



# Visual Identity Guidelines

## Version 2.1

Last updated: March 2022

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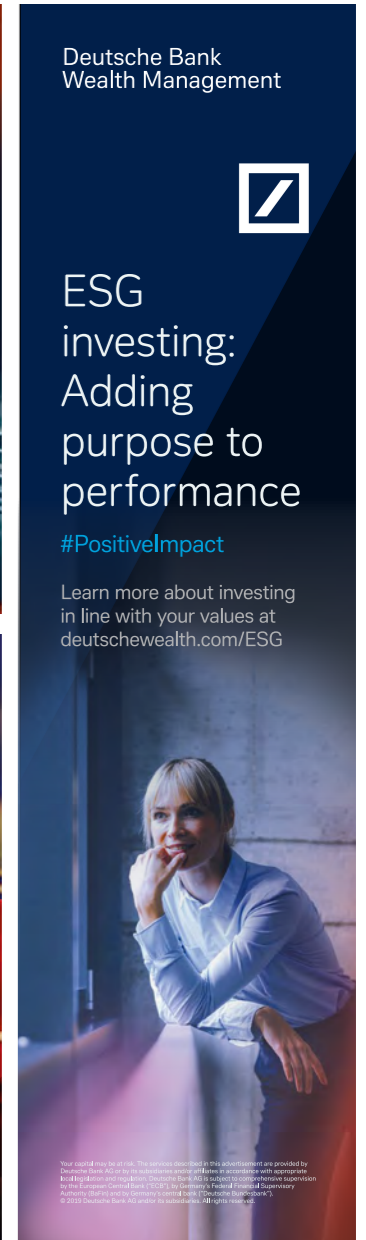
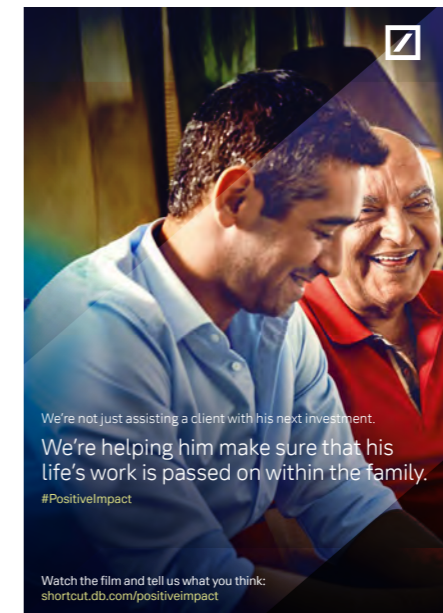
## The role of our brand and visual identity

Our visual identity provides a system for creating brand communications that are instantly recognisable as being from Deutsche Bank Wealth Management.

Each element of the system is tailored to support our brand and personality.

But our visual identity is not a message in itself: it is a framework. It is the reality and relevance of your ideas that brings positive impact to life. Our advertising, marketing, stakeholder and internal communications build understanding and recognition of our brand in the minds of our audiences.

Combining the various elements of our visual identity in the correct way will ensure that our communications look consistent. But to effectively communicate and reinforce our brand at every opportunity, we need more than visual consistency. We need consistency of attitude. We must focus on the positive impact we make, at each and every opportunity. That means thinking about our brand communications in a new way.



# Brand at a glance

## Logo & Identifier

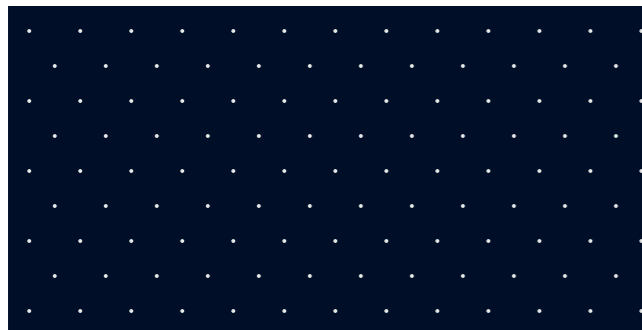
Deutsche Bank  
Wealth Management



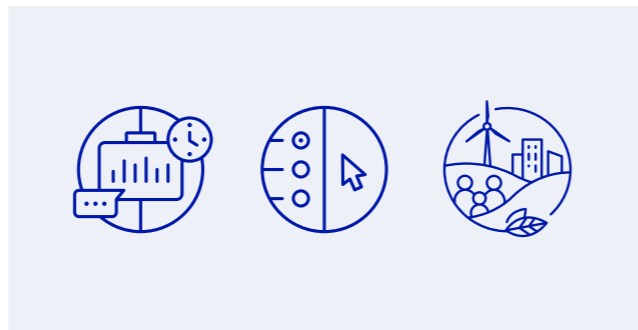
## Colours



## Pattern



## Icons

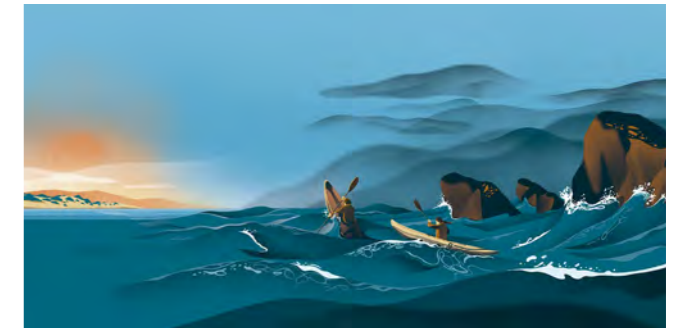


## Typefaces

Deutsche Bank Display  
Deutsche Bank Text

Dd Dd

## Illustration



## Photography



## Tagline

#PositiveImpact

## #PositiveImpact

This is why we're here.  
This is what we do.

We are here to enable economic growth and societal progress, by creating positive impact for our clients, our people, our investors and our communities.

Positive impact is about what we help make happen for other people – it's never just about what we get out of a relationship or a transaction. Our positive impact is often commercial. It's often financial. But it is always human.

The positive impact is reflected in all design elements. The close relationship with our clients and the impact that we have on the success of their plans is particularly apparent in the visual style.

### Country-specific communication

If possible please use #PositiveImpact within the international market. If you cannot use the tagline because of wrong connotation or country-specific restrictions, express #PositiveImpact in the context of our communication.

# #PositiveImpact

## Our purpose

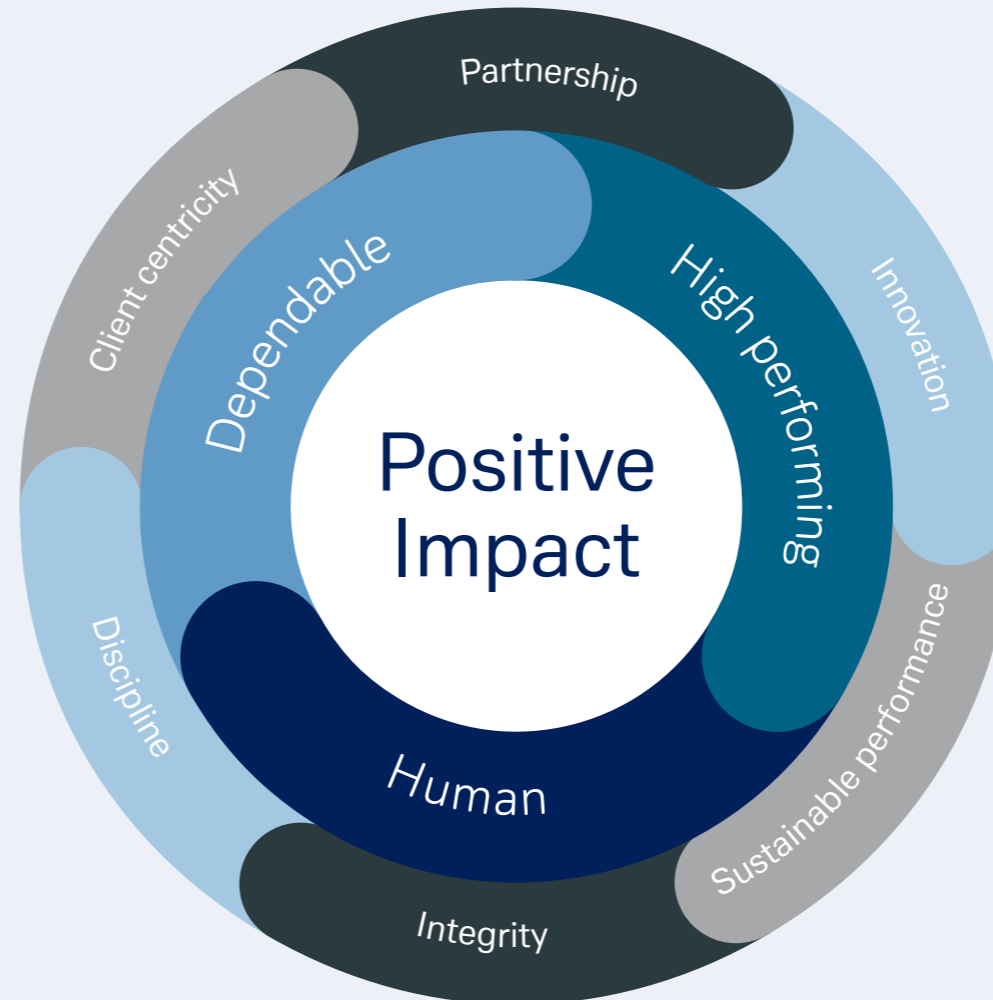
# Brand, personality and values

Our brand is at the heart of everything we do. The manner in which we go about our business, our personality, brings our brand to life in a way that is unique to Deutsche Bank.

We have a positive impact by being:

- Dependable
- High performing
- Human

Together with our values, this personality shapes how we do business.



## Tone of voice

Setting the right tone It's not just what we say. How we say it is of equal importance. The tone of our brand communications must be consistent with our brand personality. The interaction of these personality traits creates an attitude that should enable people to recognise a Deutsche Bank communication before they see a logo.

That attitude is expressed through our tone.

We show we are dependable by producing communications that are rooted in reality – they don't rely on fantasy or make-believe.

Our wit shows the agile intelligence that powers high performance. Be careful with humour though – it is subjective and can quickly become crude.

We show our human side by being emotional, but never sentimental.

These characteristics, along with the others described in the table opposite, create the right tone for brand communications. It's not necessary to include them all every time, but any brand communication should express some of these characteristics.

Personality	Characteristics
Dependable	Humility Reality Relevance
High performing	Economy Positivity Wit
Human	Individuality Openness Warmth

## Our purpose

# Applying the tagline

Most applications have a simple one-to-one size relationship where the logo size in millimetres equals the #PositiveImpact tagline size in points. Start by defining the logo size for your application. If the format requires an 18mm logo, the lockup is set in 18pt. If the logo is 14mm, set the lockup in 14pt.

The #PositiveImpact tagline should always be set using Deutsche Bank Text.



36mm logo = 36pt/48px lockup

# #PositiveImpact



24mm logo = 24pt/32px lockup

# #PositiveImpact



18mm logo = 18pt/24px lockup

# #PositiveImpact



12mm logo = 12pt/16px lockup

# #PositiveImpact

The minimum size is 12pt. If you need to go smaller please refer to the extreme sizes section the left.



### Extreme formats

Guidance for designing in extreme sizes, both very small and very large, can be found [here](#).



## Tagline spacing

### Position

The #PositiveImpact tagline should be located immediately below a communication's headline or title copy, so that it supports the communication's lead idea. It may not appear in any other location.

There are three permissible distances between #PositiveImpact tagline and preceding copy:

- A. 1 x the taglines own height.
- B. 1½ x the taglines own height.
- C. 2 x the taglines own height.

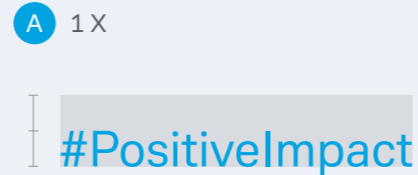
Choosing which distance to select will depend on the type size and line spacing of the preceding copy.

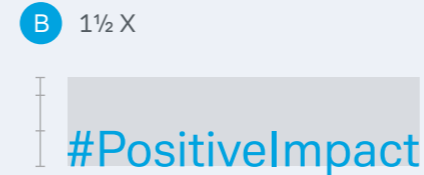
There is no fixed rule as to which distance to use: designers must choose the distance that provides the best visual balance for their typographic design.

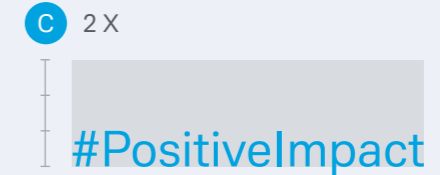
This example uses the 1 X taglines distance to achieve the best visual balance

Supporting the emerging  
Los Angeles film community.

A  #PositiveImpact

A 1 X  #PositiveImpact

B 1½ X  #PositiveImpact

C 2 X  #PositiveImpact

When calculating the height of the tagline, don't include the "p" descender, measure from the baseline to height of the "P".

## Our purpose

# Tagline colour

### Colour

We can use the #PositiveImpact in a range of our colours, always ensuring the tagline is legible and has stand out in all applications.

Do not set the tagline in any other colour than specified on this page.

For events that are colourful in execution, place the tagline in a more neutral colour and ensure its legibility at all times.



## Colour examples

Partnering with Frieze to provide access to the global art world.

#PositiveImpact

Partnering with Frieze to provide access to the global art world.

#PositiveImpact

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#PositiveImpact

## Our purpose

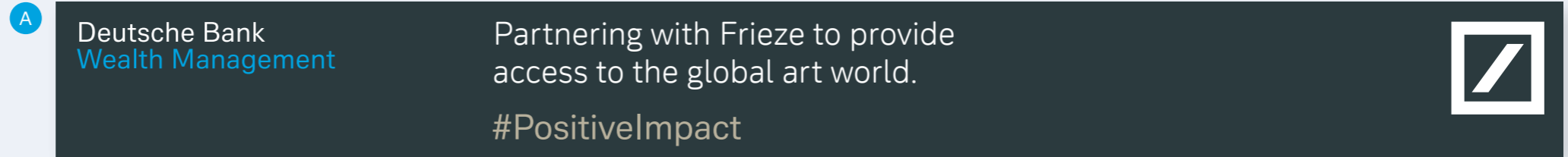
# Extreme formats

If the logo is so small that the accompanying #PositiveImpact tagline lacks impact, the designer should use their best judgement to find a size which ensures importance and legibility of the #PositiveImpact tagline.

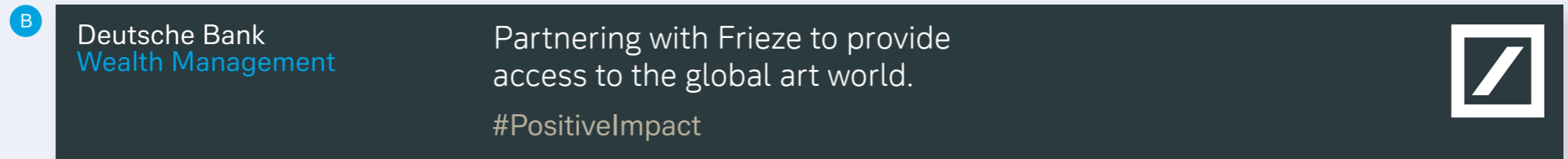
Alternatively, if the logo is set in an extremely large size such as a banner print advertisement, make sure the #PositiveImpact tagline works in relation to the other type.

Regardless of size, the #PositiveImpact tagline should always be set using the Deutsche Bank Text typeface.

Large format printed banner  
Technically correct lockup size



Visually corrected lockup size



Mobile website  
Technically correct lockup size



Visually corrected lockup size



# Logo & identifier



## Logo & identifier

# Logo & identifier

### Logo

Created by Anton Stankowski in 1972, the Deutsche Bank logo is our brand's most recognisable asset. Iconic, timeless and simple, it boldly encapsulates our ambition.

The slash represents growth, progression and dynamism while the square frame can be interpreted as a sign of security — a controlled environment.

The logo should appear on all Deutsche Bank Wealth Management communications, and must always be used as supplied.

### Identifier

The Deutsche Bank Wealth Management identifier is what distinguishes our logo from the wider Deutsche Bank identity.

The identifier accompanies our logo in most branded collateral, though it may be omitted if 'Deutsche Bank Wealth Management' is written prominently in the copy, or if the application will only ever appear alongside other clearly branded materials.

Deutsche Bank  
Wealth Management

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Deutsche Bank Wealth Management Identifier



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Logo

## Logo sizing

### Scaling the identifier

The identifier must always be half the height of the logo, unless specifically advised otherwise. Please note that the identifier's height is measured from the ascender of the 'D' to the descender of the 'G'.

### Minimum sizes

The height of the logo should be no smaller than 10mm in print, or 30px in digital applications, unless specifically advised otherwise.



### Extreme formats

Guidance for designing in extreme sizes, both very small and very large, can be found [here](#).

# Logo sizing chart

## A: Standardized print size

Chart one shows the Logo & Identifier dimensions appropriate for use on the most common paper sizes.

## B: Extreme print format

Chart two shows the Logo & Identifier dimensions appropriate for use on extreme formats.

## C: Standardized digital size

Chart two shows the Logo & Identifier dimensions appropriate for use on some of the most common digital applications.

### Digital exceptions

Different screen resolutions exist beyond this guidance. The Logo & Identifier must always be legible. These charts are for guidance only.

### Please note

If the desired application is not listed in the sizing chart, please consult this guidance and use the closest available size listed. In the event of special circumstances, please contact the Brand Team for further assistance.

If foiling is a concern with smaller printed sizes, adjust to printers' specification.



### Extreme formats

Guidance for designing in extreme sizes, both very small and very large, can be found [here](#).

## A Standardized Print Size

Paper Size	Logo Size	New Identifier Size
A6 (105x148.5mm) *	10mm	5mm height
DL (99x210mm)	10mm	5mm height
A5 (148.5x210mm) *	13mm	6.5mm height
200x200mm	17mm	8.5mm height
210 x 210mm	18mm	9mm height
A4 (210x297mm) *	18mm	9mm height
US letter	18mm	9mm height
A3 (297x420mm)	24mm	12mm height
A2 (420x594mm)	36mm	18mm height
A1 (594x841mm)	50mm	25mm height
A0 (841x1189mm)	70mm	35mm height

The minimum logo size is 10mm, unless specifically advised otherwise.

Any logo smaller than 10mm must be accompanied by an identifier of the same height, i.e. if the logo is 8mm, the identifier must be 8mm in height.

## B Extreme Print format

Paper Size	Logo Size	New Identifier Size
4A0	160mm	105mm height
Blow Up (12000 × 10000 mm)	864mm	507mm height

For more guidance on extreme formats, please [click here](#).

## C Standardized Digital Size

Type	Logo Size	New Identifier Size
Mobile Example (320x568px) **	30px	30px height
MPU Ad (300x250px)	40px	20px height
Half-page Ad (300x600px) **	44px	22px height
Leaderboard (980x260px)	50px	25px height
Desktop Example (1024px plus) **	50px	25px height

The minimum logo size is 30px, unless specifically advised otherwise. Any logo smaller than 30px must be accompanied by an identifier of the same height. [Please click here for an example.](#)

If legibility of the identifier becomes difficult, revert to using the logo on its own. Do not attempt to adjust the kerning of the identifier.

## Margins & spacing

In order to give our identity the breathing space it needs to stand out and remain readable, we have defined an area surrounding the logo which should be kept clear of text, margins and other graphic assets.

### Logo

The minimum exclusion zone for the logo is one half of the logo width.

### Identifier

The minimum exclusion zone for the identifier is equal to double the x-height of the text (defined by the height of lower-case letters).

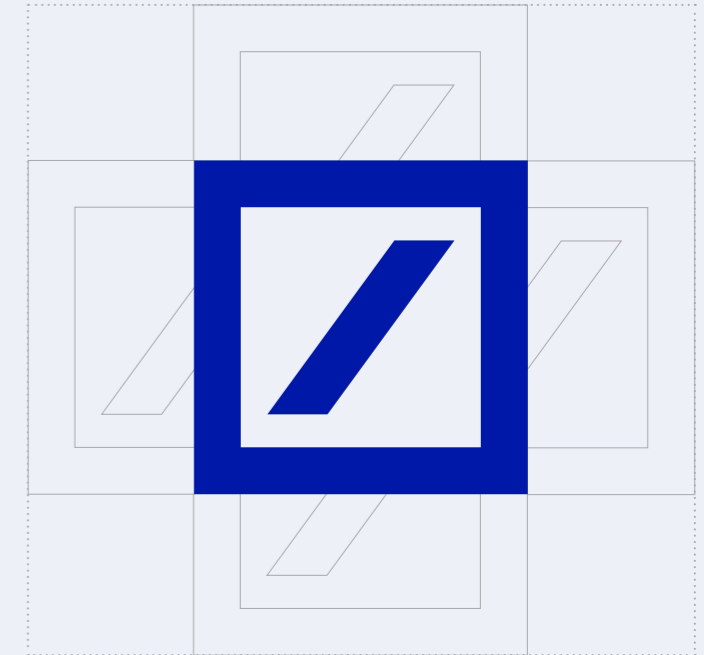
Please note that in order to achieve an optically equal margin, use the baseline of 'Wealth Management' to calculate the exclusion zone, not the descender of the 'g'.

### Minimum distance

When the identifier and logo are used in close proximity, such as on a business card, there should be a minimum exclusion zone equal to the logo width.



Deutsche Bank Wealth Management Identifier



Logo - Half width of logo



Minimum distance between identifier and logo

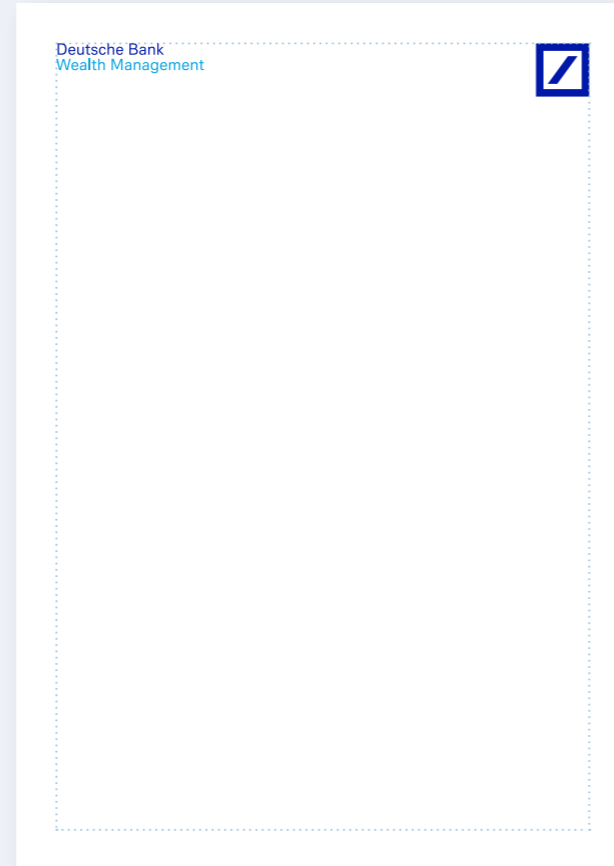


# Logo positioning & sizing: print

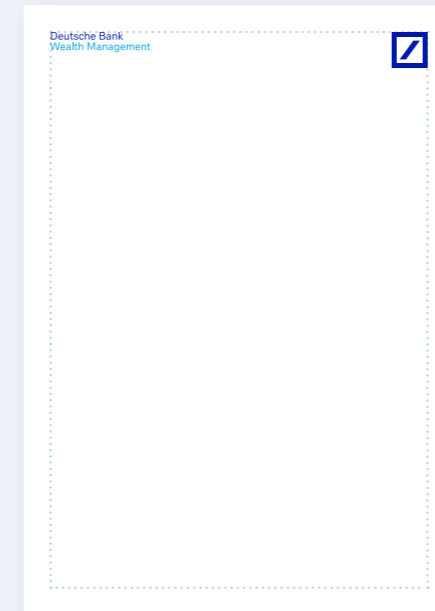
## Print Examples

Examples of the Logo & Identifier positioning and sizing for the most common print formats. For more guidance [click here](#).

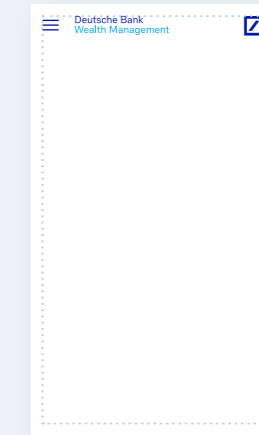
Paper Type: A4  
Logo Size: 18mm  
Identifier Size: 9mm height



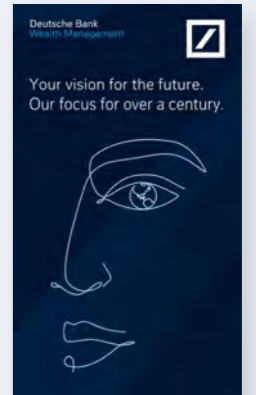
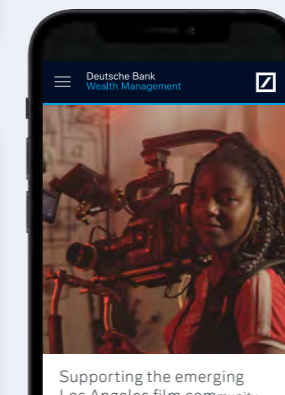
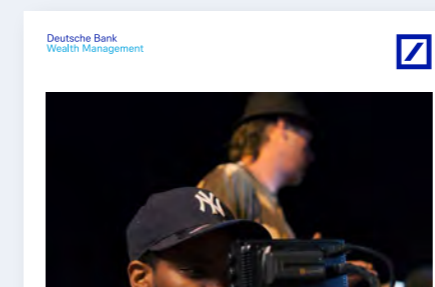
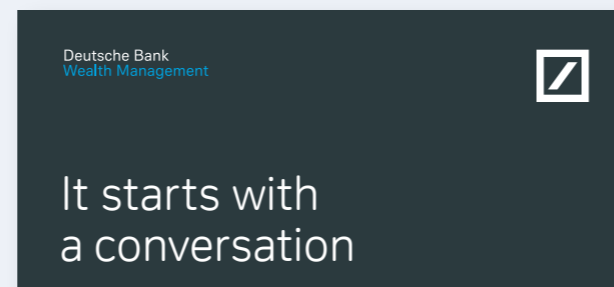
Paper Type: A5  
Logo Size: 13mm  
Identifier Size: 6.5mm height



Mobile Example (320x568px)  
Logo Size: 30px  
Identifier Size: 30px



Half-page Ad: 300x600px  
Logo Size: 45px  
Identifier Size: 22.5px



## Logo & identifier

# Logo sizing: extreme formats

Visibility of our brand is important and therefore, an extreme format has been developed for artwork instances where it is essential to see the client segment name 'Wealth Management' clearly.

When sizing our Logo & Identifier for extreme sizes, they have a different spacial relationship to each other.

### Scaling the identifier for extreme formats

The identifier must always be  $\frac{2}{3}$  the height of the logo. Please note that the identifier's height is measured from the top of the 'D' to the descender of the 'g'.

Assessing final sizes to find an optimal solution will always be made simpler by using other objects placed at the correct scale, within a visualisation.



## Logo & identifier

# Logo positioning and sizing: extreme formats

### Identifier and logo

Some artwork sizing requires the extreme format identifier and logo. This could be due to restrictions in width or height of the application.

In these instances the height of the identifier can be 2/3 of the icon height. As highlighted previously care should be taken when sizing and positioning these elements for use on extreme formats.

Assessing final sizes to find an optimal solution will always be made simpler by using other objects placed at the correct scale, within a visualisation.

Digital skyscraper banners

Deutsche Bank  
Wealth Management

For 150 years  
we've helped  
entrepreneurs  
and families to  
get to where  
they want to be.

#PositiveImpact

Discover how

Capital may be at risk

Deutsche Bank  
Wealth Management

We've been helping  
families and  
entrepreneurs to  
secure the future  
they want since  
1870. Take a  
long-term  
approach to  
wealth planning.

#PositiveImpact

Learn more

Capital may be at risk

Deutsche Bank  
Wealth Management

For 150 years  
we've helped  
entrepreneurs  
and families to  
get to where  
they want to be.

#PositiveImpact

Discover how

Capital may be at risk

Print vertical large format

Deutsche Bank  
Wealth Management

ESG  
investing:  
Adding  
purpose to  
performance

#PositiveImpact

Learn more about investing  
in line with your values at  
deutschewealth.com/ESG

Capital may be at risk

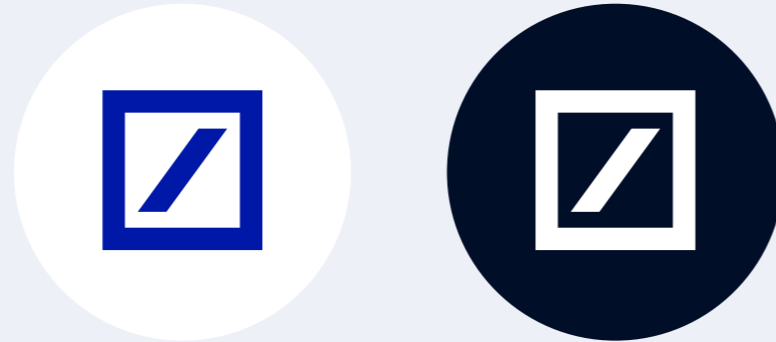
## Special print finishes

### Primary logo colour

The Logo & Identifier should always be set in DB Blue and Bright Blue/White. Where budget allows, and to retain an UHNW look and feel, use a Spot UV varnish or foil on the identifier and logo.

### Exceptional circumstances

When using the Logo & Identifier over a full bleed image or illustration, always use white as blues may clash with the imagery.



Primary logo colour  
DB Blue / White

### Special print finishes



Spot UV  
Pantone 072C

Foiling  
White Foilco



Over Mid Grey  
White

When necessary over imagery or  
contrasting colours  
White or DB Blue



### \*Environmental information

Foil waste – Foilco are certified as ZeroFoil2Landfill compliant. Using a specialist waste management company, Foilco work alongside printers and print finishes to recover

their foil waste, which is converted into SRF – a higher quality and more environmentally friendly alternative to fossil fuel(s).


Further information can be found on the Foilco website [here](#)

### Please note

Never use the Logo & Identifier in different colours. For instance, a DB Blue logo must be accompanied by a DB Blue identifier. For more information on our colour palette and values, please [click here](#).

# Colour



A photograph of a meticulously organized wardrobe. On the left, a dark blue double-breasted suit jacket hangs. In the center, several shirts in shades of light blue and white are hanging, along with matching trousers in various colors and patterns. To the right, a shelf holds two pairs of glasses, three watches, and five pens. Below that, another shelf displays six keychains. At the bottom, a grey briefcase is visible, and a pair of black shoes sits on the floor. The lighting is warm and focused, highlighting the textures and colors of the clothing.

Our colours are like a wardrobe. Use them like you're putting together a fine suit.

## Colour

# Accent precision

### Our colour proportions

Accent precision is our overarching approach for our use of colour. When designing, please be mindful that the way we use colours is much like dressing a fine suit. We use accents of colour to achieve a balanced look.

Seen here is our core colour palette, a mix of mature and cool greys matched with dark blue and a hint of Bright Blue.

### Dark Blues

Internationally recognised as a colour of intelligence, reflection and quality, our dark blue can be used comfortably across our communications.

### Accents with purpose

Bright Blue is our accent colour. It should be used sparingly and with purpose. For example, when highlighting information, to surprise and delight or as a physical mechanism such as thread sewn binding. Aim for a 5-10% in proportion when applying.

### Calming greys

Our greys palette is used to create a mature and calming effect. Use the darker greys for text rather than black to create a warmer tone.

### Please note

Don't use Mid, Light or Pale Grey for body copy.

## Colour

# Our palette

These colour references should be used when designing print artwork and digital applications.

### Pantone

The Pantone Matching System (PMS) is the industry standard for colour reproduction and ensures consistent application of colour in primarily print and many other applications globally.

### CMYK

CMYK (Cyan, Magenta, Yellow, Key) colours are used when preparing artwork for printed collateral.

### RGB

RGB colour values are used for the creation of brand assets that will live on a digital platform. Banner advertisements on a website, digital presentations and invitations etc.

### HEX

HEX colour references are direct translations of their equivalent RGB values in a shortened form and are used specifically in web development and coding.

**\*Dark Blue should not be used on large areas. It has been specified for use in text, data visualisation and small areas only. For large areas, please use Midnight Blue.**

### Please note

The use of black is not recommended, but where use of colour is limited due to reproduction processes, it may be used sparingly for text.

## Primary palette – Print & digital



Midnight Blue

Pantone: 289 C  
CMYK: 100/73/0/67  
RGB: 0/14/40  
HEX: #000E28



Dark Blue\*

Pantone: 281 C  
CMYK: 100/74/0/48  
RGB: 0/32/91  
HEX: #00205B



Charcoal

Pantone: 432 C  
CMYK: 79/57/53/58  
RGB: 43/58/62  
HEX: #2B3A3E



Dark Grey

Pantone: 431 C  
CMYK: 20/0/0/68  
RGB: 83/91/97  
HEX: #535B61



Mid Grey

Pantone: Cool Grey 6  
CMYK: 16/11/11/27  
RGB: 167/168/170  
HEX: #A7A8AA



Pale Grey

Pantone: 7541 C  
CMYK: 7/1/3/2  
RGB: 230/234/233  
HEX: #E6EAE9



Faint Grey

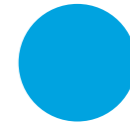
Pantone: 656 C  
CMYK: 9/4/2/0  
RGB: 237/241/247  
HEX: #EDF1F7

## Group palette



DB Blue

Pantone: 072 C  
CMYK: 100/80/0/10  
RGB: 0/24/168  
HEX: #0018A8



Bright Blue

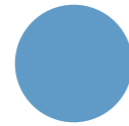
Pantone: 299 C  
CMYK: 76/17/0/0  
RGB: 0/163/224  
HEX: #00A3E0

## Secondary palette – Print & digital



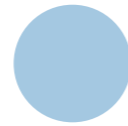
Mid Blue

Pantone: 7705 C  
CMYK: 100/13/5/41  
RGB: 0/98/135  
HEX: #006287



Light Blue

Pantone: 2170 C  
CMYK: 60/20/12/0  
RGB: 95/155/198  
HEX: #5F9BC6



Pale Blue

Pantone: 543 C  
CMYK: 35/5/5/0  
RGB: 164/200/225  
HEX: #A4C8E1



Desert Grey

Pantone: 7535 C  
CMYK: 26/23/35/9  
RGB: 183/176/156  
HEX: #B7B09C



Bright Desert Grey

Pantone: 7534 C  
CMYK: 13/12/17/0  
RGB: 223/217/206  
HEX: #DFD9CE



Light Desert Grey

Pantone: 7527 C  
CMYK: 7/6/10/0  
RGB: 238/236/229  
HEX: #EEEECE5



Bright Turquoise

Pantone: 573 C  
CMYK: 18/0/11/0  
RGB: 214/235/229  
HEX: D6EBE5

## Infographic palette



Bright Violet

Pantone: 2613 C  
CMYK: 67/100/3/10  
RGB: 103/30/117  
HEX: #671E75



Light Violet

Pantone: 521 C  
CMYK: 46/61/6/3  
RGB: 151/113/163  
HEX: #9771A3



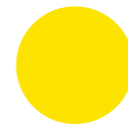
Sunset Red

Pantone: 7624 C  
CMYK: 12/88/55/30  
RGB: 165/57/72  
HEX: #A53948



Yellow

Pantone: 130 C  
CMYK: 0/32/100/0  
RGB: 242/169/0  
HEX: #F2A900



Gloomy Yellow

Pantone: 102 C  
CMYK: 0/0/95/0  
RGB: 252/227/0  
HEX: #FCE300



Light Green

Pantone: 7492 C  
CMYK: 17/1/47/3  
RGB: 198/199/116  
HEX: #C6C774



Turquoise Green

Pantone: 3265 C  
CMYK: 69/0/42/0  
RGB: 0/199/177  
HEX: #00C7B1



Ice Grey

Pantone: 7542 C  
CMYK: 37/15/17/4  
RGB: 164/188/194  
HEX: #A4BCC2

## Digital only palette



Dusk Blue

RGB: 14/27/52  
HEX: #0E1B34



Dawn Blue

RGB: 18/33/60  
HEX: #12213C



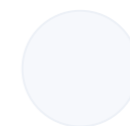
Coral

RGB: 255/56/56  
HEX: #FF3838



Vivid Blue

RGB: 62/130/239  
HEX: #3E82EF



Mid Grey 30%

RGB: 246/248/252  
HEX: #F6F8FC



## Colour

### Our dark blues

We use two blues in our palette. Each has a different use in application.

#### Dark Blue

We use Dark Blue for text and small areas. This colour has been considered specifically to prevent blue text from looking black.

Examples of application could be data visualisation, text or a CTA button.

Dark Blue should never be used to cover large areas.

#### Midnight Blue

Our Midnight Blue communicates a mature and sophisticated tone. It can be used for all applications that cover a large area. This could be anything from presentation slides to front covers.

Please do not use Midnight Blue for text.

#### Printing Midnight Blue

Colour variations will occur from printer to printer and across different stocks. When sending artwork to print, please check with your print supplier that their machines can closely match PMS 289C.



Use Dark Blue for text or small elements

# Our mission is to manage our clients' wealth in the way that suits them.

## Our extensive wealth management capabilities enable us to have a positive impact on both your personal and professional lives.

Use Midnight Blue for large areas of colour



Global risks

Elic te occus

Ommo maxime

Volum volupta

Ibusda is eatem

Otaspel ma autate

Oditatum ut quidita



● Biggest threat

● Second-biggest threat

● Third-biggest threat

### Risk returning engineering

What you need to know in 2020



## Colour

# Accent colours

We have four accent colours in our palette. These should be used carefully when paired with our range of greys and dark blue.

### Small areas

The accent colours should be used in small doses, peppering layouts in order to gain attention but not overpowering the design.

### Data visualisation

This part of the palette is particularly useful for data visualisation.

### Please note

Avoid making too many of your elements or text Bright Blue. It should not automatically be used for important elements or to highlight text. Remember Bright Blue should be used sparingly and with purpose.



### Page furniture

Using Desert Grey in small areas to call attention or to indicate the navigational structure of the document.

### Thin lines

Using our accent colours as thin lines in data visualisation.

### Bright Blue links

Use Bright Blue for hyperlinks.

### Contrast headings

As we use only one weight of font, using colour to create variation is key.

09

# Navigating headline hysteria

## Global risks

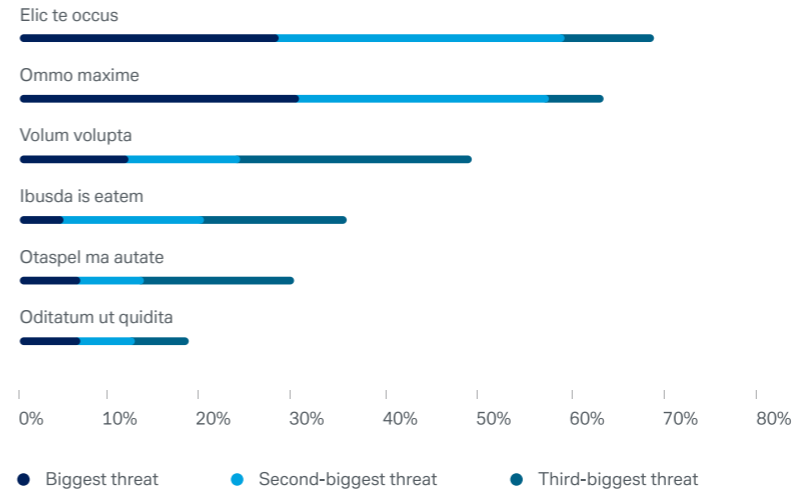


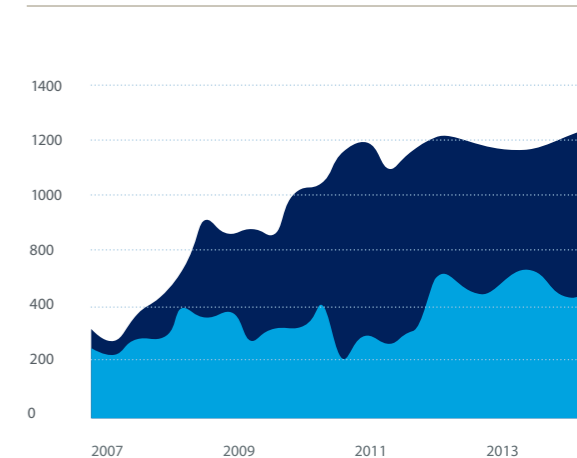
Figure 8: Global risks

Accuptas quos cus est quas et esequatis dolum is sum quid untiae sus quossimi, autem arciminctas nullore hendam rerferum atiuri ilit as es ad quodi re plabo. Ulpa qui dollabore nonse nianture in expla aut et landit eicid mo bearcius, et a volorero corerum nihicilit, audis sumquo berovidel evelenimint quatios est, sollupta dolores tiusae. Ut autesent plit, secus volores totaque porecat ecatem nonsequibus, quassimi, cus volor molest dis audae accuptum in recum volore.

Ignition sequae cume num renem iur aut pe delis doluptatest voluptatur? Quias elis veribus reped quas si optate venis et rerum et equi conse nosant rerunti beaquiatur restionsequi ditio voles atur, velleni hillaut ipsunt. Heni cum et eum dolo idianda dolorep erfercid quatque corat. Bist adignis et re et et magnate doluptiumqui berovitio comnisi nvelibus, sum duntect emquiandae et quam

To download full report click here.

Figure 9: The rate of change since 2007



## Colour

# Colour balance

Our colour palette offers a wide range of variation, which is used to keep our materials looking fresh and diverse.

### Overview

To avoid complexity and retain contrast, always use a combination of at least two colours, expanding up to four in more detailed layouts.

We can use blocks of colour as a background to add variety and pace to print layouts.

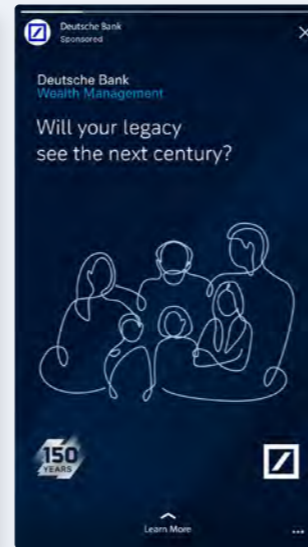
### Marketing

Our marketing use must always lead with the use of Midnight Blue. This maybe be complimented by the blue and grey palettes, with a touch of desert grey to warm up the overall appearance.

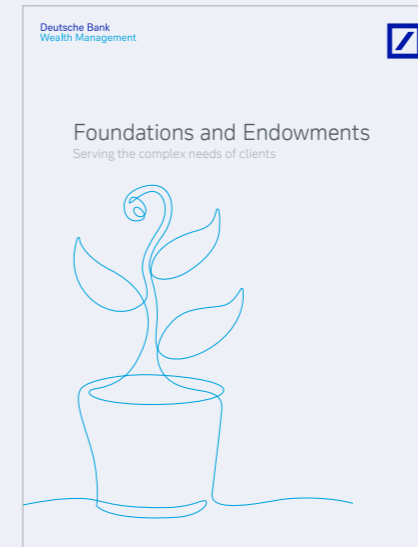
### Product

Our product marketing is defined by a primary use of greys as a back, to distinguish from the overall Wealth Management marketing materials.

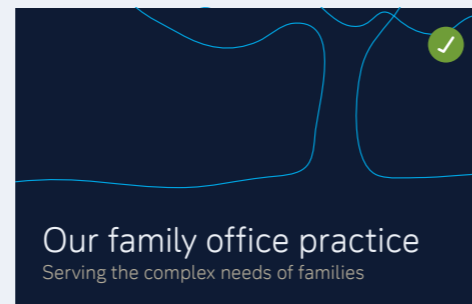
## Marketing



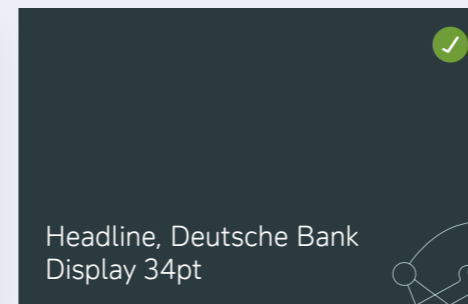
## Product



## Dos and don'ts



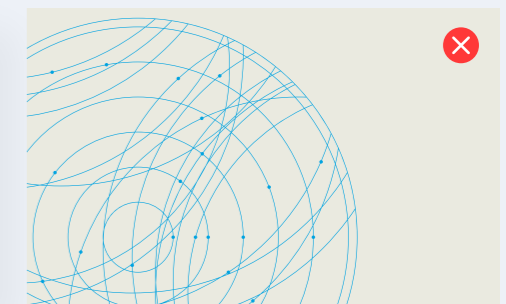
**Do:** use a combination of up to four colours.



**Do:** ensure your colour combinations have strong contrast across both typography and illustration.



**Do not:** use dark blue as a background colour.



**Do not:** lead with desert grey background covers in either marketing or product materials.

## Colour

# Infographic palette

We have developed an extended palette to be used only for infographics, diagrams and data visualisation.

### 3x Blues first

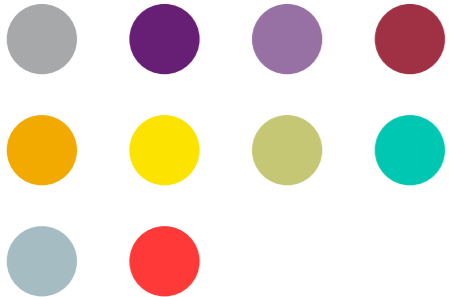
All infographic applications should be anchored in the use of blue. For data points of three and below, we use Dark, Bright and Mid Blue.



### More than three data points or for extra contrast

When you have more than six data points use the infographic palette.

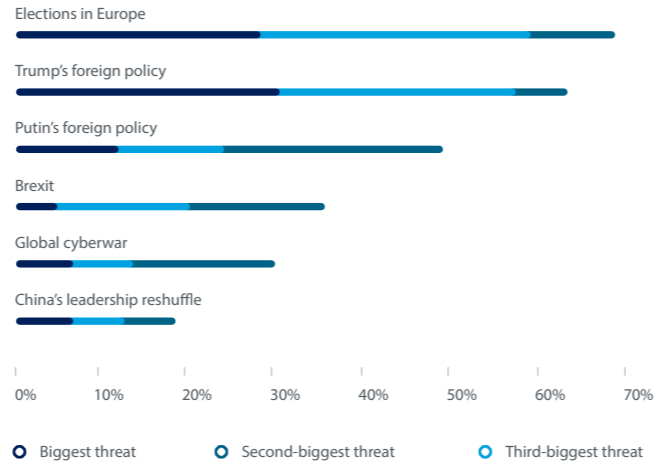
Coral should only be used if you need to show a negative figure or value.



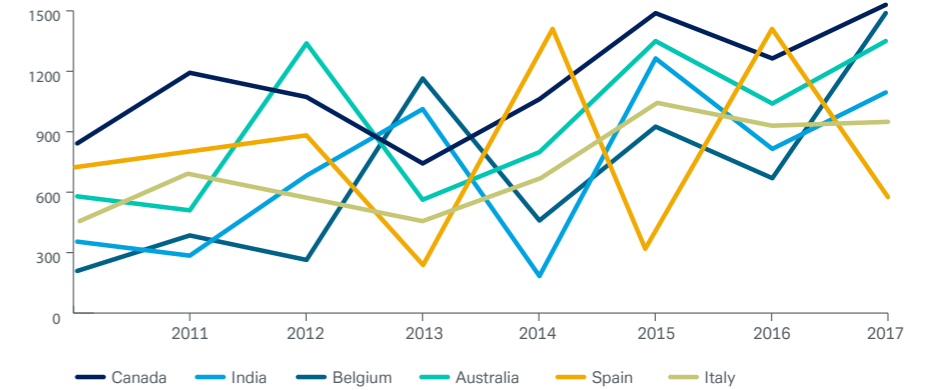
### Ensure good contrast

Make sure the colour combination you choose is not too similar when placed next to each other. Ensure good contrast by placing light and dark tones together.

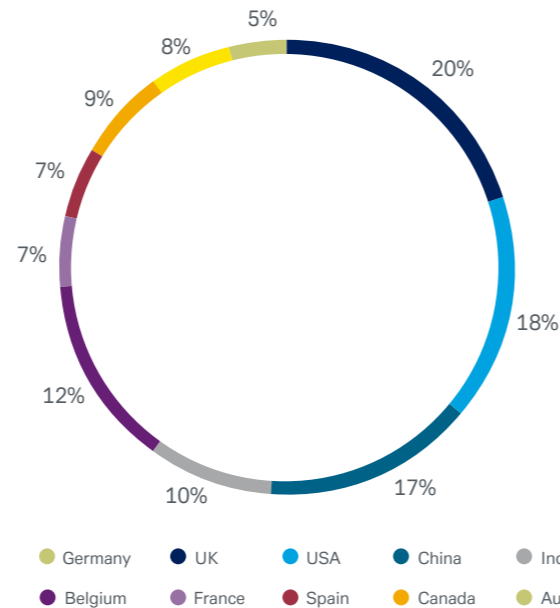
Global risks in 2017



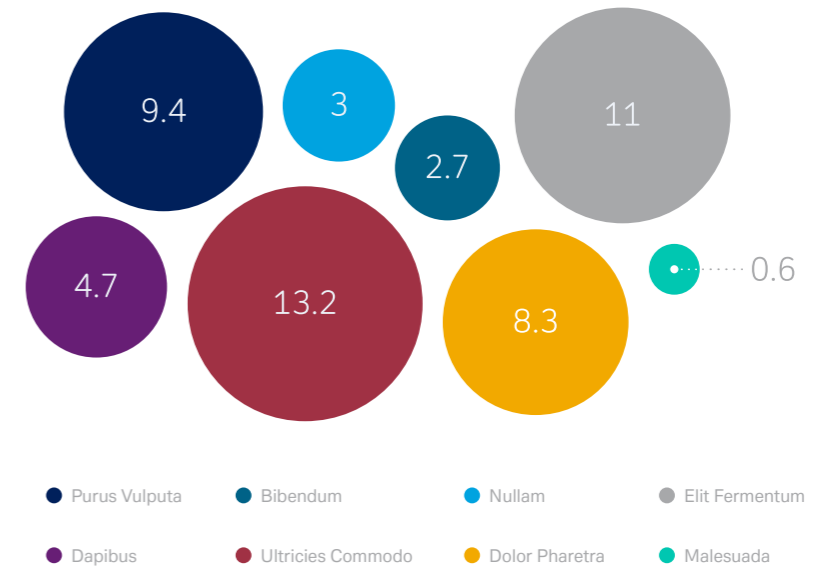
Correlation between lorem and ipsum dolar



Individual countries contribution to the lorem ipsum dolar in 2015

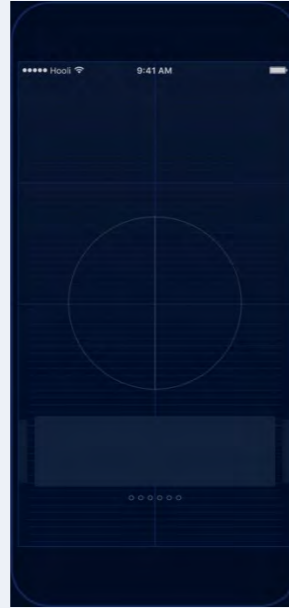


Assets invested in lorem ipsum (2016)  
Values shown in billions of USD



# Digital colour principles

There are three principles that provide guidance for anyone designing digital content for Deutsche Bank Wealth Management. By taking the three layers as building blocks, we progress from a solid foundation to a digital experience that's purposefully built around people and their needs.



1

## Premium precision

Refined – Elegant – Pragmatic

At our foundation lies a precision that underpins our every decision – a focus that reinforces a more premium digital feel.

To capture this, we make sure everything we do is communicated with complete clarity. We use dark backgrounds and a refined colour palette to create depth, and reduce elements where possible to create spaces that always feel calm. By layering this with considered line work, a clear hierarchy and symmetry, we develop an elegant base that in its pragmatism feels truly premium.



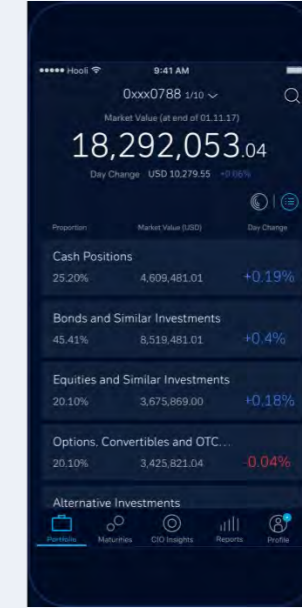
2

## Distinctly Deutsche

Effective – Relevant – Logical

One of the driving influences behind our brand is our German roots. Logical. Decisive. Detailed. Not only are these traits reflective of our brand, but impact every element of our identity.

Throughout this layer, we use Bright Blue with purpose. It acts as the distinctive element of our brand, and ties together warm imagery, rounded typography and thoughtful art direction to create balanced compositions. Which, alongside effective calls to action and a sophisticated tone of voice, seamlessly direct our ever-evolving audience through the experience.



3

## Emotive intuition

Seamless – Adaptive – Thoughtful

Our final layer ensures our clients know they've been considered at every stage and communicates a sense of personal warmth.

It reflects our ambition to respect and respond to every platform we work across, and to thoughtfully judge the content we create. We advocate a 'less is more' mentality to give people the information they need, and use cinematic animation to bring our work to life. The result is more intuitive experiences that are effortless to follow, and thrive in a digital world.

## Colour

# Digital colour palette

The digital environment allows us to continue providing a premium feel for users across different devices.

Our digital colour palette still uses the core colours of mature and cool greys, dark blues and Bright Blue with the addition of digital only colours, such as Coral and Vivid Blue.

### Dark



Midnight Blue

RGB: 0/14/40  
HEX: #000E28



Dusk Blue

RGB: 14/27/52  
HEX: #0E1B34



Dawn Blue

RGB: 18/33/60  
HEX: #12213C



Charcoal

RGB: 43/58/62  
HEX: #2B3A3E

### Light



Faint Grey

RGB: 237/241/247  
HEX: #EDF1F7



Mid Grey 30%

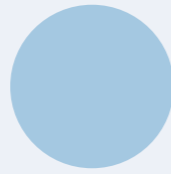
RGB: 246/248/252  
HEX: #F6F8FC



Desert Grey

RGB: 183/176/156  
HEX: #B7B09C

### Bold



Pale Blue

RGB: 164/200/225  
HEX: #A4C8E1



Bright Blue

RGB: 236/107/16  
HEX: #00A3E0



Coral

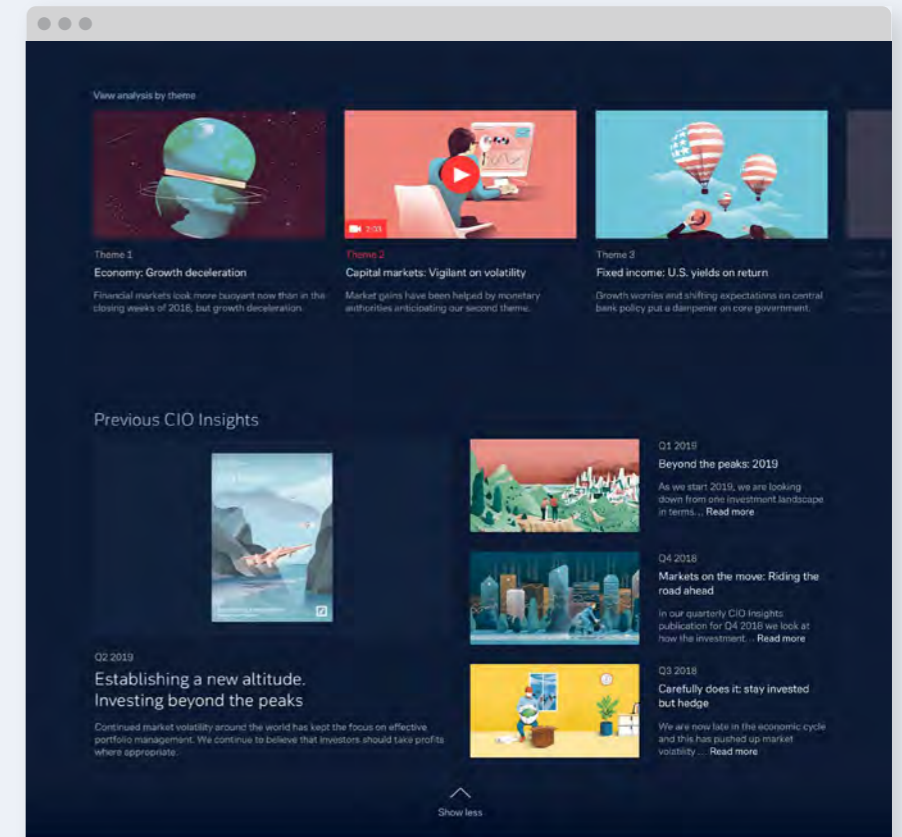
RGB: 255/56/56  
HEX: #FF3838



Vivid Blue

RGB: 62/130/239  
HEX: #3E82EF

## Webpage example



### CIO Special



CIO Insights Special  
ESG Reflections: The "E" in ESG

Lorem ipsum dolor sit amet, consetetur elipiscing elit. Nulla aliquam, elit vitae interdum maximus.



Event  
Extension puts pressure back on parliament

Lorem ipsum dolor sit amet, consetetur elipiscing elit. Nulla aliquam, elit vitae interdum maximus.



## Colour

# Digital colour blocking

### Colour blocking

Colour blocking creates consistency throughout Deutsche Bank Wealth Management digital applications.

### Gradients

We use gradients to build a refined design that results in a more premium digital feel. By layering this with considered line work illustration, we create an elegant final design that feels truly premium.

## Colour blocking

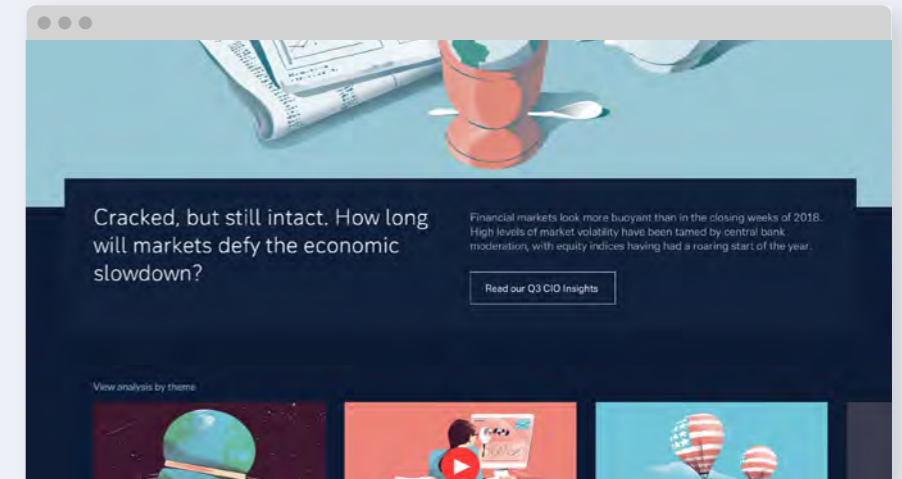


Dawn Blue cards sit on top of the gradient background. The gradient is made up of a Dusk Blue top and a Midnight Blue bottom.



When designing a light user interface (UI), white cards sit on top of a 30% tint of Mid Grey background.

## Example

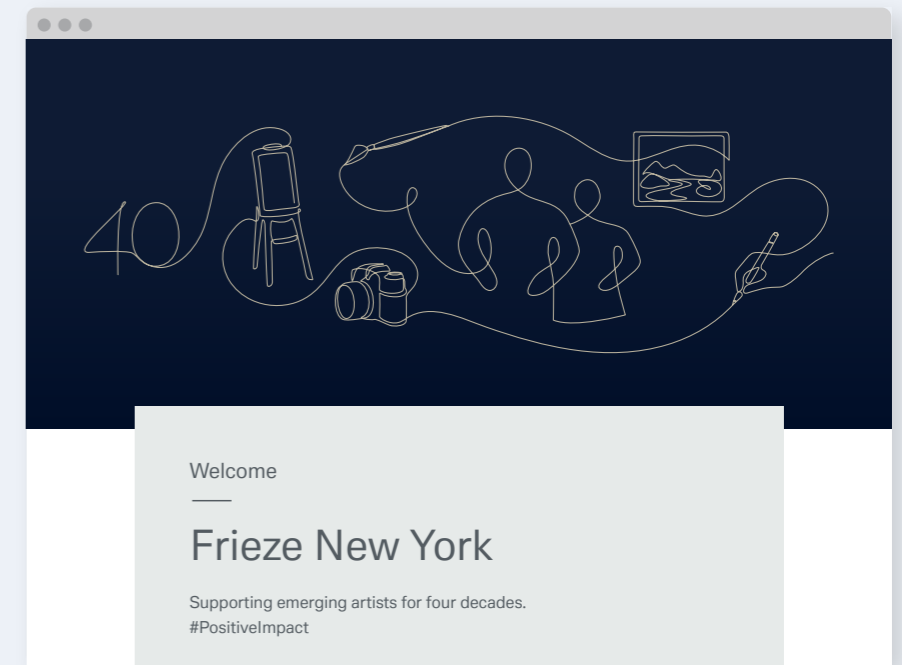


## Gradients



When using the Dusk Blue to Midnight Blue gradient, start the gradient two-thirds from the bottom of the canvas. This adds impact to the gradient as it isn't stretched out through such a tall distance.

## Example



Colour

# WCAG

WCAG

The Web Content Accessibility Guidelines have been introduced to set the parameters of colour contrast ratios in order to assist with accessibility legislation.

We have run the Deutsche Bank Wealth Management colour palette through a colour contrast tool set to the WCAG 2.0 ratios to test where and how these colour combinations can work.

	Midnight Blue BG	Dusk Blue BG	Dawn Blue BG	Charcoal BG	Faint Grey BG	Mid Grey 30% BG	Bright Blue BG	White BG
Midnight Blue Text	Aa ✗	Aa ✗	Aa ✗	Aa ✗	Aa ✓	Aa ✓	Aa ✓	Aa ✓
Dusk Blue Text	Aa ✗	Aa ✗	Aa ✗	Aa ✗	Aa ✓	Aa ✓	Aa ✓	Aa ✓
Dawn Blue Text	Aa ✗	Aa ✗	Aa ✗	Aa ✗	Aa ✓	Aa ✓	Aa ✓	Aa ✓
Charcoal Text	Aa ✗	Aa ✗	Aa ✗	Aa ✗	Aa ✓	Aa ✓	Aa ✓	Aa ✓
Faint Grey Text	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✗	Aa ✗	Aa ✗
Mid Grey 30% Text	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✗	Aa ✗	Aa ✗
Bright Blue Text	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✓
Dark Grey Text	Aa ✗	Aa ✗	Aa ✗	Aa ✗	Aa ✓	Aa ✓	Aa ✓	Aa ✓
Mid Grey Text	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✗	Aa ✗	Aa ✗
Pale Blue Text	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✗	Aa ✗	Aa ✗
Coral Text	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✓
Vivid Blue Text	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✓	Aa ✓	Aa ✗	Aa ✓
Desert Grey Text	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✗	Aa ✗	Aa ✗
White Text	Aa ✓	Aa ✓	Aa ✓	Aa ✓	Aa ✗	Aa ✗	Aa ✗	Aa ✗



# Typography

Viviane Sassen  
Frieze London  
& Frieze Masters  
2019

Partnering with Frieze to provide  
access to the global art world.  
#PositiveImpact

## Our typefaces

As part of a global brand refresh for Deutsche Bank AG, two new corporate typefaces have been developed. They will be used across all our communications to unify the brand visually, and replace Univers Deutsche Bank as our typographic voice.

If Deutsche Bank Display or Deutsche Bank Text are not available then please [click here](#) to see font substitutes.

Regular and Italic

Deutsche Bank Display  
123456789!@£€\$%^&

Regular and Italic

Deutsche Bank Text  
123456789!@£€\$%^&

Dd Dd

### Deutsche Bank Display

Compared with Univers Deutsche Bank, our new display font takes a more humanist approach. It has rounded terminals, which soften its appearance for a more approachable personality.

### Deutsche Bank Text

DB Text shares many of the display fonts characteristics, but without the rounded strokes, it takes on a more authoritative tone.

## Display vs. Text

Our two new typefaces have been designed with specific uses in mind. The guidance below is intended to help you to get the most out of each font.

### Display fonts

Compared with the text styles, our display fonts have a thinner stroke weight and greater detail in the letter shapes. This helps them appear more elegant at large scale.

### Text fonts

Simpler shapes and a bolder line weight make our text sizes perform best at small scale.

For more guidance on how to use our fonts, please [click here](#) to refer to the text hierarchy.

Deutsche Bank Display Regular

30/35pt  
Optical kerning  
0 tracking

Deutsche Bank Text Regular

12/16pt  
Metric kerning  
0 tracking

Working with you to understand your business and personal needs.

Deutsche Bank Wealth Management aspires to be the leading trusted global expert advisor to wealthy clients with sophisticated, international needs. We have been providing open architecture, investment management and capital markets solutions as well as wealth management, banking and lending services to ultra-high-net-worth individuals, families and select institutions for more than a century.

We start by listening to our clients. Their needs, risk appetite and personal and financial goals are the core of the investment strategy we develop together.

We are flexible. Our clients define our interaction and their level of involvement. Knowing our clients' timeframe and experience helps us tailor our service. Our CIO Insight is at the core of our process. A global network creates our viewpoint. In person, on-line and via our bespoke market view, our clients have superior access. Our clients set the guidelines. Our Wealth Discretionary and Wealth Advisory services enable our team to provide tailored solutions for any degree of client

## Typographic elements

We have four typographic elements that we use in application:

Headlines  
Body copy  
#PositiveImpact statement  
#PositiveImpact tagline

Headlines

The greatest lap in  
1000 Miglia history.

Body copy

The headline numbers are striking but tell only a fraction of the tale. Stirling Moss was the only British driver to win the 1000 Miglia in its original guise – and in 1955

#PositiveImpact statement

Celebrating the  
excellence and tradition  
of the most beautiful  
race in the world.

#PositiveImpact tagline

**#PositiveImpact**

## Typography

# Typesetting

The following guidance should be consulted whenever you set text for the Deutsche Bank Wealth Management brand:

### Alignment

Left-align all text.

### Leading

115–130% of text size (e.g. if 10pt text has 12pt leading, the leading is set at 120% of type size).

### Kerning

Display fonts: Optical  
Text fonts: Metrics  
Note that kerning should be done manually for type above 50pt.

### Tracking

0

### Case

Always use sentence case.

### Heading

Deutsche Bank Display  
DBWM Bright Blue  
20/24pt  
Optical kerning  
0 tracking

### Pull-out numerals

Deutsche Bank Display  
DBWM Mid Grey  
72/98pt  
Manual kerning  
0 tracking

### Body copy

Deutsche Bank Text  
DBWM Dark Grey  
8.5/10pt  
Metric kerning  
0 tracking

About DBWM

## Facts & Figures

€52 bn

€52 billion of assets in discretionary portfolio management, and DPM expertise since 1968

2,000

2,000 trust structures created for clients over 40 years

37

Fund solutions spanning 37 strategies, in 25 currencies

€250 bn

Approximately €250 billion of assets managed for Wealth clients worldwide

50+

Funds and solutions selected from 50+ providers

Top 10

Connected to a top 10 corporate & investment bank

About DBWM

Glob

The only global bank with Europe

140+

More than 140 years providing p banking services

€70k

€70bn invested for clients in real and alternatives

## Text hierarchy

### Hierarchy

Always make sure you use scale, colour and your composition to create a clear visual distinction between headings, subheadings and body copy to help your reader navigate the document.

There should be a clear distinction between headlines, sub-headers and body copy.

### #PositiveImpact

This lockup is sized in relation to the logo, please [click here](#) for guidance. There will be instances the lockup will be needed to sized.

### Example sizes

100% / 100pt

Heading one  
DB Display

70% / 70pt

Sub Header / #Positiveimpact statement  
DB Display

Sized in relation to the logo

#PositiveImpact lockup  
DB Text

20 – 40% / 20pt – 40pt

Body / Image credits  
DB Text

10% – 15% / 10pt – 15pt

Footer  
DB Text

The greatest lap in 1000 Miglia history.

The headline numbers are striking but tell only a fraction of the tale. Stirling Moss was the only British driver to win the 1000 Miglia in its original guise – and in 1955

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Celebrating the excellence and tradition of the most beautiful race in the world.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

#PositiveImpact

The headline numbers are striking but tell only a fraction of the tale. Stirling Moss was the only British driver to win the 1000 Miglia in its original guise – and in 1955 The headline numbers are striking but tell only a fraction of the tale. Stirling Moss was the only British driver to win the 1000 Miglia in its original guise – and in 1955 The headline numbers are striking but tell only a fraction of the tale. Stirling Moss was the only British driver to win the 1000 Miglia in its original guise – and in 1955 The headline numbers are striking but tell only a fraction of the



May 1, 1955. The beautiful Maserati A6GCS Coupe Pininfarina, driven by Alberto Diligenti and Ilo Minzoni, parades through Brescia town square

## Typography

### Extreme hierarchy

For extreme or large format text we apply our hierarchy rules, ensuring there is a clear distinction between type elements.

#### Credits

When we use a credit on an application it is always set in Deutsche Bank Text and scaled to 85% of the type size of the identifier.

Deutsche Bank Text is designed for long extracts of copy due to its legibility. Therefore should always be used for paragraphs, regardless of type size.

Credits accompanying large set type should always be in set Deutsche Bank Text. It helps to differentiate the two sections.

Deutsche Bank  
Wealth Management



# Frieze London 2021

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Welcome to the Deutsche Bank  
Wealth Management Lounge  
and thank you for joining us.

We hope you will take this  
opportunity to connect with  
each other, enjoy our hospitality  
and be inspired by the work of  
our remarkable featured artist,  
Idris Khan.

In partnership with  
Deutsche Bank Art & Culture

## Typography

### Video

When used in moving image, our typography should follow the same rules as it does in application across all other touchpoints.

Ensure correct use of spacing for the logo, and all titles, subtitles and lower thirds should follow the same typesetting rules as it does in print and digital.

#### Grid

Ensure consistency of placement by creating a grid across all frames.



#### Please note

For any other uses of centred type, please consult the brand team for approval.



## Substitute fonts

PC-generated typography.  
Documents created internally may be subject to different production processes to materials which are professionally typeset.

Documents produced in MS Word or PowerPoint may substitute specific PC system fonts if: Deutsche Bank typefaces are not available, or documents are to be circulated to parties who may not have our typefaces installed on their systems.

Only when necessary, substitute:

Arial Regular for Deutsche Bank Text  
Arial Italic for Deutsche Bank Text Italic  
Calibri Light for Deutsche Bank Display  
Calibri Light Italic for Deutsche Bank Display Italic.

Do not substitute fonts and weights other than these.

Note that, size for size, Calibri light is significantly smaller than Deutsche Bank Display and will need adjusting accordingly.

All other standards relating to type style should remain consistent with professionally produced typesetting. Internally-generated material should differ as little as possible from professionally typeset matter.

---

Calibri Light  
Replacement for  
Deutsche Bank Display

Supporting the emerging  
Los Angeles film community.

---

Calibri Light Italic  
Replacement for  
Deutsche Bank Display Italic

*Singapore Golf Day.*  
*July 2020*

---

Arial Regular  
Replacement for  
Deutsche Bank Text

We provide an extensive range of services,  
plus the ability to tailor solutions based on  
your specific needs.

---

Arial Italic  
Replacement for  
Deutsche Bank Text Italic

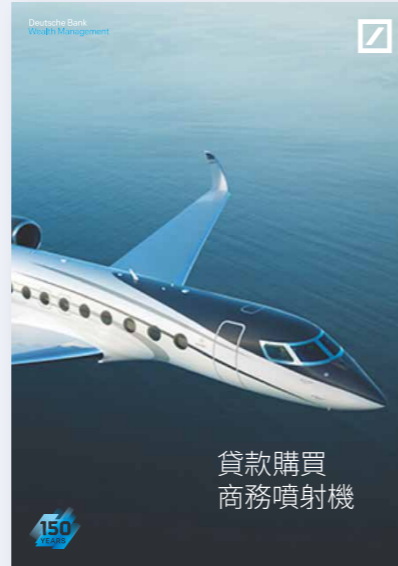
*we can help you to build a portfolio that  
ensures your wealth is invested in line with  
both your financial objectives and your  
particular ESG goals.*

# Language

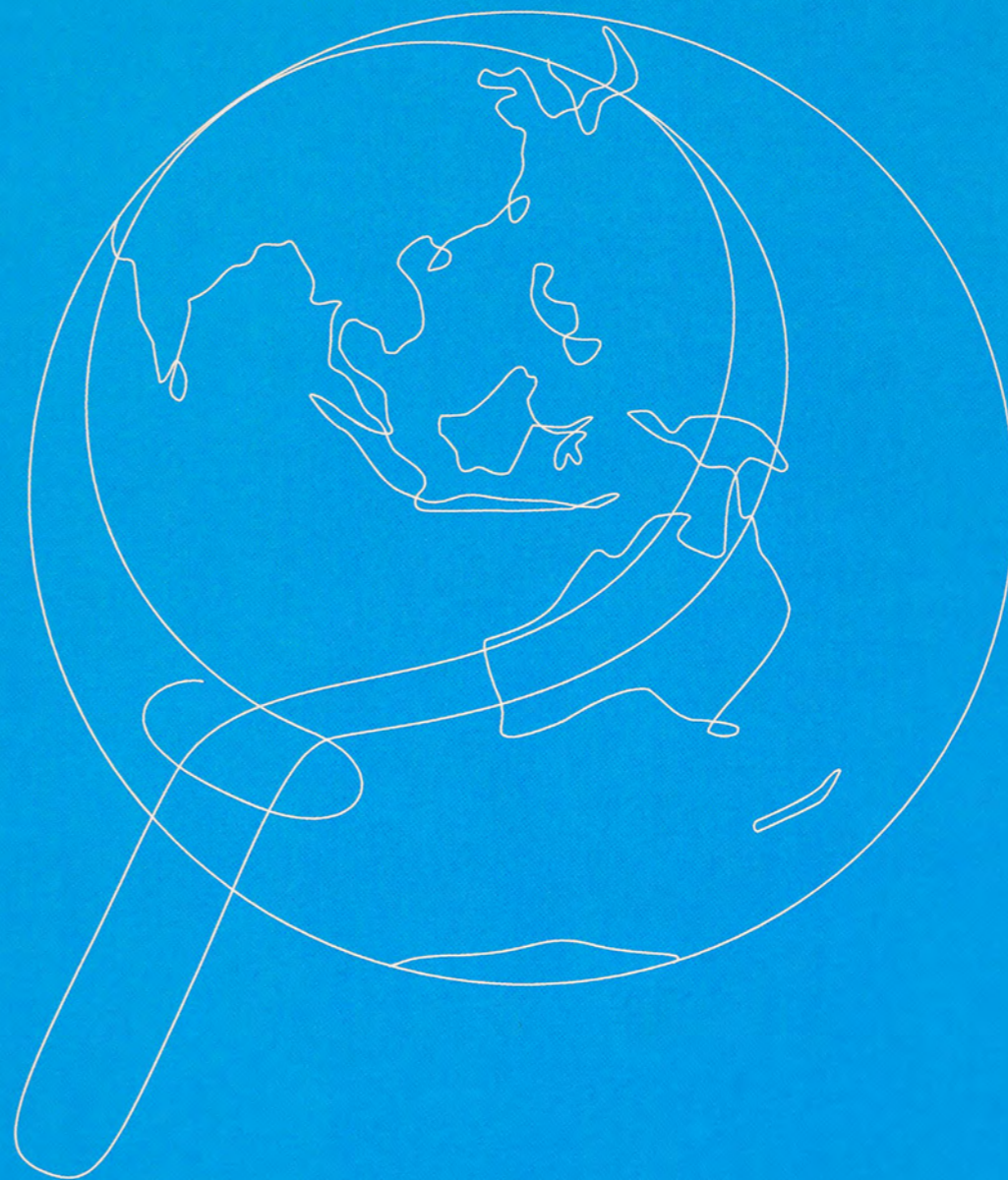
We produce applications in a variation of languages and scripts. When this is the case we choose alternative fonts that have stylistic elements that are similar to our brand fonts.

When this is not possible, Noto sans is the suggested typeface. Noto sans is a Google typeface that has been designed for multiple scripts.

For more information on Noto sans visit: <https://fonts.google.com/specimen/Noto+Sans>



# Illustration



## Illustration

# Illustration styles

Illustration is a valuable asset in our brand toolkit. Like iconography, it has the power to convey ideas quickly. Unlike icons, illustration also has the power to emote and the flexibility to be used at scale as a key visual.

Illustration is most effective when it achieves something photography can't — explaining a concept, or giving a simple overview of something complex such as an event.

Illustrations should only be used for below-the-line, direct marketing or collateral only and not for any advertising and above-the-line assets.

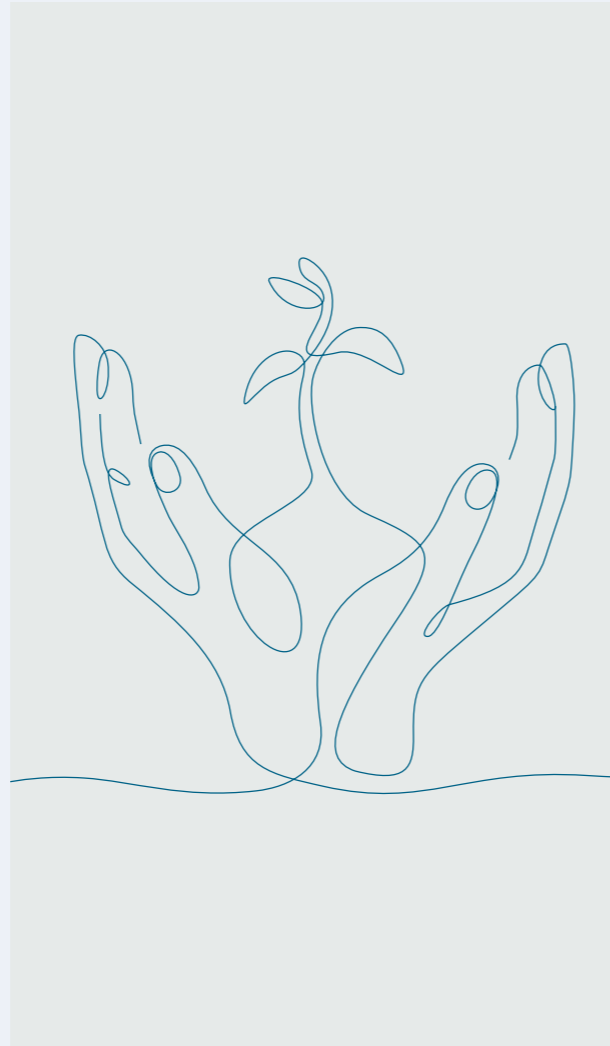
### Style spectrum

Within our illustration style there is room for variation across a spectrum, from simple icons and line drawings to more complex editorial visualisations. All our illustrations are unified by three core style principles to ensure they are clearly identifiable as Deutsche Bank Wealth Management artwork. Consider the audience, timescale, budget and format to help decide which is the right style for each communication.

We have three styles of illustration within our identity:

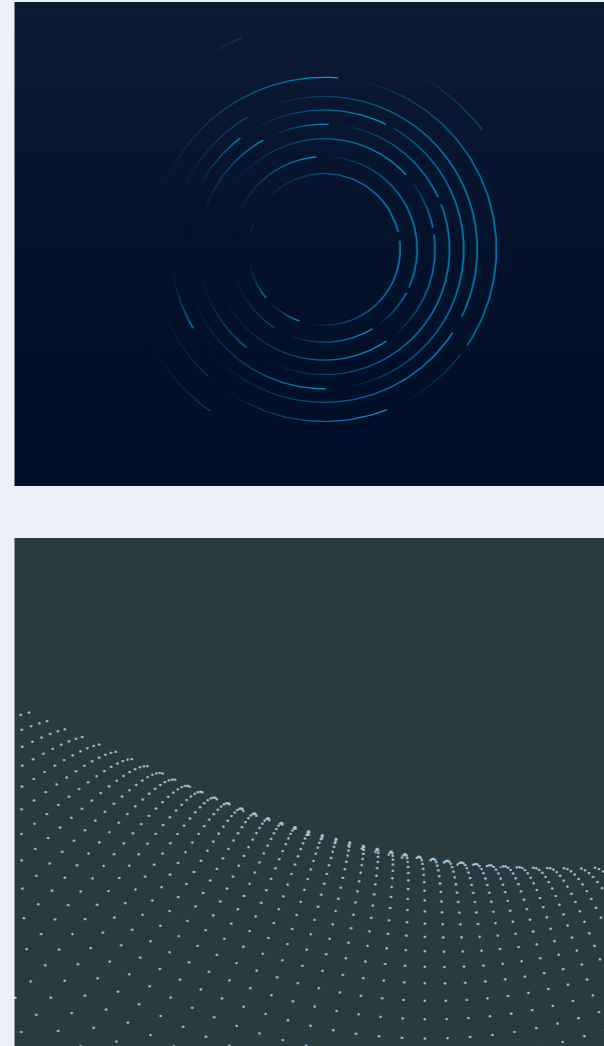
1. Line illustration
2. Conceptual illustration
3. Narrative

## Line Illustration



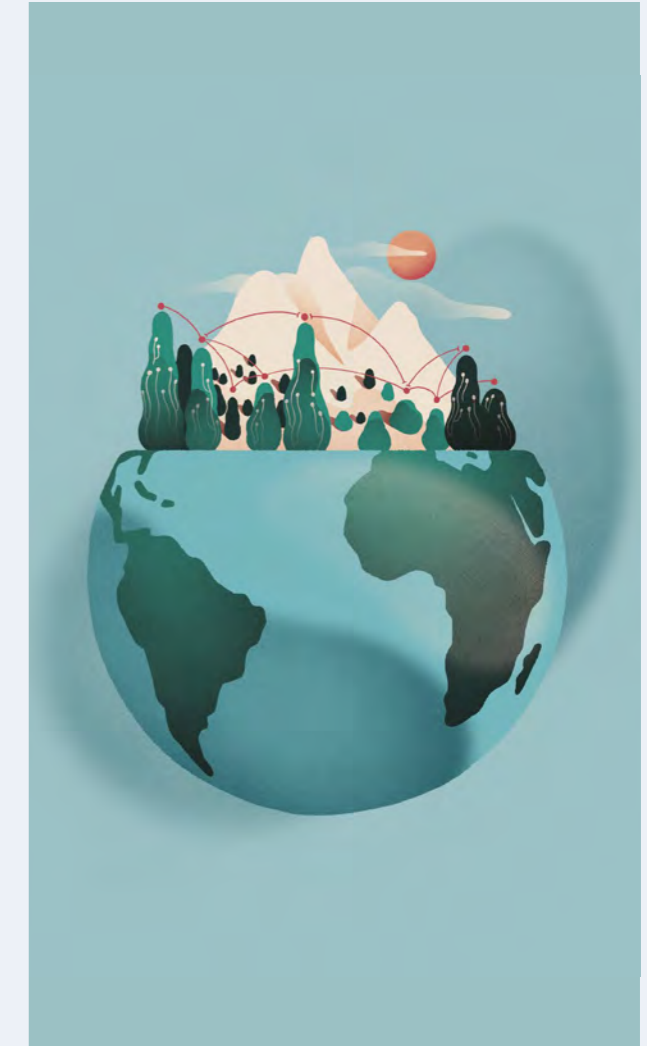
Our line illustrations should always have a sense of movement and can sometimes bleed off the page. We use this free-flowing, continuous line style, used for client invitations to our events. These instantly feel premium.

## Conceptual Illustration



The conceptual line illustrations are used in our pitchbooks and presentations. They are premium precision and offer a more technical aesthetic to the line illustration style.

## Narrative Illustration



We adopt our narrative illustration style to convey complex themes, for example CIO materials.

# Primary colour combinations

Our illustrations can be used in selected primary and secondary brand colours, always ensuring a balance of colour is being used. This page specifies our combinations which can be used in application.

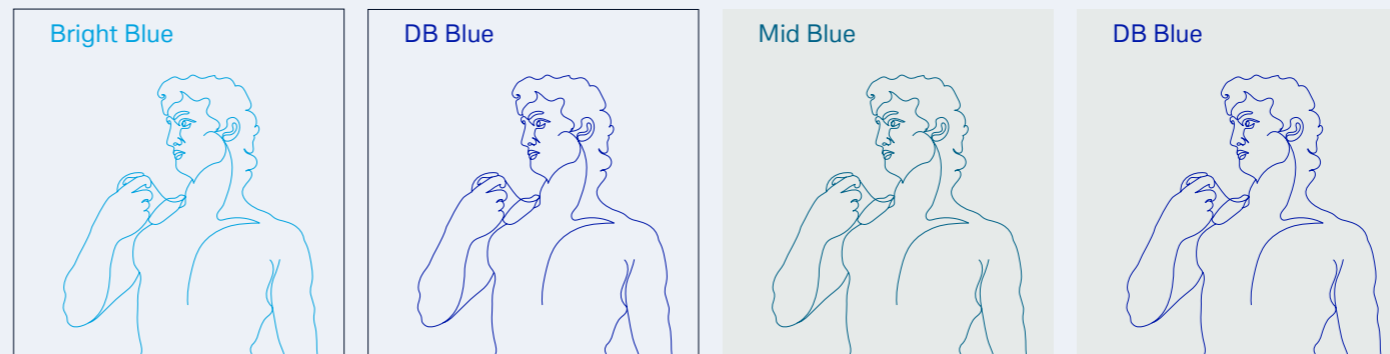
Midnight Blue Background



Charcoal Grey



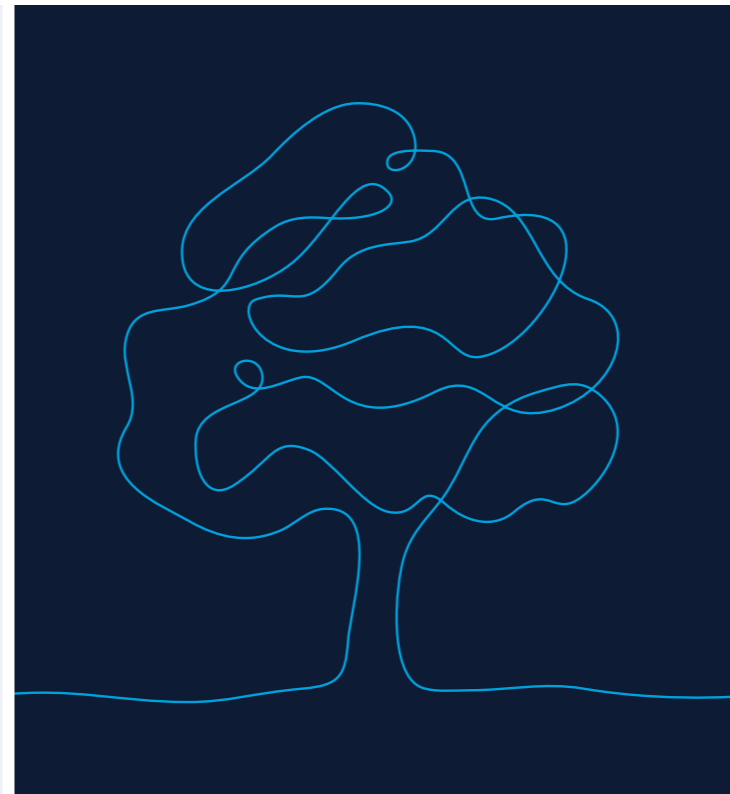
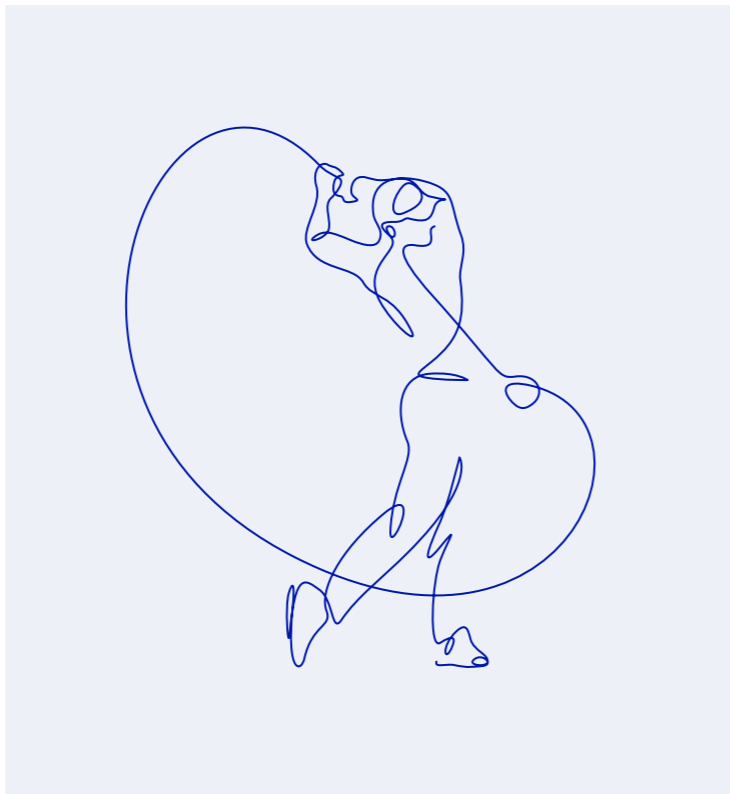
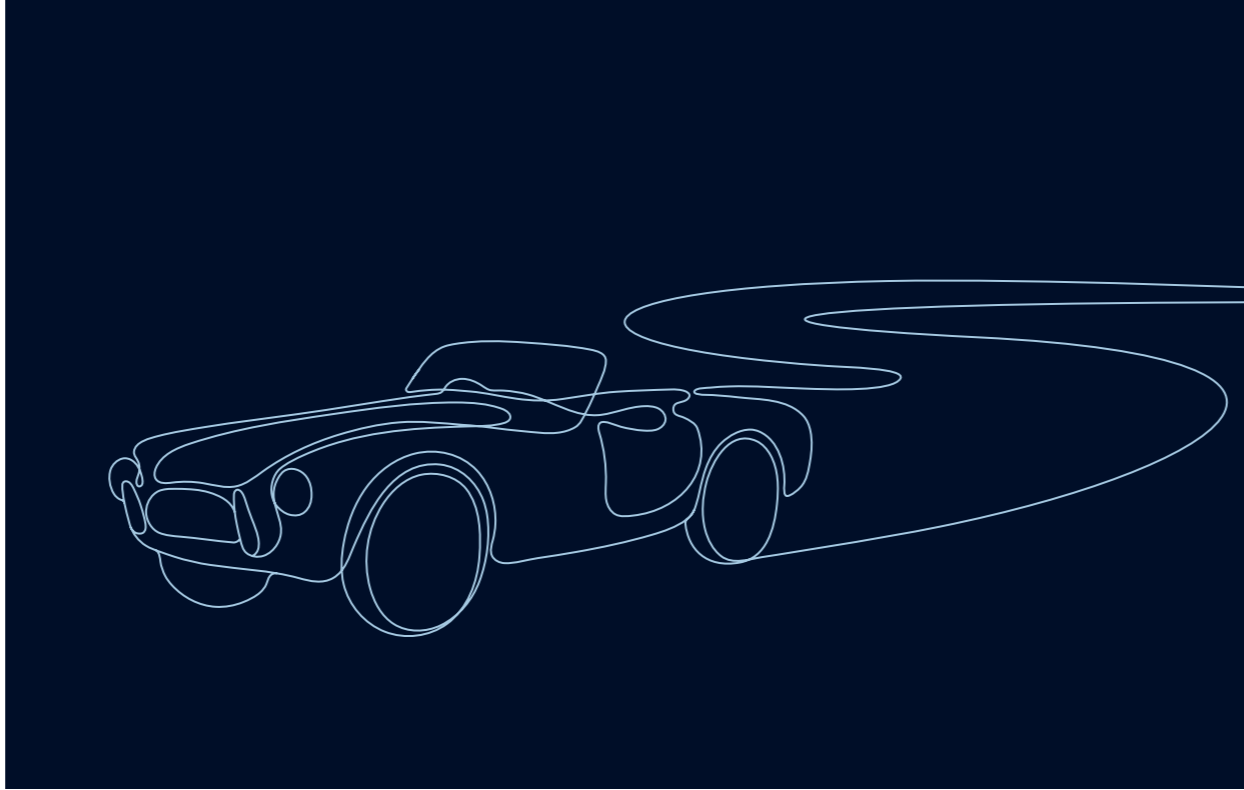
Faint Grey & Pale Grey



## Line illustration

Our line illustrations should always have a sense of movement and bleed off the page. We use this free-flowing, continuous line style, used for client invitations to our events. These instantly feel premium.

When commissioning line illustrations it is essential that the concept is defined and they follow our style principles when creating the illustration. Please refer to the following pages for more guidance on our line illustration style principles.



## Illustration

# Conceptual

The conceptual illustrations are used in our pitchbooks and presentations. They are premium precision and offer a more technical aesthetic to the line illustration style.

We have four principles that are used to create our style of illustration:

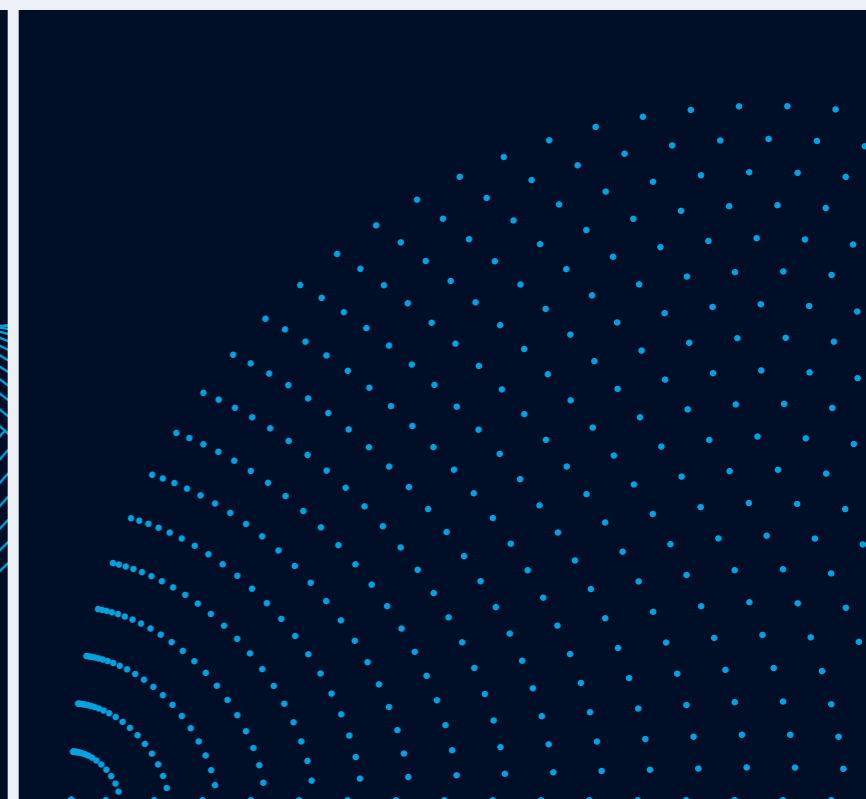
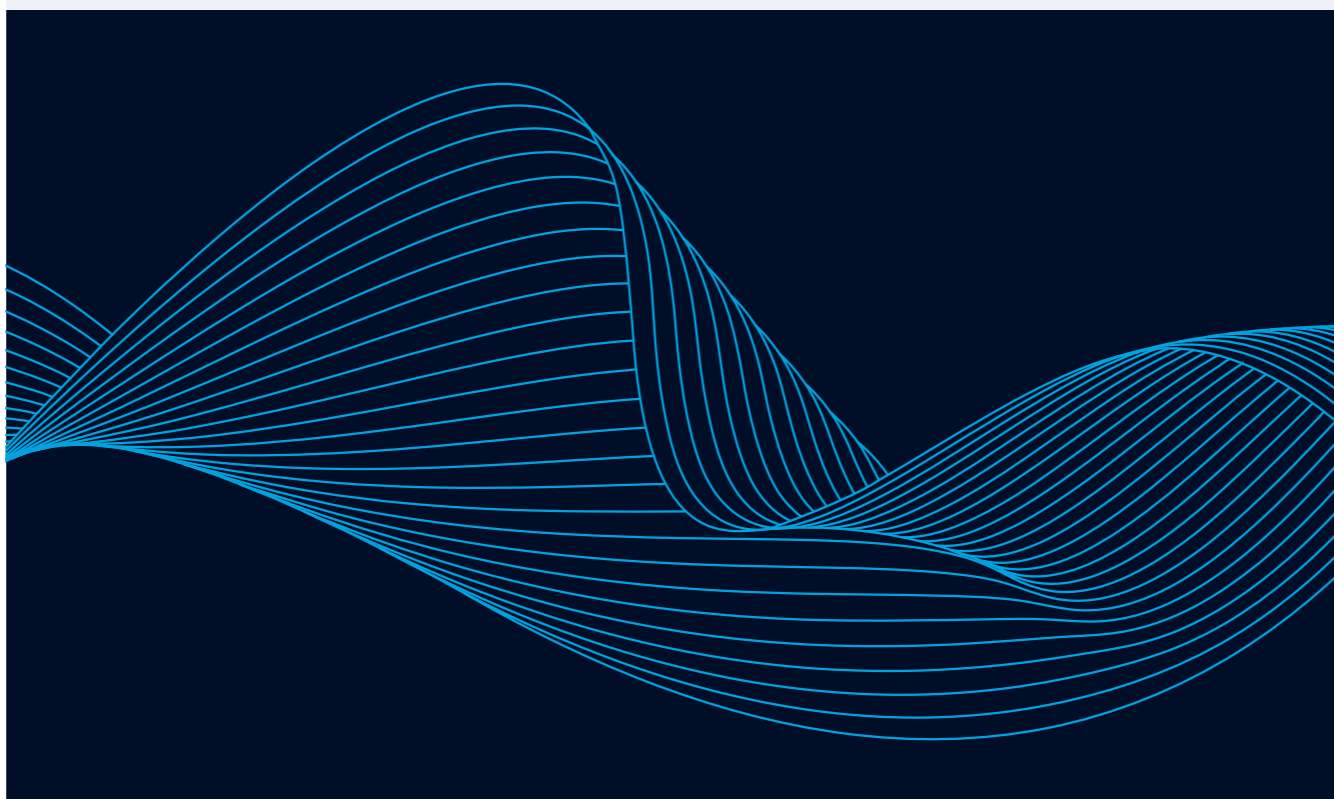
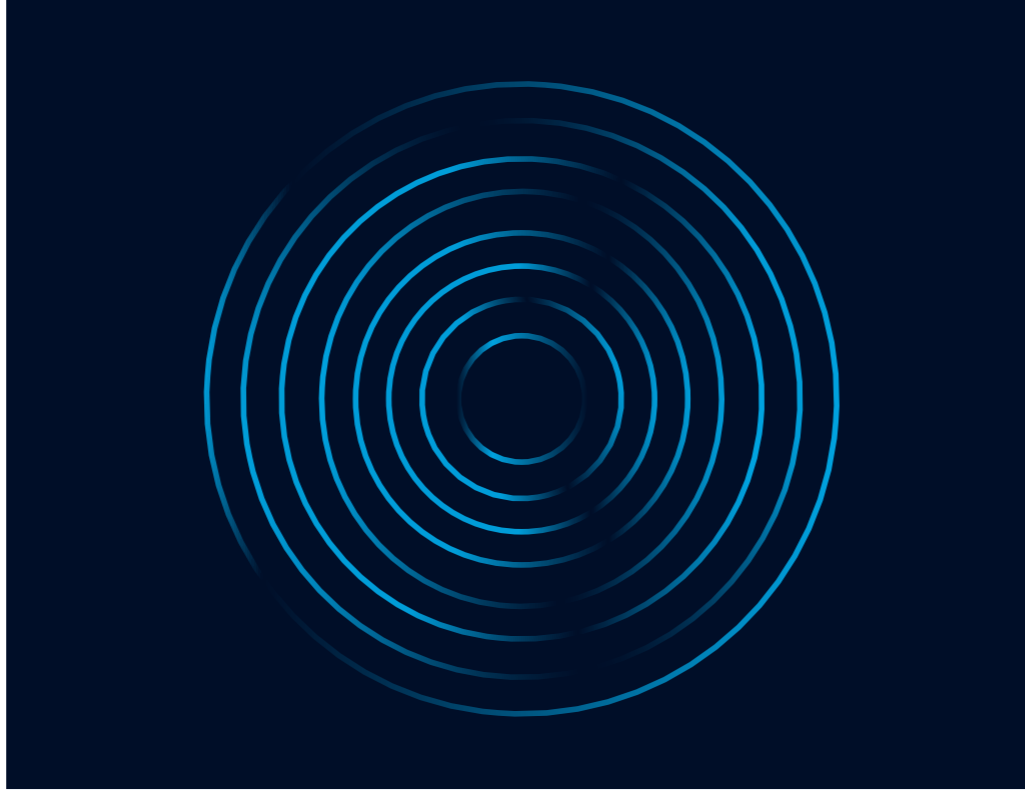
1. Dots
2. 3D
3. Connectivity
4. Depth and perspective

## Examples

We use illustration boldly, and across many applications. Some potential uses for our illustration style are outlined below:

### Example applications

- Save the dates
- Printed and digital invitations
- Event branding
- Event collateral (menus, bags etc.)
- Web banners or articles
- Document covers
- Reports



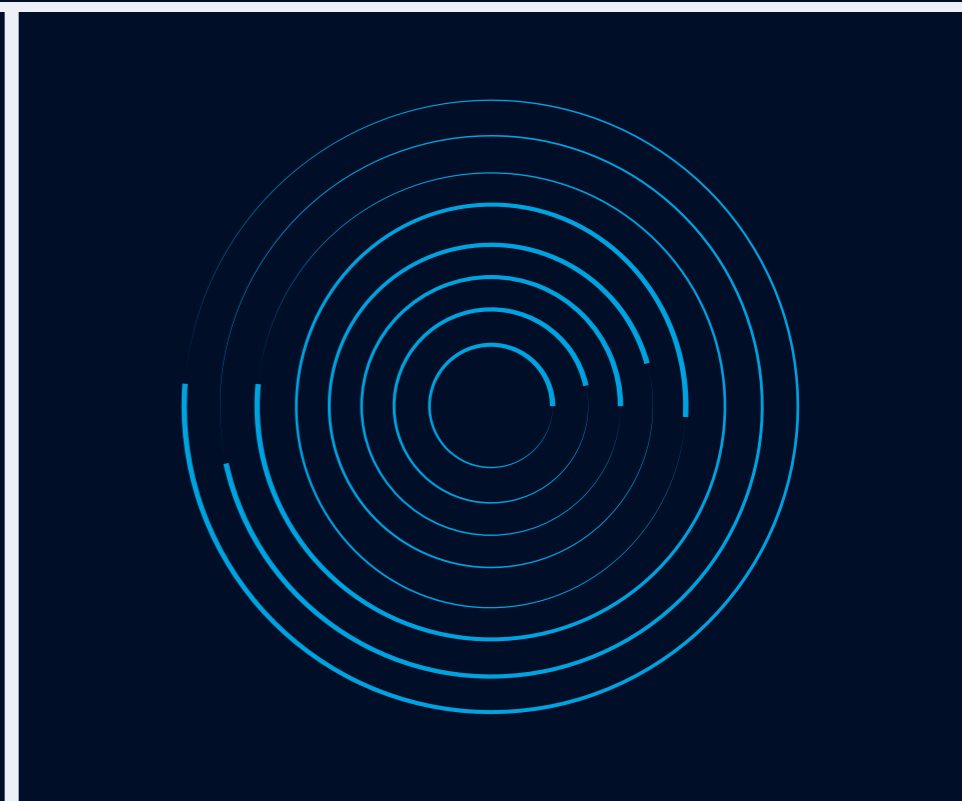
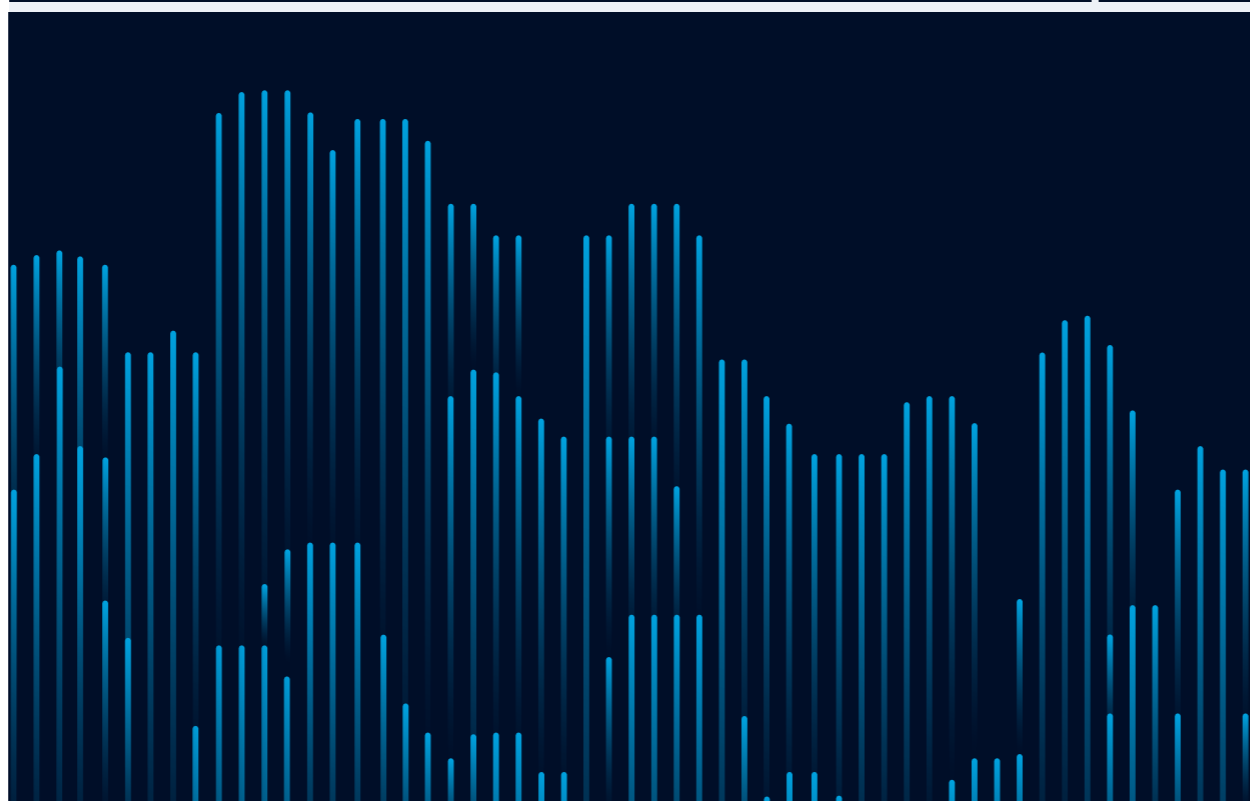
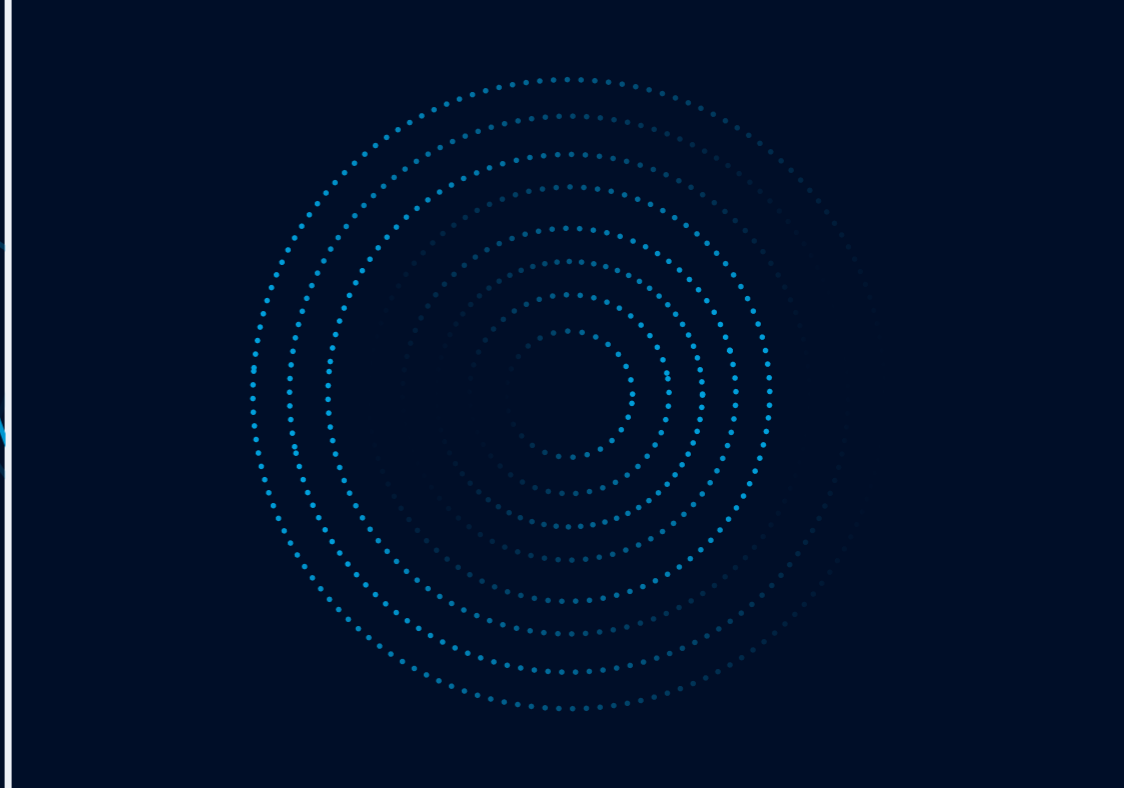
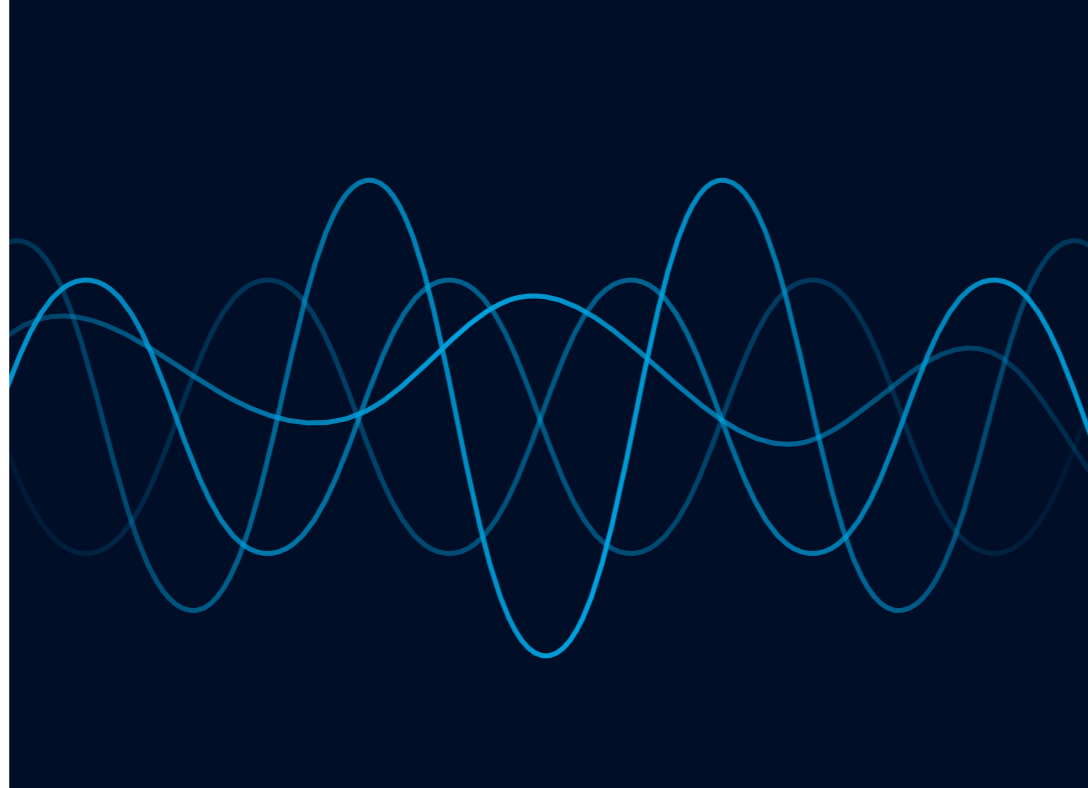
## Illustration

# Conceptual – Movement

The conceptual movement illustrations are used in our pitchbooks and presentations. They are premium precision and offer a more technical aesthetic to the line illustration style.

We have four principles that are used to create our style of illustration:

1. Lines
2. Sense of energy
3. Stroke weight
4. Gradient





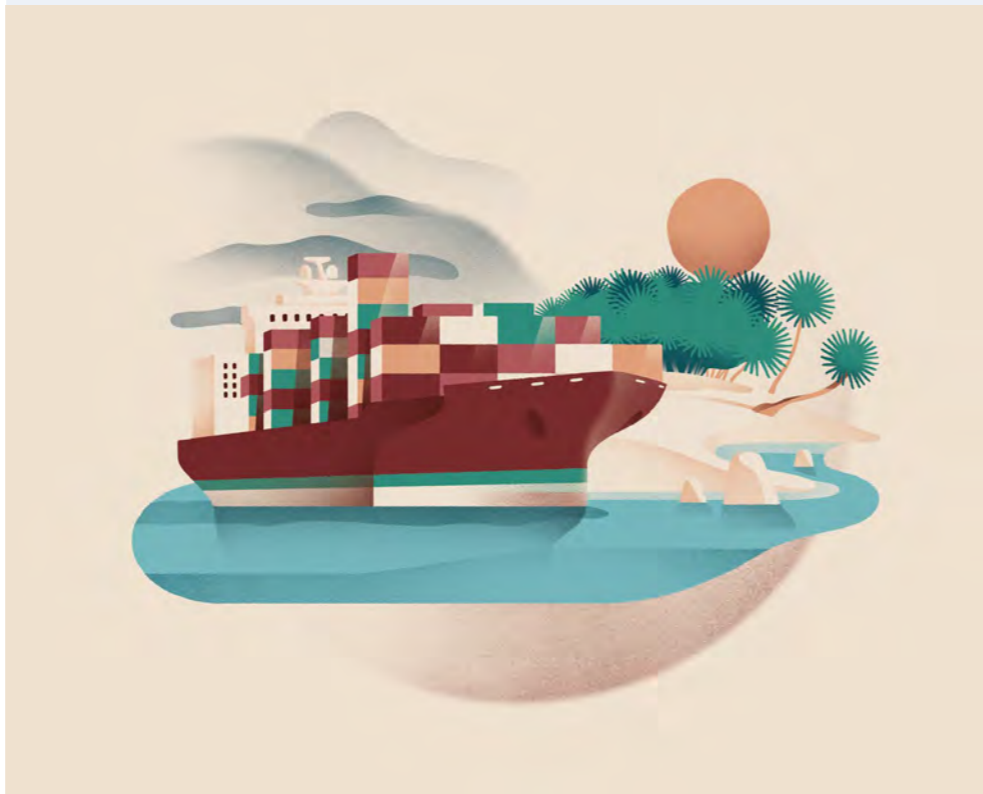
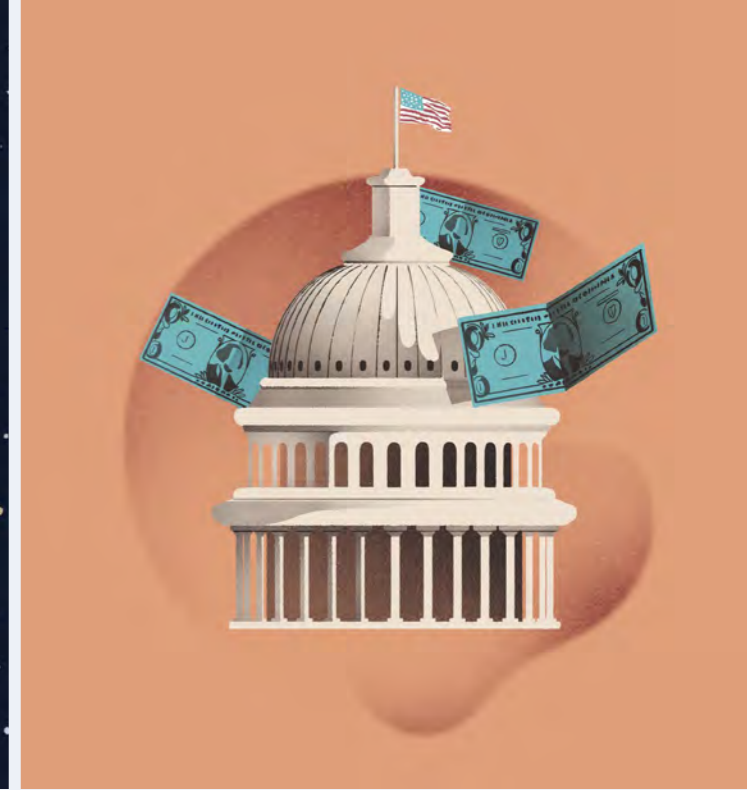
## Illustration

# Narrative illustration

Our narrative illustrations are produced for CIO content only. This style of illustration often represents complex themes that would be difficult to represent using other visual assets.

### Considerations

- Appropriate audience
- Appropriate tone and message
- Message communicated clearly
- Limited brand colour palette
- Adequate budget to commission
- Adequate timescale for creation
- License / copyright agreed



# Photography



## Photography

# Photography: where and why

Photography is used when the communication is within the public domain.

### Creating human connections

Photography is needed where an illustration or icon can not communicate effectively, or when we are talking about a specific issue or person.

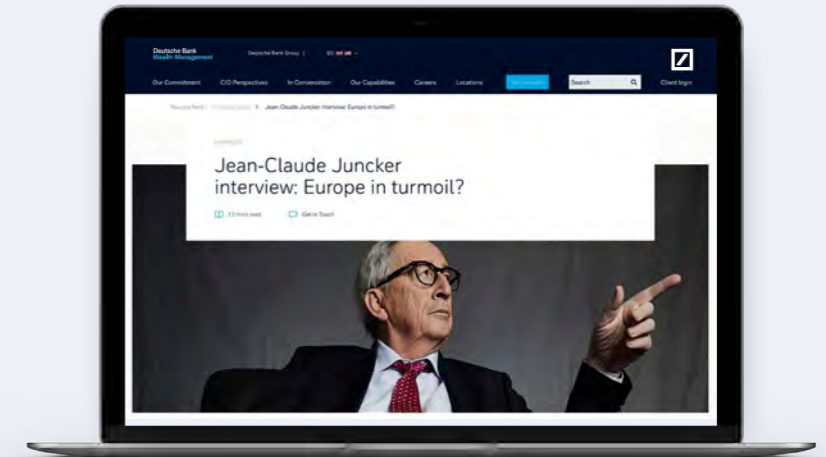
Below are some examples of identified areas where photography is needed within our communications.

### Editorial (Werte)



- Artist Feature
- Lifestyle

### Public Site (deutschewealth.com)



- Interviews
- Experts & opinion leaders
- Events & initiatives
- Header images

## Our distinct photographic style

Our photographic style can be distilled into four essential characteristics seen on the right. Use these to help inform a photographic shoot or an image search.

### Four key characteristics:

A



#### Naturally lit

Where possible our imagery should use natural light. This ensures a sense of warmth to both the subject and the brand as a whole.

B



#### Considered framing

Different situations require different framing. Our considered approach reflects the brand's thoughtful characteristics and our understanding of our clients' world. See below for more detail on framing.

C



#### Authentic

Whether the subject is a beautiful vista or a person in their environment capturing a sense of authenticity is key. We do not apply effects but instead try to capture the true character of the subject itself. We focus on genuine moments, real people and their environments.

D



#### Tonally rich

Rich tones bring vibrancy, confidence and warmth to our photographic style. Where possible, source imagery that can subtly introduce our colour palette.

### Framing:

Our framing approach can be considered in three ways; how we show people in their environment, how we capture small details and how we capture the world they live in.

#### In context



When photographing our subjects in context, we capture them in their natural environments. In doing this, we demonstrate our understanding of our subject, and the world they inhabit.

#### Detail



We can also photograph our subjects in a way that highlights the level of detail and care that we take throughout everything we do.

#### World view

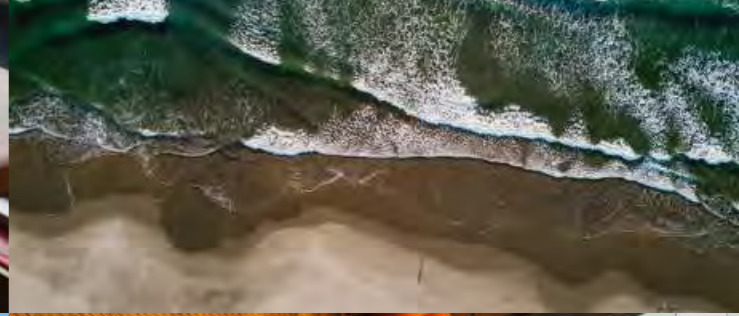


When photographing our clients' environment, we use wide, open framing that highlights our understanding of the world they live in.

## Image sourcing

There are many image libraries where you can purchase affordable imagery.

An example is Unsplash. It is an online library containing license and rights-free hi-res images. By acquiring images on Unsplash, we have been able to build a library of images with no cost. By sourcing images in this way, we can create a greater variety of images within the application, and therefore allow users to feel that content is fresh and relevant. [unsplash.com](https://unsplash.com)



## Deutsche Bank employees

Our employees are at the foundation of what we do, therefore ensuring they are portrayed in the right way is crucial to our business. There are many uses for employee portraits such as corporate headshots and articles.

Above all we look to create images that show our people as confident, relaxed and trustworthy.



## Intense+

Our visual style is called Intense+. It is an image concept that is unique to Deutsche Bank Wealth Management. It is designed to capture a sense of authenticity, warmth and vivacity. Intense+ has four essential characteristics:

- Full, saturated colour
- Shadows and dark tones that tend to blue
- Short depth of field
- Vignetting

- 1 **Background**  
Is out of focus.
- 2 **Centre**  
Focus on the centre of the image.
- 3 **Contrasts**  
Black elements and contrasts are given a blue tint.
- 4 **Colours**  
Higher colour saturation in image design and in image editing.
- 5 **Foreground**  
Foreground is out of focus, ideally photo-graphically generated.
- 6 **Vignetting**  
Creating a visual focus.



## Intense+ format guide

The need to provide a generous amount of space around the central detail must be remembered during shooting as well as when selecting the key images. The images can then be optimally prepared and used for the different formats.

Example wide format



Calm image areas and colour need to be considered during shooting. This will maximise the impact of logos and headlines as well as the legibility of the typeface in the specific media.

Example tall format



No bleeds in the original photo.  
The exact image details are defined later in the media design phase.



## Intense+ – A unique look

The combination of these four characteristics:

- Full, saturated colour
- Shadows and dark tones that fade to Midnight Blue
- Short depth of field
- Vignetting

create the characteristic Deutsche Bank Wealth Management look.

These four characteristics are used to design all newly produced photo material.

Original



Intense+ colour style



# Handling

1. Choose a photograph with the subject in the central area, preferably with visible background and foreground elements to manipulate.
2. If the image lacks vivacity, add adjustment layers to tweak the contrast, brightness and saturation so it feels bright and colourful. Pay careful attention to keeping skin tones warm but natural.
3. Use the black channel in the selective colour correction tool to experiment with reducing yellow and adding magenta and cyan, so the blacks feel more blue. Play around with the other colour channels to make certain colours pop more.
4. To apply focus on the subject matter add a vignette by darkening the edges with a low opacity brush layer.
5. A sense of depth can be increased by blurring the background or introducing deliberate foreground interference using out of focus objects. There are multiple ways to create this effect. Either using an existing object, bringing in an object from another image, or drawing an organic shape using the pen tool. You would then manipulate these objects using blend modes, blurring and colour correction until they look like natural foreground elements.
6. Add the image to your Photoshop canvas, and choose the best area for the image to fade to midnight blue. You can achieve this by adding a gradient to a vector mask, or by fading it out by hand with the brush tool.

1

Choose photograph



2

Increase contrast, brightness and saturation



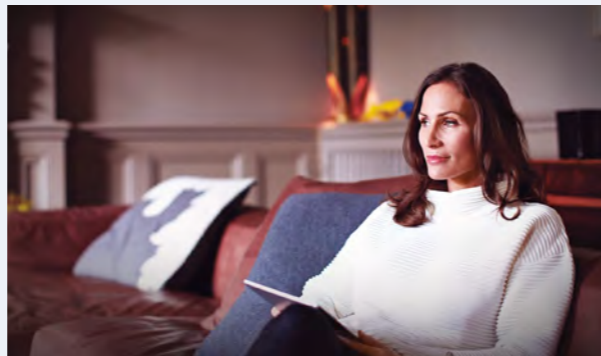
3

Colour correction



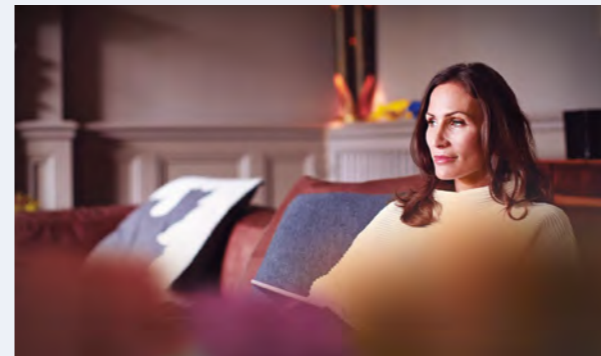
4

Add vignette



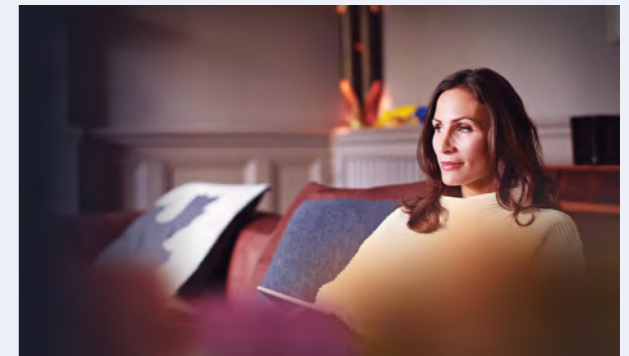
5

Shallow depth of field



6

Fade to Midnight Blue



## Photography

# Intense+ treatment

For Deutsche Bank Wealth Management we have a specific intense + treatment. This treatment is used in combination with images simple, clean background. This treatment provides a refined execution, with colours tonally blending together.

### Image choice

When choosing images for this treatment consider one focal point in the image, always ensuring the image has a clean background.

By having a clean background it enables the intense + treatment to have a tonal execution that feels refined and premium.

### Logo mask

The logo mask blends in to the background of the image showing a softer gradient throughout the image.



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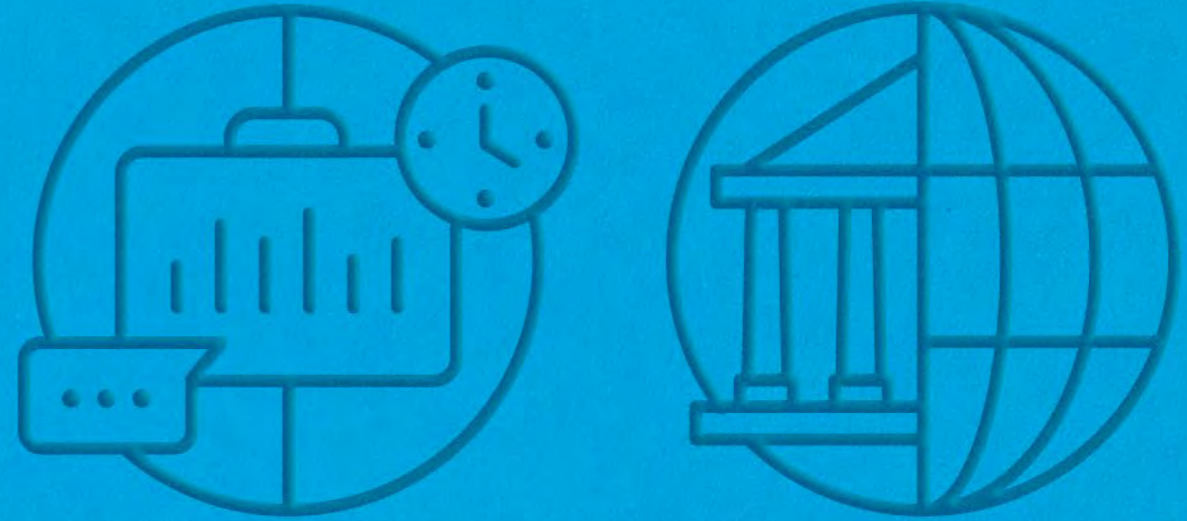
# Iconography



## Our icons

Our iconography help us communication abstract or non-tangible products and ideas.

Our icons take stylistic cues from our typography and are used to help give clarity in our communications.



## Iconography

# Our icon design language

Our iconography takes stylistic elements from our brand font. With soft curves and rounded terminals it gives our icons a bespoke feel.

### Thin line weight

To communicate a more sophisticated look and feel, our icons retain a light line weight that feels more refined than chunky.

## Rounded typography



DB Display

## Circular iconography



Funds



Structured Finance



Wealth Transfer

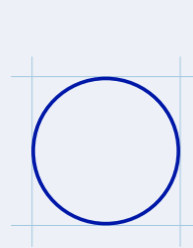


Single Stock Financing



Deutsche Private Port

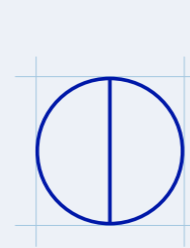
## Building an icon



1

### Always circular

Our icons can break out of the circular device but must always have a circle at its core. The circle should be a solid line.



2

### Stroke weight

Icons should use a consistent thin line weight.



3

### A sense of charm

The icons carry a sense of charm with their rounded corners and little details throughout.



4

### Rounded Stroke

Our icons are inspired by the rounded terminals of the Deutsche Bank Display font.



5

### Accompanied by text

Due to the complexity of our financial terminology, a text description should be placed next to the icon.



6

### Composition









Ensure the entire icon is visible and not cropped.

## Colour combinations

Icons can be displayed in a variety of colours from our palette. Here are a few colour combinations.

### DB Blue (Primary)

Our primary colour for icons is DB blue. This rule is especially relevant for Pitchbooks.

	Primary	
Midnight Blue Background	Bright Blue 	Pale Blue 
Charcoal Background	Bright Blue 	Pale Blue 
Pale Grey Background	Bright Blue 	DB Blue 
White Background	Bright Blue 	DB Blue 

# Our capabilities: Icon overview

## Sophisticated solutions tailored to your needs



Corporate Finance



Structured Lending



Investments and Trading



Private Markets



Strategic Stake Management



Strategic Asset Allocation



Estate and Trust



Life Insurance



Philanthropy



Selling Your Business

## Planning and preserving your family's wealth

## Financing your personal and business needs



Real Estate



Liquid Asset



Equity Stake



Fine Art Lending



Aircraft Financing



Structured Solutions



ESG Investing

## ESG

## Managing and investing your wealth



Wealth Advisory



Wealth Discretionary



Funds



Currency & Deposit Services

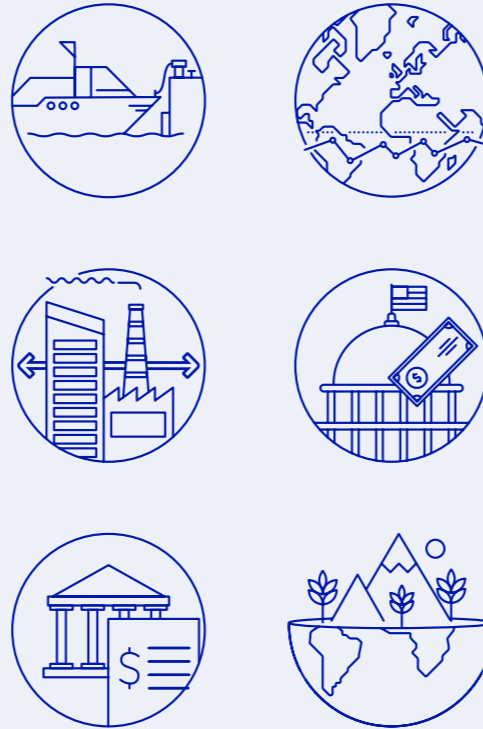


Capital Markets



## CIO: Icon overview

For CIO content icons can be developed to communicate complex or abstract subjects. These can be changed or adapted to suit CIO advice and market trends/conditions.



CIO Insights  
Six themes for 2020  
11

### Non-yielding fixed income: its role as a portfolio diversifier



#### Focus on risk-adjusted returns

Many core developed market bonds are now trading at negative yields (with the notable exception of the U.S.). Our long-term capital market return assumptions (LTCMA) also foresee low or negative returns on these bonds for several years to come.

This begs one obvious question: why hold these bonds at all? Is, for example, there a case for holding a larger cash allocation instead?

The answer to this question involves the question of uncertainty – and our understanding of it – something that is central to our strategic asset allocation process (see page 4).

A standard optimization reveals that, based on our current LTCMA, some portfolios might show a slightly better risk-adjusted return, if government bonds were excluded in favour of a higher cash allocation.

However, we could only rely on this better risk-adjusted return if we were completely confident in our LTCMA forecasts – and the world is always to some extent unpredictable.

In fact, if we look at how uncertainty around the LTCMA could impact the risk-adjusted return of both allocations (government bonds vs. cash) we can see some significant advantages in a strategic asset allocation (SAA) that includes government bonds. If there are big negative surprises to the LTCMA, then the risk-adjusted returns of an SAA that includes government bonds are likely to prove more robust than an SAA without them.

This is one important reason why it may still make good sense for an SAA to include government bonds: in essence, the investor accepts a small possible return disadvantage (if our LTCMA are realized) in exchange for a large potential return advantage if there are unwelcome surprises ahead.



# Digital: Icon overview

Display Icons



Conversation with RM – 1



Conversation with RM – 2



Key



PIN



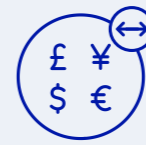
Two Ticks



Making Payments – 1



Making Payments – 2



Making Payments – 3



CIO Day – CIO Research



Call Back Request



Notification Centre



Upload Documents



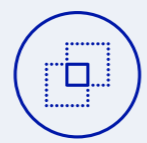
Instant Messenger



Income & Transactions Information



Change Password



Manage Consolidated View



Transaction Details



Position Details



PDF



Forex



Fixed Income



Structured Positions



Equities



Touch ID



Trading Platform



Website



Call



Email



Download



Notifications



Instant Messenger



Transactions



Home



Login



Logout



Search



Login



Logout



Close



Funds

Navigation Icons



Search



Login



Logout

























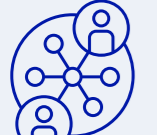


















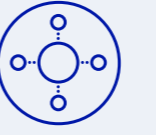






Close



Menu

# General: Icon overview

											
Global Presence	Local Presence	Client Assets	Investing in Key Markets	Global Expertise	You Drive the Strategy	Positive Development	Market Compliant	Transparent and Intuitive	Systematic Approach	Active Risk Management	Portfolio Management
											
Analysing Key Market Drivers	Reviewing/Managing Investment Outlook	Agreement with Clients	Outperformance Through Selection	Price Fluctuations	Aim to Reach Goal	Risk Management at Individual Investments	Investment Strategies	Discovery	Right Choice/Correct	Wrong Choice/Incorrect	Price and Liquidity
											
Network of Brokers	Premium Quality	Stock Market	Data	Chart	Story	Design	Investment Decisions	About Deutsche Bank	Template	Campaigns	Biographies
											
Presentation	Discussion	Office	Priority	Protect	Transform	Ideas	Meetings	Event (Formal/Dinner)	Invitation	Measure	Communication

# General: Icon overview



Contract



Listening



Technology



Selling your Business



Number



Pie Chart



XXX



Line Chart



Justice



Dollar



Calendar



European Bank



Factory



Weekly



Monthly



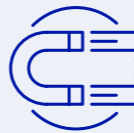
Likelihood



Fiscal Spending



Portfolio



Attract



XXX



Ensure



Geopolitics



Member



Yacht



Regulated Mortgages



Foreign Exchange



Fixed Income



Equities



Funds

# Icon categories: overview

## Digital Icons



Touch ID



Manage Consolidated View



Trading Platform



Income & Transactions Information



Website



PIN



Forex



CIO Day - CIO Research

## General Icons



Global Presence



Analysing Key Market Drivers



Agreement with Clients



Stock Market



Outperformance Through Selection



Discovery



Positive Development



Yacht

## Navigation Icons



Search



Login



Close



Menu

# Logo mask

## Logo mask

# Logo mask

The logo masks are core elements of our Corporate Design and are used to strengthen the brand.

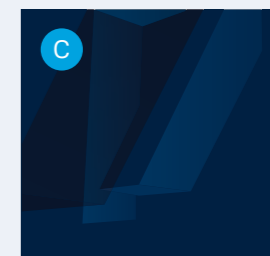
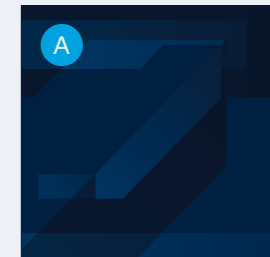
The shapes of the logo mask are taken from our three-dimensional logo.

There are three Dark Blue logo masks, and three Grayscale logo masks, used primarily in conjunction with icons and illustrations.

Example of Dark Blue logo mask with icon



Dark Blue logo masks



## Layout system

When we use our logo masks we can use them in a variety of layouts within an application.

In the instance when the logo mask is combine with imagery or illustration and there needs to be a clear divide between the content, use the layout ratios specified on this page.

Full image/logo mask



Image or illustration/blue logo mask

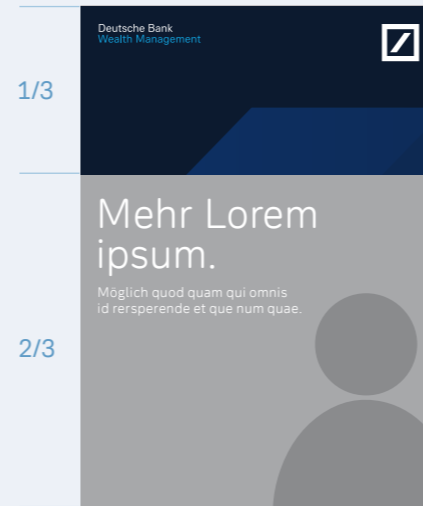


Image or illustration/blue logo mask



Logo mask





# Handling

The logo mask is available in three versions as an EPS file. Proportional zooming can be used to select an optimal detail.

1. Each logo mask is comprised of different shapes. Choose which one works best with your subject matter.

2. By enlarging and cropping the logomask you have more variety of shapes.

For use with icons and illustrations  
3. Adding a layer of Midnight Blue behind the logo mask and adjusting the opacity means you have flexibility over how impactful you want the logo mask to be.

For use with photography  
3. Adjust the opacity and the blend mode until your logo mask is visible but not over-powering. Pay careful attention to not having any lines cutting through the subject matters head.

## For use with icons and illustrations

① Choose which logo mask you want to use.



② Enlarge and crop to fit your artboard shape.



③ Add a layer of Midnight Blue behind the logo mask and adjust blend and opacity.



## For use with photography

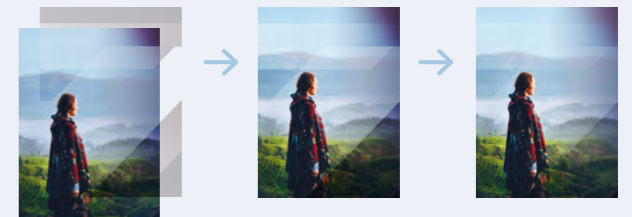
① Choose which logo mask you want to use.



② Enlarge and crop to fit your artboard shape.



③ Add your photograph behind the logo mask and adjust the blend and opacity.



# Presentations

## Meeting your needs



Managing and investing your wealth



Financing your personal and business interests



Planning and preserving your family's wealth



Serving your institutional and

# Charts & diagrams in Pitchbooks

## A: Space

If you have a clear point, give the chart plenty of space and it will have greater prominence on the page.

## B: Make a clear point

Highlight the point you wish to make with a contrast accent colour.

## C: Break up the information

Create step-by-step points with different colours to make the information or process clearer to the reader.

**A**

How it works

## Understanding our clients' needs

Moving from investment ideas to an individual investment solution requires not only understanding our client's investment objectives, but also how clients approach financial markets more broadly. We focus on three particular aspects:

1. How do you feel about risk?
2. Can you accept varying returns?
3. Do you have confidence in active management?

In search of the "Comfort Zone"  
The classic client dilemma – return is linked to risk. Median returns on strategies with increasing equities component and the risk of loss.

Equity Allocation	Bonds	Multi Asset Strategy	Equities
0%	1.6%	0.8%	1.7%
40%	1.6%	3.4%	6.8%
60%	1.6%	3.4%	6.8%
80%	1.6%	3.4%	6.8%
100%	1.6%	3.4%	6.8%

Note: For the calculation of the annual returns of the exemplary strategies, values of the Euro Stoxx 50 (net return) and the REX index from 2005 to 2013 were used (without coupons). Equity ratio from left to right: 0%, 40%, 60%, 80%, 100%. Dark bar shows median return. Light bars show one standard deviation return around median return.

Source: Bloomberg Finance L.P., Deutsche Bank AG, Deutsche Bank Wealth Management, as of January 2014.  
Speaker Name - 05 December 2017

**B**

Deutsche Bank Wealth Management

## Where global presence meets local perspective

Americas: Baltimore, Boston, Chicago, Los Angeles, New York, San Francisco

EMEA: London, Luxembourg, Madrid, Milan, Vienna, Zurich, Geneva

APAC: Hong Kong, Singapore

Germany: Frankfurt

Source: Deutsche Bank Wealth Management, as of February 2015.  
Speaker Name - 05 December 2017

**C**

Investment process

## Our discretionary investment process

Global View: Quarterly CIO Days shape our global outlook

Local advice leveraging our global expertise: Regular reviews of global and regional approaches

Your portfolio: Tailored to your needs and risk appetite

Cio Day: Benefiting from expertise from our most senior experts responsible for asset classes and research.

MIC\*  
RIC\*  
PIC\*

Portfolio Management

Client Portfolio  
Client Interaction

Independent Quality Management

\*MIC = Multi Asset Investment Committee (Global Asset Allocation)  
\*RIC = Regional Investment Committee (Regional Asset Allocation)  
\*PIC = Portfolio Implementation Recommendation (Security Selection)

Source: Deutsche Bank AG, Deutsche Bank Wealth Management, as of February 2015.  
Deutsche Bank Wealth Management  
Speaker Name - 05 December 2017

# Presentations

Deutsche Bank Wealth Management



It starts with a conversation

About Deutsche Bank Wealth Management

- 1 Welcome
- 2 About Deutsche Bank Group
- 3 Deutsche Bank Wealth Management
- 4 Working with us

1

Welcome

The most meaningful conversations are the ones that not only start with insight but create long-lasting connections. What matters to us matters to us. Discover how we can turn your ambition into action.

About Deutsche Bank Group

### Unique heritage with a distinct vision

150 Years of facilitating trade relations between Germany, other European countries and overseas markets

132 Years of leading the global capital markets and serving our private clients

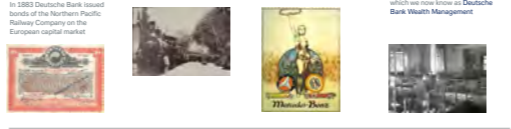
132 Years of delivering finance solutions for our clients' most challenging undertakings to private clients

1870 Deutsche Bank was founded in 1870. Since its foundation, Deutsche Bank has offered deposit accounts and capital transactions to private clients

1888 Deutsche Bank has financed the construction of the Baghdad Railway, one of the most remarkable business ventures before World War I

1917 Deutsche Bank advised on its first merger and acquisition (M&A) transaction in 1917 and arranged several large mergers during the inter-war period including the merger of automobile manufacturers Daimler and Benz in 1926

2003 In 2003 we further formalized our Wealth Management offering with the creation of a dedicated business unit. Since then we provide exclusive global coverage for high net worth and ultra high net worth individuals which has grown into the business which we now know as Deutsche Bank Wealth Management



About Deutsche Bank Group

### A tradition of excellence

Deutsche Bank Financial Standing

Total assets (FRS)	€1.29bn
Common equity tier 1 capital ratio (fully-loaded)	13.6% <sup>(1)</sup>
Leverage ratio	4.26% <sup>(1)</sup>

Presence and Span

Global employees (FTE)	87,600 <sup>(2)</sup>
Countries with Deutsche Bank presence	59
Total Private Bank clients worldwide <sup>(3)</sup>	~22m <sup>(4)</sup>

Ratings Deutsche Bank AG

	Moody's	Standard & Poor's	Fitch Ratings	S&P's Morningstar <sup>(5)</sup>
Depositor	A3	BBB+	BBB+	A (low)
Preferred senior unsecured debt <sup>(6)</sup>	A3	BBB+	BBB+	A (low)
Issuer Rating <sup>(7)</sup>	A3	BBB+	BBB	A (low)

(1) CET 1 ratio & leverage ratio: Q4 FY 2022 results presentation, 30 Jan 2023, p.12. (2) Q4 FY 2022 results presentation, 30 Jan 2023, p.14. (3) Investor Day presentation, p.13. (4) December 2022. (5) Categories reference long term 'preferred' senior unsecured debt and long term issuer credit rating. (6) S&P's Morningstar credit ratings are formed and disseminated based on established methodologies, models and criteria. (7) Ratings that apply to entities and securities that are, including corporate finance issues, financial institutions, insurance companies, public finance and mortgage entities as well as Structured Finance transactions.


About Deutsche Bank Wealth Management

### Unique opportunities every step of the way

Our extensive wealth management capabilities enable us to have a positive impact on your life - both personally and professionally.


**For you**  
Thinking about investing?

You have worked long and hard for your assets - we can help you with tailored investment solutions whilst preserving your legacy.




**For your family**  
Thinking about your children's future?

You want to preserve intergenerational wealth and harmony - we can help your family and advisors to start the two-way discussions necessary.



**For your business**  
Thinking about growing your business?

You are ready to grow - we are ready to help you in taking the next steps and maximizing your company's potential.



About Deutsche Bank Wealth Management

### Our unique proposition

**Deep local heritage with global reach**

- 150 year heritage as the leading European bank at the heart of Europe's largest economy
- Local wealth management offices in over 70 cities spanning 25 countries globally
- Extensive private and corporate banking networks with over 1,200 branches worldwide (as of December 31, 2022)
- Access to international services from Shanghai to Zurich to New York
- Deutsche Bank Group has an international reach with experience in 59 countries

**Ready to innovate with tailored solutions like no one else**

- Broad set of awarded and tailored discretionary solutions ranging from single to multi-asset, benchmark to non-benchmark and special solutions such as ESG (Environmental, Social, Governance)
- Over 10 years of experience in discretionary portfolio management, including regular income strategies offering customized portfolio solutions with a variety of risk investment preferences globally
- Risk focused engineering, robust trading expertise in design and implementation of bespoke, innovative portfolio solutions with proven track record of more than 10 years
- Extensive expertise in customizing innovative wealth management and FX solutions in over 25 currencies

**Expert advice for you, your family and your business**

- Tiered investment professionals averaging over 20 years experience in solving complex needs
- Special expertise in advising wealthy families, family offices, entrepreneurs, senior executives, foundations, churches and corporations
- Using our advisor experience to provide you with advice/professional advice to help in investment decisions on your long term savings plan
- Over 20 years of fostering the next generation through education, networking and mentorship
- Proven capabilities in serving complex needs with multi-currency/multi-jurisdictional solutions

**Connecting you to a leading capital markets institution**

- Leading on most major exchanges opening all time highs
- Trusted partner & strategic advisor providing seamless access to our global corporate finance franchise
- Specialized European coverage teams for institutional services, including leading FX and debt capabilities
- Bringing you regionalized opportunities to invest side-by-side with institutional clients

Not all products and services are offered in all jurisdictions and availability is subject to local regulatory restrictions and requirements.

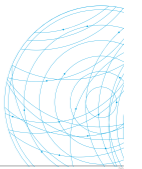
### Meeting your needs

- 1 Managing and investing your wealth
- 2 Financing your personal and business interests
- 3 Planning and preserving your family's wealth
- 4 Serving your institutional and corporate needs

About Deutsche Bank Wealth Management

### Your personalized advisor and client service team

- 1 **Your advisor**  
As your trusted advisor we listen to your needs and guide you through the ups and downs of investing
- 2 **Your network**  
We introduce you to a broader network of resources and events
- 3 **Your investment specialist**  
We understand your individual needs, wants and goals, drawing on our expertise to develop a solution built around you
- 4 **Your expert**  
We connect you to our entire suite of capabilities, catering to both your individual and business needs
- 5 **Your Chief Investment Office**  
Drawing on key insights, we provide a macro-economic assessment that identifies and analyzes market drivers and trends



# Print & Stationery



## Frieze London & Frieze Masters

*Another World*, an exhibition of works by women artists from the Deutsche Bank Collection, celebrating the centenary of female empowerment

[#PositiveImpact](#)

## Production principles

Paper stocks and foiled finishes elevate the design, adding a rich sophisticated feel. Be mindful of the tactile experience you want to create while also considering production costs of the application.

### Tactile experience

When choosing a paper stock be mindful of the final application and the tactile experience you wish to communicate. The touch and texture of the stock add to the premium experience we want to achieve.

### Hand crafted

When choosing a paper stock or finish try and ensure the execution has a hand crafted element to it. This helps to give personal touch to an execution.

### Foiling

A foiled finished elevates the design, adding a rich sophisticated feel.

### Design details

Design details can add a layer of sophistication to the application and can elevate the overall experience.



## Paper & printing

### Sustainable choices

Paper is a uniquely renewable and sustainable product. The main raw material, trees, are grown and harvested in a carefully controlled and sustainable way. Check your local vendor to ensure they can provide papers from sustainable sources. 99% of the papers Deutsche Bank Wealth Management uses are either certified FSC® or made from recycled papers.

In today's digital world, the power of print on paper is becoming more impactful with consumers around the world enjoying the physicality of reading a printed page.

European forests provide 90% of the wood fibre used by the pulp and paper industry, and these have grown by an area the size of Switzerland in the last 10 years.

### Printing Midnight Blue

Colour variations will occur from printer to printer and across different stocks. When printing Midnight Blue please check with your print supplier that their machines can closely match PMS 289C.

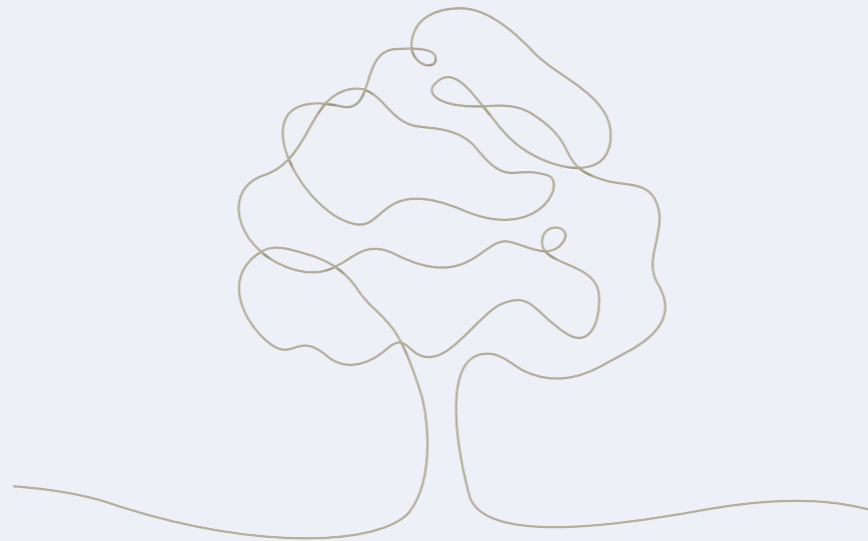


### Sustainable information

More information available at [Materica](#) and [Arcoprint](#).

### Paper quality

All of the papers listed on this page are FSC certified and fully recyclable and biodegradable.



### Types of paper

#### Fedrigoni Materica

Pulp-coloured papers and boards made with 40% CTMP fibres, 20% recycled fibres, 15% cotton fibres and 25% pure environmentally friendly ECF fibres, FSC® certified.

#### Acroprint

Made from ECF pulp and elemental chlorine free.

### Ink

The industry standard ink set is vegetable-based and solvent free. These are made from linseed and soya-based oil, replacing conventional printing inks in which mineral oil is heavily used.

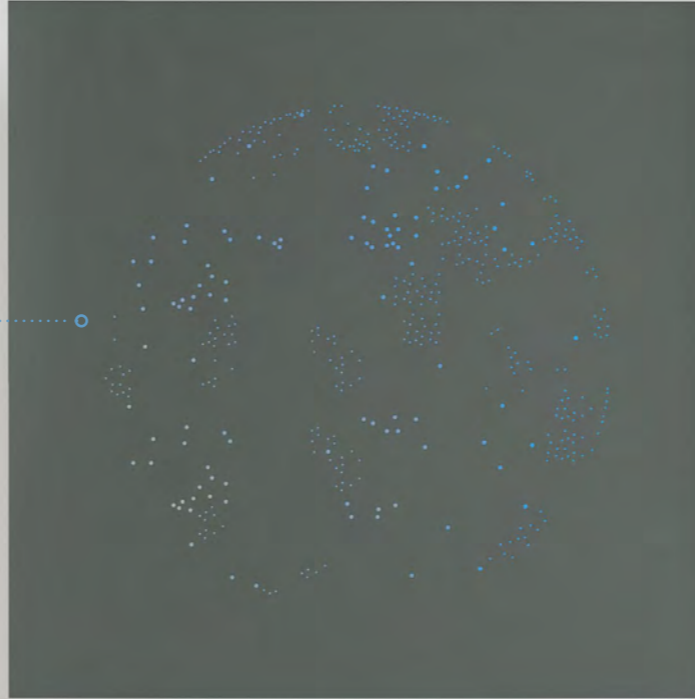
# Foiling

A foiled finished elevates the design, adding a rich sophisticated feel.

## Foilco 931 Bright Blue

Use this foil reference when specifying a Bright Blue foil.

Foilco 931



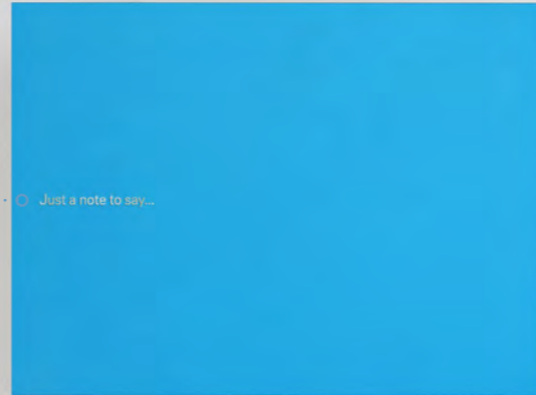
Foilco 6728



## Sustainable information

Foil waste – Foilco are certified as ZeroFoil2Landfill compliant. Using a specialist waste management company, Foilco work alongside printers and print finishes to recover their foil waste, which is converted into SRF – a higher quality and more environmentally friendly alternative to fossil fuel(s). Further information can be found on the Foilco website [here](#)

Foilco 6728



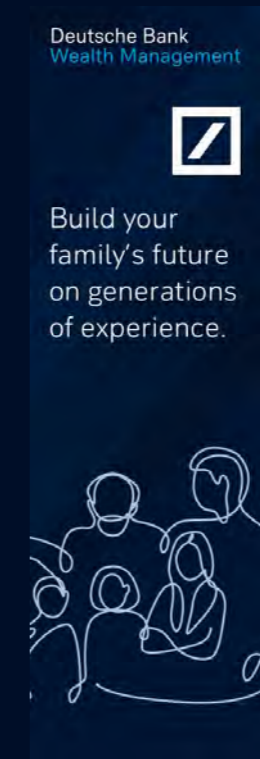
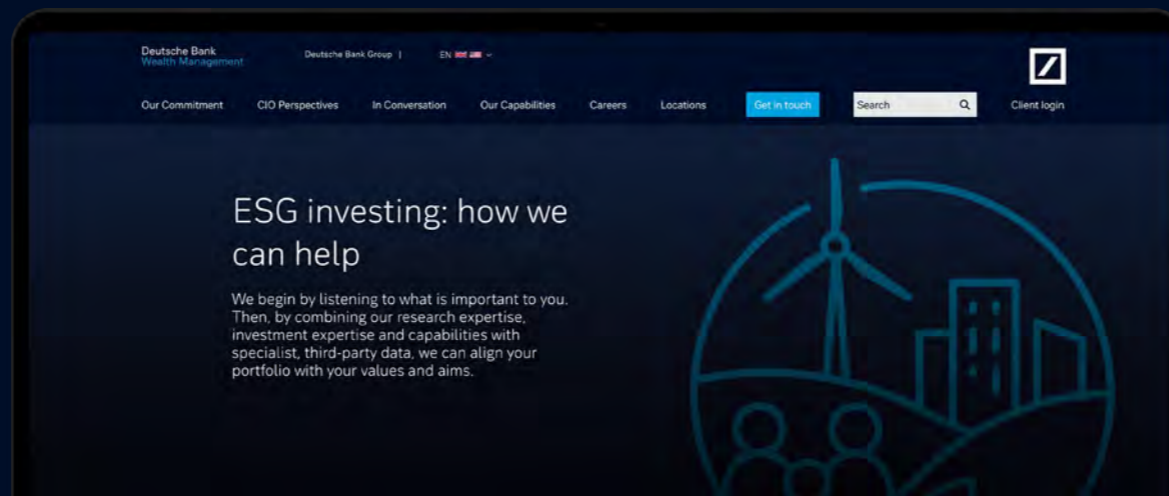
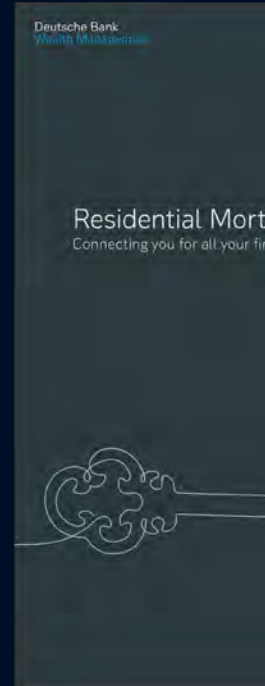
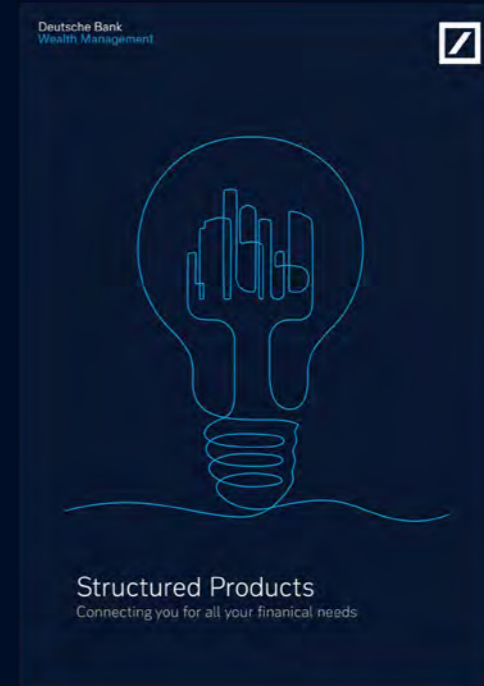
Foilco 931





# Brand in action

# Overview



# Events



Deutsche Bank  
Wealth Management



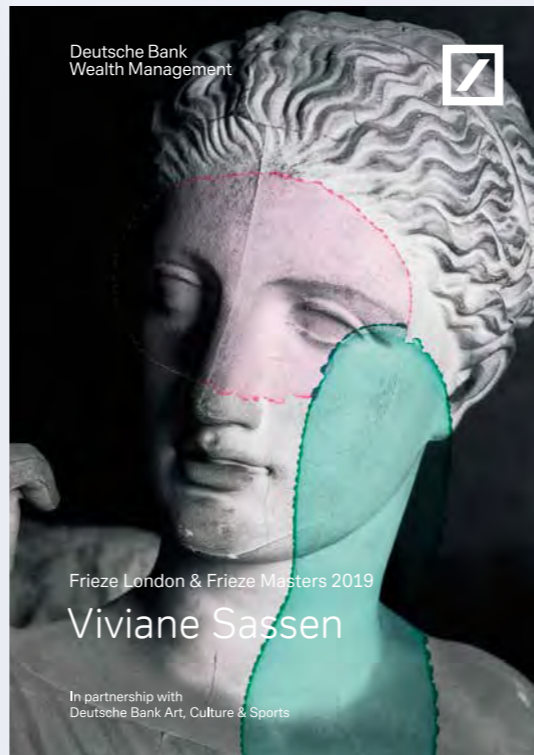
Invitation: October 1-6, 2019

## Frieze London & Frieze Masters

Partnering with Frieze to provide access to the global art world.  
#PositivImpact



Viviane Sassen, Leila from the series "Venus & Mercury" 2019, Photograph © the artist and courtesy Stevenson, Cape Town and Johannesburg. All sculptures belong to the Musée du Louvre and Château de Versailles.



## Frieze Los Angeles 2020: Deutsche Bank Wealth Management Lounge

Supporting the emerging Los Angeles film community.  
#PositivImpact

I am delighted to invite you to join us at the next Frieze Los Angeles. It would be our pleasure to host you in the Deutsche Bank Wealth Management Lounge from Preview Day onwards.

Since Deutsche Bank first began its support of Frieze in 2004, the partnership has gone from strength to strength and grown from city to city. As we return to Los Angeles for our second year, we extend our support to the city's emerging filmmakers with a new joint initiative: the Deutsche Bank Frieze Los Angeles Film Award. The shortlisted films will be screened regularly during the fair in the Paramount Theatre and showcased in the Deutsche Bank Wealth Management Lounge.

Whether you choose to judge the entries for yourself, take one of our exclusive tours of the fair or simply use your time with us as a welcome break, I hope you enjoy our hospitality and look forward to welcoming you to Frieze Los Angeles 2020.

Warm regards,

Claudio de Sanctis  
Global Head of Deutsche Bank Wealth Management

Preview Day  
Thursday, February 13

Preview Day & Private View  
Friday, February 14

Public Days  
Saturday, February 15 -  
Sunday, February 16

Location  
Paramount Theatre,  
Paramount Studios,  
Bronson Gate,  
5515 Melrose Avenue,  
Los Angeles, CA 90038, USA

Deutsche Bank  
Wealth Management



## Frieze London & Frieze Masters 2018

3-7 October 2018  
Preview Day  
VIP Lounge Access

This card admits one and is not transferable.  
Tracey Emin, Another World, 2018 © the artist.  
Courtesy Tracey Emin Studio

Wed Thu Fri Sat Sun



Deutsche Bank  
Wealth Management



## The Art of Conversation

Welcome to the Deutsche Bank  
Wealth Management lounge,  
a unique space curated by  
Tracey Emin and her studio.

We hope you will take advantage  
of our hospitality to connect with  
each other and with our team,  
who are on hand to make your time  
with us as enjoyable as possible.

In partnership with  
Deutsche Bank Art & Culture



Deutsche Bank Wealth Management

2:10 New perspectives: What differentiates our platform?  
Moderator: Andrew Gallivan, Lori Jackson, Wendy McMillan, Jake Fox  
Panel: Andrew Gallivan, Lori Jackson, Wendy McMillan, Jake Fox

3:00 A user's guide to making sense of the crazy politics of tax in Washington  
Moderator: Steve Mattus, Blanche Lark Christerson, Frank Kelly  
Moderator: Steve Mattus, Blanche Lark Christerson, Frank Kelly

4:00 Working with art-engaged clients and prospects  
Host: Doug Woodham, Managing Partner, Art Fiduciary Advisors  
Host: Doug Woodham, Managing Partner, Art Fiduciary Advisors

4:45 Fireside chat: A day in the life of Fabrizio Campelli  
Host: Patrick Campion, Fabrizio Campelli  
Host: Patrick Campion, Fabrizio Campelli

Deutsche Bank Wealth Management

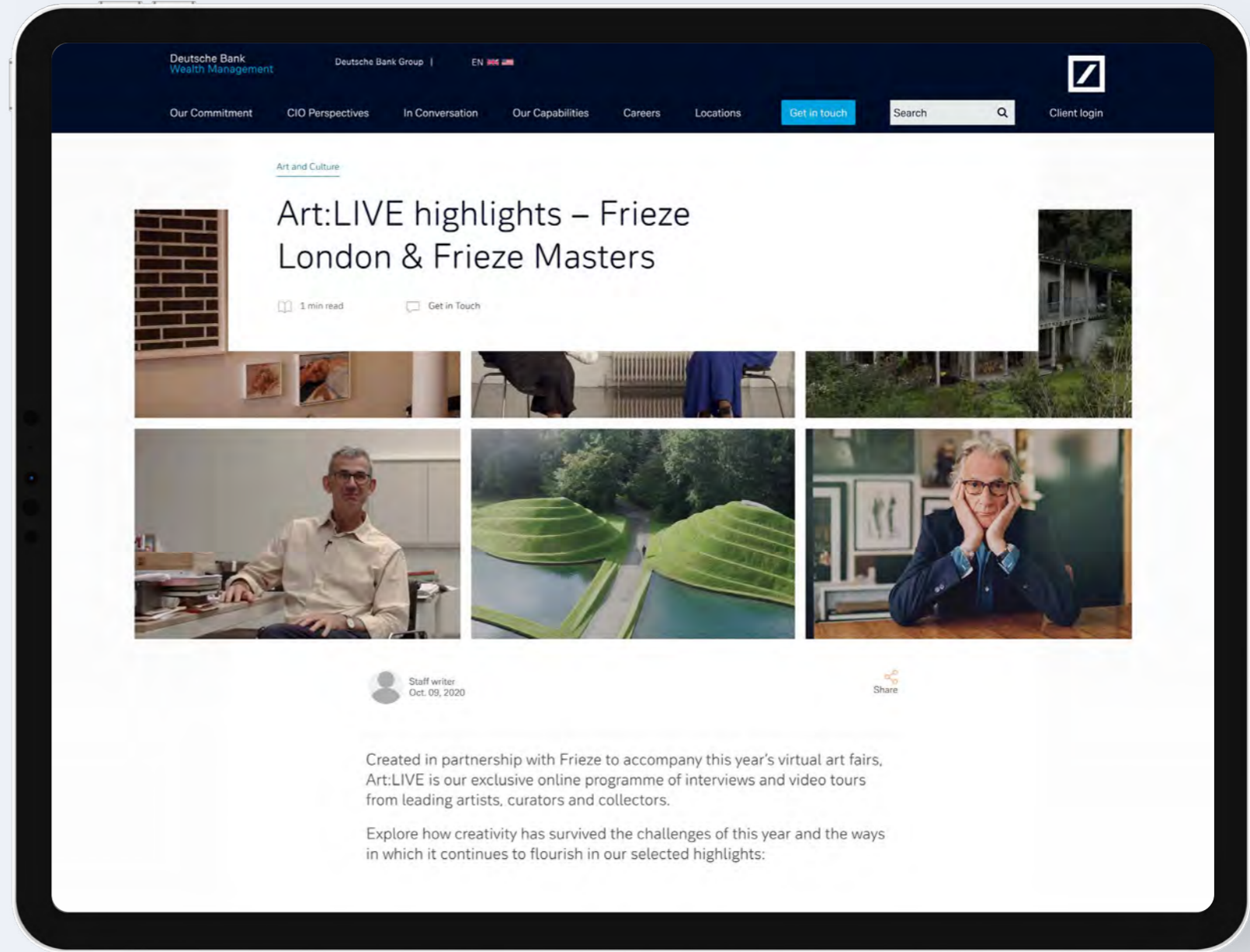
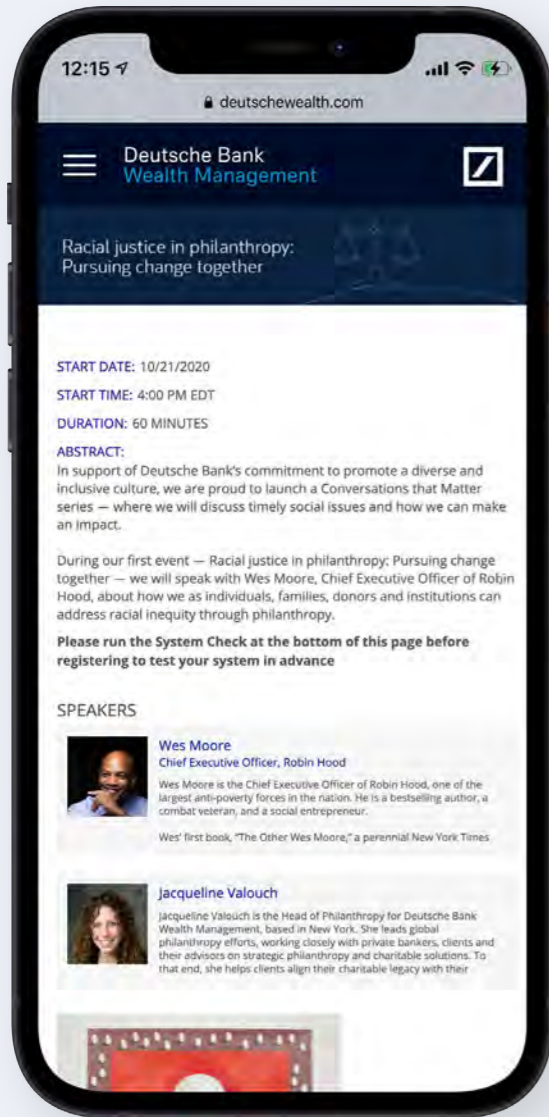
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# Digital Events




Brand in action

## Merchandise

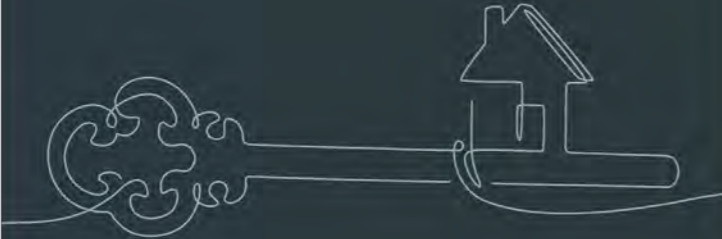


# Product


Deutsche Bank  
Wealth Management



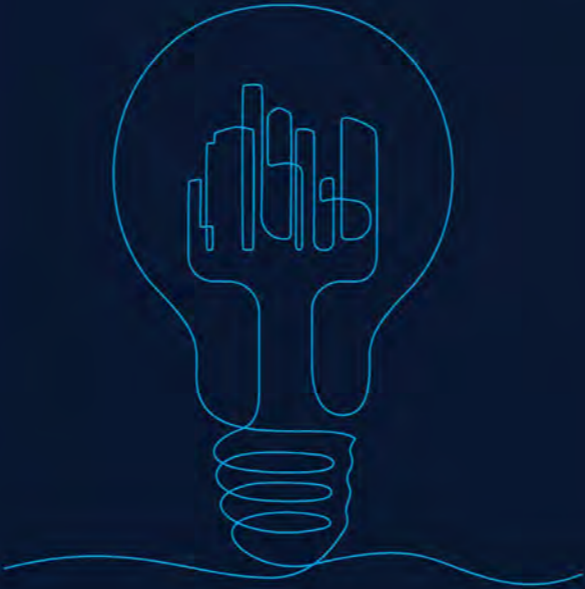
Residential Mortgages  
Connecting you for all your financial needs




Deutsche Bank  
Wealth Management




Structured Products  
Connecting you for all your financial needs



Deutsche Bank  
Wealth Management



Capabilities  
Serving the complex needs of clients







For a future  
worth  
investing in

#PositiveImpact

Explore ESG investing at  
[deutschebank.com/ESG](https://www.deutschebank.com/ESG)

ESG investing  
Adding  
purpose to  
performance

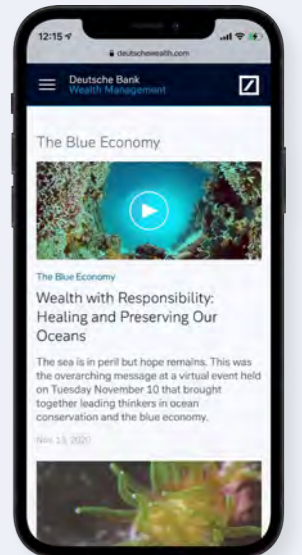
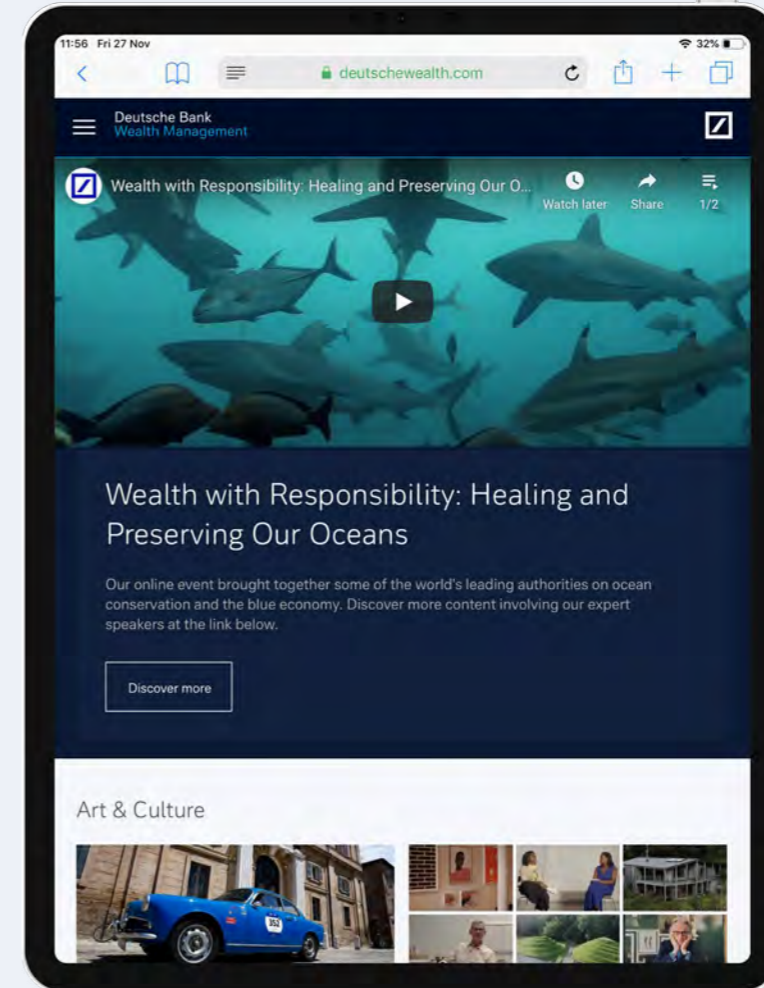
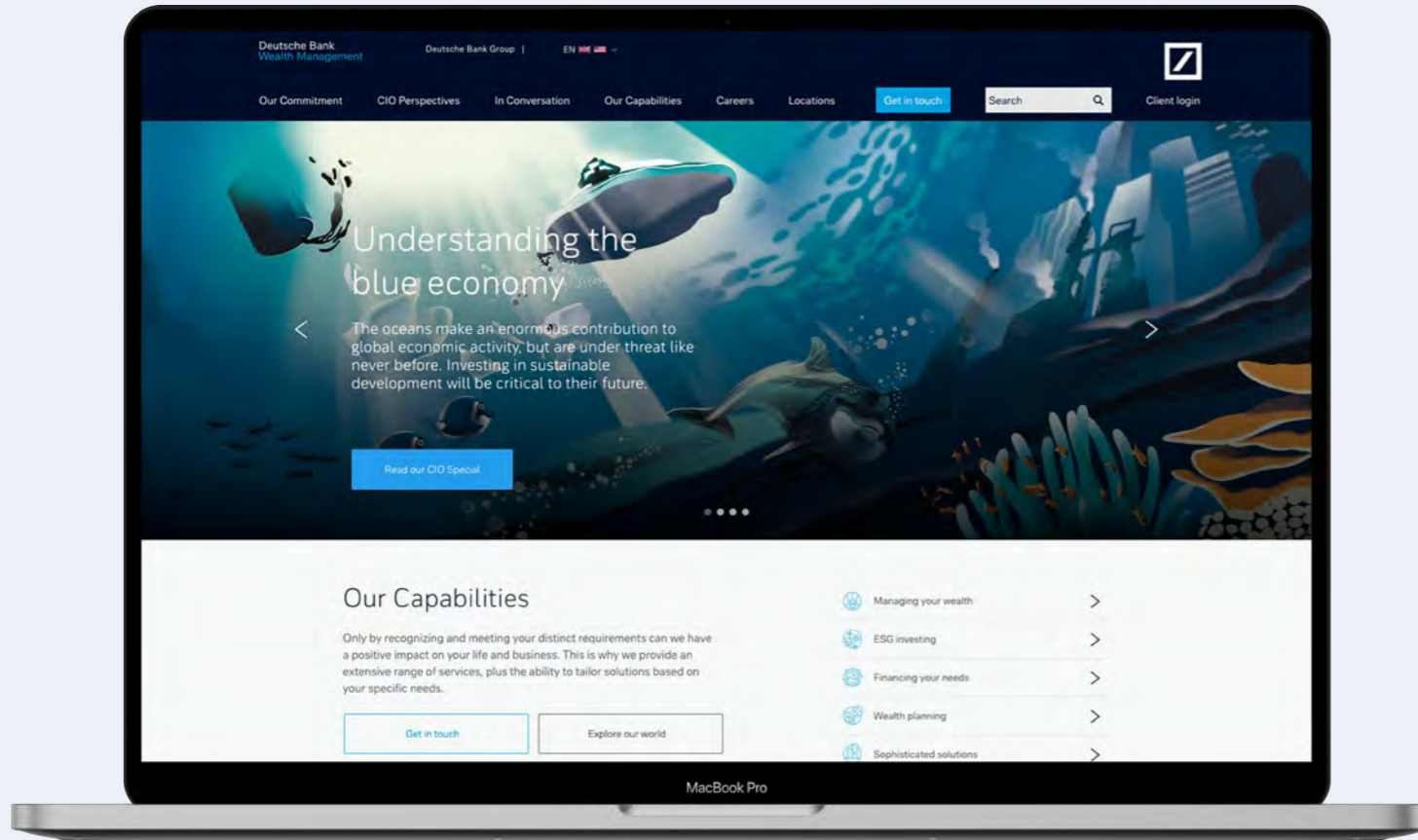
#PositiveImpact

Learn more about  
the world's most  
sustainable ESG

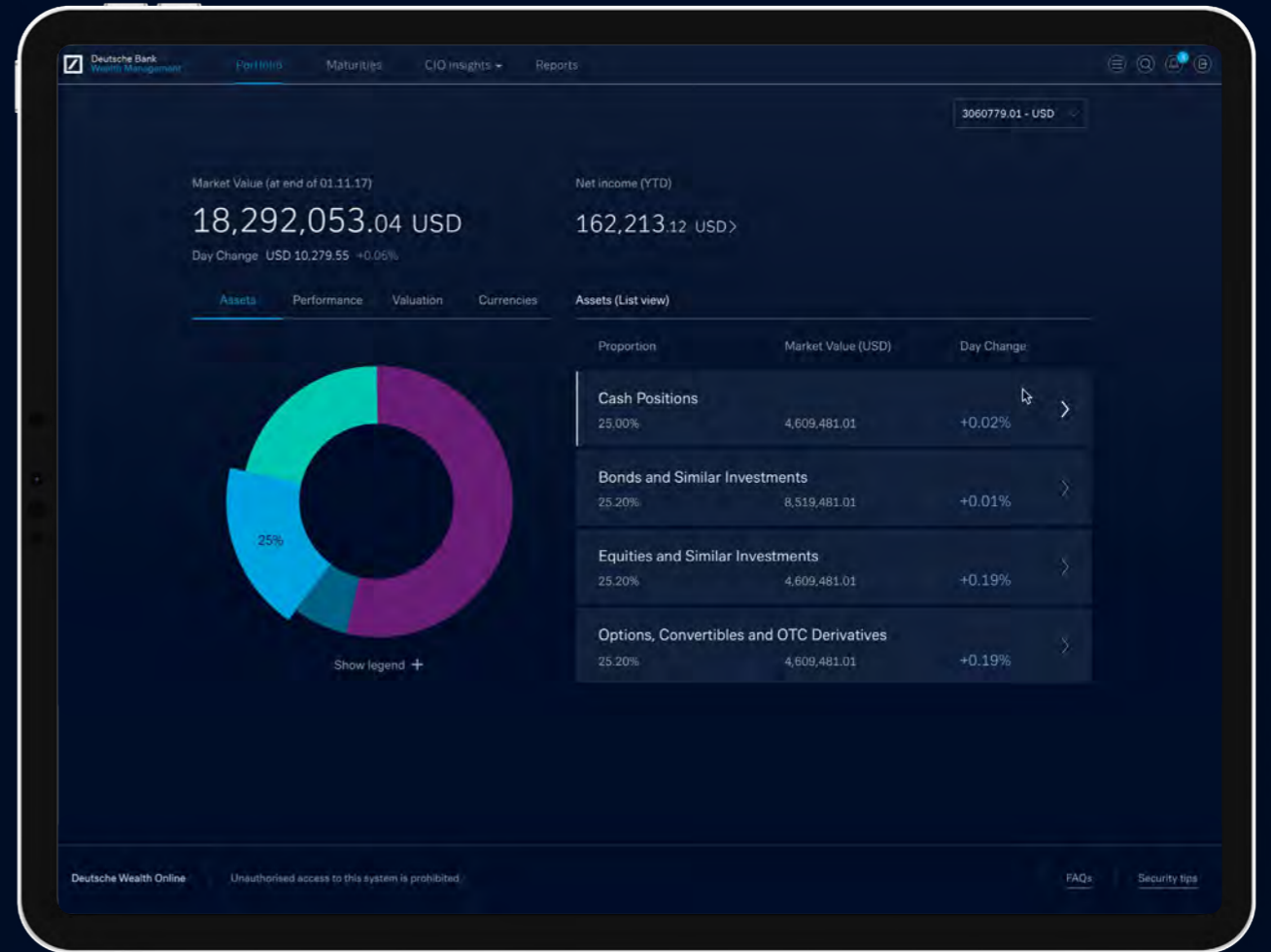
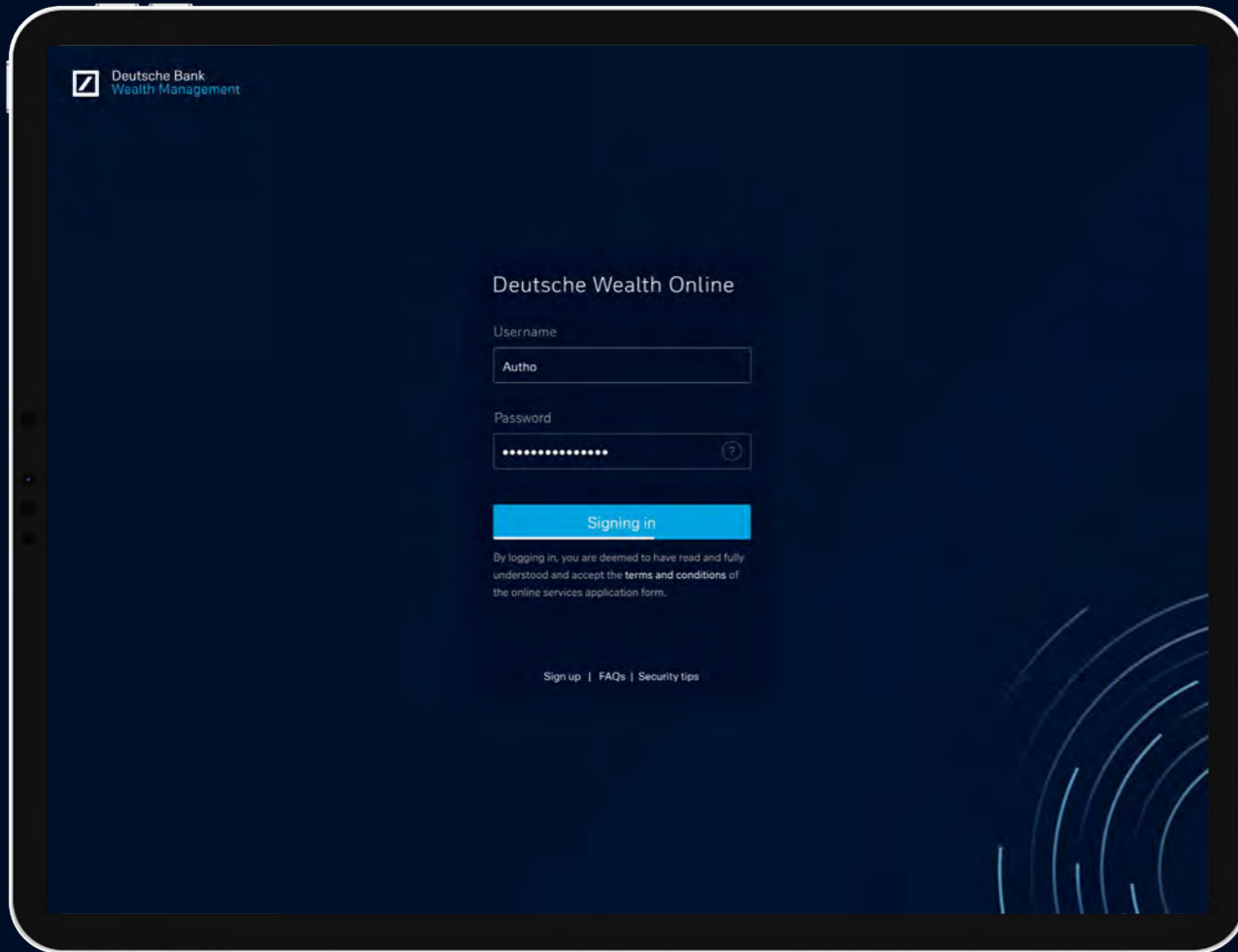
Brand in action

CIO





# Digital





For more help and support than is provided here or for access to our brand portal, please contact:

Alex Swain  
Head of Brand and Creative –  
International Private Bank  
[alex.swain@db.com](mailto:alex.swain@db.com)

Nicola West  
Head of Event & Partnership Marketing –  
International Private Bank  
[nicola.west@db.com](mailto:nicola.west@db.com)