



Deutsche Bank

Corporate design guidelines

Static and dynamic screens

July 2025

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Introduction

Physical presence. Focused communication. Our use of screens is designed to make an impact.

Predominantly used in Deutsche Bank branches, our screens are more than simple eye candy. They are effective communication tools that personalise and localise brand experiences. While static screens use fixed designs, dynamic screens integrate animation to tell simple stories. Both, however, rely on key branding elements such as our expanding box and striking imagery.

Whether showcasing our products and services to clients, sharing our values, or communicating important information to employees, implement physical screens to enhance – and even humanise – brand interaction.

2. Static screens

Measurement table – static screen 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 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.

Deutsche Bank identifier

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

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	Body text and URL 1/1.25x identifier in pt
Static screen 1	1024 × 768	54	72	21	36	24	36/48/60/72/96	24/30
Static screen 2	1080 × 1920	81	108	162	54	36.5	55/73/91/110/146	36.5/46
Static screen 3	1920 × 1080	81	108	162	54	36.5	55/73/91/110/146	36.5/46
Static screen 4	2160 × 3840	162	216	324	108	73	110/146/182/220/292	73/92
Static screen 5	3840 × 2160	162	216	324	108	73	110/146/182/220/292	73/92



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

Static screen 1

Size: 1024 × 768 px

1 Logo (standard size S, M)

Size: 72/108 px

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 24 pt

LS: 110% of the font size

Colour: White

3 Handwritten claim

Colour: White

4 Headline

Font: DeutscheBank Bold

Size: 48 pt (2x identifier)

LS: 110% of the font size

Colour: White

5 Body text with URL

Font: DeutscheBank Regular

Size: 36.5 pt (1x identifier)

LS: 120% of the font size

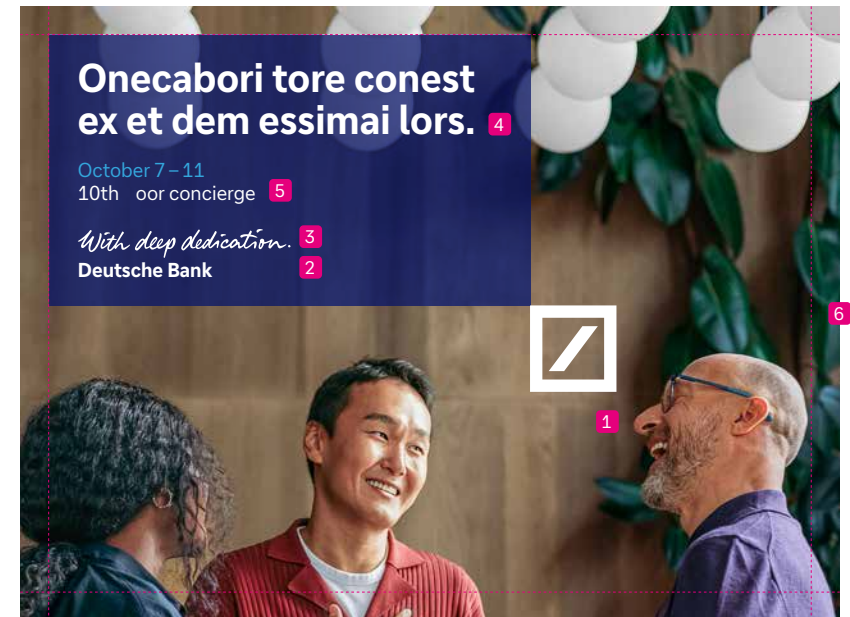
Colour: White/Bright blue

6 Margins

Distance: 36 px



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.



Static screen 2

Size: 1080 × 1920 px

1 Logo (standard size S)

Size: 108 px

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 36.5 pt

LS: 110 % of the font size

Colour: White

3 Handwritten claim

Colour: White

4 Headline

Font: DeutscheBank Bold

Size: 73 pt (2x identifier)

LS: 110 % of the font size

Colour: White

5 Body text with URL

Font: DeutscheBank Regular

Size: 36.5 pt (1x identifier)

LS: 120 % of the font size

Colour: White/Bright blue

6 Margins

Distance: 54 px



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.



Static screen 3

Size: 1920 × 1080 px

1 Logo (size M)

Size: 162 px

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 36.5 pt

LS: 110 % of the font size

Colour: White

3 Handwritten claim

Colour: White

4 Headline

Font: DeutscheBank Bold

Size: 73 pt (2x identifier)

LS: 110 % of the font size

Colour: White

5 Body text with URL

Font: DeutscheBank Regular

Size: 36.5 pt (1x identifier)

LS: 120 % of the font size

Colour: White/Bright blue

6 Margins

Distance: 54 px



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.



Static screen 4

Size: 2160 × 3840 px

1 Logo (size M)

Size: 324 px

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 73 pt

LS: 110 % of the font size

Colour: White

3 Handwritten claim

Colour: White

4 Headline

Font: DeutscheBank Bold

Size: 146 pt (2x identifier)

LS: 110 % of the font size

Colour: White

5 Body text with URL

Font: DeutscheBank Regular

Size: 73 pt (1x identifier)

LS: 120 % of the font size

Colour: White/Bright blue

6 Margins

Distance: 108 px



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.



Static screen 5

Size: 3840 × 2160 px

1 Logo (size M)

Size: 324 px

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 73 pt

LS: 110 % of the font size

Colour: White

3 Handwritten claim

Colour: White

4 Headline

Font: DeutscheBank Bold

Size: 110 pt (1.5x identifier)

LS: 110 % of the font size

Colour: White

5 Body text with URL

Font: DeutscheBank Regular

Size: 73 pt (1x identifier)

LS: 120 % of the font size

Colour: White/Bright blue

6 Margins

Distance: 108 px



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.



3. Dynamic screens

Measurement table — dynamic screen 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 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.

Deutsche Bank identifier

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

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	Body text and URL 0.75/1/1.25/1.75/2x identifier in pt	Legal text, provider 0.4x identifier in pt	Typographic claim 0.9x identifier in pt
Dynamic POR 2K	1080 × 1920	108	144	216	72	48	72 / 96 / 120 / 144 / 192	36 / 48 / 60 / 84 / 96	19	43.2
Dynamic POR 2K	1920 × 1080	108	144	216	72	48	72 / 96 / 120 / 144 / 192	36 / 48 / 60 / 84 / 96	19	43.2
Dynamic POR 4K	2160 × 3840	216	288	432	144	96	144 / 192 / 240 / 288 / 384	72 / 96 / 120 / 168 / 192	38	86.4
Dynamic POR 4K	3840 × 2160	216	288	432	144	96	144 / 192 / 240 / 288 / 384	72 / 96 / 120 / 168 / 192	38	86.4
Double gondola	1080 × 3900	108	144	216	72	48	72 / 96 / 120 / 144 / 192	36 / 48	19	43.2



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

Dynamic POR 2K – portrait without picture

Size: 1080 × 1920 px

1 Logo (standard size S)

Size: 144 mm

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 48 pt

LS: 100% of the font size

Colour: White

3 Headline

Font: DeutscheBank Bold

Size: 96 pt (2x identifier)

LS: 110% of the font size

Colour: White

4 Body text

Font: DeutscheBank Regular

Size: 48 pt (1x identifier)

LS: 120% of the font size

Colour: White

5 QR code

Size: 2/3 logo (standard size S)

Colour: White

6 QR code text

Font: DeutscheBank Regular

Size: 19 pt

Distance: 1/6 logo (standard size S)

LS: 120% of the font size

Colour: White

7 Legal text

Font: DeutscheBank Regular

Size: 19 pt

LS: 120% of the font size

Colour: White

8 Margins

Distance: 72 px



Dynamic POR 2K – portrait with picture

Size: 1080 × 1920 px

1 Logo (standard size S)

Size: 144 mm

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 48 pt

LS: 100% of the font size

Colour: White

3 Claim

Font: DeutscheBank Medium

Size: 43.2 pt

LS: 100% of the font size

Colour: Bright blue

4 Headline

Font: DeutscheBank Bold

Size: 96 pt (2x identifier)

LS: 110% of the font size

Colour: White

5 Body text with URL

Font: DeutscheBank Regular

Size: 36 pt (3/4x identifier)

LS: 120% of the font size

Colour: White/Bright blue

6 Stopper

Font: DeutscheBank Bold/Regular

Size: 58.5/43 pt

Colour: White

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

See details in “Basic elements”, chapter 8

7 Legal text

Font: DeutscheBank Regular

Size: 19 pt

LS: 120% of the font size

Colour: Deep Blue

8 Margins

Distance: 72 px



Dynamic POR 2K – animation sequence

Animation sequence

The clearly-defined animation sequence of the Deutsche Bank elements is identical for all dynamic applications. The individual sequences are explained in next steps below.

1 Campaign motif, logo and expanding box

The image motif (A) is displayed. The expanding box and the Deutsche Bank logo then appear together (B). The animation is built up from the left, right, top or bottom, depending on the intended logo placement in the format.

→ **Animation effect A:** appearance

→ **Animation effect B:** dynamic zoom in

2 Headline

The headline (C) appears gradually.

→ **Animation effect C:** fade on in reading direction from left to right

3 Body text and Deutsche Bank identifier

The body text and the Deutsche Bank identifier are displayed (A) one after the other.

→ **Animation effect A:** appearance

4 URL and stopper

The URL is added after the body text (C).

The stopper appears (D).

→ **Animation effect C:** fade on in reading direction from left to right

→ **Animation effect D:** dynamic zoom in from center

5 Legal text, provider

The legal text and the provider are displayed (A).

All elements of the dynamic screen are visible.

→ **Animation effect A:** appearance

6 Campaign motif, logo and expanding box

The motif in the background is retained (E).

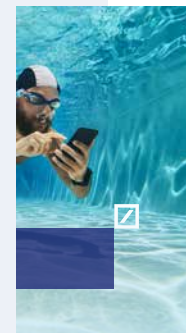
The expanding box moves back to the center of the format together with the logo.

→ **Animation effect E:** dynamic zoom out

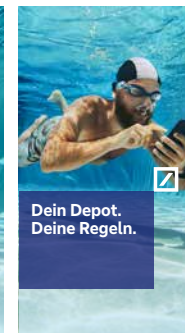
7 Ending A

The expanding box grows into a Deep Blue area that covers the format. Its transparency is replaced by 100% Deep Blue. The logo grows from logo size S to size M and remains in the center of the format.

1



2



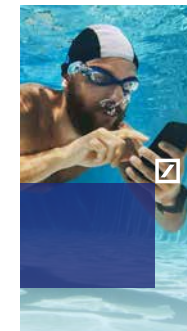
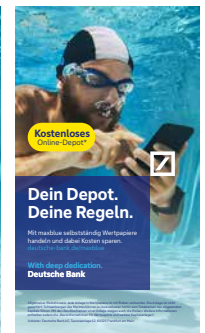
3



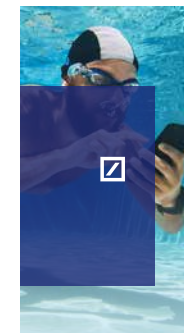
4



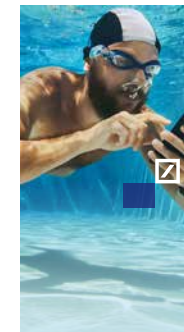
5



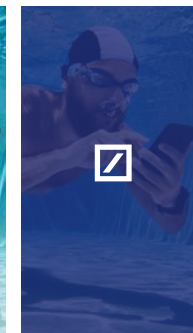
6



7



8



Dynamic POR 2K – landscape with picture

Size: 1920 × 1080 px

1 Logo (standard size S)

Size: 144 mm

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 48 pt

LS: 100% of the font size

Colour: White

3 Claim

Font: DeutscheBank Medium

Size: 43.2 pt

LS: 100% of the font size

Colour: Bright blue

4 Headline

Font: DeutscheBank Bold

Size: 96 pt (2x identifier)

LS: 110% of the font size

Colour: White

4 Body text with URL

Font: DeutscheBank Regular

Size: 36 pt (3/4x identifier)

LS: 120% of the font size

Colour: White/Bright blue

6 Stopper

Font: DeutscheBank Bold/Regular

Size: 58.5/43 pt

Colour: White

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

See details in “Basic elements”, chapter 8

7 Legal text

Font: DeutscheBank Regular

Size: 19 pt

LS: 120% of the font size

Colour: Deep Blue

8 Margins

Distance: 72 px



Please note:

The clearly-defined animation sequence of the Deutsche Bank elements is identical for all dynamic applications. The individual sequences are explained on page 15.

Dynamic POR 4K – portrait with picture

Size: 2160 × 3840 px

1 Logo (standard size S)

Size: 288 mm

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 96 pt

LS: 100% of the font size

Colour: White

3 Claim

Font: DeutscheBank Medium

Size: 86.4 pt

LS: 100% of the font size

Colour: Bright blue

4 Headline

Font: DeutscheBank Bold

Size: 192 pt (2x identifier)

LS: 110% of the font size

Colour: White

5 Body text with URL

Font: DeutscheBank Regular

Size: 72 pt (3/4x identifier)

LS: 120% of the font size

Colour: White/Bright blue

6 Stopper

Font: DeutscheBank Bold/Regular

Size: 117/86 pt

Colour: White

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

See details in “Basic elements”, chapter 8

6 Legal text

Font: DeutscheBank Regular

Size: 38 pt

LS: 120% of the font size

Colour: Deep Blue

7 Margins

Distance: 144 px



Please note:

All elements are enlarged by a factor of 200% of the POR 2K.



Please note:

The clearly-defined animation sequence of the Deutsche Bank elements is identical for all dynamic applications. The individual sequences are explained on page 15.

Dynamic POR 4K – landscape with picture

Size: 2160 × 3840 px

1 Logo (standard size S)

Size: 288 mm
Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold
Size: 96 pt
LS: 100% of the font size
Colour: White

3 Claim

Font: DeutscheBank Medium
Size: 86.4 pt
LS: 100% of the font size
Colour: Bright blue

4 Headline

Font: DeutscheBank Bold
Size: 192 pt (2x identifier)
LS: 110% of the font size
Colour: White

5 Body text with URL

Font: DeutscheBank Regular
Size: 72 pt (3/4x identifier)
LS: 120% of the font size
Colour: White/Bright blue

6 Stopper

Font: DeutscheBank Bold/Regular
Size: 117/86 pt
Colour: White

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

See details in “Basic elements”, chapter 8

7 Legal text

Font: DeutscheBank Regular
Size: 38 pt
LS: 120% of the font size
Colour: Deep Blue

8 Margins

Distance: 144 px



Please note:

All elements are enlarged by a factor of 200% of the POR 2K.



Please note:

The clearly-defined animation sequence of the Deutsche Bank elements is identical for all dynamic applications. The individual sequences are explained on page 15.

Dynamic double gondola

Size: 1080 × 3900 px

1 Logo (standard size S)

Size: 144 mm

Colour: White

2 Deutsche Bank identifier (standard)

Font: DeutscheBank Bold

Size: 48 pt

LS: 100 % of the font size

Colour: White

3 Headline

Font: DeutscheBank Bold

Size: 96 pt (2x identifier)

LS: 110 % of the font size

Colour: White

4 Body text with URL

Font: DeutscheBank Regular

Size: 48 pt (1x identifier)

LS: 120 % of the font size

Colour: White/Bright blue

5 Stopper

Font: DeutscheBank Bold/Regular

Size: 58.5/43 pt

Colour: White

The stopper is a design element used for highlighting important information.

Made to be eye-catching and easy to read, it has two shapes: dot and dot extended.

See details in “Basic elements”, chapter 8

6 Legal text

Font: DeutscheBank Regular

Size: 19 pt

LS: 120 % of the font size

Colour: Deep Blue

7 Margins

Distance: 72 px



The double gondola is composed of two full-size HD displays (1080x1920) with frames. Therefore, no typographic, essential graphic or image elements may be placed in the exact centre of the format, as these elements could otherwise appear “cut up” between the monitors.

To prevent this, both adjoining frames are altered by adding their thickness in pixels (2 x 30 = 60 px) to the working area.



Please note:

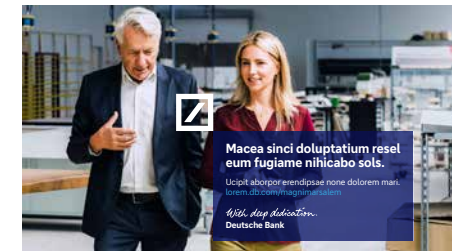
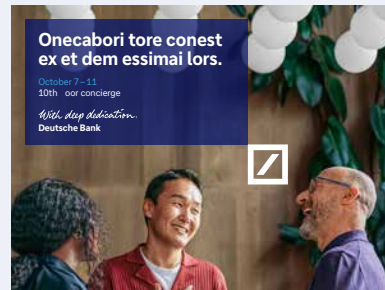
The clearly-defined animation sequence of the Deutsche Bank elements is identical for all dynamic applications. The individual sequences are explained on page 15.



Best practices

Enhancing brand experiences:

There are many options and variations when it comes to designing visually-striking and informative screens. It is always 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.



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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