



Deutsche Bank

Corporate design guidelines

Information graphics

January 2025

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Understanding and using infographics

Infographics are designed to present difficult relationships as clearly as possible. In addition to displaying numbers and large amounts of data, infographics are suitable for making complex issues simpler to understand and for acting as a strong visual aid for concepts, presentations and ideas. Our data-driven infographics are implemented in various charts, diagrams and tables using key design elements.

Infographics are often visual experiences, but even if they must read aloud to visually-impaired individuals, the accessibility rules should always be implemented as best as possible. This applies not only to font sizes and styles, but also to colours and contrasts.

1. Components

Design elements

Stylistic rules

Although it is necessary to use multiple colours from the Deutsche Bank colour palette for structural reasons, our blue tones always take priority. Use multiple colours sparingly to highlight distinctions and define clear hierarchies. If background colours are necessary, then use only very light shades.

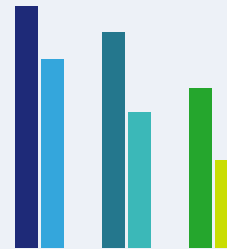
For clear branding and high readability, only the specified font styles of the DeutscheBank typeface are used. The text is always set in black.

Shapes always feature a flat style while the individual segments of the graphics are separated by a line.

Stylistic elements

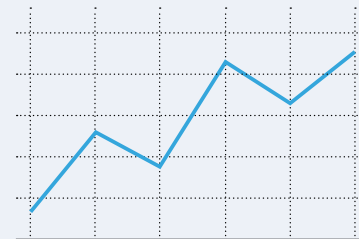
Graphics for different touchpoint must meet different requirements and this also has an impact on the design. To ensure that our graphics reflect our brand across the entire spectrum, there are unifying style elements.

These are typography and colours, as well as shapes and illustrative elements such as special type characters (e.g. arrows), icons, stoppers and simple illustrations.



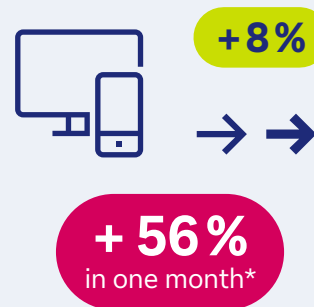
Coloured areas

Purely linear infographics quickly take on a technical look that would not meet our requirements. That is why coloured areas are used not only for backgrounds but also for individual elements (e.g. bars) and highlights.



Lines

Different types and thicknesses of lines are used to structure the information as graphs and zero lines. The combination of flat shapes and lines creates an interesting tension that also helps to organise information in a meaningful way.



Illustrative elements

The design must allow the user to immediately grasp the essentials. In addition, the infographics should invite the user to view the content.

The use of special characters such as arrows, icons and pictograms helps achieve this and makes topics, details and units easy to understand.

Likewise, the emphasis on individual content or figures can be used illustratively through the size and colour of the typography alone. Elements such as disruptors can also be integrated within infographics.

Colours

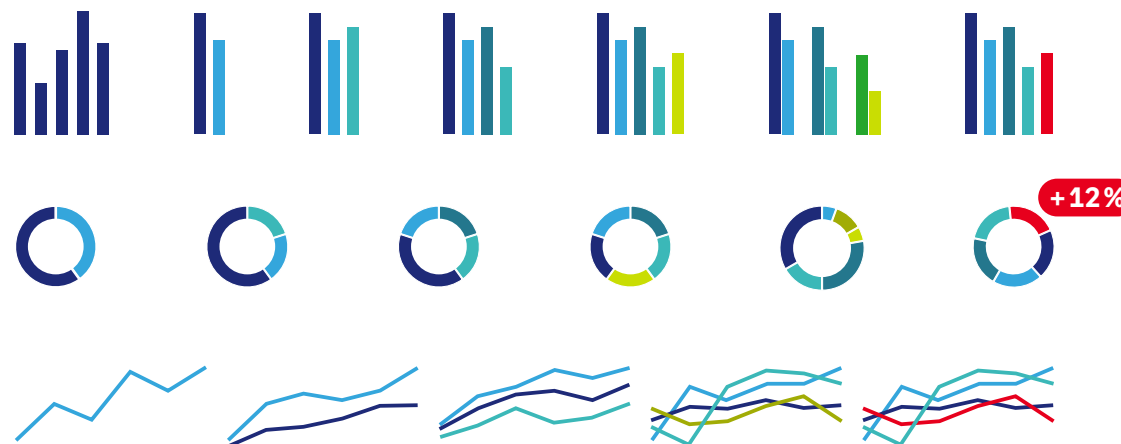
Colours always appear at 100%. Start with the colours of our primary palette, then add accent colours to harmoniously complement the blue tones of the primary colours.

When individual values or categories must be highlighted, create strong contrasts by using red, orange or yellow. The very light shades from our primary colour palette can be used as a background that helps to structure graphics.

Accent colours – especially those that are rich in contrast – should be used sparingly. Try not to use more than one accent colour, except when designing very complex graphics with many different values. Avoid colour gradients, shadows and inappropriate colour combinations.

Stylistic rules

A wide range of colour combinations is possible, but it's important to always concisely express our brand. Therefore, higher proportions of blue are recommended. White strands are also helpful to ensure that the colours are visually distinct from one another.



Primary and accent colours

Blue tones are used first and it's important to ensure sufficient differentiation. Also keep in mind that, depending on the type of graphic, only a certain number of colours can be used. For example, line graphs with more than four colours become too hard to read while pie charts must always consist of at least two colours.

Striking colours from the accent colour palette, such as red and orange, are used primarily to emphasise particular facts or highlight individual values.



Please note:

Each colour is precisely defined. There are no colour gradations of a single tone provided.

Font style medium 8.5 pt 10.2 pt line spacing	Font style medium 8.5 pt 10.2 pt line spacing	Alignment left or right depending on content
50 €	2,200 €	/
100 €	100 €	/
50 €	50 €	/
/	660 €	/
/	220 €	/
200 €	925 €	/
Between 500 & 850 €	Between 700 & 1000 €	/
Between 159 & 233 €	Between 352 & 415 €	/
Between 1,068 & 1,492 €	Between 5,207 & 5,570 €	0 €

Sample fontstyle bold

And fontstyle regular. Potaim at firmis, sus bonventium Romneu iderente, comnicæ adduconsus egerort ustemus, consuam ortemquem ego. Aximus, se que num que consultum pat gravo, nonsiciam.

Sample fontstyle bold

And fontstyle regular. Potaim at firmis, sus bonventium Romneu iderente, comnicæ adduconsus egerort ustemus, consuam ortemquem ego. Aximus, se que num que consultum pat gravo, nonsiciam.

Background colours

To emphasise certain information, individual areas can be highlighted in colour or outlined, primarily in neutral, light grey tones.

2. Data-driven charts

Common charts — overview

Data-driven charts primarily convey factual content with minimalist designs that feature complex diagrams, icons and tables.

Ensure high readability by using a minimum font size of 6pt, along with sufficient contrast between the graphic elements, font and background.

In addition to the data displayed, a header and subheader are used to introduce the topic and communicate key information. If necessary, references and further information are placed below the graphic.

Communication objectives

- Provide answers
- Inform
- Demonstrate expertise and professionalism
- Offer assistance
- Achieve conversion
- Convey a serious, reduced and elegant tone

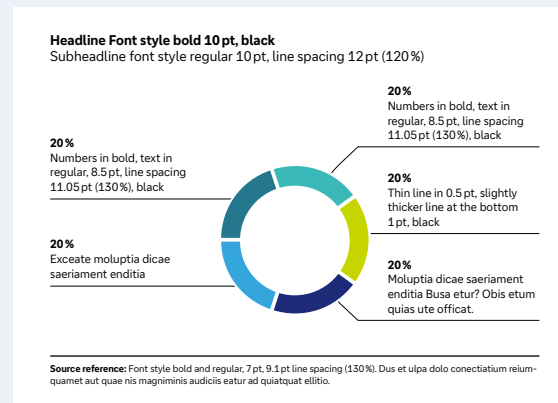
Touchpoints

- Printed information material
- POS presentation slides
- YouTube
- Website
- Explanatory videos/tutorials
- Social media

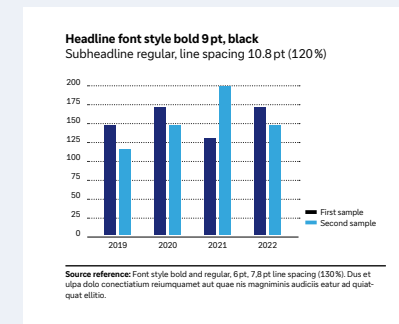
Common charts

To the right are the most common diagrams, grouped according to the same structure.

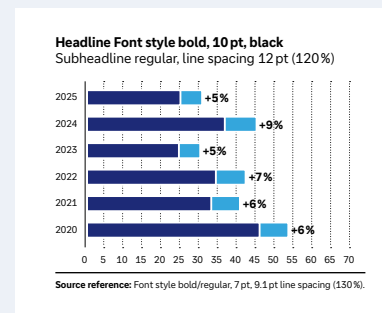
1 Pie charts



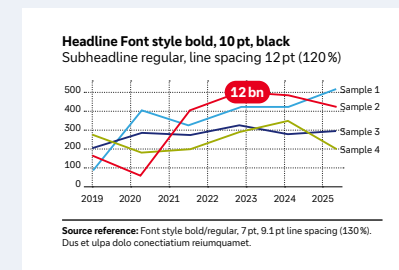
2 Column and Pareto charts



3 Bar charts



4 Line, point and area charts

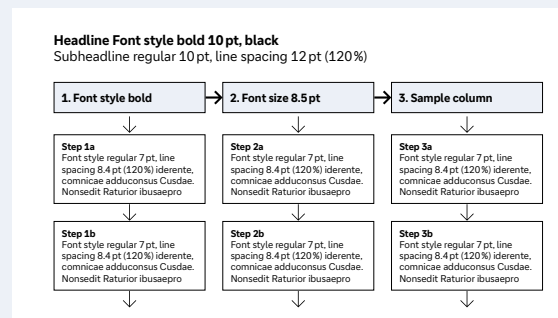


6 Tables

Headline Font style bold 10 pt, black
Subheadline regular 10 pt, line spacing 12 pt (120%)

Font style medium 8.5 pt	Font style medium 8.5 pt 10.2 pt line spacing	Font style medium 8.5 pt 10.2 pt line spacing
Sample text	Sample text	Sample text
Thin line 0.5 pt	Font style regular	Font style regular
Font style medium 8.5 pt	Font size 8.5 pt	Thin line 0.5 pt
Thin line 0.5 pt	Thin line 0.5 pt	Font style regular
Font style medium 8.5 pt	Font style regular	Sample text
Thin line 0.5 pt	Sample text	Font style regular
Font style medium 8.5 pt	Font style regular	Font size 8.5 pt
Slightly thicker line 1 pt	Slightly thicker line 1 pt	Sample text
Font style bold, bold line 2 pt	Bold line 2 pt	Bold line 2 pt

5 Flow and process charts



Pie charts

Used to show partial values of a whole, pie charts must always add up to 100%. No more than seven segments should be shown in order to ensure impact and readability.

Each individual segment is given its own colour to clearly stand out. In addition, the coloured segments are separated by white strands for greater clarity. If any individual values need to be highlighted, you can implement a simple call-out featuring a striking accent colour (e.g. the 8% seen in the below graphs).

The colour scheme can vary depending on the contextual theme and media environment. Please ensure that there is a sufficient amount of blue to increase the distinctiveness of our brand.



Please note:

To increase accessibility, the individual segments are separated from each other by a white strand. This is not possible in all programmes. Unfortunately, PowerPoint does not offer an automated function for this.

Headline Font style bold 10 pt, black
Subline regular 10 pt, line spacing 12 pt (120%)

20%
Numbers in bold, text in regular, 8.5 pt, line spacing 11.05 pt (130%), black

20%
Exceate moluptia dicae saeriamenditit

20%
Numbers in bold, text in regular, 8.5 pt, line spacing 11.05 pt (130%), black

20%
Thin line in 0.5 pt, slightly thicker line at the bottom 1 pt, black

20%
Moluptia dicae saeriamenditit Busa etur? Obis etum quias ute officat.

■ Sample footer ■ Font style regular ■ Font size 7/9.1 pt ■ Font style regular ■ Font size 7/9.1 pt

Source reference: Font style bold and regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo conectiatum reium-quamet aut quae nis magniminis audiciis eatur ad quatquat ellitio.

Depending on the amount of text, the explanation of the segments can be below or next to the graphic.

Headline font style bold 10 pt, black
Subline font style regular 10 pt, line spacing 12 pt (120%)

20%
Numbers in bold, text in regular, 8.5 pt, line spacing 11.05 pt (130%), black

20%
Exceate moluptia dicae saeriamenditit

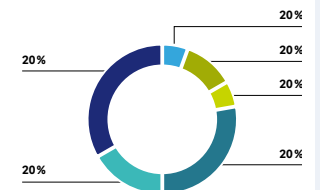
20%
Numbers in bold, text in regular, 8.5 pt, line spacing 11.05 pt (130%), black

20%
Thin line in 0.5 pt, slightly thicker line at the bottom 1 pt, black

20%
Moluptia dicae saeriamenditit Busa etur? Obis etum quias ute officat.

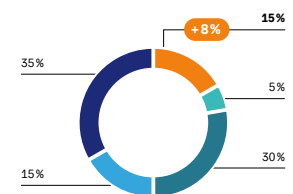
Source reference: Font style bold and regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo conectiatum reium-quamet aut quae nis magniminis audiciis eatur ad quatquat ellitio.

Headline font style bold 10 pt, black
Subheadline regular 10 pt, line spacing 12 pt



■ Sample footer ■ Font style regular ■ Font size 7/9.1 pt ■ Font style regular ■ Font size 7/9.1 pt

Headline font style bold 10 pt, black
Subline regular, line spacing 12 pt (120%)



■ Sample footer ■ Font size 7/9.1 pt ■ Sample footer ■ Font style regular ■ Font style regular

Integration of a call-out set in accent colour.

Column and Pareto charts

Column charts use rectangles, known as columns, to display data values. Aligned vertically on the x-axis, the columns do not touch and are separated by white. Column charts are particularly suitable for comparing the performance of different categories and showing trends over time. Individual columns and their corresponding values can be highlighted in colour.

Keep it easy to view and understand the data. Therefore, no more than 10 values should be displayed.

Column chart variants

Column charts come in different variants that serve different needs when comparing multiple sets of data.

1 Simple column chart

A simple column chart features one column and value per category. It is used to easily compare different groups or show quantities across several categories.

2 Grouped column chart

A grouped column chart features multiple columns grouped together for each category to allow for comparison between different data sets.

3 Stacked column chart

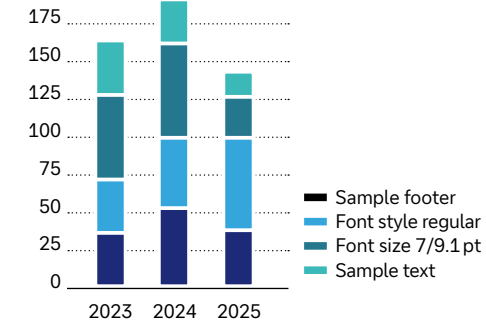
A stacked column chart features data sets placed on top of each other. This means that each column represents the total value of the respective data set, making it easy to compare the total values of each column.

In the 100% stacked column chart, the individual data sets are combined into one column, just like a normal stacked column chart. The key difference is that each column adds up to 100%, with each segment representing a portion of the whole.

4 Pareto chart

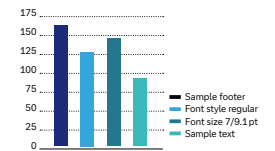
The Pareto chart displays individual values in order of magnitude, descending from the largest value on the left to the smallest value on the right. These charts are often used to identify the most important areas for process improvement.

Headline long Font style bold 10 pt, black



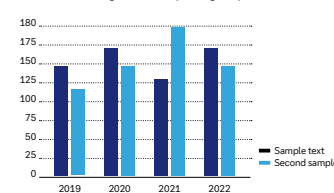
3 Stacked column chart

Headline long Font style bold 10 pt, black



4 Simple column chart

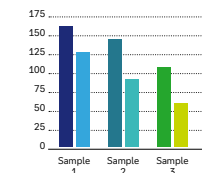
Headline Font style bold, 10 pt, black



Source reference: Font style bold and regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo conecetarium reumquamet aut quae nis magnimi-nis audicis eatur ad quatquat elitio.

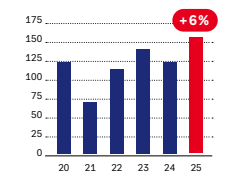
2 Grouped column chart

Headline long Font style bold 10 pt, line spacing 12 pt, black



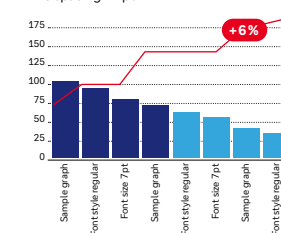
2 Grouped column chart with colour variants

Headline Font style bold 10 pt



4 Simple column chart with value call-out

Headline Font style bold 10 pt



4 Pareto chart

Bar charts

Bar charts are similar to column charts in that both compare data sets using rectangular shapes in different lengths to indicate each respective value. However, the difference lies in their orientation.

Bar charts are aligned horizontally, ideal for when data labels require more space or when each individual bars features additional data or text.

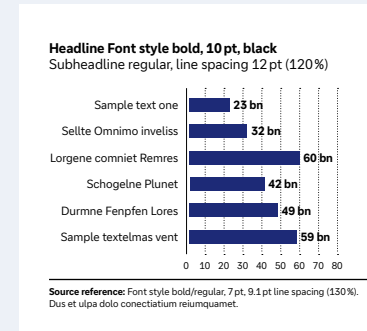
Bar chart variants

Similar to column charts, bar charts also feature variants, such as grouped and stacked charts, for greater flexibility.

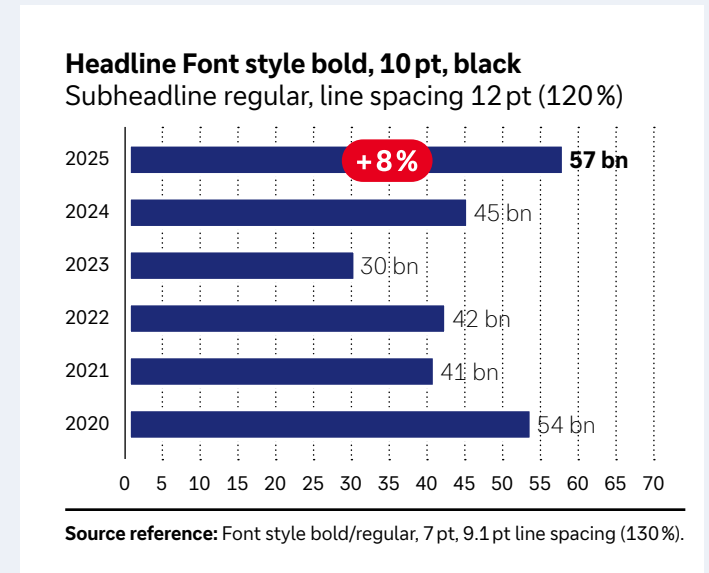
1 Simple bar chart

2 Grouped bar chart

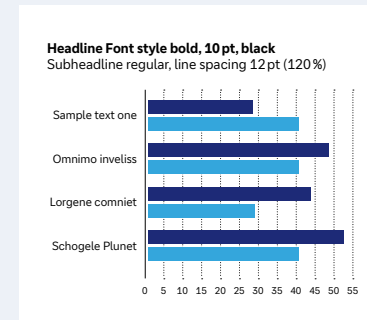
3 Stacked bar chart



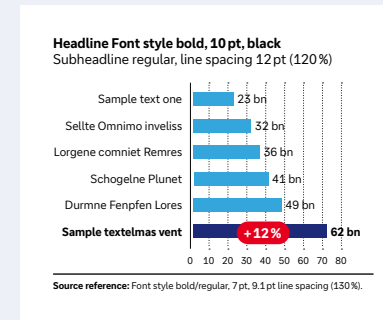
1 Simple bar chart



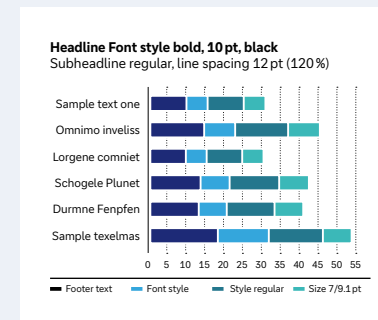
1 Simple bar chart with value call-out



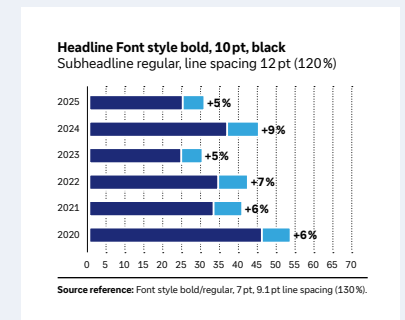
1 Grouped bar chart



1 Simple bar chart with value call-out



3 Stacked bar chart



3 Stacked bar chart

Line charts

Line charts, also known as curve charts, are graphical ways to show the progression of data points over a specific period of time. Because of its clear display of data, line charts are widely used in technical analysis, such as analysing price developments or predicting future trends.

The horizontal x-axis shows the time period, such as years or months, while the vertical y-axis displays the value. On a grid background, data points are placed at the intersections of these axes, then connected by a line to make the values easy to read. Use no more than four lines when comparing different categories or data sets.

Line chart variants

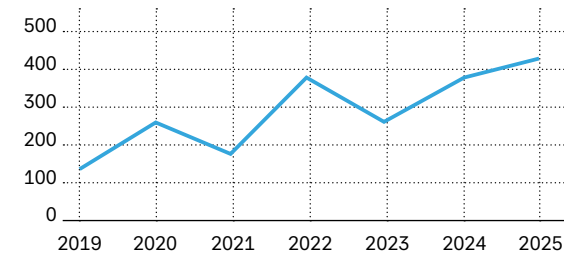
- 1 Single line chart
- 2 Multiple line chart
- 3 Multiple line chart with call-out



Please note:

To make the lines comprehensible for the visually impaired, the values to be compared should also be displayed in tabular form if necessary.

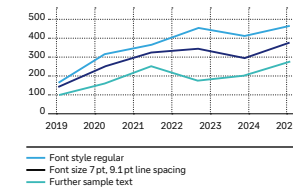
Headline Font style bold, 10 pt, black Subheadline regular, line spacing 12 pt (120%)



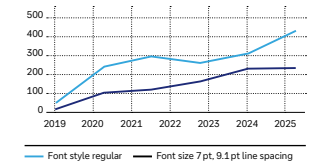
Source reference: Font style bold/regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo coneciatium reiumquamet.

1 Single line chart

Headline Font style bold, 10 pt, black Subheadline regular, line spacing 12 pt (120%)

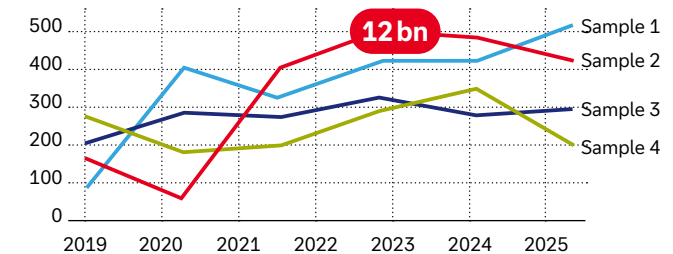


Headline Font style bold, 10 pt, black Subheadline regular, line spacing 12 pt (120%)



2 Multiple line charts with colour variants

Headline Font style bold, 10 pt, black Subheadline regular, line spacing 12 pt (120%)



Source reference: Font style bold/regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo coneciatium reiumquamet.

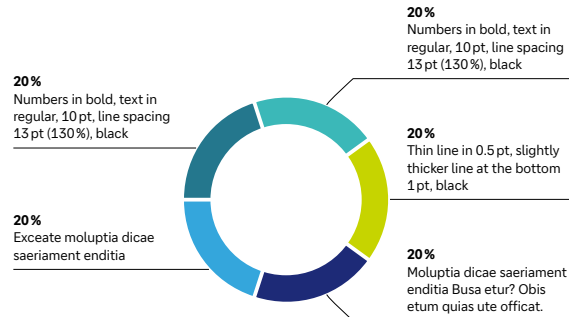
3 Multiple line chart with call-out

Different sizes

1 Examples of size L

Headline font style bold, 14 pt, black

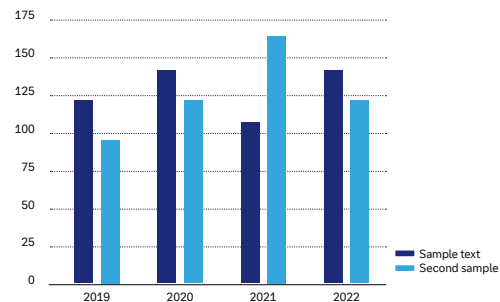
Subheadline font style regular 14 pt, line spacing 16.8 pt (120%)



Source reference: Font style bold and regular, 8.5 pt, 11.05 pt line spacing (130%). Dus et ulpa dolo conec-tium reiumquamet aut quae nis magniminis audiciis eatur ad quiatquat ellitio.

Headline Font style bold, 14 pt, black

Subheadline regular 14 pt, line spacing 16.8 pt (120%)

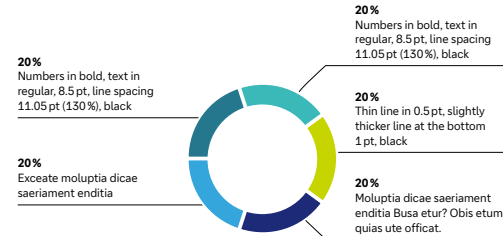


Source reference: Font style bold and regular, 8.5 pt, 11.05 pt line spacing (130%). Dus et ulpa dolo conec-tium reiumquamet aut quae nis magniminis audiciis eatur ad quiatquat ellitio.

2 Examples of size M

Headline Font style bold 10 pt, black

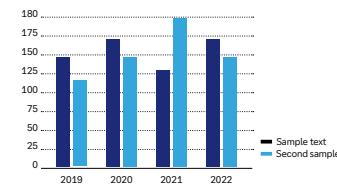
Subheadline font style regular 10 pt, line spacing 12 pt (120%)



Source reference: Font style bold and regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo conec-tium reiumquamet aut quae nis magniminis audiciis eatur ad quiatquat ellitio.

Headline Font style bold, 10 pt, black

Subheadline regular, line spacing 12 pt (120%)

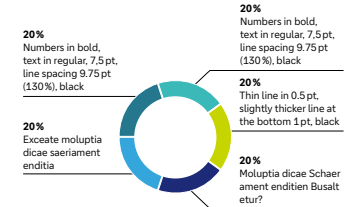


Source reference: Font style bold and regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo conec-tium reiumquamet aut quae nis magniminis audiciis eatur ad quiatquat ellitio.

3 Examples of size S

Headline font style bold 9 pt, black

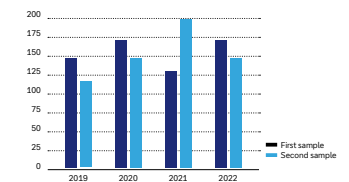
Subheadline font style regular, line spacing 10.8 pt (120%)



Source reference: Font style bold and regular, 6 pt, 7.8 pt line spacing (130%). Dus et ulpa dolo conec-tium reiumquamet aut quae nis magniminis audiciis eatur ad quiatquat ellitio.

Headline font style bold 9 pt, black

Subheadline regular, line spacing 10.8 pt (120%)



Source reference: Font style bold and regular, 6 pt, 7.8 pt line spacing (130%). Dus et ulpa dolo conec-tium reiumquamet aut quae nis magniminis audiciis eatur ad quiatquat ellitio.

1 2

Examples of infographics in DIN A4 print format.

Both headline sizes are based on the text sizes specified for the DIN A4 format. Choose between these two options, taking into account the amount of content and number of graphics.

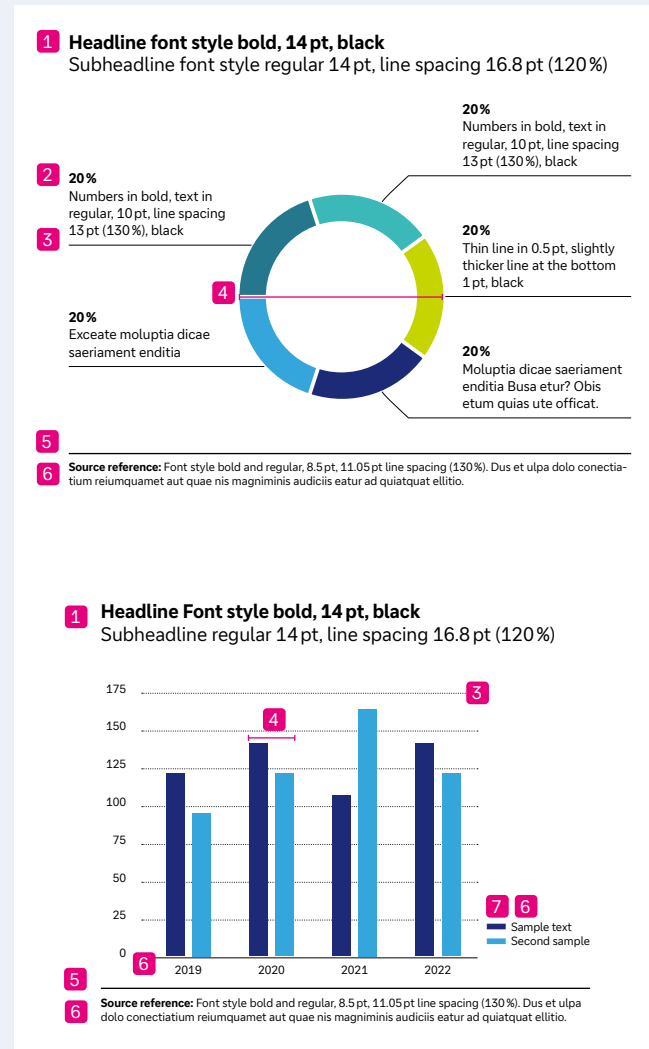
3

Small formats

For small formats, the copy text of the graphic can be reduced to a font size of 6 pt. The bar thickness of the segments is then adjusted accordingly. The line thicknesses of the graphs, on the other hand, always remain the same.

Measurement of diagrams

Example DIN A4 and DIN long



Size L (DIN A4)

- 1** **Headline/subheadline**
Font: DeutscheBank Bold/Regular left-aligned
Size: 14 pt
LS: 16,8 pt (120%)
Colour: Black
- 2** **Data labelling**
Font: DeutscheBank Bold/Regular left-aligned
Size: 10 pt
LS: 13 pt (130%)
Colour: Black
- 3** **Connecting line/axis lines**
Solid and dotted lines
Width: 0,5 pt
Colour: Black
- 4** **Segments**
Outer circle: Ø 55 mm
Inner circle: Ø 40 mm
White strands: 1 mm

Bar or column: 5 mm
White strands: 2 mm
- 5** **Final line**
Solid
Width: 1 pt
Colour: Black
- 6** **Source reference/axis labelling**
Font: DeutscheBank Bold/Regular left-aligned
Size: 8,5 pt
LS: 11,05 pt (130%)
Colour: Black
- 7** **Coloured line**
Width: 1,5 mm
Length: 5 mm

Size M (DIN A4)

- 1** **Headline/subheadline**
Font: DeutscheBank Bold/Regular left-aligned
Size: 10 pt
LS: 12 pt (120%)
Colour: Black
- 2** **Data labelling**
Font: DeutscheBank Bold/Regular left-aligned
Size: 8,5 pt
LS: 11,05 pt (130%)
Colour: Black
- 3** **Connecting line/axis lines**
Solid and dotted lines
Width: 0,5 pt
Colour: Black
- 4** **Segments**
Outer circle: Ø 40 mm
Inner circle: Ø 29 mm
White strands: 1 mm

Bar or column: 3,5 mm
White strands: 1 mm
- 5** **Final line**
Solid
Width: 1 pt
Colour: Black
- 6** **Source reference/axis labelling**
Font: DeutscheBank Bold/Regular left-aligned
Size: 7 pt
LS: 9,1 pt (130%)
Colour: Black
- 7** **Coloured line**
Width: 1 mm
Length: 3 mm

Size S (DIN A6/DIN long)

- 1** **Headline/subheadline**
Font: DeutscheBank Bold/Regular left-aligned
Size: 9 pt
LS: 10,8 pt (120%)
Colour: Black
- 2** **Data labelling**
Font: DeutscheBank Bold/Regular left-aligned
Size: 7,5 pt
LS: 9,1 pt (130%)
Colour: Black
- 3** **Connecting line/axis lines**
Solid and dotted lines
Width: 0,5 pt
Colour: Black
- 4** **Segments**
Outer circle: Ø 30 mm
Inner circle: Ø 21,75 mm
White strands: 0,5 mm

Bar or column: 3 mm
White strands: 1 mm
- 5** **Final line**
Solid
Width: 1 pt
Colour: Black
- 6** **Source reference/axis labelling**
Font: DeutscheBank Bold/Regular left-aligned
Size: 6 pt
LS: 7,8 pt (130%)
Colour: Black
- 7** **Coloured line**
Width: 1 mm
Length: 3 mm

Flow, process and organisational charts

A flow chart is a diagram that describes and represents a sequence of steps in a process, system or workflow. It is used to document, plan, optimise and communicate complex processes. The implementation of shapes, such as rectangles and arrows, helps to illustrate steps and guide the reader.

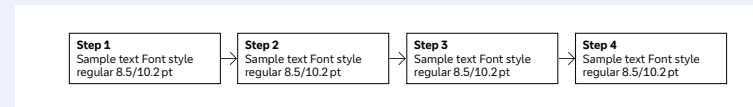
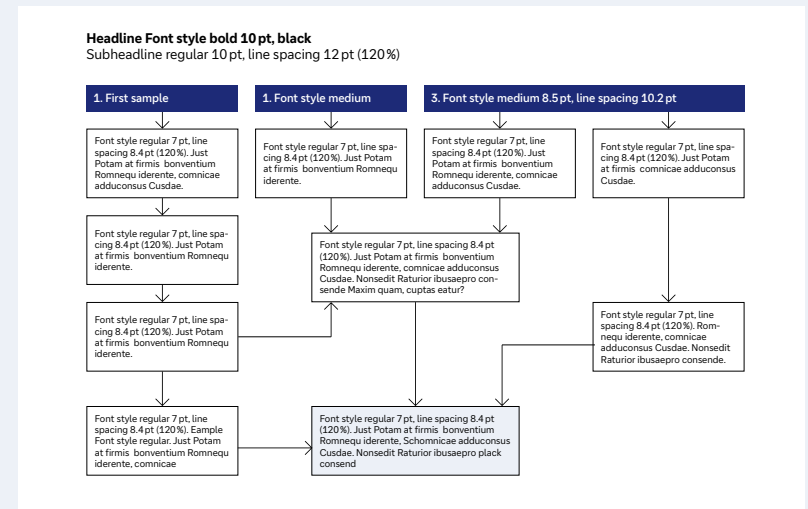
Flow chart variations

While quite similar to a flow chart, a process chart is used to describe the sequence of activities in a process, often including more detailed steps and information.

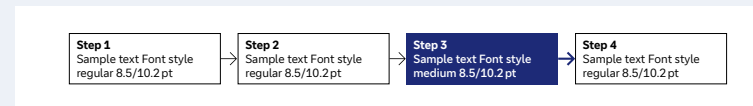
An organisational chart shows the structure of an organisation, department or team, as well as the corresponding relationships and roles.

The font sizes and line thicknesses correspond to those of the previously shown dimensions for the diagrams.

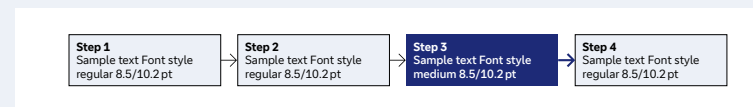
A flow chart that clearly shows a hierarchy of information through the use of the full-surface colour Deep Blue in combination with an outline and background colour



Process chart that uses a simple and discreet outline style

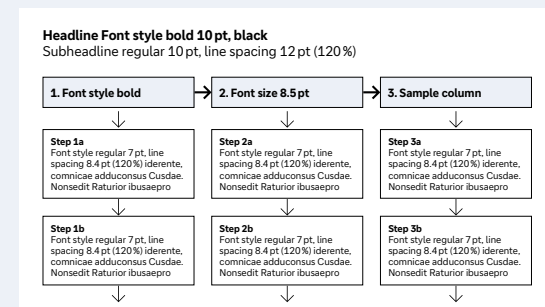


Process chart that uses an outline style with a full-surface Deep Blue highlight



Process chart that uses a light background colour with a full-surface Deep Blue highlight

Flow chart that shows how design touches can be used rather sparingly to avoid dark colour fields and text set in white



Flow, process and organisational charts

The use of arrows

Flow charts are all about showing a sequence. Therefore, arrow symbols are used to guide the reader through chronological sequences or the order of events. The arrows are created using the DeutscheBank typeface and, depending on the context, can be implemented in the same font style and colour as the text. The acceptable arrow font styles range from Extra Bold to Light.

Colour contrasts

The use of strong colour contrasts not only adds more impact to the information being presented, but it also guarantees easy accessibility.

Extra Bold



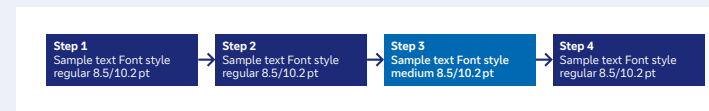
Light

Each of the five font styles offers a unique impact



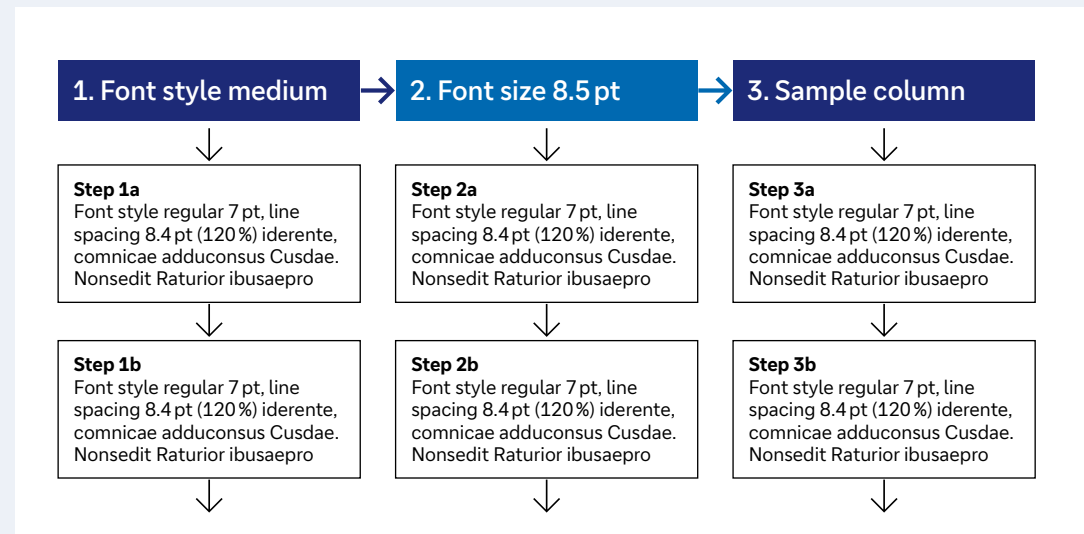
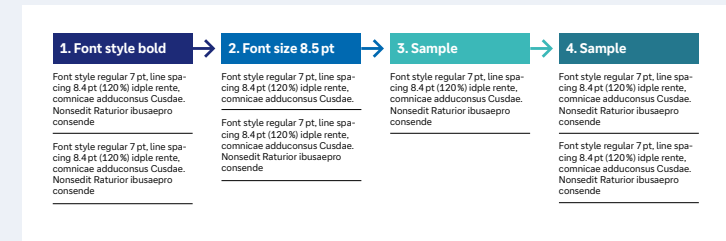
Please note:

White text placed on accent colours must be large and bold enough to provide sufficient contrast for accessibility. If very light accent colours are used, then the text must be set in a dark colour (see details in "Basic elements", chapter 4).



A contrasting colour is used to highlight a single step

Each step features a unique colour, along with a matching arrow, as well as explanatory text



The header row contains a contrasting colour while the subordinate segments feature a simple outline design with matching fine arrows in black.

Tables

Tables are useful for showing exact values of numerous categories that span several rows and columns. As such, they require an extended viewing time to fully grasp the content, making simple design imperative.

Generally, tables appear in printed media. When used online, please carefully consider the content and keep in mind the user experience.

The use of fine lines brings each table to life. Thicker lines are used to emphasise individual columns, rows or values, while thinner lines separate content. Light backgrounds can be used as support.



Please note:
To keep the text of the tables barrier free, only the very light colours may be used for full-surface highlighting.

Headline Font style bold 14 pt, black Subheadline regular 14 pt, line spacing 16.8 pt (120 %)

	Font style medium 10 pt 12 pt line spacing	Font style medium 10 pt 12 pt line spacing	Alignment left or right depending on content
Font style medium 10 pt	50 €	2.200 €	/
Thin line 0.5 pt	100 €	100 €	/
Font style medium 10 pt	50 €	50 €	/
Thin line 0.5 pt	/	660 €	/
Font style medium 10 pt	/	220 €	/
Thin line 0.5 pt	200 €	925 €	/
Font style medium 10 pt	Between 500 & 850 €	Between 700 & 1000 €	/
Slightly thicker line 1 pt	Between 159 & 233 €	Between 352 & 415 €	/
Font style bold, bold line 2 pt	Between 1,068 & 1,492 €	Between 5,207 & 5,570 €	0 €

Source reference: Font style bold and regular, 8.5 pt, 11.05 pt line spacing (130 %).

1 Examples of size L

Fine lines structure the columns and rows, ensuring that all text is easy to read in black

2 Examples of size M

Individual columns can be highlighted with a light background while thicker lines help structure and emphasise content

Headline Font style bold 10 pt, black Subheadline regular 10 pt, line spacing 12 pt (120 %)

	Font style medium 8.5 pt 10.2 pt line spacing	Font style medium 8.5 pt 10.2 pt line spacing	Alignment left or right depending on content
Font style medium 8.5 pt	50 €	2,200 €	/
Thin line 0.5 pt	100 €	100 €	/
Font style medium 8.5 pt	50 €	50 €	/
Thin line 0.5 pt	/	660 €	/
Font style medium 8.5 pt	/	220 €	/
Thin line 0.5 pt	200 €	925 €	/
Font style medium 8.5 pt	Between 500 & 850 €	Between 700 & 1000 €	/
Slightly thicker line 1 pt	Between 159 & 233 €	Between 352 & 415 €	/
Font style bold, bold line 2 pt	Between 1,068 & 1,492 €	Between 5,207 & 5,570 €	0 €

Source reference: Font style bold/regular, 7 pt, 9.1 pt line spacing (130 %). Dus et ulpa dolo conecctatium reiumquamet.

3 Examples of size S

Similar to charts, tables also come in different sizes to meet space requirements

Headline font style bold 9 pt, black Subheadline regular, line spacing 10.8 pt (120 %)

	Font style medium 7.5 pt line spacing 9 pt	Font style medium 7.5 pt line spacing 9 pt	Alignment left or right depending on content
Font style medium 7.5 pt	50 €	2.200 €	/
Thin line 0.5 pt	100 €	100 €	/
Font style medium 7.5 pt	50 €	50 €	/
Thin line 0.5 pt	/	660 €	/
Font style medium 7.5 pt	/	220 €	/
Thin line 0.5 pt	209 €	925 €	/
Font style medium 7.5 pt	Entre 500 & 850 €	Entre 700 & 1,000 €	/
Slightly thicker line 1 pt	Entre 159 & 233 €	Entre 352 & 415 €	/
Font style bold, bold line 2 pt	Between 1,068 & 1,492 €	Between 5,207 & 5,570 €	0 €

Source reference: Font style bold/regular, 6 pt, 7.8 pt line spacing (130 %). Dus et ulpa dolo conecctatium reiumquamet. Reptibus cipsum veliqua voloes accupias dielenih volupiat. Et exctas repe voliectat. Mi, comiens et landellatlon essi vid quis natqao qui cdi ditasperore ipa sentia volorem poribus ipienisit volorest lam, exptitem eos andrio vendamus

Measurement of tables

Example DIN A4 and DIN long

1

Headline Font style bold 10 pt, black
Subheadline regular 10 pt, line spacing 12 pt (120%)

	Font style medium 8.5 pt Thin line 0.5 pt Line spacing 10.2 pt	Font style medium 8.5 pt Thin line 0.5 pt Line spacing 10.2 pt	Font style medium 8.5 pt Thin line 0.5 pt Line spacing 10.2 pt	Alignment left or right depending on content
2	Font style medium 8.5 pt	50 €	2,200 €	/
	Thin line 0.5 pt	100 €	/	/
	Font style medium 8.5 pt	50 €	50 €	/
	Thin line 0.5 pt	/	660 €	/
	Font style medium 8.5 pt	/	220 €	/
	Thin line 0.5 pt	200 €	925 €	/
	Font style medium 8.5 pt	Between 500 & 850 €	Between 700 & 1000 €	/
	Slightly thicker line 1 pt	Between 159 & 233 €	Between 352 & 415 €	/
	Font style bold, bold line 2 pt	Between 1,068 & 1,492 €	Between 5,207 & 5,570 €	0 €

6

Source reference: Font style bold/regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo conectiatum reumquamet.

Example of a table size M

Headline font style bold 9 pt, black
Subheadline regular, line spacing 10.8 pt (120%)

	Font style medium 7.5 pt Thin line 0.5 pt Line spacing 9 pt	Font style medium 7.5 pt Thin line 0.5 pt Line spacing 9 pt	Alignment left or right depending on content
Font style medium 7.5 pt	Sample text	Sample text	Sample text
Thin line 0.5 pt	Font style regular	Font style regular	Font style regular
Font style medium 7.5 pt	Font size 7.5 pt	Font size 7.5 pt	Font size 7.5 pt
Thin line 0.5 pt	Thin line 0.5 pt	Thin line 0.5 pt	Thin line 0.5 pt
Font style medium 7.5 pt	Font style regular	Font style regular	Font style regular
Thin line 0.5 pt	Sample text	Sample text	Sample text
Font style medium 7.5 pt	Font style regular	Font style regular	Font style regular
Slightly thicker line 1 pt	Slightly thicker line 1 pt	Slightly thicker line 1 pt	Slightly thicker line 1 pt
Font style bold, bold line 2 pt	Bold line 2 pt	Bold line 2 pt	Bold line 2 pt

Source reference: Font style bold/regular, 6 pt, 7.8 pt line spacing (130%). Dus et ulpa dolo conectiatum reumquamet.

Example of a table size S

Size L (DIN A4)

- 1

Headline/subheadline
Font: DeutscheBank Bold/Regular
left-aligned
Size: 14 pt
LS: 16,8 pt (120%)
Colour: Black
- 2

Column and line header, column text
Font: DeutscheBank Medium
DeutscheBank Regular
Text emphasis: DeutscheBank Bold
The alignment is determined based on the content.
Size: 8,5 pt
LS: 10,2 pt (120%)
Colour: Black
Indent text by 2 mm
- 3

Column line, solid
Width: 1 pt
Colour: Black
- 4

Dividing lines, solid
Width: 0,5 pt
Colour: Black
- 5

Final underlining or sum, solid
Width: 2 pt
Colour: Black
- 6

Source reference
Font: DeutscheBank Bold/Regular
Size: 8,5 pt
LS: 11,05 pt (130%)
Colour: Black
left-aligned

Grid
Column spacing: 2 mm
Row height: 8 mm/11 mm
Highlighted last row: 8 mm

Size M (DIN A4)

- 1

Headline/subheadline
Font: DeutscheBank Bold/Regular
left-aligned
Size: 10 pt
LS: 12 pt (120%)
Colour: Black
- 2

Column and line header, column text
Font: DeutscheBank Medium
DeutscheBank Regular
Text emphasis: DeutscheBank Bold
The alignment is determined based on the content.
Size: 8,5 pt
LS: 10,2 pt (120%)
Colour: Black
Indent text by 2 mm
- 3

Column line, solid
Width: 1 pt
Colour: Black
- 4

Dividing lines, solid
Width: 0,5 pt
Colour: Black
- 5

Final underlining or sum, solid
Width: 2 pt
Colour: Black
- 6

Source reference
Font: DeutscheBank Bold/Regular
Size: 7 pt
LS: 9,1 pt (130%)
Colour: Black
left-aligned

Grid
Column spacing: 2 mm
Row height: 7 mm/10 mm
Highlighted last row: 7 mm

Size S (DIN long)

- 1

Headline/subheadline
Font: DeutscheBank Bold/Regular
left-aligned
Size: 9 pt
LS: 10,8 pt (120%)
Colour: Black
- 2

Column and line header, column text
Font: DeutscheBank Medium
DeutscheBank Regular
Text emphasis: DeutscheBank Bold
The alignment is determined based on the content.
Size: 7,5 pt
LS: 9 pt (120%)
Colour: Black
Indent text by 2 mm
- 3

Column line, solid
Width: 1 pt
Colour: Black
- 4

Dividing lines, solid
Width: 0,5 pt
Colour: Black
- 5

Final underlining or sum, solid
Width: 2 pt
Colour: Black
- 6

Source reference
Font: DeutscheBank Bold/Regular
Size: 6 pt
LS: 7,8 pt (130%)
Colour: Black
left-aligned

Grid
Column spacing: 2 mm
Row height: 6 mm/9 mm
Highlighted last row: 7 mm

Adding emphasis

Using mid blue and ice blue for emphasis

To emphasise individual columns or rows, the colour mid blue can be used solely for the text on white or for the text and the background ice blue.

When using mid blue for the text, set the font in a slightly heavier weight. This also applies to the lines, which should be thicker in mid blue or in bright blue than the black lines. When using ice blue for the background, it is absolutely necessary to set the font in a heavier weight to prevent the text from appearing too restrained in contrast to the black text. The lines should also be thicker in this instance.

If a decision is made to highlight a column row, or specific information, then this style should be used consistently throughout the piece of content.



Please note:
If blue text is set on a light blue background, the next boldest font style is used to make the text stand out clearly.

Headline Font style bold 10 pt, black			
Subheadline regular 10 pt, line spacing 12 pt (120%)			
	Font style regular 8.5 pt 10.2 pt line spacing	Font style bold 8.5 pt 10.2 pt line spacing	Alignment left or right depending on content
Font style regular 8.5 pt	Sample text	Font size 8.5 pt	Sample text
Thin line 0.5 pt	Font style regular	Font style medium	Font style regular
Font style regular 8.5 pt	Font size 8.5 pt	Thin line 0.5 pt	Font size 8.5 pt
Thin line 0.5 pt	Thin line 0.5 pt	Sample text	Thin line 0.5 pt
Font style regular 8.5 pt	Font style regular	Thin line 0.5 pt	Font style regular
Thin line 0.5 pt	Sample text	Font style medium	Sample text
Font style regular 8.5 pt	Thin line 0.5 pt	Font size 8.5 pt	Thin line 0.5 pt
Thin line 0.5 pt	Font style regular	Sample text	Font style regular
Font style regular 8.5 pt	Slightly thicker line 1 pt	Bold line 2 pt	Slightly thicker line 1 pt
Source reference: Font style bold/regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo conectiatum reiumquamet.			

Variant with mid blue and bolder fonts and thicker lines

Headline Font style bold 10 pt, black			
Subheadline regular 10 pt, line spacing 12 pt (120%)			
	Font style medium 8.5 pt 10.2 pt line spacing	Font style medium 8.5 pt 10.2 pt line spacing	Alignment left or right depending on content
Font style medium 8.5 pt	50 €	2,200 €	/
Thin line 0.5 pt	100 €	100 €	/
Font style medium 8.5 pt	50 €	50 €	/
Thin line 0.5 pt	/	660 €	/
Font style medium 8.5 pt	/	220 €	/
Thin line 0.5 pt	200 €	925 €	/
Font style medium 8.5 pt	Between 500 & 850 €	Between 700 & 1000 €	/
Slightly thicker line 1 pt	Between 159 & 233 €	Between 352 & 415 €	/
Font style bold, bold line 2 pt	Between 1,068 & 1,492 €	Between 5,207 & 5,570 €	0 €
Source reference: Font style bold/regular, 7 pt, 9.1 pt line spacing (130%). Dus et ulpa dolo conectiatum reiumquamet.			

Additional colouring of the column in ice blue

Imprint

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