

Deutsche Bank

Corporate design guidelines

Basic elements

June 2024

Work in progress

7. Logo matrix

Logo matrix

Logo matrix

As a core element of our corporate design, the logo matrix is used as a branding reinforcing element.

The logo matrix is the continuation of our expanding box and its rectangular elements are formally derived from our logo. Their overlapping creates dynamism, movement and multidimensionality.

Colours

The corporate design of the Deutsche Bank Group currently provides one variant of the logo matrix:

- DB Logo Matrix Deep Blue Large, as a colour combination of Deep Blue, Dark Blue and Bright Blue

In the future, the logo matrix will also be available in a light coloured version.

Download

The files must not be reproduced. Only the original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>

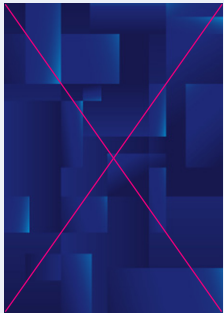
Logo matrix — format placement

Application

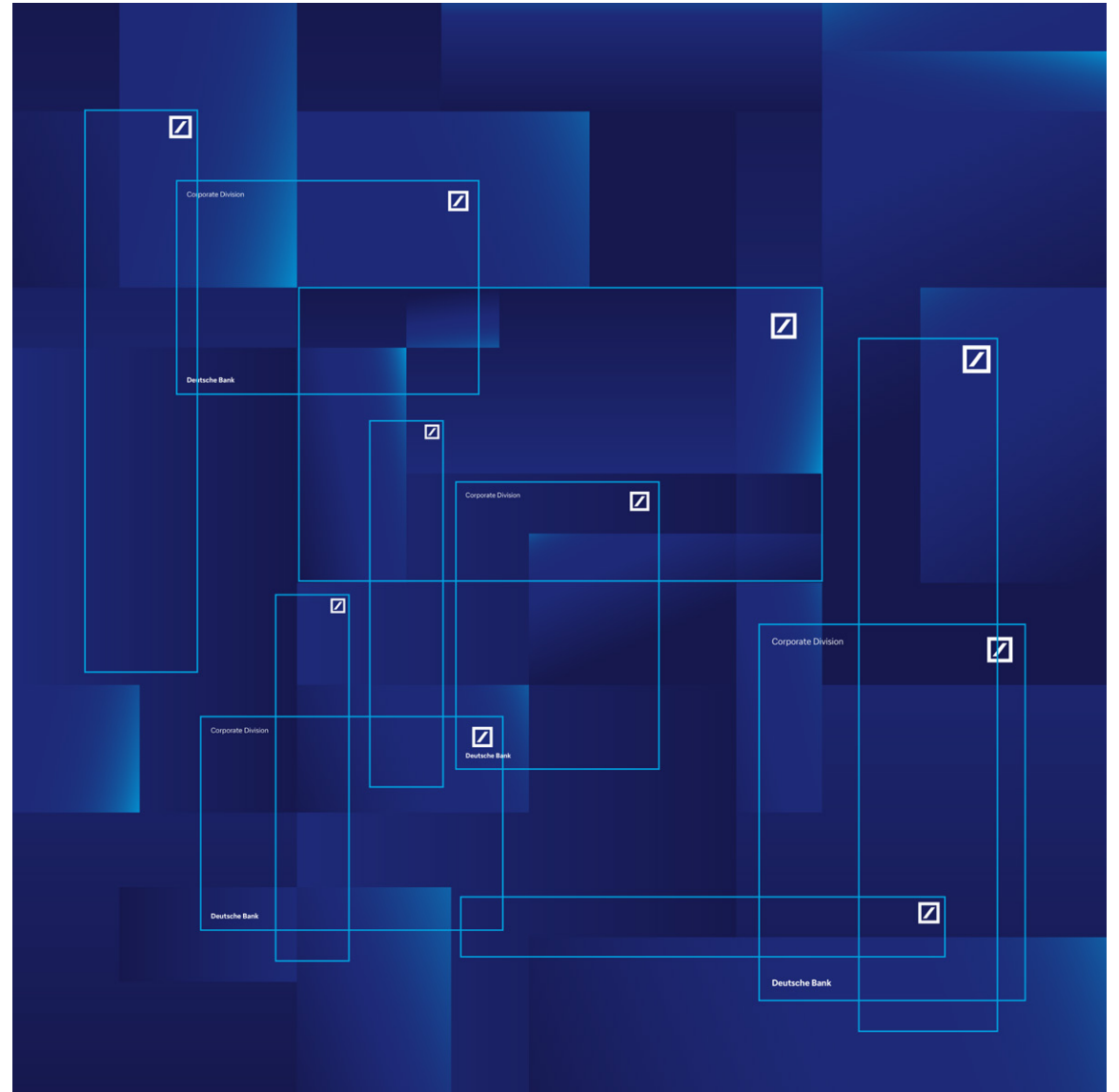
A basic file in the required formats is available for all applications. As a vector graphic, it is scalable and easy to use. It serves as a design platform for all formats.

When designing applications with the logo matrix, the focus is always on a harmonious overall picture based on the following criteria:

- the placement of the Deutsche Bank logo with the minimum space on the respective surface element
- the selection of a balanced number of rectangular elements within a format and their successful composition in relation to each other (in the selected section of the base file) - too many of them make the layout too busy and complex



- ensure that typographic elements such as the sender Deutsche Bank, the identifier, URLs, headlines and body text are not positioned on hard, high-contrasting edges between the elements, which makes them difficult to read.



Logo matrix — file formats

Print

In print media, the use of Adobe Illustrator files (*.ai) is recommended. AI files contain colour profiles that enable optimum reproduction of our Corporate Design colours in an appropriately configured workflow, as opposed to Illustrator EPS file formats.

Digital

The use of SVG files is recommended for digital applications. JPGs are also possible.

Colour designations

CMYK_PSOCoatedV3: Cyan Magenta Yellow Black (PSOcoatedV3 Fogra51 is a printing standard for sheet-fed offset printing on coated paper)

sRGB: Red Green Blue (sRGB IEC61699-2.1 is a standardized colour space that is used for displaying colours on screens)

Format designations

- **.ai (Adobe Illustrator)**
Colour profiles are embedded in AI files. Although this creates larger file sizes, this feature is essential for professional printing with colour management.
- **.eps (Encapsulated Postscript)**
EPS files do not include colour profiles. AI files are the preferred file format for professional printing.
- **.tif (Tagged Image File)**
Pixel-based file format that allows a logo to be retouched in a photograph or illustration, for example.
- **.png (Portable Network Graphic)**
Pixel-based file format that supports transparencies. Used for web, office applications and general screen use.
- **.svg (Scalable Vector Graphics)**
Preferred file format for web and general screen use, when supported by the appropriate software and operating system. When necessary, PNG and JPG files can be used instead of SVG files.
- **.jpg/.jpeg (Joint Photographic Experts Group)**
Pixel-based file format for web, office applications and general screen use.



Logo matrix — best practice

Best practice

The following overview shows examples of the applications of the Logo Matrix based on various formats:

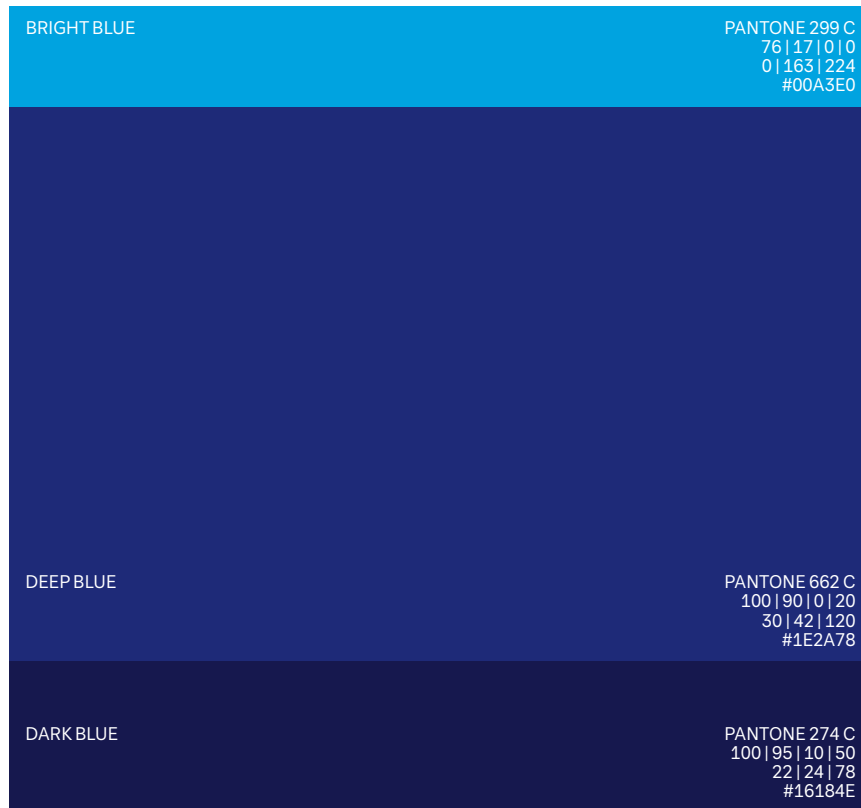
- PowerPoint (16:9)
- DIN A4 (portrait and landscape format)
- Leaderboard Banner (728 × 90 pixels)
- Skyscraper Banner (120 × 600 pixels)



Logo matrix — colour variants

Deep Blue variant

Containing the core brand colour deep blue with shading of dark blue creating more depth and bright blue highlights at some corners and edges for more dynamism and multidimensionality.



Download

All Deutsche Bank colour palettes are prepared for print and digital purposes. These colour palettes can be imported into all Adobe CC programs. Only the original files from the Deutsche Bank Brand Portal guarantee a consistent quality. <https://brand.db.com>

Light variant

The inverted light variant is primary based in bright blue 20% colour. The depth is created by using bright blue for shading at the corners and edges as well as partly on the rectangular shapes as well. Bright blue 10% highlights create even more dynamism and multidimensionality.

