text size exception

As animated banners allow for separating text elements across frames, the sizes for body text must follow specific rules.

Deutsche Bank identifier

To achieve a visually-balanced ratio between the headline, body copy and Deutsche Bank identifier, the size of the Deutsche Bank identifier on animated banners corresponds to the body text size used in static banners.

Typographic claim

Integrate the typographic claim when there is enough space within the layout, always ensuring that its font size is larger than the legal text.



Within group A, the next smaller size of CTA button is selected in relation to the copy used.

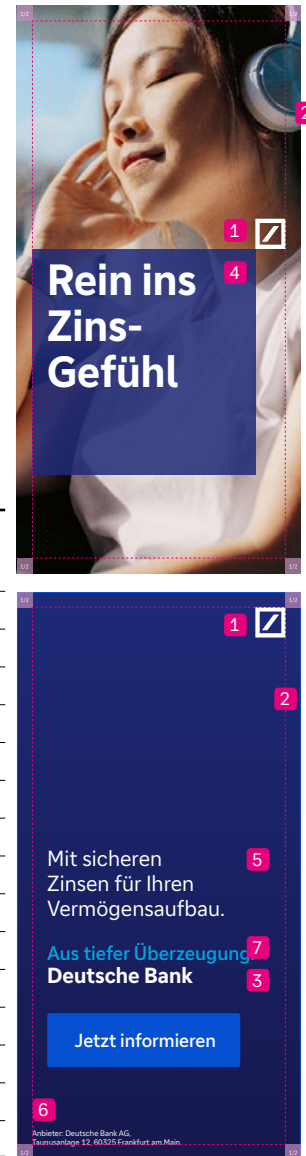
As with static banners, the size of CTA buttons in group B corresponds to the size of the copy used for the respective format.

		1	2	3	4	5	6	7				
		Format	Dimensions in px	Logo size XS: 75% in px	Logo size S: 100% in px	Logo size M: 150% in px	Bleed in px	Identifier 1/1.25/1.75/2x identifier in pt/px	Headline 1.5/2/2.5/3/4x identifier in pt/px	Body text and URL 1/1.25/1.75/2x identifier in pt/px	Legal text, provider in pt/px	Typographic claim 0.9x identifier in pt
Group A	1	Half-page	300 × 600	24	32	48	16	-/-/-/22	-/-/27.5/33/44	-/-/-/22	8	19.8
	12	Large rectangle	336 × 280	24	32	48	16	-/-/19/-	-/-/27.5/33/44	-/-/19/-	8	17.1
	13	Inline rectangle	300 × 250	24	32	48	16	-/-/19/-	-/-/27.5/33/44	-/-/19/-	8	17.1
	14	Square/Pop-up	250 × 250	24	32	48	16	-/-/19/-	-/-/27.5/33/44	-/-/19/-	8	17.1
	2	Wide skyscraper	160 × 600	-	32	-	16	-/14/-/-	-/-/27.5/33/44	-/14/-/-	8	12.6
	7	Leaderboard	728 × 90	-	32	-	16	-/14/-/-	-/-/27.5/33/44	-/14/-/-	8	12.6
Group B	3	Skyscraper	120 × 600	-	32	-	16	11/-/-/-	16.5/22/27.5/-/-	11/-/-/-	8	9.9
	4	Portrait 1	174 × 264	18	24	-	12	-/-/14/-	-/-/20/24/32	-/-/14/-	8	12.6
	5	Portrait 2	140 × 180	18	24	-	12	-/10/-/-	-/-/20/24/32	-/10/-/-	8	9
	6	Portrait 3	100 × 200	-	24	-	12	-/10/-/-	-/-/20/24/32	-/10/-/-	8	9
	15	Small square	200 × 200	18	24	-	12	-/-/14/-	-/-/20/24/32	-/-/14/-	8	12.6
	8	Full-size	468 × 60	-	24	-	12	-/10/-/-	-/-/20/24/32	-/10/-/-	8	9
	10	Mobile leaderboard	320 × 50	-	24	-	12	8/-/-/-	-/-/20/24/32	8/-/-/-	8	no claim
	11	Mobile	300 × 50	-	24	-	12	8/-/-/-	-/16/20/24/-	8/-/-/-	8	no claim
	9	Half	234 × 60	-	24	-	12	8/-/-/-	-/16/20/24/-	8/-/-/-	8	no claim



Download

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



Further specifications, especially for digital channels, can be found in the "Social media" guidelines.

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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