

Print

Digital

Colour designations

SC: Spot Colour/Special Colour (e.g. Pantone, HKS)

CMYK-PSOCoatedV3: Cyan Magenta Yellow Black

(PSOcoatedV3 Fogra51 is a printing standard for sheet-fed offset printing on coated paper)

Black/White: Monochrome

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

Format designations

- ### Explanation of abbreviations in the file name

Deep Blue



SC-Print (Deep Blue)

DB-Wordmark-Art-and-Culture-EN-SC-PMS.ai

DB-Wordmark-Art-and-Culture-EN-SC-
PMS.eps

CMYK-PSOCoatedV3-Print (Deep Blue)

DB-Wordmark-Art-and-Culture-EN-CMYK-PsoCV3.ai
DB-Wordmark-Art-and-Culture-EN-CMYK-PsoCV3.eps
DB-Wordmark-Art-and-Culture-EN-CMYK-PsoCV3.psd

sRGB-Screen-Web-Office (Deep Blue)

DB-Wordmark-Art-and-Culture-EN-sRGB.ai
DB-Wordmark-Art-and-Culture-EN-sRGB.jpg
DB-Wordmark-Art-and-Culture-EN-sRGB.png
DB-Wordmark-Art-and-Culture-EN-sRGB.svg

White



BW-Print (white)

DB-Wordmark-Art-and-Culture-EN-white.ai
DB-Wordmark-Art-and-Culture-EN-white.eps

sRGB-Screen-Web-Office (white)

DB-Wordmark-Art-and-Culture-EN-white-sRGB.ai
DB-Wordmark-Art-and-Culture-EN-white-sRGB.png
DB-Wordmark-Art-and-Culture-EN-white-sRGB.svg

Black



BW-Print (black)

DB-Wordmark-Art-and-Culture-EN-black.ai
DB-Wordmark-Art-and-Culture-EN-black.eps

sRGB-Screen-Web-Office (black)

DB-Wordmark-Art-and-Culture-EN-black-
sRGB.ai
DB-Wordmark-Art-and-Culture-EN-black-
sRGB.jpg
DB-Wordmark-Art-and-Culture-EN-black-
sRGB.png
DB-Wordmark-Art-and-Culture-EN-black-
sRGB.svg



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Print requirements

The colour profiles created for Deutsche Bank are used for all print productions.

Print

Screen