



Deutsche Bank

Corporate design guidelines

Social media

May 2026

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Communicating and connecting on social media

Guided by the Deutsche Bank culture

Social media is fast moving and always evolving. While we stay up to date and adapt to the latest changes, our aspirational culture remains steady and guides our communication with clients through words, imagery and interactive experiences.

Our social media strategy

Encapsulated in three goals, our strategy strives to:

- Use social media as a main platform for communication, content distribution and engagement.
- Share expert insights and provide access to our in-depth financial content and comprehensive products, helping clients increase their knowledge.
- Establish Deutsche Bank as an enabler that helps our clients achieve their ambitions.

Our tone of voice

Using text and imagery, our tone of voice is based on four key principles:

- Reliable
- High-performing
- Inspiring
- Connected

Our communication toolbox

Our social media content relies on three senders of information:

- The Deutsche Bank brand itself
- Brand ambassadors and corporate influencers
- Social media influencers

The DB social media ecosystem:

- Instagram
- Facebook
- Threads
- LinkedIn
- YouTube
- TikTok



1. Guiding principles

Multiple tonalities in social media

Organic content

Featuring fewer branding elements, our organic content is designed to be inspiring, informative and interactive. We deal with topics that relate to our clients and show we understand their world. This content is activating yet does not rely on branding elements such as the logo and expanding box.

Emotional and corporate mix

Occasionally, we combine emotional organic content with reliable corporate elements, such as our logo, the expanding box and the logo matrix.

Paid content

Our paid content features strong brand elements that are distinctively Deutsche Bank, most notably our Deep Blue colour, our logo and the expanding box. Other elements include the use of quotations and a greater level of product-focused messaging.

①

Commercial and paid advertising content requires more branding to provide reliability and security, as well as guarantee a consistent advertising appearance. On the other hand, organic content can be more inspiring and dynamically driven, relying on basic corporate elements such as the Deutsche Bank colour palette and typeface.

Organic <

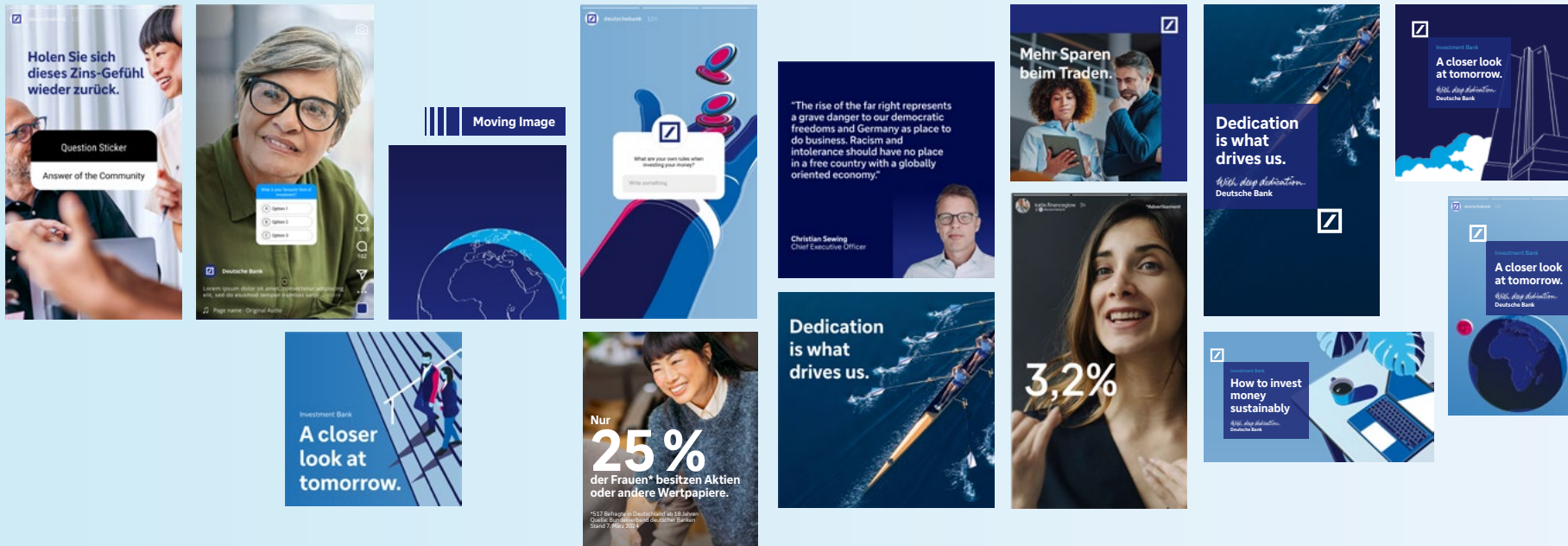
Connected

Inspiring

Reliable

> Paid

High-performing/Commercial



2. Brand element definitions

Key brand elements in social media

Deutsche Bank's social media content relies on our wide range of brand elements to make an impact. This includes our logo, expanding box and typeface, as well as photographs, illustrations and stoppers.

Below are the three most important elements in our social media content.

1 Subtle logo application

In social media, our logo plays an important role, yet it is used in different ways regarding paid and organic content. When used within the graphic in paid content, the logo connects to the expanding box in a familiar, subtle way.

2 Expanding box for brand recognition

The expanding box is a powerful element that enhances brand recognition, implemented differently in paid or organic content. In addition to its familiar transparent style, the expanding box can also feature our Deep Blue colour for enhanced readability.

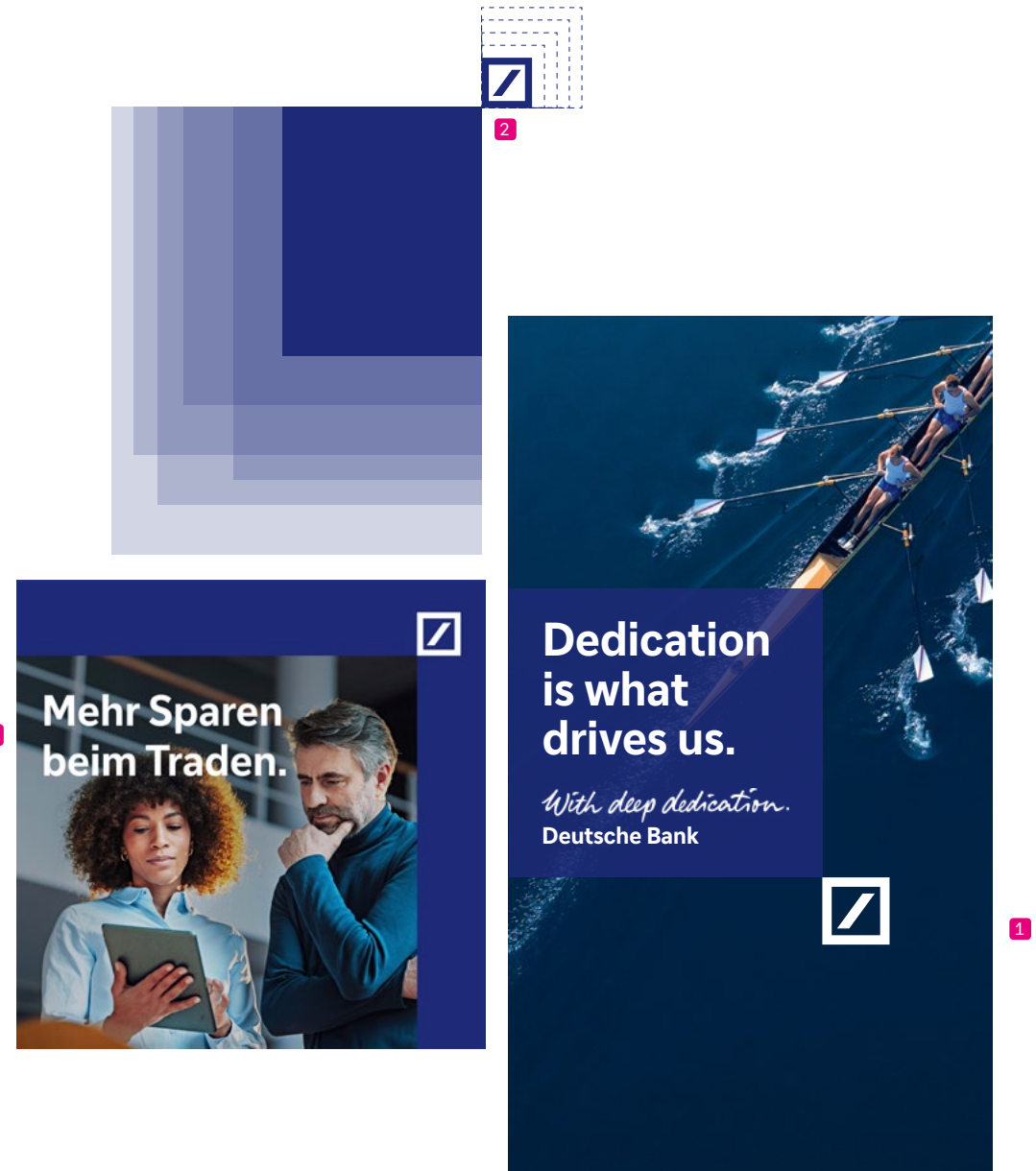
See details in “Basic elements”, chapter 7.

3 Consistent typeface

From offline to online communication, the DeutscheBank typeface is always used in order to remain consistent and create brand synergy.



Please note: Rules for using the expanding box deviate from the “Basic elements” guideline when designing social media content. In effect, the expanding box evolves into a Deep Blue area to accommodate text and enhance readability, or it functions as a container for an image. Carefully read this guideline to ensure correct adaptation.



Typeface – usage and styles

The Deutsche Bank brand typeface is called DeutscheBank, written as one compound word. Available in different font styles, its usage does not differentiate from the overall “Basic elements” guideline, while its consistent use across all touchpoints creates strong brand synergy.

Text alignment

Within the expanding box, all text is always left-aligned.

Line spacing

The line spacing for body text is always 120%. For large headlines and sublines, it can be 110%.

Font styles

The use of different font styles enhances messaging hierarchy and readability.

- **Headline:**
DeutscheBank Bold
- **Body text:**
DeutscheBank Regular
- **Emphasis:**
DeutscheBank Bold or bright blue

The font weight ‘Medium’ can also be used, for example, to highlight quotations.

Additional messaging activation

In addition to the font treatments above, it's also possible to highlight text and use the stopper to create greater visual impact.

Case

The typeface always uses sentence case formatting. Never use all caps formatting.

**DeutscheBank Bold
for headlines**

110%

110%

**DeutscheBank Regular
for sublines**

This is a body copy text Offic te
com Pudicipidem dolupta epudio.
Itanimpori conesecta dolorest

120%

**Dedication is
what drives us.**

With deep dedication.
Deutsche Bank

“The rise of the far right represents a grave danger to our democratic freedoms and Germany as place to do business. Racism and intolerance should have no place in a free country with a globally oriented economy.”

Christian Sewing
Chief Executive Officer



**How we doubled
indonesian local
capital**

Deutsche Bank empowers
Indonesian Business with
ODR10 Trillion.



**Mehr Sparen
beim Traden.**



Layout elements – paid and organic

1 Sender identifier

Font: DeutscheBank Regular
LS: 100%

2 Headline

Font: DeutscheBank Bold
LS: 110%

3 Copy text

Font: DeutscheBank Regular
LS: 120%

4 Handwritten claim

Height: 1/2X of logo size S
Colour: White

5 Typeface claim

Font: DeutscheBank Medium
Size: 90% of identifier size
LS: 110% of identifier size
Colour: Bright blue

Deutsche Bank identifier

Placed in DeutscheBank Bold below the copy.

Font: DeutscheBank Bold
LS: 110%

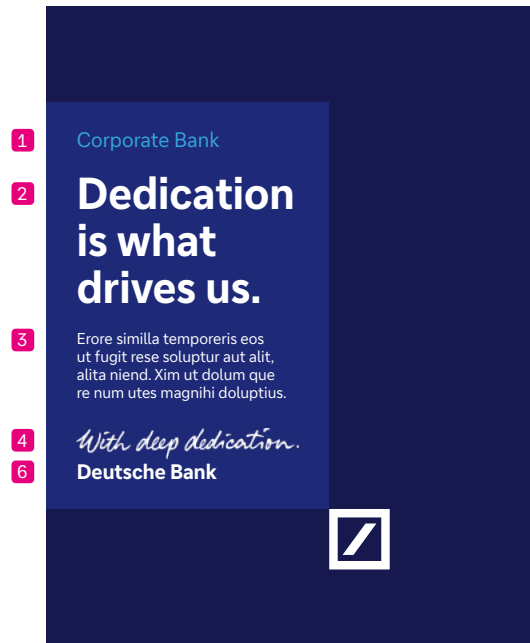
In terms of layout, one version is possible:

6 Size (standard):

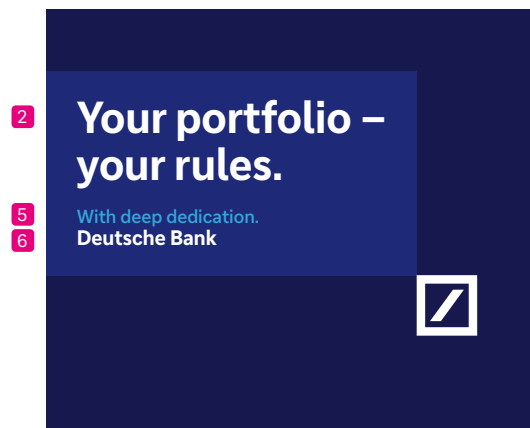
The height of the capital letters in the Deutsche Bank identifier is 1/4 of the logo (size S).



See details in “Basic elements” guideline, chapter 3.



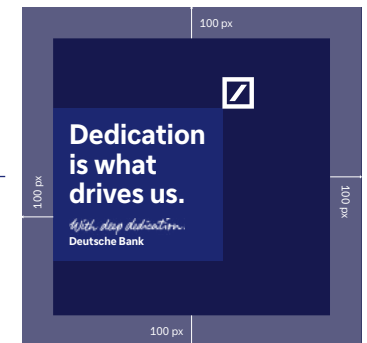
Application with sender identifier



Application with Deutsche Bank identifier only

Step 1

Adaptation for paid content



Step 2

Adaptation for organic content



Measurement table – social media applications (paid content)

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 of the format.

Font sizes – organic content

For organic content, our logo and the expanding box are never used.



Tip: It's possible to use the logo and expanding box to help guide design development, but these elements should be removed before final file creation.

	Format	Dimensions in px	Logo size XS: 75% in px	Logo size S: 100% in px	Logo size M: 150% in px	Margin in px	Identifier in pt	Body text and URL (0.75) 1x identifier in pt	Headline 1.5/2/2.5/3x identifier in pt	Meta safe zone relevance
Facebook	Facebook 5:3 landscape	1200 × 630	56	75	112	37.5	25	18/25	37.5/50/62.5/75	-
	Facebook 9:16 stories, reels	1080 × 1920	86	115	172.5	57	38	28.5/38	57/76/95/114	Yes
	Facebook 1:1 square	1200 × 1200	86	115	172.5	57	38	28.5/38	57/76/95/114	Yes
	Facebook 4:5 portrait	1080 × 1350	86	115	172.5	57	38	28.5/38	57/76/95/114	Yes
Instagram	Instagram 4:5 portrait	1080 × 1350	86	115	172.5	57	38	28.5/38	57/76/95/114	Yes
	Instagram 9:16 stories, reels	1080 × 1920	86	115	172.5	57	38	28.5/38	57/76/95/114	Yes
LinkedIn	LinkedIn 1:1 square	1200 × 1200	86	115	172.5	57	38	28.5/38	57/76/95/114	Yes
	LinkedIn blog header	744 × 400	-	56	-	28	18	13.5/18	27/36/45/54	-
	LinkedIn banner	1128 × 191	-	56	-	28	18	13.5/18	27/36/45/54	-
	LinkedIn hero image	1128 × 376	56	75	-	37.5	25	18/25	37.5/50/62.5/75	-
	LinkedIn post landscape	1200 × 672	56	75	112	37.5	25	18/25	37.5/50/62.5/75	-
	LinkedIn 4:5 portrait	1080 × 1350	86	115	172.5	57	38	28.5/38	57/76/95/114	-
TikTok	TikTok 9:16 videos, stories	1080 × 1920	86	115	172.5	57	38	28.5/38	57/76/95/114	-
YouTube	YouTube 9:16 shorts	1080 × 1920	86	115	172.5	57	38	28.5/38	57/76/95/114	-
	YouTube 16:9 thumbnail	1280 × 720	56	75	112	37.5	25	18/25	37.5/50/62.5/75	-

Logo – placement and size

General placement

Within content in social media, the placement of logos – our logo and those of partners – depends on the context. Organic content does not feature our logo, as the content is published only on owned channels and instead focuses on other brand elements such as imagery, colours and illustrations. On the other hand, paid content always features our logo.

Logo sizes

For paid content, such as on Instagram, it's important to give the expanding box enough space for maximum readability and overall impact. That's why we strive for a flexible logo size with two final sizes.

Minimum logo size:

- 1/10 of the format width
- Matches the safe zone width

Maximum logo size:

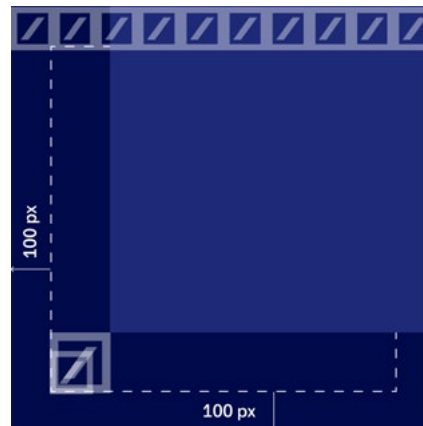
- 1/7 of the format width

Logo styles

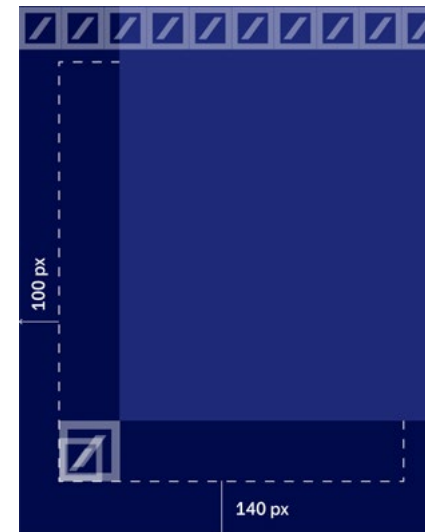
The profile picture on our social media channels must always feature our Deep Blue logo on a white background.



1:1



4:5



9:16



Partner logos

Logo size

When used alongside the Deutsche Bank logo, the size of a partner logo is fixed and should not be altered. The size of the combination should match the format's logo size.

Logo placement

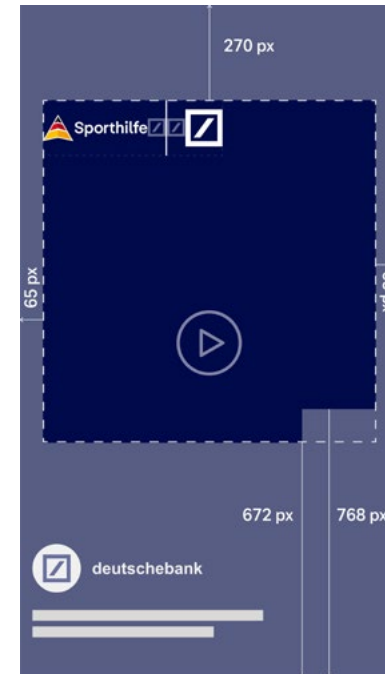
When possible, the partner logo is placed in the top left of the design. If our channel logo is visible in the top left corner, then the partner logo is positioned in the bottom right.

Essentially, partner logos are always placed on the opposite side of the channel logo to ensure that the logos do not compete with each other. Additionally, it's important to consider that channel logos on Instagram Reels and Stories may be positioned differently, even if the format size is the same.

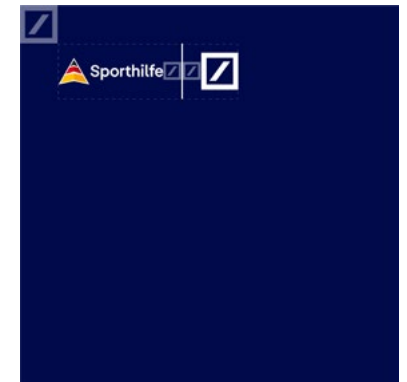
Always keep in mind the specific safe zones of each format size.



9:16 Story



9:16 Reel



1:1

Partner logos – colour usage

White as the primary colour

The primary colour to use for the Deutsche Bank logo and partner logos is white. However, the partner logo can also appear in colour, when appropriate.

For more information regarding logos, please refer to Deutsche Bank's corporate guidelines.



Sporthilfe



Sporthilfe logo colour with Deutsche Bank logo in white



Eintracht logo colour with Deutsche Bank logo in white

Colour – usage

Always use the Deutsche Bank colour palette to achieve strong brand recognition. However, when creating content for social media, rely on the specially-selected colours and gradients below for enhanced impact.

See details in “Basic elements”, chapter 4

Primary colours

White	Deep Blue	Dark blue
RGB 255 255 255 HEX #FFFFFF	RGB 30 42 120 HEX #1E2A78	RGB 22 24 78 HEX #16184E

Secondary colours

Bright blue	Mid blue	Light blue
RGB 52 166 220 HEX #34A6DC	RGB 0 105 177 HEX #0069B1	RGB 205 235 246 HEX #CDEBF6

Gradients (both vertical directions are possible)

Deep Blue	Light blue	Light grey
RGB 30 42 120 HEX #1E2A78	RGB 205 235 246 HEX #CDEBF6	RGB 217 225 239 HEX #D9E1EF
Dark blue		
RGB 22 24 78 HEX #16184E	RGB 251 253 255 HEX #FBFDFD	RGB 252 253 254 HEX #FCFDFE

Imagery

Across all touchpoints, it's our goal to communicate our deep dedication to clients. And through social media, we can find new ways for connecting our cultural values and expertise with real-life clients scenarios. We can show that we are a genuine partner and guide, helping clients navigate financial matters and even life.

Keeping it real

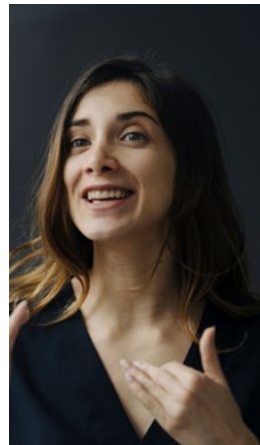
Our imagery showcases a wide range of topics. We depict intimate conversations with our clients, the key moments in their lives, and a multi-perspective understanding of global issues.

Every image is captured from a real perspective. Nothing is staged or artificial. We focus on real people experiencing real moments and situations.

Tapping new potential

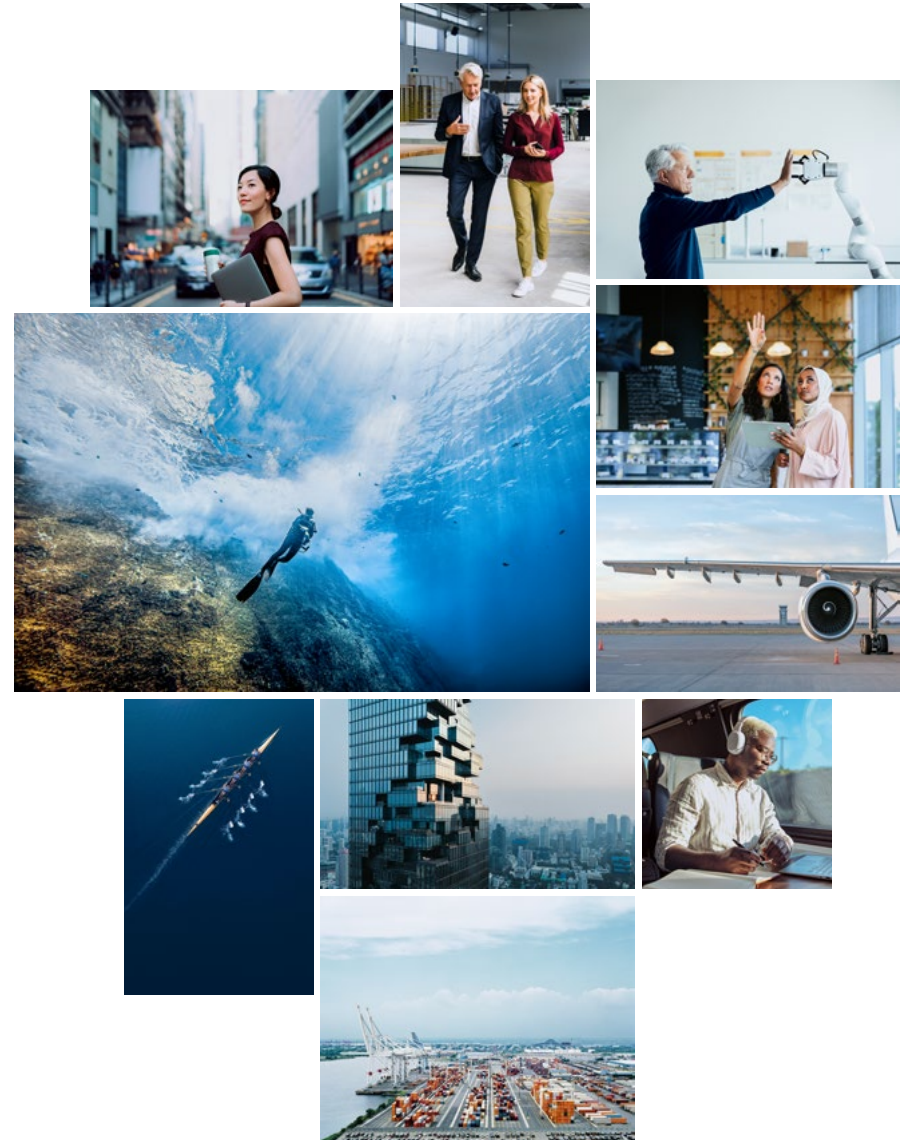
While it's important to adhere to all aspects of our visual world as defined in the "Basic elements" guideline, social media gives us the chance to integrate another layer of authenticity by working with followers, fans and influencers.

That means we can add self-produced content, such as interviews with influencers, discussions with experts, and glimpses into industry events. With engaging content like this, we can merge our brand world with the real world of our clients.



Organic and authentic content

+



Illustrations – appearances

Our social media channels often rely on the use of illustrative elements. They convey worldly insights in aesthetic and eye-catching ways, perfectly suited to our audience.

Flat style

Use the flat style variant of our illustration world for social media content, as it is more attention grabbing in its flatness and more visually exciting thanks to its quality of motion.

Accent colours

The use of specific colours helps create even greater illustrative impact.

– Rubine red:

To further increase the attention-grabbing effect, the accent colour red is used as default, unless motifs are already defined differently and refer to existing content on other channels.

– Spring green:

For sustainability and ESG topics, the additional accent colour green and its different shades can be used.

Visual synergy

With flat style, sharp colours and eye-catching scenes, our illustrations are a great extension of our visual world. For social media, particularly on Facebook and LinkedIn, the use of our illustrations is a direct and impactful way to communicate with our audience.



See details in the “Illustrations style” guide.

Illustrations – usage

An illustrative impact

As a highly visual medium, Instagram puts images and videos in the spotlight. Illustrations fit perfectly into this platform and can stand out from the crowd thanks to their creative style and eye-catching uniqueness.

Aesthetically-demanding audience

Instagram users are aesthetically discerning and appreciate content that is visually appealing. With artistry and creativity, illustrations can meet – and even exceed – the expectations of this audience.

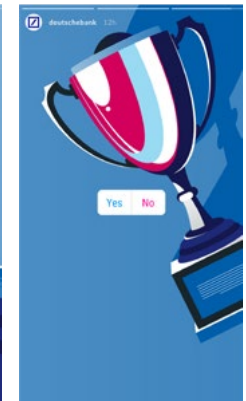
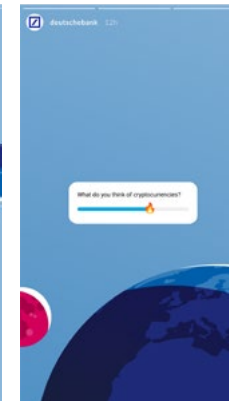
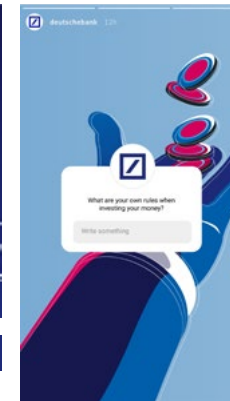
Storytelling and engagement

Our illustrations allow us to tell stories and communicate complex information in a simple and visually-appealing way. Well-told stories attract more organic attention.

Whether humorous, emotional or inspiring, our illustrations can encourage user engagement. We can motivate users to interact, spend time with and even promote our brand and messaging via comments, shares and likes.



Moving image



Stopper – appearances and usage

Stoppers can be used as activating visual elements to draw attention to specific details, such as special conditions, a bonus offer or limited-time information.

Shapes

The stopper comes in two shapes: dot and dot extended. Their sizes correspond to our standard logo size S.

Dot:

- Dot height: **1 3/4X**
- Dot width: **1 3/4X**

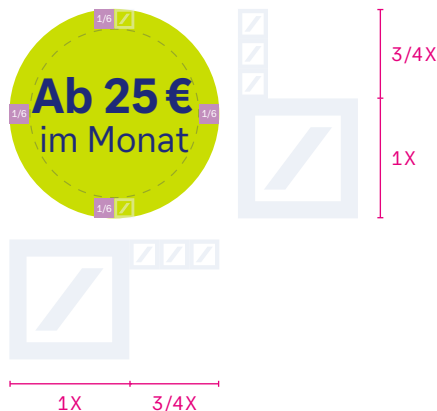
Dot extended:

- Dot extended height: **1 1/6X**
- Dot extended min. width: **2 3/4X**
- Dot extended max. width: **3 3/4X**

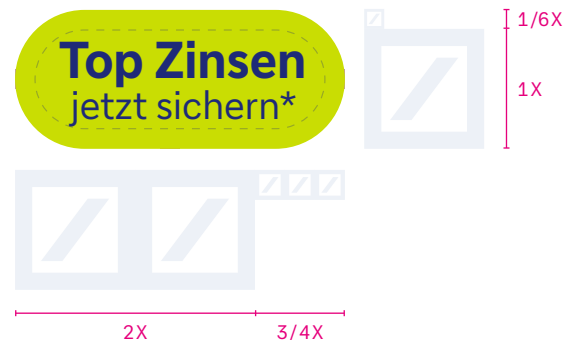
Always keep in mind the specific safe zones of each format size.

See details in “Basic elements”, chapter 12.

Dot min. size



Dot extended min. size



Stopper – dos and don'ts

As a supporting element, a stopper is not the main focus of content. Be sure that its size and placement do not compete with other important elements while still retaining readability.



Do:

Scale the stopper to the optimal size. Its height is 3X the logo size.



Don't:

Avoid making the stopper too big and taking up too much space, resulting in an incorrect layout hierarchy.



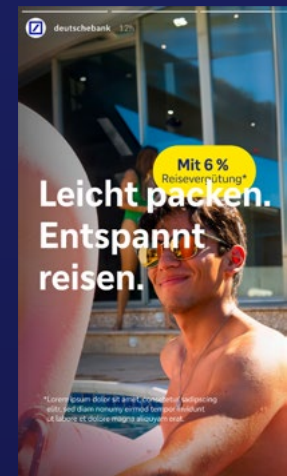
Do:

Position the stopper correctly and achieve a clear layout hierarchy (headline > stopper > additional details).



Don't:

Avoid positioning the stopper incorrectly. It should never be placed behind other elements.



Claim – usage

General overview of use

Our claim should be used with intention. Therefore, integrate it to **convey and reinforce** our promise **whenever appropriate**.

Before integrating the claim, it's important to understand the type of communication content being created. In some cases, the claim might not be included at all.

Since most social media posts are brand level, here is an overview on brand level topics:

- **CSR**
(Events/social days – often regional)
- **Sustainability**
- **Financial education**
(So geht Geld, startsocial, etc.)
- **Event coverage in general**
- **HR/employer brand**
(Diversity/pride topics, recruiting, culture including mental health, careers, etc.)
- **Strategy/corporate topics**
(Results, IDD, AMC, etc.)
- **Sponsorship**
(Sail GP, Sporthilfe, Eintracht Frankfurt, Olli Zeidler, Berliner Philharmoniker)
- **Campaigns/formats**
(WhatNext, Tell me more, Transition Stories, etc.)
- **Special occasions**
(International Women's Day, religious holidays, etc.)
- **Private client banking topics**
(Service topics, female finance, retirement planning, etc.)



Please note:

Further details regarding communication funnel and translations see details in "Basic elements", chapter 8.

Type of content

Organic & Paid

	01 Brand level	02 Product & service level	03 Trade & activation level
Level			
Handwritten	✓	✗	✗
Typographic	✗	✓	✗
Hashtag	✓	✓	✗
Option for no claim	✓	✓	✓

Claim – when and how to use

The claim is used whenever it fits the content. Visually, this can be rather inconspicuous, for example within the text or as a hashtag. It can also be deliberately promotional, such as when an important statement in terms of content is to be based on a statement by the company.

However, as a general rule, you should avoid using the claim too often within a page or even multiple times within a post.

1 No claim

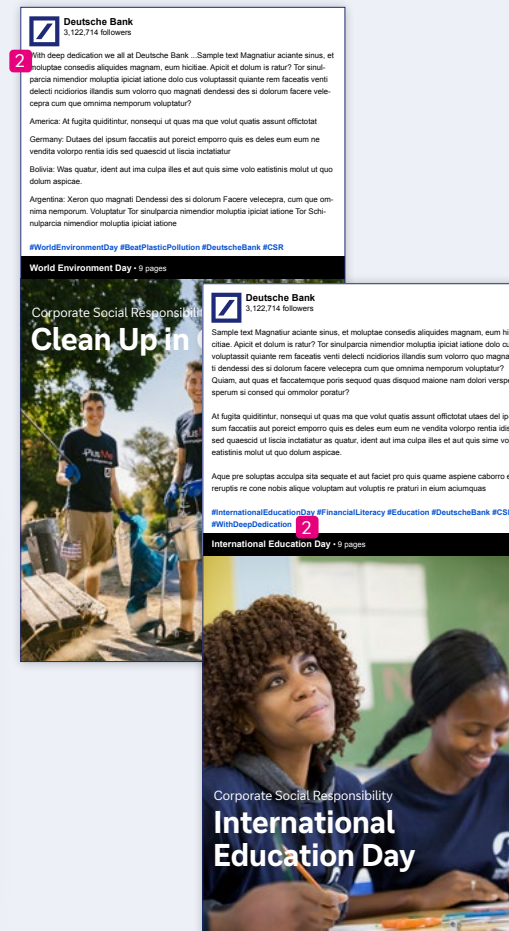
We will not use our claim if the content could be interpreted negatively. The same applies to third-party content, such as studies or forecasts. Furthermore, the claim is not used in promotional offers for products and services.



We use the claim when posting about topics with a positive connotation that demonstrate our attitude.

2 Claim as part of the text or claim as hashtag

We use the claim as a hashtag or in the body text when we publish simple, informative posts without Deutsche Bank's visual brand elements.



3 Claim as part of identifier

We can use the handwritten claim if we also use other visual brand elements in posts.



Claim – appearances

Handwritten claim

1 Height

The height of the handwritten claim is half the size of the logo (S) of each format.

2 Spacing

The spacing between the claim and the Deutsche Bank sender is 1/4X. It is measured using the higher arc of the handwritten “W”.

Typographic claim

Spacing: Worldwide and Germany

Set in DeutscheBank Medium at 90% of the identifier size, with line spacing of 110% of the Deutsche Bank identifier.



Please note:

The claim must fit with the structure of a post. If it does not align well with content or design, it should be omitted (not in combination with negative context).

If two claim versions are possible, a decision has to be made between the options.

1



2



3



Claim – dos and don'ts

- ✓ **Do:** Use the file as provided, as the claim has a fixed, one-line form. Always use the correct size, as the claim-logo ratio is fixed and spacing clearly defined.
- ✗ **Don't:** Never set the claim differently than in its original form and do not use it in a way that deviates from the specifications.



- ✗ **Don't:** Within an expanding box layout, never use the claim without the Deutsche Bank sender. Exception: Logo-end-tag.



- ✗ **Don't:** Never use the handwritten claim in a colour other than white or Deep Blue.



- ✓ **Do:** Follow the correct hierarchy. The claim is always the closing message and placed at the end of a post.



- ✗ **Don't:** Never display the typeface claim in any other way than in the specified hierarchical order.



- ✗ **Do:** Never use the claim in a way that deviates from the specifications.



- ✗ **Don't:** Never set the claim in a colour other than bright blue (or Deep Blue on light backgrounds).



Claim as hashtag – appearances

Targeted formatting

When writing our claim as a hashtag, there are two main variants:

- 1 **#WithDeepDedication**
 - For international use (English language)
- 2 **#AusTieferÜberzeugung**
 - For German-speaking markets

Because there are no spaces within a hashtag, each word in our claim begins with an uppercase letter. This approach is common in social media and guarantees stronger readability.

In addition, umlauts are now possible for the German version, which shows a common way of writing.



Claim as hashtag – dos and don'ts

The brand hashtag should be used to fulfil a purpose in ways that are native to each social media platform.

Use

On visuals and videos, the claim should initially be used in its original form (handwritten or typographic, depending on the content). The hashtag claim is not placed in visuals or on videos, but only below the caption. Since it cannot be tagged or read aloud, it should not be placed in the caption.

Platforms for hashtag use

Users can actively look for hashtags using built-in search and filter features.

- Instagram
- LinkedIn
- Facebook

When not to use the hashtag

Avoid using our claim as a hashtag in the following media:

- Posters
- Flyers
- Magazine adverts
- Daily posts (such as memes that humorously address special events or holidays, e.g. Halloween)

Consistency is key

To establish our hashtag, be sure to use it with purpose and consistent spelling. Therefore, **avoid** using shortened versions such as:

- ✗ #WithDedication
- ✗ #AusÜberzeugung

Exceptional version

The only short versions allowed rely on a single keyword:

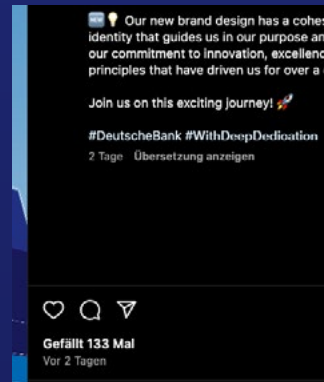
- #Dedication
- #Überzeugung

These single-word hashtags can be used if they fit to the content, e.g. in the social campaign for Olli Zeidler, as they are common keywords for the hashtag search or filter.



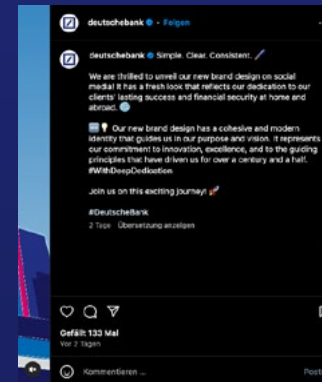
Do:

Implement the claim as a hashtag in ways that users can actively find and search for them.



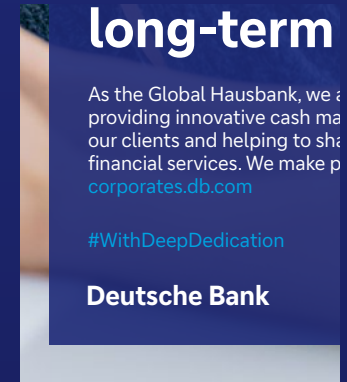
Don't:

Avoid placing the hashtag within the caption due to accessibility reasons.



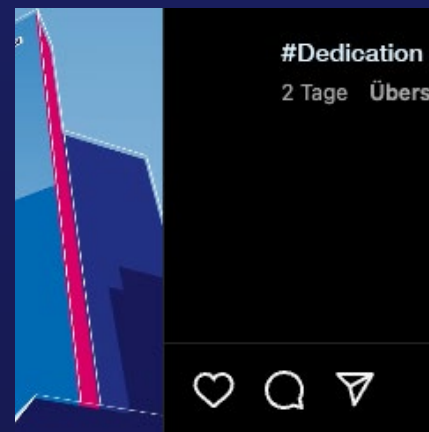
Don't:

Avoid using the claim as a hashtag on media such as posters and magazine adverts.



Do:

Use only the approved single keyword hashtags in exceptional cases.



Don't:

Avoid alternate capitalisation and spelling styles. Use only the versions officially defined.

- #withdeepdedication
- #Withdeepdedication
- #WithdeepDedication
- #withDeepDedication
- #withDeepdedication

Expanding box – dos and don'ts

When creating content for social media, use flexible placement of the expanding box to ensure that it does not obscure key parts of the image.

Choose placements carefully

While larger ad formats provide more freedom for placing the expanding box, social media platforms come with more restraints due to smaller sizes and cropped images. The following tips can help you achieve a harmonious interplay between elements.

- Never obscure or crop faces.
- Ensure images are understandable at first glance.
- Take up as little space as possible when adding the expanding box.
- Find a suitable balance between the expanding box and image.

Integration into videos

When used in videos and animated graphics, the expanding box expands and contracts. As a result, it's fine for parts of the image to be momentarily covered – parts that should not be covered in static content.



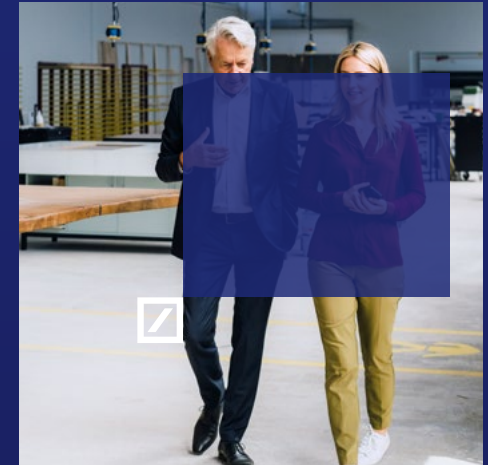
Do:

Position the expanding box correctly and ensure faces are still visible.



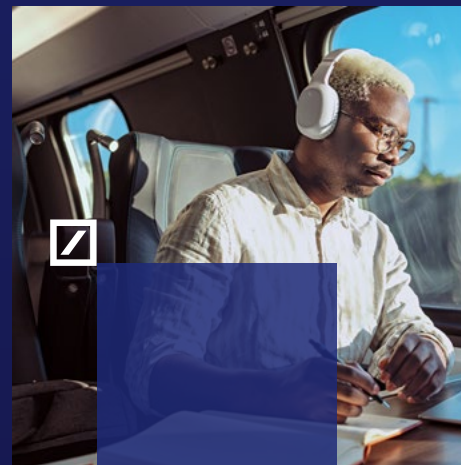
Don't:

Avoid positioning the expanding box incorrectly, which covers faces and obscures important elements of the image.



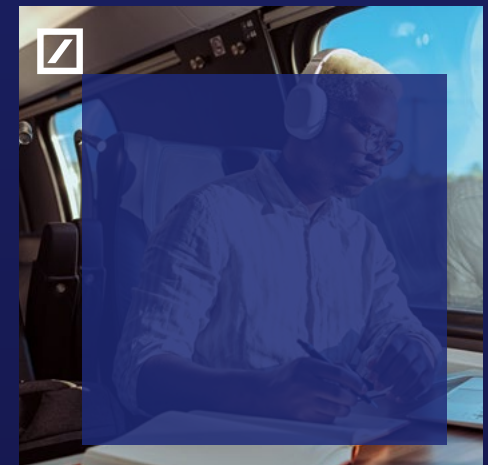
Do:

Take up minimal space and keep the image easy to recognize.



Don't:

Avoid making the expanding box too big, resulting in a difficult-to-understand image.



Typography colour – dos and don'ts

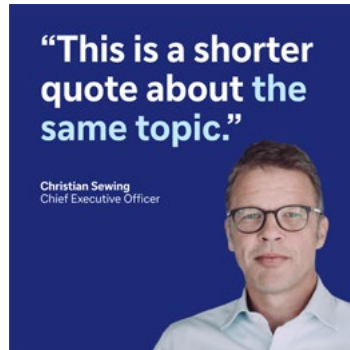
Primary text colour

To maintain high levels of readability, the text should be set in white.

Facts and figures

In certain layouts, bright blue and bright blue 20% can be used to organise the text and add more appeal. When using a stopper, the text should be set in Deep Blue.

Always prioritise readability and ensure sufficient contrast between the text and the background image.



Do:

Set the text in white on top of the image, resulting in good contrast.



Don't:

Avoid using bright blue for text on top of an image. There is not enough contrast and the text becomes unreadable.



Do:

Set the stopper text in Deep Blue for maximum readability.



Don't:

Avoid using white for the stopper text, as this colour combination lacks sufficient contrast.



Figures – dos and don'ts

Using figures in social media content is a great way to communicate Deutsche Bank's expertise and offerings. When implementing figures, avoid placing them in the format's margins so that nothing is inadvertently cropped off. However, it's possible to place figures within the bleed area inside of an expanding box.

Always keep in mind the specific safe zones of each format size.



Do:

Place the figure in the right spot, respecting the safe zone and ensuring readability.



Do:

Align the figure to the safe zone when using video and moving images.



Do:

Overlap the gradient rectangle, when desired, while still respecting the safe zone.



Do:

Place the figure in the corner of a 1:1 square format, such as an Instagram carousel size, as it respects the format's safe zone.



Don't:

Avoid placing the figure in the bleed of the format, which also does not respect the safe zone.



3. Basic definitions – paid content

Paid content – environment

Paid content is divided into three categories: brand communication, product and service, and sales. The tonality ranges from emotional to informational, while the different design approaches also set them apart.

1 Brand communication (awareness)

- Full-bleed emotional imagery
- Prominent logo
- Low-contrast typography with consistent font sizes and styles
- Expanding box with 85% transparency or Deep Blue area on dark blue
- Handwritten claim may be used

2 Product and service (consideration)

- Full-bleed emotional imagery
- Subtle logo application
- Typography in defined font sizes
- Expanding box with 85% transparency or Deep Blue area on dark blue
- Use of activating stoppers is possible
- Typographic claim may be used

3 Sales (activation)

- Strong and contrasting typography, e.g. different font sizes, colours and styles
- Expanding box in 100% Deep Blue
- Backgrounds in solid Deep Blue, dark blue or with Deep Blue to dark blue colour gradients
- Without claim



Paid content – dos and don'ts

Strong brand elements

In paid content, our brand elements play a key role in communicating our messages. As such, our logo or the expanding box must always be included.

Our DeutscheBank typeface

In addition to strong brand elements such as the logo and expanding box, only our DeutscheBank typeface is allowed to be used. Never use other typefaces.



Do:

Use strong brand elements, such as our logo and the Deep Blue area, to ensure the entire layout is clearly Deutsche Bank.



Don't:

Never omit brand elements. Without key brand elements, our corporate design is not visible.



Do:

Use only the DeutscheBank typeface. Consistent usage strengthens our brand across all platforms.



Don't:

Never use other typefaces, as it lacks branding. Only our DeutscheBank typeface can be used.



Instagram – brand communication

1 Paid content for Story or Reel

- **Story or Reel:** 1080 x 1920px format
- **Elements:** image, logo mask, headline, wordmark, logo end-tag

Adaptation example

- **Slide 1:** The logo and Deep Blue box dynamically appear.
- **Slide 2:** The headline appears inside the Deep Blue box while the logo disappears.
- **Slide 3:** The Deep Blue box and headline fade out, then the handwritten claim and a new box dynamically appear.
- **Slide 4:** The logo and box move to the centre and the logotype is revealed.
- **Slide 5:** The Deep Blue box expands to full-bleed.

Challenges of 9:16 format

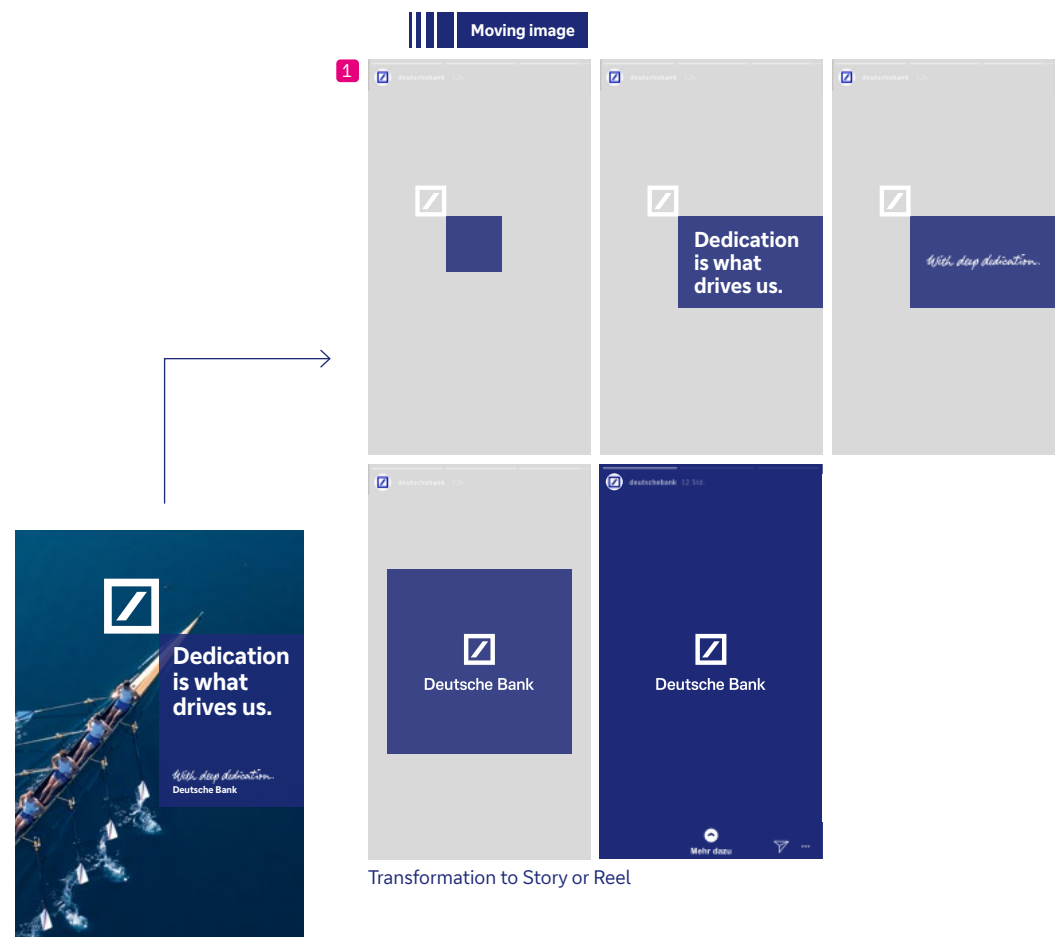
When creating for the 9:16 format, we cannot adapt the Deep Blue box using our normal ratio, as we have to account for the safe zone and maximum logo size. Additionally, the image must be cropped, scaled or moved to make room for logo and box.

2 Paid content for feed post

- **Feed post:** 1080 x 1350px 4:5 format
- **Elements:** image, logo mask, headline, wordmark

Adaptation example

- **Example 1:** Shows the headline on top of an image, which is anchored to our logo. A Deep Blue background is used.
- **Example 2:** Shows the headline within a Deep Blue box, which is anchored to our logo. The Deep Blue box is kept small to allow greater visibility of the background image.



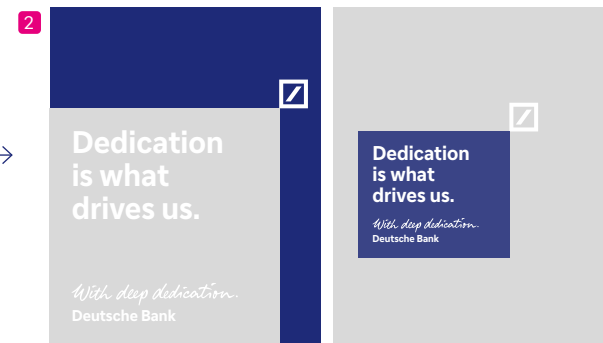
Layout print

Transformation to Story or Reel



Please note:

The various options for a logo end-tag are described in the film and motion identity guideline, chapter 9. The templates were created in After Effects, but are also available as motion graphics templates, which allows them to be integrated into Premiere Pro (see chapter 10 on 'motion templates').



Transformation to feed post

Instagram – product and service

1 Paid content for Story or Reel

- **Story or Reel:** 1080 x 1920px format
- **Elements:** Image, logo mask, headline, highlight, logo end-tag

Adaptation example

- **Slide 1:** The logo and image dynamically appear on a Deep Blue background.
- **Slide 2:** The image goes full-bleed as the headline appears.
- **Slide 3:** Short descriptive text, a product link and additional information appear.
- **Slide 4:** On top of the image, the logo and box dynamically appear.
- **Slide 5:** The logo and box move to the centre and the logotype is revealed.
- **Slide 6:** The Deep Blue box expands to full-bleed.

Challenges of 9:16 format

When creating for the 9:16 format, we cannot adapt the Deep Blue box using our normal ratio, as we have to account for the safe zone and maximum logo size. Additionally, the image must be cropped, scaled or moved to make room for the logo and box.

2 Paid content for feed post

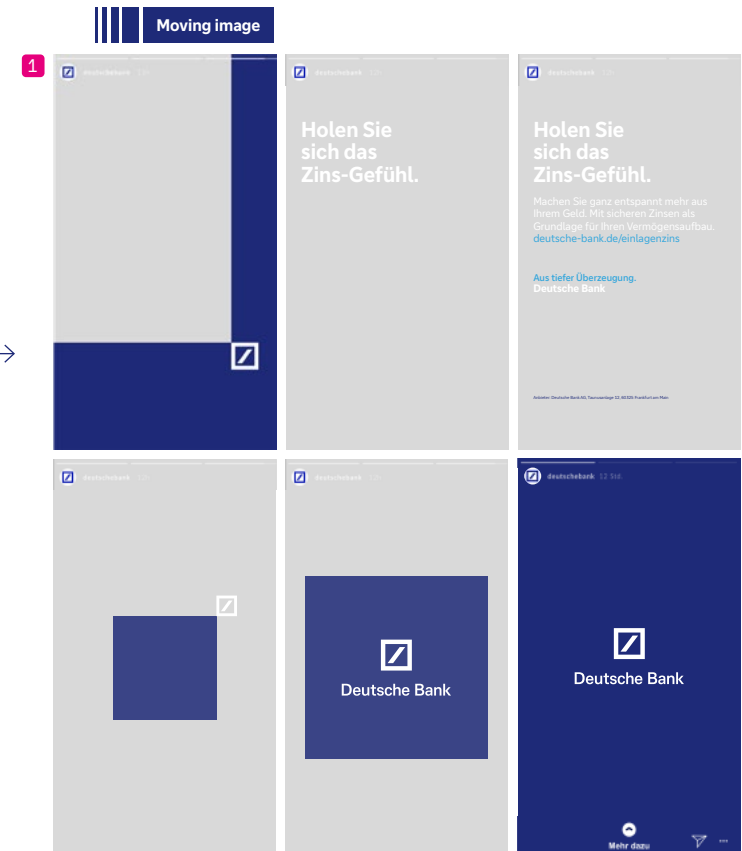
- **Feed post:** 1080 x 1350px format
- **Elements:** Image, logo mask, headline, product details, wordmark, product link

Adaptation example

- **Example 1:** Slide 1 shows the headline on top of an image, anchored to our logo along with a Deep Blue background. Slide 2 features only the Deep Blue background for the headline and short descriptive text. Slide 3 wraps it up with our logotype and a product link.
- **Example 2:** Slide 1 shows the headline on top of a full-bleed image without the logo. Slide 2 introduces short descriptive text, while slide 3 displays our logotype and a product link on Deep Blue background.



Layout print



Transformation to Story or Reel



Transformation to feed post

Instagram – sales

1 Paid content for Story or Reel

- **Story or Reel:** 1080 x 1920px format
- **Elements:** Image, logo mask, headline, subline, stopper, legal or provider text, logo-end-tag

Adaptation example

- **Slide 1:** The logo and expanding box dynamically appear on a Deep Blue background.
- **Slide 2:** The expanding box goes full-bleed as the headline appears.
- **Slide 3:** Short descriptive text, a product link, a stopper and additional information may appear.
- **Slide 4:** More text appears.
- **Slide 5:** The text fades off and the logo appears.

Challenges of 9:16 format

When creating for the 9:16 format, we cannot adapt the Deep Blue box using our normal ratio, as we have to account for the safe zone and maximum logo size. Additionally, the image must be cropped, scaled or moved to make room for the logo and box.

2 Paid content for feed post

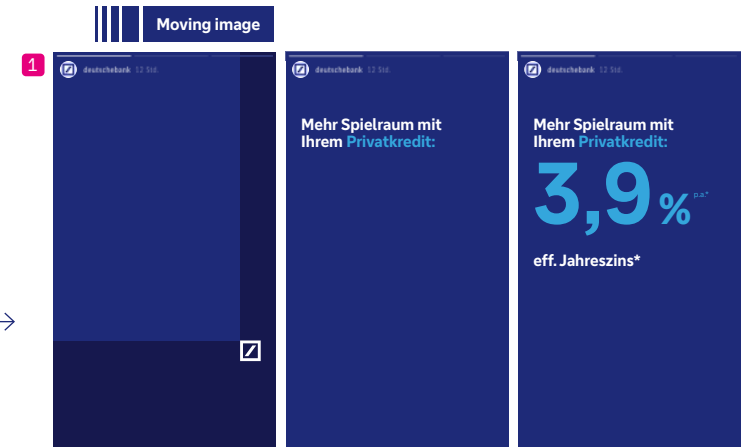
- **Feed post:** 1080 x 1350px format
- **Elements:** Image, logo mask, headline, product details, wordmark, product link

Adaptation example

- **Example 1:** Slide 1 shows the headline on top of an image, anchored to our logo along with a Deep Blue background. Slide 2 features only the Deep Blue background for the headline and short descriptive text. Slide 3 wraps it up with our logotype and a product link.
- **Example 2:** Slide 1 shows the headline on top of a full-bleed image without the logo. Slide 2 introduces short descriptive text, while slide 3 displays our logotype and a product link on Deep Blue background.



Layout print



Transformation to Story or Reel



Transformation to feed post

Instagram – brand ambassador and influencer content

Brand, service and sales video content

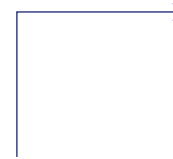
- **Story or Reel:** 1080 x 1920 px format
- **Feed post 4:5:** 1080 x 1350 px

In paid content that features brand ambassadors or social media influencers, the Deutsche Bank brand plays a secondary role. Key brand elements, including the logo and Deep Blue colour, are removed in favour of subtle cues such as our typeface and brand name via voiceover.

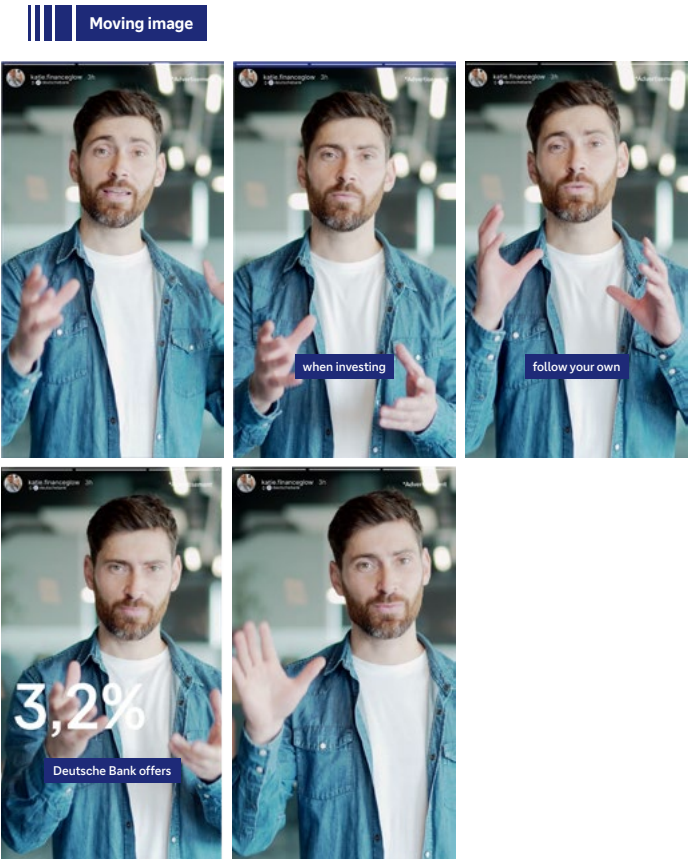
The brand ambassadors are often located in Deutsche Bank offices, offering visual indications of the brand environment.



Please note: As a general rule, the DeutscheBank font should be used for all content prepared for posting (e.g. graphics or posts). If text is added directly within an Instagram story, the 'Classic' font should be used.



Layout print



Transformation to Story or Reel

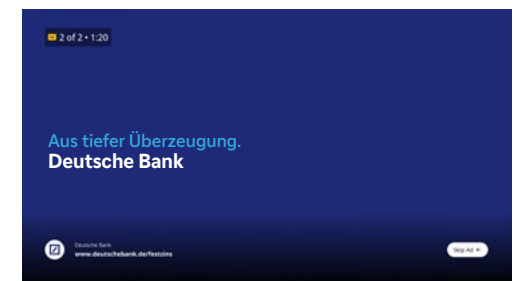
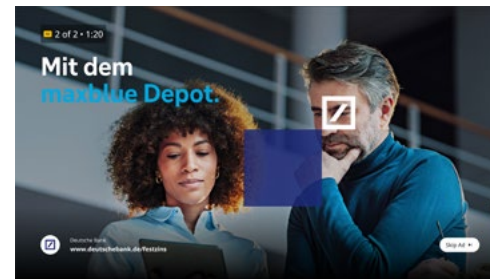
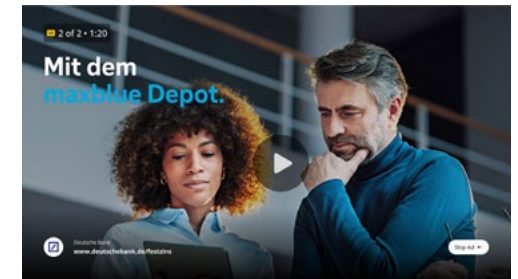
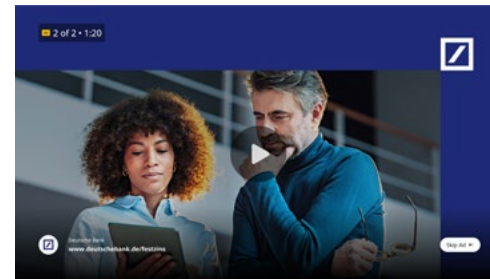
YouTube – appearances

In paid ads on YouTube, key branding elements are used throughout the content for maximum awareness and activation.

Video ad: 1920 x 1080 px format

- **Slide 1:** The video is dynamically revealed by the logo.
- **Slide 2:** While the video plays, text communicates key messages.
- **Slide 3:** Overlays, call-to-action text and buttons may appear, so keep in mind the safe zone.
- **Slide 4:** The logo and Deep Blue box dynamically appear.
- **Slide 5:** The expanding box enlarges.
- **Slide 6:** Slide 6: The box expands to full-bleed and reveals the call-to-action messaging.
- **Slide 7:** Claim and identifier appear.

Moving image



YouTube – appearances

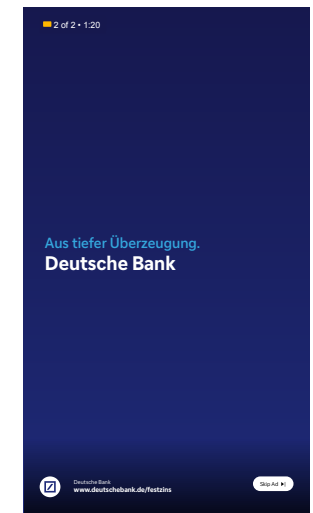
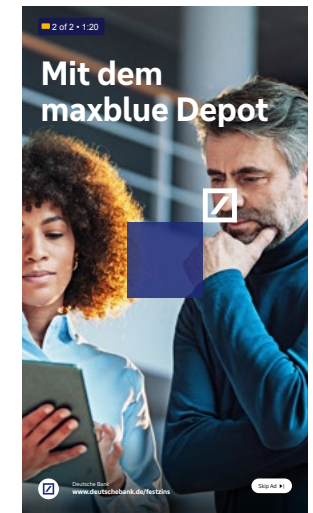
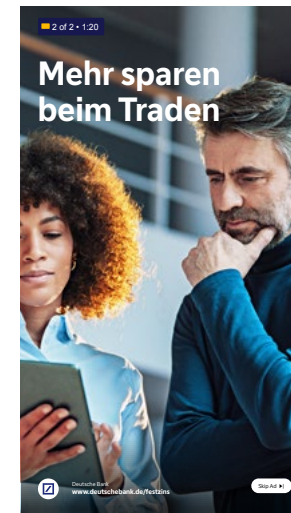
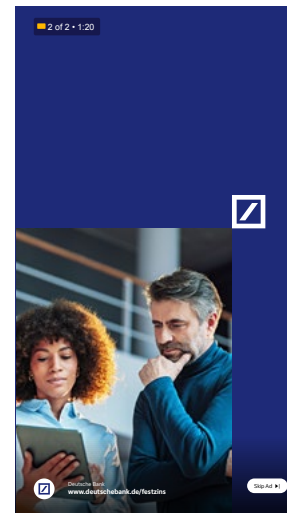
The optimal format for YouTube Shorts is vertical (9:16), with a resolution of 1080 x 1920 pixels, maximum 60 seconds long, to provide an engaging mobile experience, ideally in MP4 format with H.264 codec. Square 1:1 videos are also accepted, but the 9:16 format is the gold standard for full screen viewing.

Shorts:

- **Vertical format:** 1090 x 1920px
- **Square format:** 1080 x 1080px
- **Maximum length:** 60 seconds

The sequences in the short version are similar to those in the long version on YouTube.

Moving image



Facebook – appearances

1 Paid content for Story or Reel

- **Story or Reel:** 1200 x 630px format

Adaptation

- **Slide 1:** The logo and image dynamically appear on a Deep Blue background.
- **Slide 2:** The image goes full-bleed as the headline appears.
- **Slide 3:** The next part of the headline appears.
- **Slide 4:** On top of the image, the logo and box dynamically appear.
- **Slide 5:** The box expands and call-to-action messaging appears.
- **Slide 6:** The Deep Blue box expands to full-bleed with additional elements, such as a stopper, followed by the claim and identifier.

2 Paid content with feed post

Feed posts on Facebook use a clear visual, strong typography and on-point messaging to draw attention and create user engagement.

Feed post image sizes

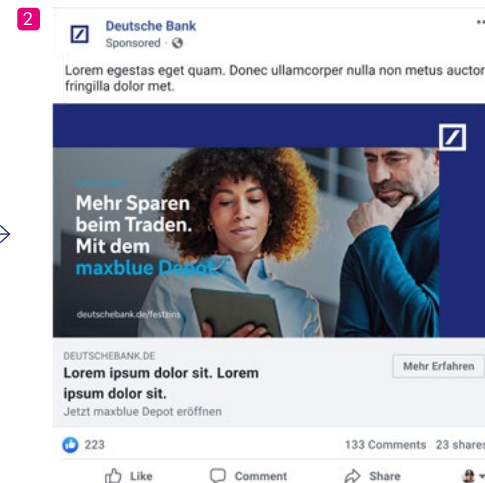
- **Square post:** 1080 px x 1080 px format
- **Vertical post:** 1080 px x 1350 px format
- **Landscape post:** 1080 px x 566 px format



Layout print



Transformation to Story or Reel

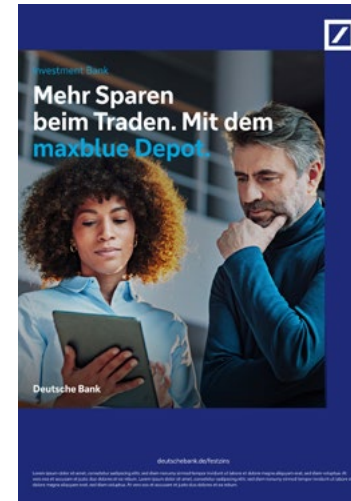


Transformation to feed post

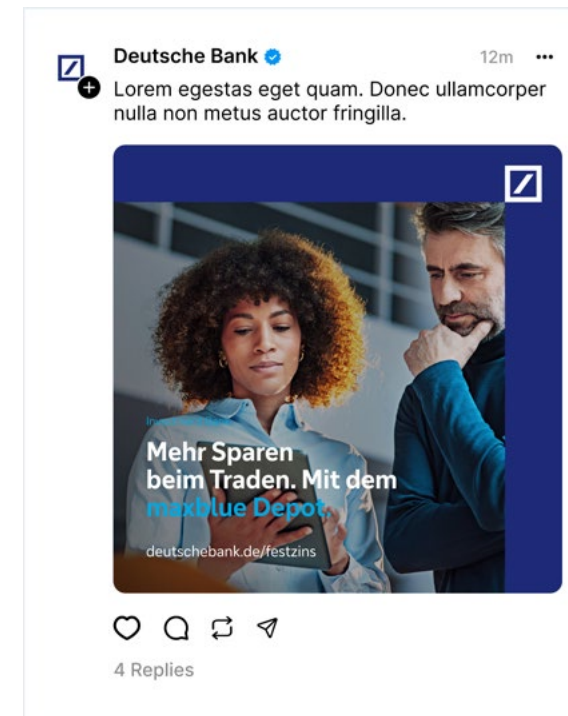
Threads – appearances

On Threads, our paid content relies on a strong visual and typography.

- **Feed post:** 1080 x 1080px format



Layout print

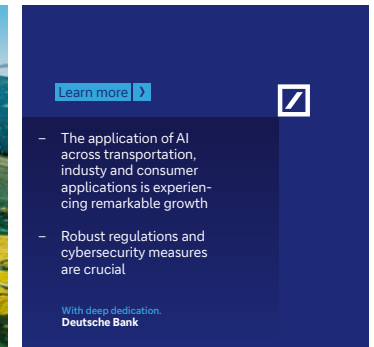
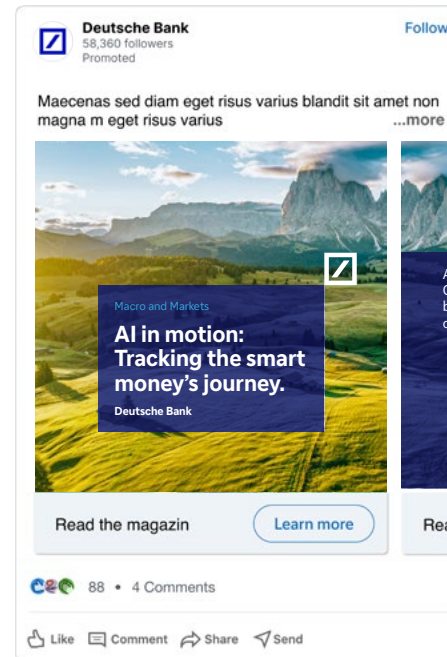


Transformation to feed post

LinkedIn – appearances

Our paid LinkedIn content comes in many formats with the shared goal of telling compelling stories, sharing helpful insights and showing that we are on the pulse of the latest trends and topics.

- **1:1 square:** 1080 x 1080px format
- **Blog header:** 744 x 400px format
- **Banner:** 1128 x 191px format
- **Hero image:** 1128 x 376px format
- **Post landscape:** 1200 x 627px format
- **4:5 portrait:** 1080 x 1350 px format



LinkedIn – content overview

Our paid content on LinkedIn strives to add value to the lives of our corporate target audience. To attract and maintain attention, we pose interesting questions and use visual guidance while our logo and expanding box contribute to strong branding.

Logo use

The Deutsche Bank logo must appear on every graphic, including every slide of a carousel ad.

Expanding box and imagery

Our expanding box appears on all formats, containing headlines, body text and other textual information for high readability. Images and the Deep Blue area are placed behind the expanding box.

For carousel ads, the first two slides feature our expanding box and a background image that is laid out over both slides. The final slide features the Deep Blue area as the background.

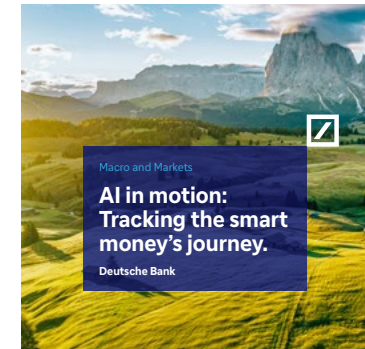
Visual guidance and CTA integration

On carousel ads, a small arrow within a blue box is integrated within the graphic to help guide the reader to the next slide. The last slide of a carousel ad features a strong call-to-action (CTA) within the graphic along with a CTA provided by LinkedIn itself, both of which direct the user to a Deutsche Bank webpage.

Other formats, such as a standard post, do not integrate a CTA into the graphic, instead relying on the CTA button provided by the platform.

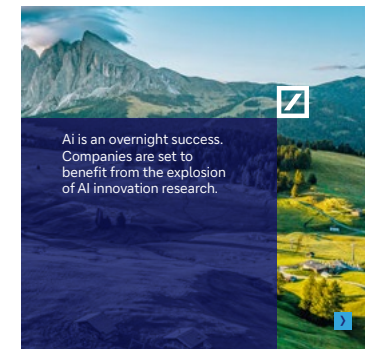
Inspiring / High-performing

Every ad starts with an inspiring and high-performing headline and subtitle.



Inspiring / High-performing

The body text contains detailed information.



Activating

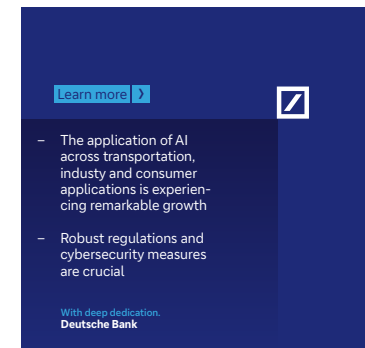
The CTA text on the last slide directs the reader to learn more about this topic.

Inspiring / Activating

Key points activate the reader to learn more.

Reassuring

Brand promise closing the message.



LinkedIn – carousel template

Use the following points to create a strong carousel post – a powerful way to showcase Deutsche Bank's expertise on a range of topics.

Brand claim

Our claim "With deep dedication" should be placed on the last slide, as this keeps the size of the expanding box small on the first slide.

Category name

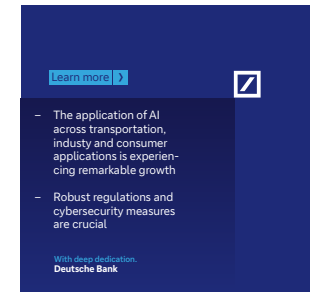
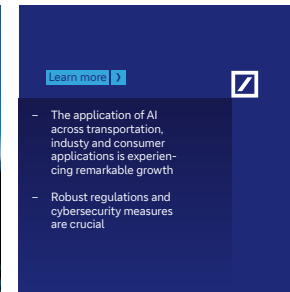
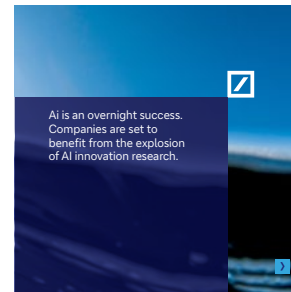
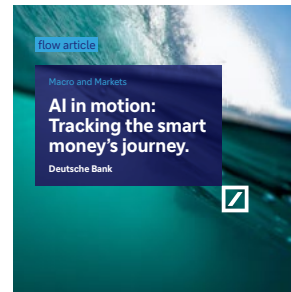
When creating a carousel ad that uses an article found on flow.db.com, be sure to place the category name "flow article" in a bright blue box above the expanding box. It should be aligned left or right – and always placed on the opposite side of the logo.

CTA text

Carousel ads should only feature CTA text within the graphic on the last slide. However, exceptions can be made in specific cases, such as in a "flow article" implementation, where CTA text may be required for context or differentiation purposes.

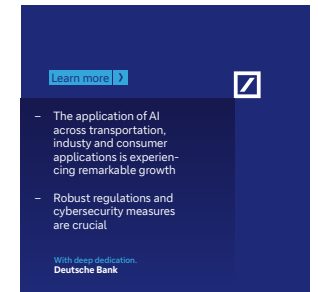
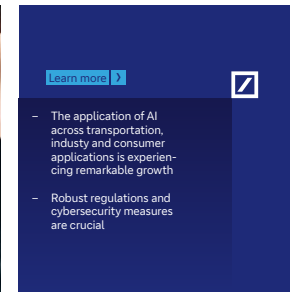
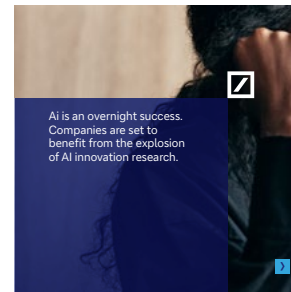
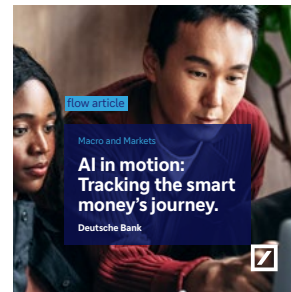
Imagery

When using content from a flow article, the images within the carousel ad are pre-determined by the images appearing in the linked article. However, carousel ads that do not link to a flow article can feature any relevant image.



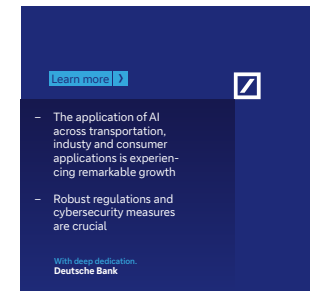
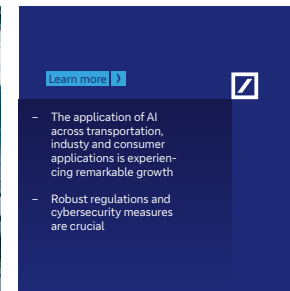
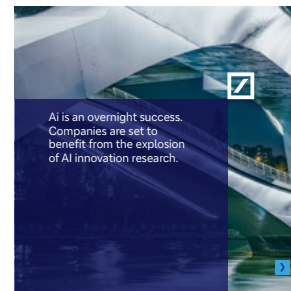
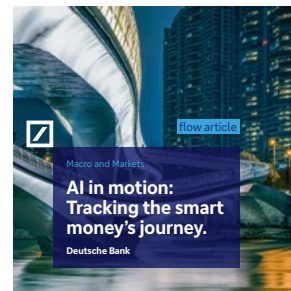
Without claim

With claim placement



Without claim

With claim placement



Without claim

With claim placement

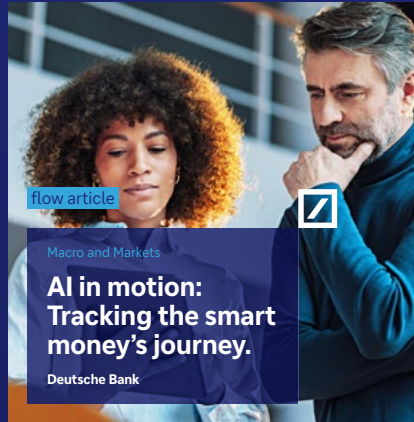
LinkedIn – dos and don'ts for the expanding box

For LinkedIn carousel ads, we have developed a flexible layout for the first slide. Follow these tips and ensure optimal placement of key brand elements, imagery and text.



Do:

Position the expanding box correctly so that people's faces remain visible.



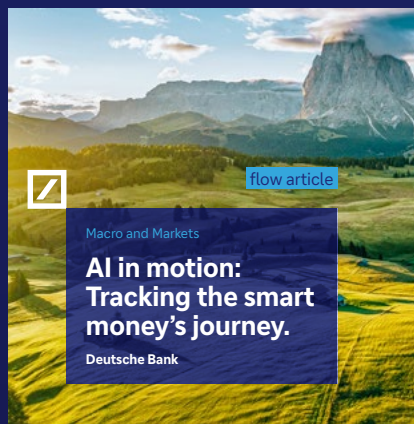
Don't:

Never cover people's faces with the expanding box, as the important elements of the image become obscured.



Do:

Ensure the expanding box takes up minimal space on the first slide, making the visual easily recognisable.



Don't:

Avoid making the expanding box too big. The main visual becomes barely noticeable.



4. Basic definitions – organic content

Organic content – environment

Fewer elements, greater impact

Our organic content across social media platforms uses fewer brand elements in comparison to paid content. When posting organic content to our own channels, we focus on typography, emotional visuals and strong messaging.

Two key brand elements are generally not used in organic content: our logo and the expanding box. This is because the content is posted on Deutsche Bank's own channels, where the logo is always visible in the profile picture.

1 Bold and clean

From images and illustrations to typography and colour, our organic content always delivers a bold and clean look. Images are emotional, relatable and full of life, while illustrations and typography are eye-catchingly clear.

2 Rich variety

With a wide range of visual combinations, you have the flexibility to showcase Deutsche Bank's dynamic culture and leading expertise in the fast-paced world of social media. Whether using striking images or bold typography only, you can create engaging graphic content.

Organic content possibilities:

- Deutsche Bank imagery only
- Deutsche Bank imagery and typography
- Illustration only
- Illustration and typography
- Imagery with or without a Deep Blue area (not the expanding box)
- Typography only on a solid coloured background
- Typography only on a solid coloured background with a Deep Blue area or expanding box



Organic content – dos and don'ts

A brand for the people

Organic content is all about connecting with people at eye level. We are a friend and partner with whom people want to spend time.

The Deutsche Bank name and logo are already visible in our profile picture, giving the user a clear indication of the sender, so it's not necessary to add our logo in the visual. The expanding box is also removed, yet it can be used in exceptional cases that involve corporate content, such as quotes.

And no matter if you are creating organic or paid content, our DeutscheBank typeface is the only typeface we use.



Do:

Reduce the number of brand elements, instead relying on our imagery and typography.



Don't:

Avoid overbranding. Our logo should not be used in organic content.



Do:

Use only the DeutscheBank typeface. Consistent usage strengthens our brand across all platforms.



Don't:

Never use other typefaces, as it lacks branding. Only our DeutscheBank typeface can be used.



Brand elements – usage

More design freedom

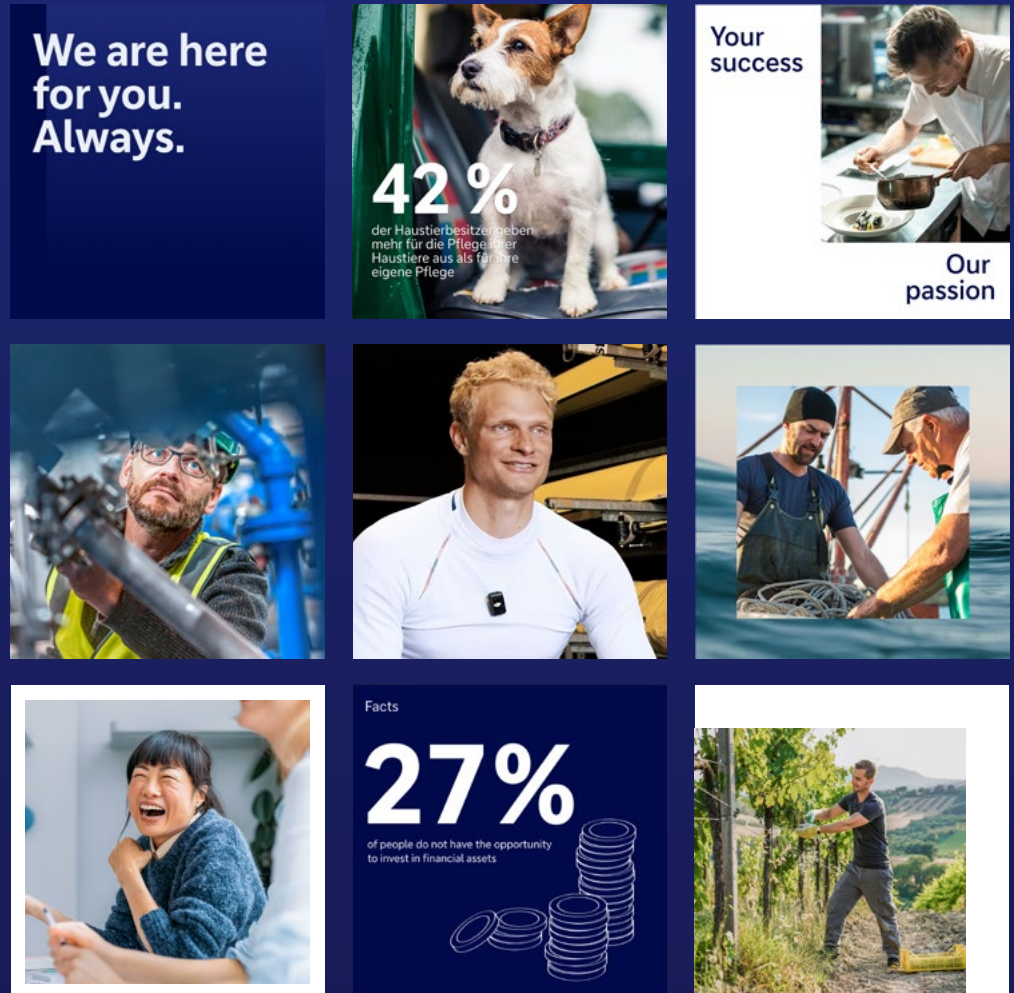
By not implementing our logo and the expanding box, you have more freedom in creating organic content. Text placement is not dictated by the expanding box and can instead be positioned wherever it delivers the most impact.

You also have greater flexibility regarding typographic treatment, including font styles and sizes, when it comes to headlines, figures and other textual information. This leads to friendlier and more playful communication.

When using colours, our range of blue hues and gradients helps create strong backgrounds for text, while our imagery style and references to the expanding box create strong connections to our brand.



Please note: Rules for using the expanding box deviate from the “Basic elements” guideline when designing social media content. In effect, the expanding box evolves into a Deep Blue area to accommodate text and enhance readability, or it functions as a container for an image. Carefully read this guideline to ensure correct adaptation.



Brand elements – dos and don'ts

In organic content, we want to avoid overbranding. That's why we essentially remove our logo and the expanding box from designs and instead opt for a cleaner approach.

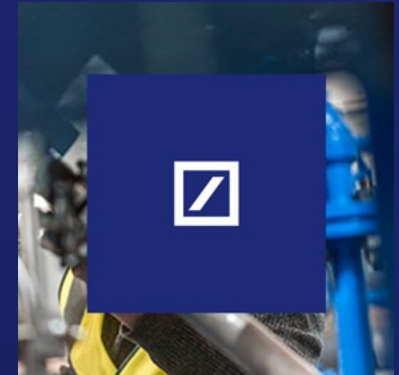
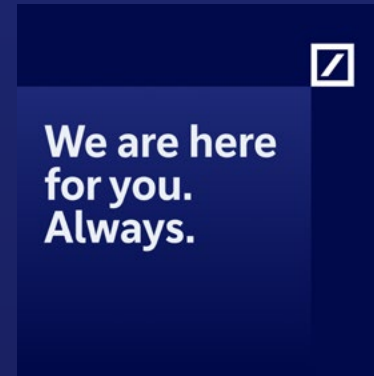
If motifs and compositions are chosen wisely, then they will represent the brand just as strongly as when our logo or other brand elements are used.

Nevertheless, the logo and expanding box can be used from time to time for specific purposes. In the end, a healthy mix of content keeps our brand authentic and engaging.



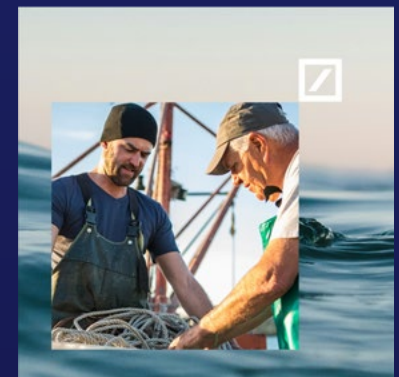
Do:

Use our logo on designs as a way to deliver strong brand reference.



Don't:

Avoid using our logo on designs as a simple style element, or to indicate sender.



Text placement – layout examples

Within the scope of design freedom, we distinguish between three options for placing the text box:

1 Centred

2 Left-aligned

3 Right-aligned

These variants are selected according to the requirements of the layout.



Visual quotes

Single quotes

Quotes can be displayed in combination with different visuals: a portrait, the logo matrix, or on top of an image.

- **Portrait:**
The quote is placed within a gradient box to keep the focus on the message. The portrait is positioned in the bottom-right corner, while the byline is in the bottom-left corner.
- **Logo matrix:**
The quote is placed on top of the logo matrix, allowing for a slightly larger font size. There is no portrait picture, but the byline remains in the lower-left corner.
- **On top of an image:**
The quote is placed on top of a carefully chosen image that allows for maximum readability. When using an image, the quote should always be short in character count.

Carousel quotes

When using a carousel layout, the first slide can feature a portrait, headline and subheadline placed within a Deep Blue box which is on top of an image.

Carousel quotes are perfect for sharing trending topics and expert insights, as the depth of the content is matched by the depth of its design.

Backgrounds and styles

In order to keep our feeds fresh and exciting, backgrounds and styles can be updated or changed at any time while still adhering to the guidelines.



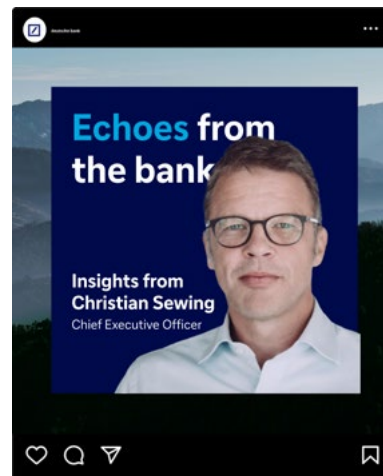
Single quote with portrait



Single quote with logo matrix



Short quote with image



Quote carousel



Please note: Portrait pictures must be sized accordingly to ensure that the person shown is recognizable. Avoid zooming in or out too much, which also aids in higher visual rating in regards to algorithms.

5. Technical specifications

Call-to-action – usage

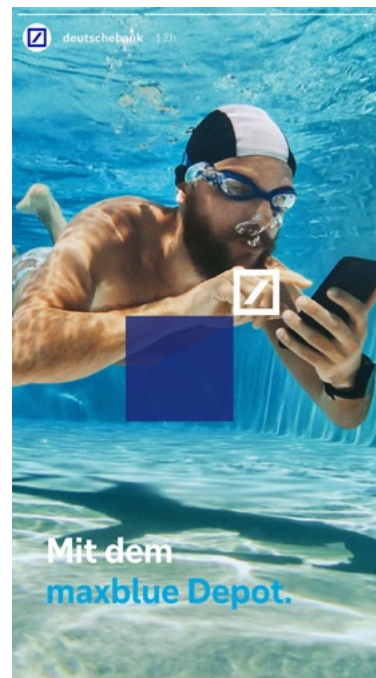
By using call-to-action (CTA) text, we are encouraging users to engage further with our content or learn more about a specific offer. Every CTA must be engaging and clear, letting the audience know what we want them to do next.

The CTA should build off the overall message of the content, and it should lead directly to the correct webpage for immediate action.

CTA vs. link

It's important to avoid confusing the CTA and clickable link. While the CTA is text placed within the design of the content, the clickable link and text are provided by the platform itself and appear at the bottom of the layout.

Moving image



Call-to-action – dos and don'ts

Encourage user engagement by creating a clear layout structure that relies on simple elements, such as the call-to-action text and stopper. Avoid overbranding, as the sender's role should be secondary on the final slide.

See details in “Basic elements”, chapter 12.



Do:

Keep the elements to a minimum with correct sizing and strong placement.



Don't:

Avoid using the wordmark, as the logo is already visible in profile picture, and avoid incorrect font sizing and placement of elements.

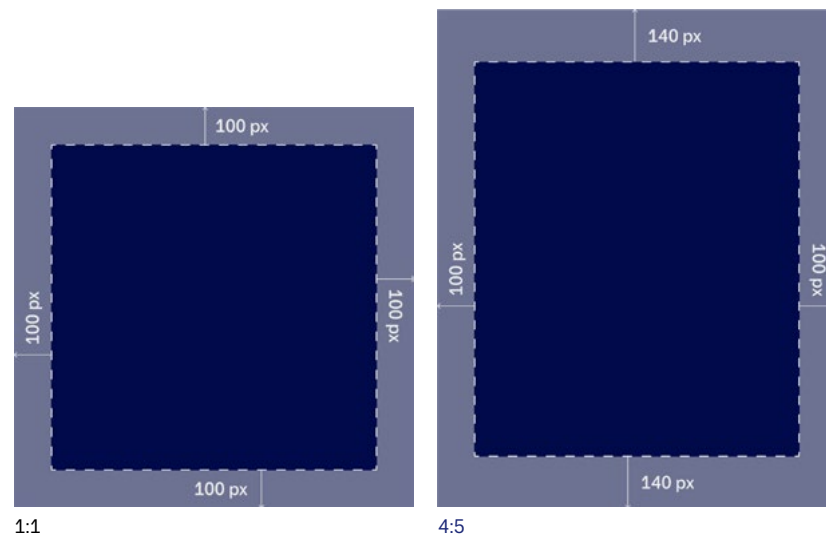


Safe zones – Meta

Safe zones refer to designated areas within visual content that ensure key elements – such as text, imagery and logos – remain visible and do not get cut off.

Please make sure that every key element that needs to be visible is placed within the Deep Blue area. Every element placed outside of the Deep Blue area will not be visible.

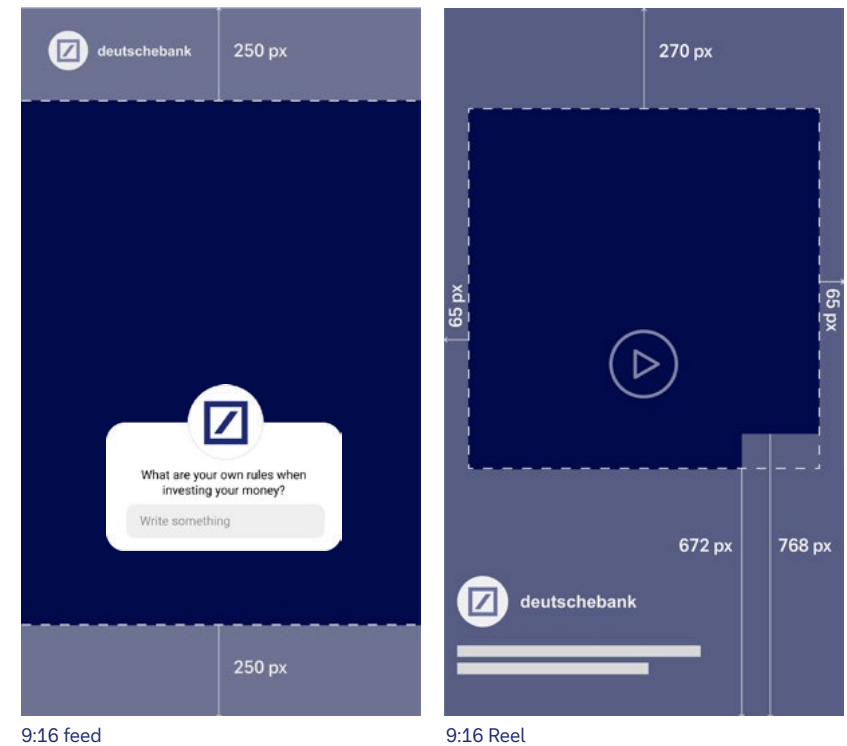
The following safe zones for Meta content (Facebook, Instagram and Threads) are valid for both paid and organic content. Please keep in mind that safe zones are defined by each platform.



1:1 and 4:5 posts

While the 1:1 square size features a safe zone of 100px on all sides, the 4:5 portrait size uses 140px on the top and bottom to ensure that text is not cut off in the Instagram grid view.

In static posts, the logo can also be placed within the safe zone, as there is no image scaling within the platform.



9:16 posts

Although both feature a 9:16 ratio, Instagram Stories and Reels have different safe zones. Stories have a safe zone of 0px on the sides and 250px on the top and bottom. Reels, on the other hand, have a safe space of 35px on the sides, 220px on the top and 450px on the bottom.

In paid Reels, the logo should not be placed within the safe zone, as there is a scaling effect within the platform for iOS devices.

Safe zones – dos and don'ts for Meta

In order to create clear and compelling content, we always observe the safe zones of each platform. Our logo, headlines, interactive stickers and other important elements should always be placed with careful consideration.

Although images may be full-bleed, relevant parts such as faces should always be visible within the safe zone and left unobscured by platform elements.

Great design, great responsibility

Creating content for social media also means staying up to date with the latest changes regarding safe zones, image sizes and functionality. Specifications can change in the blink of an eye, so stay informed on a regular basis.



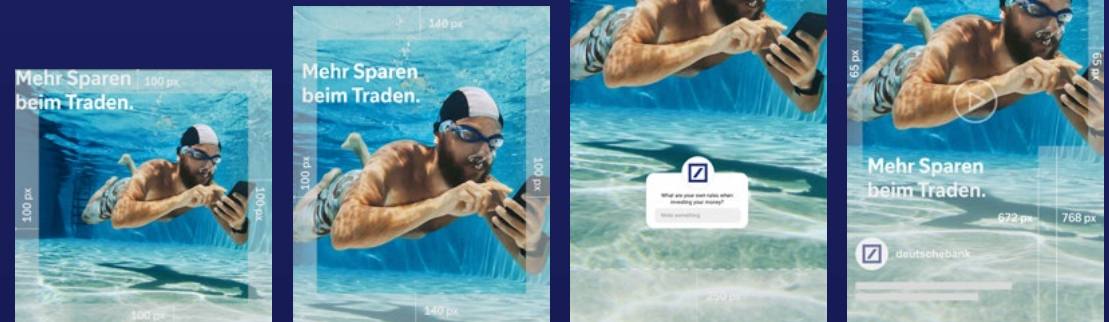
Do:

Place visuals correctly within the safe zone to ensure image visibility and text readability.



Don't:

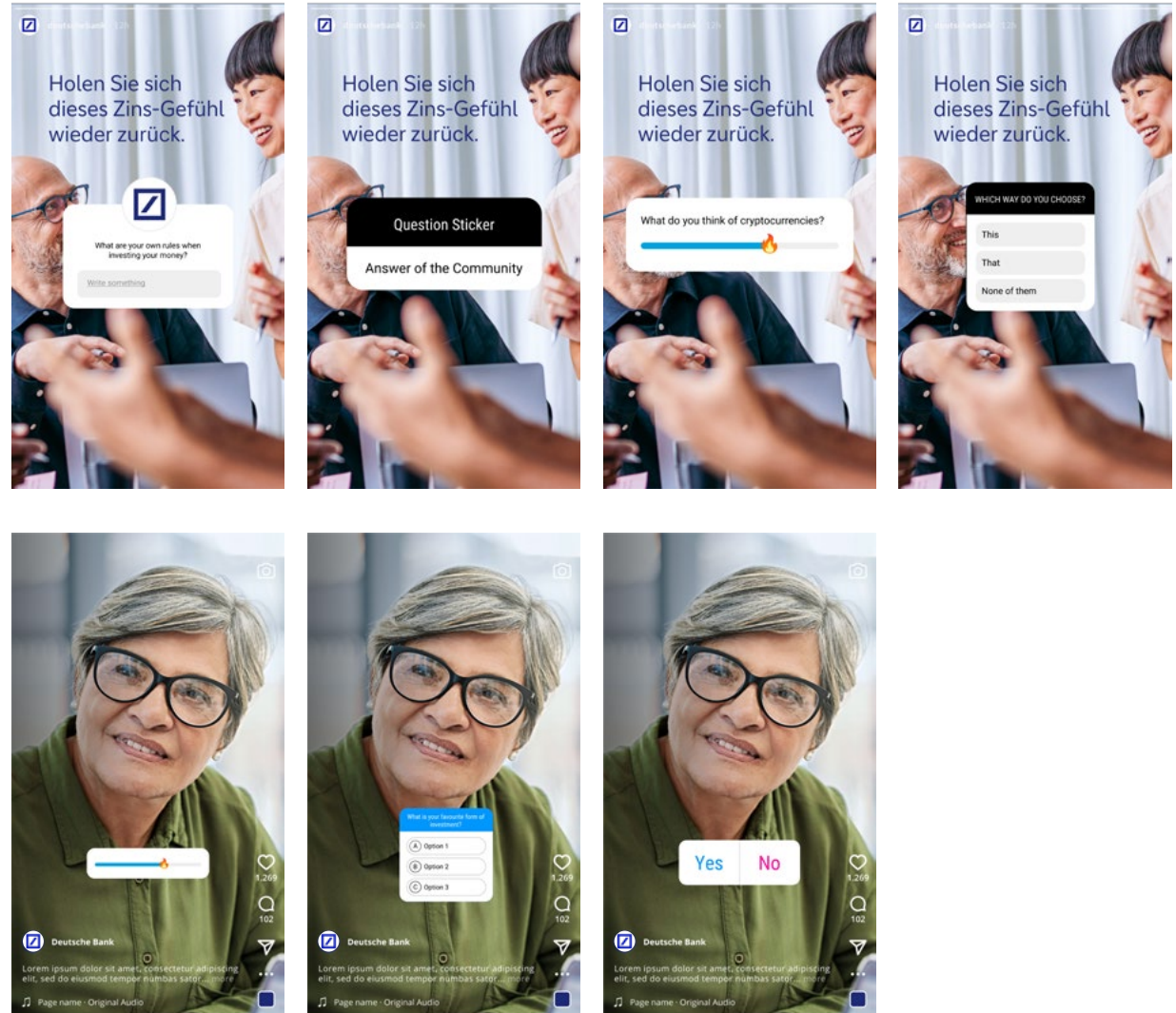
Avoid placing text elements outside of the safe zone, where visibility is no longer guaranteed.



Interactive stickers – Meta

The use of interactive stickers with Stories and Reels is often recommended. Entertaining and engaging, stickers help highlight information and increase interaction rates. In addition, the interactive element helps us learn more about our social media community.

- **Story or Reel:** 1080 x 1920px format



Interactive stickers – dos and don'ts for Meta

While interactive stickers are fun and playful, it's important to use them in simple ways.

Always place stickers horizontally, straight and centred – never rotated or upside down. If the sticker significantly covers faces or other important elements, it can then be placed in another position.

The sticker size depends on the image and text on the visual. The maximum size is two-thirds of the format to prevent layout overload.



Do:

Place stickers horizontally and straight.



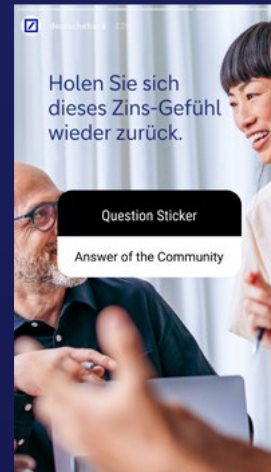
Don't:

Never rotate stickers, which creates an uneven and messy look.



Do:

Place stickers in the centre of the layout.



Don't:

Never place stickers upside down, which greatly reduces readability.



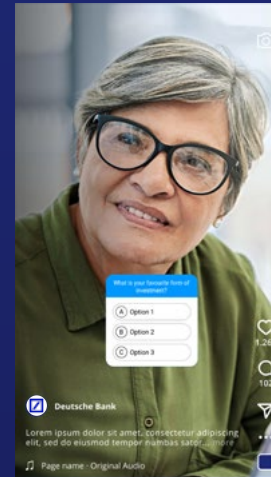
Interactive stickers – dos and don'ts for Meta

Interactive stickers should always be centred – either in the middle or in the lower half of the visual. If subtitles are used, then stickers can be placed above or below the text.



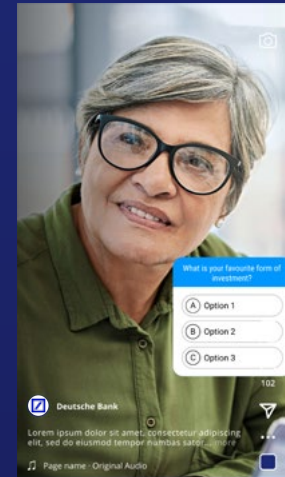
Do:

Place stickers in safe zone of the format without covering the person's face.



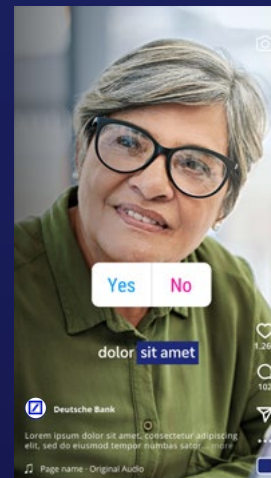
Don't:

Never place a sticker outside of the safe zone, which reduces a user's ability to interact with it.



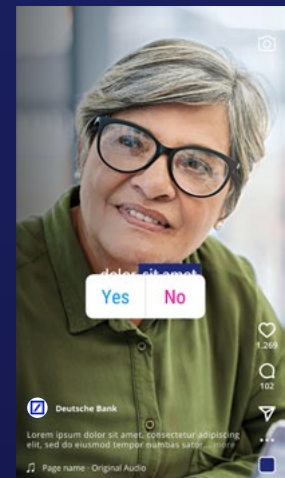
Do:

Place stickers above or below subtitles to ensure all elements are visible and readable.



Don't:

Never place a sticker on top of subtitles, which greatly reduces readability and interactivity.



Interactive stickers – dos and don'ts for Meta

Choose colours carefully

It's best to keep stickers in black and white. If it is necessary to change the colour because of contrast with the background, then please choose blue.

If a special colour is required, then the colour must be decided on a case-by-case basis to the best of your brand knowledge. The sticker cannot become too colourful and thus reduce the serious appearance of the brand.



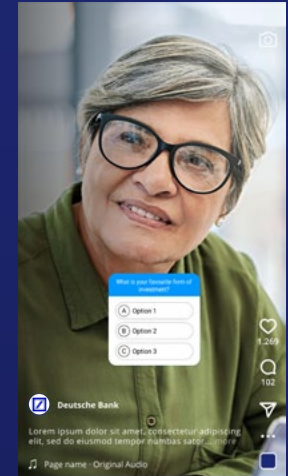
Do:

Keep the sticker in simple black and white.



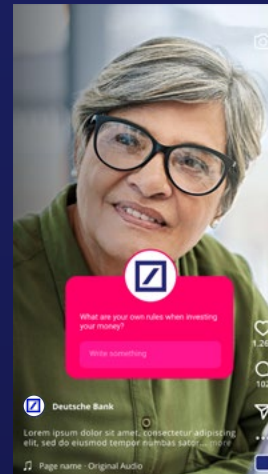
Do:

Use blue if a sticker requires an additional colour.



Don't:

Never use colour motifs other than black and white, or blue.



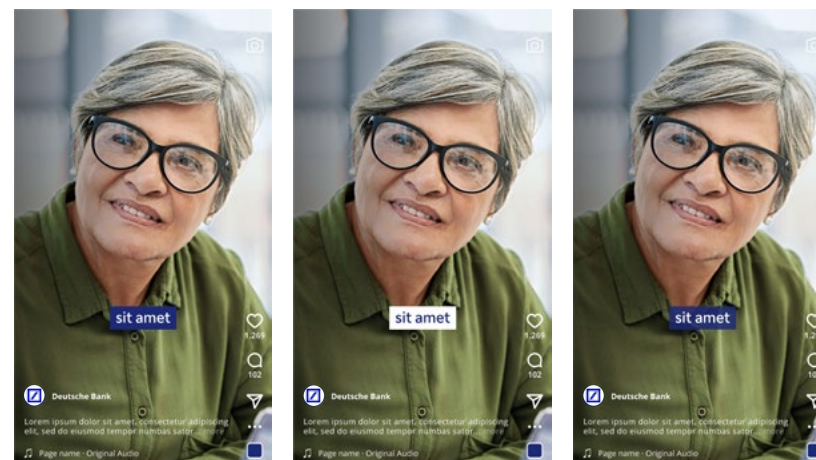
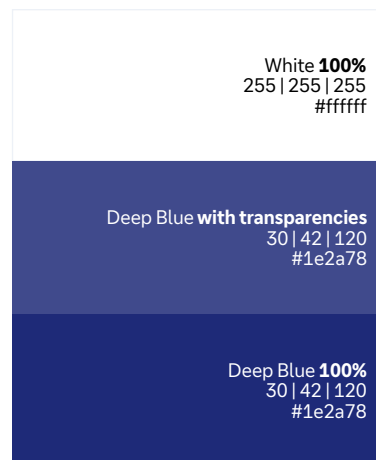
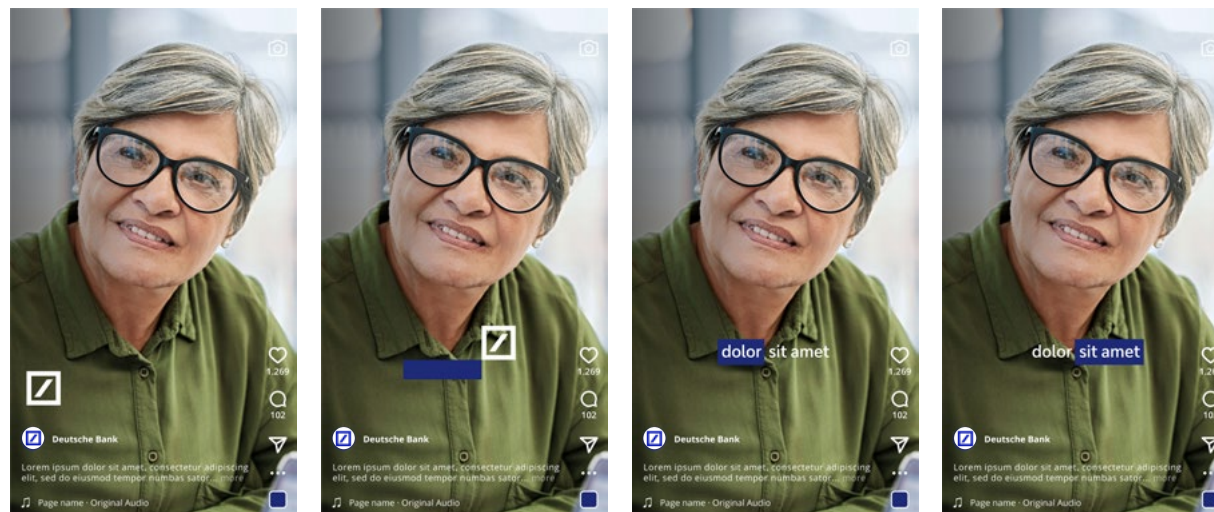
Subtitles – Meta

See it loud and clear

When adding subtitles, the first subtitle box is dynamically revealed by the logo. Inside this small box, the spoken text is centred on one line to ensure easy readability that matches the speaking speed.

For the right on-brand colour contrast, we recommend a combination of white and blue for the text and boxes. Depending on the visual, the boxes can be with or without a transparency.

Moving image



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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