

Descriptive logos — construction

Proportions logo and logo lettering

Start with the Deutsche Bank logo in a size of 50 × 50 mm. Then add our logo lettering at a width of 119 mm on a baseline from the slant from the logo. The distance between our logo lettering and logo is 1/4 of the logo size.

Explanatory text

The explanatory text is set in Deutsche Bank Medium in 32 pt, left-aligned with our logo lettering. The tallest lowercase letter of the explanatory text ends with the top edge of the slant from our logo.

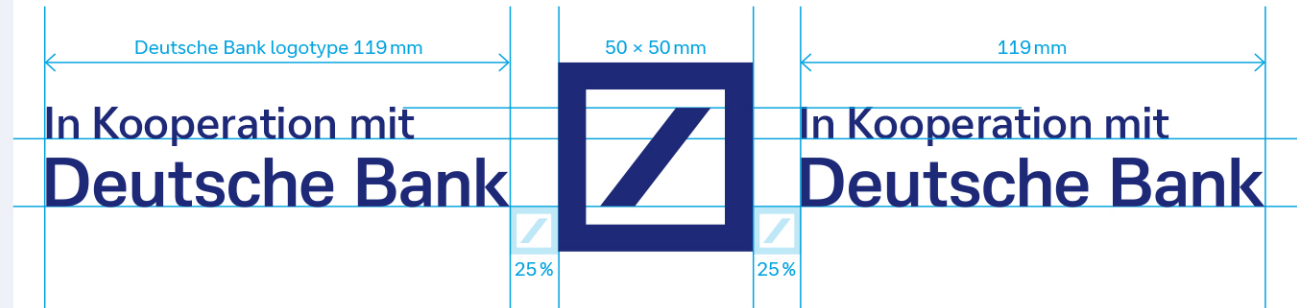
Colours

The logos are always monochrome, i.e. Deep Blue, black or white.

Designation

The naming of the file formats corresponds to the examples and rules previously indicated. However, there is an additional element here in the form of the language version.

Explanatory text:
Deutsche Bank Medium, 32 pt



File name:
DB-In-cooperation-with-ri-DE-CMYK-PsoCV3.ai

File name:
DB-In-cooperation-with-le-DE-CMYK-PsoCV3.ai

Explanation of abbreviations in the file name

Deutsche Bank	Alignment	Colour information	File format
DB	In-cooperation-with-ri	DE-CMYK-PsoCV3	eps
Addition	Language	Colour profiles	