



Deutsche Bank | Private & Commercial Bank

# Divisional Icon and Illustration Guidelines

Version 1.0 | December 2018

#PositiveImpact



# Introduction

Illustration is one of the most valuable assets in our brand toolkit. It has the power to explain or emote. To quickly convey an idea or narrate a multi-layered story. To support a message or act as a key focus.

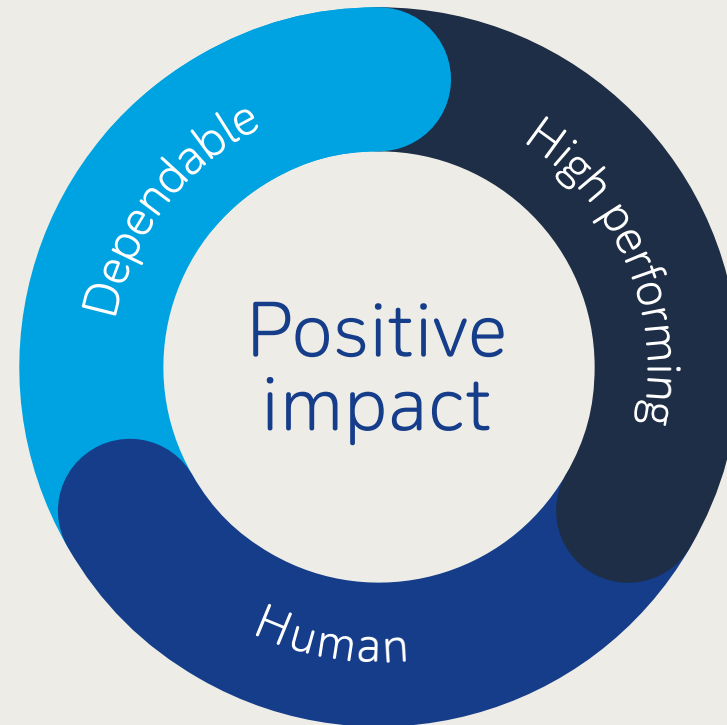
This cohesive brand system will guide the way we communicate, ensuring that all illustration share the same visual principles and personality of our brand, whatever the purpose.

## Contents

03	<a href="#">Brand personality and values</a>
07	<a href="#">Our audience</a>
08	<a href="#">Style spectrum</a>
10	<a href="#">Style principles</a>
18	<a href="#">Icons</a>
21	<a href="#">Infographics</a>
25	<a href="#">Product and services illustrations</a>
30	<a href="#">Line drawings</a>
33	<a href="#">Conceptual illustrations</a>
36	<a href="#">Narrative illustrations</a>
42	<a href="#">Illustration checklist</a>

# Brand personality and values

Our brand is at the heart of everything we do. We strive to have a positive impact by being dependable, high performing and human. Together with our values, this personality shapes how we do business. And it is these three traits which should inform every illustration we use.



# Human

Each illustration should convey an emotional truth. By showing that we understand the human motivations and impacts of every transaction, we will earn the trust of our clients and the wider society. After all, behind every investment plan is a life dream.

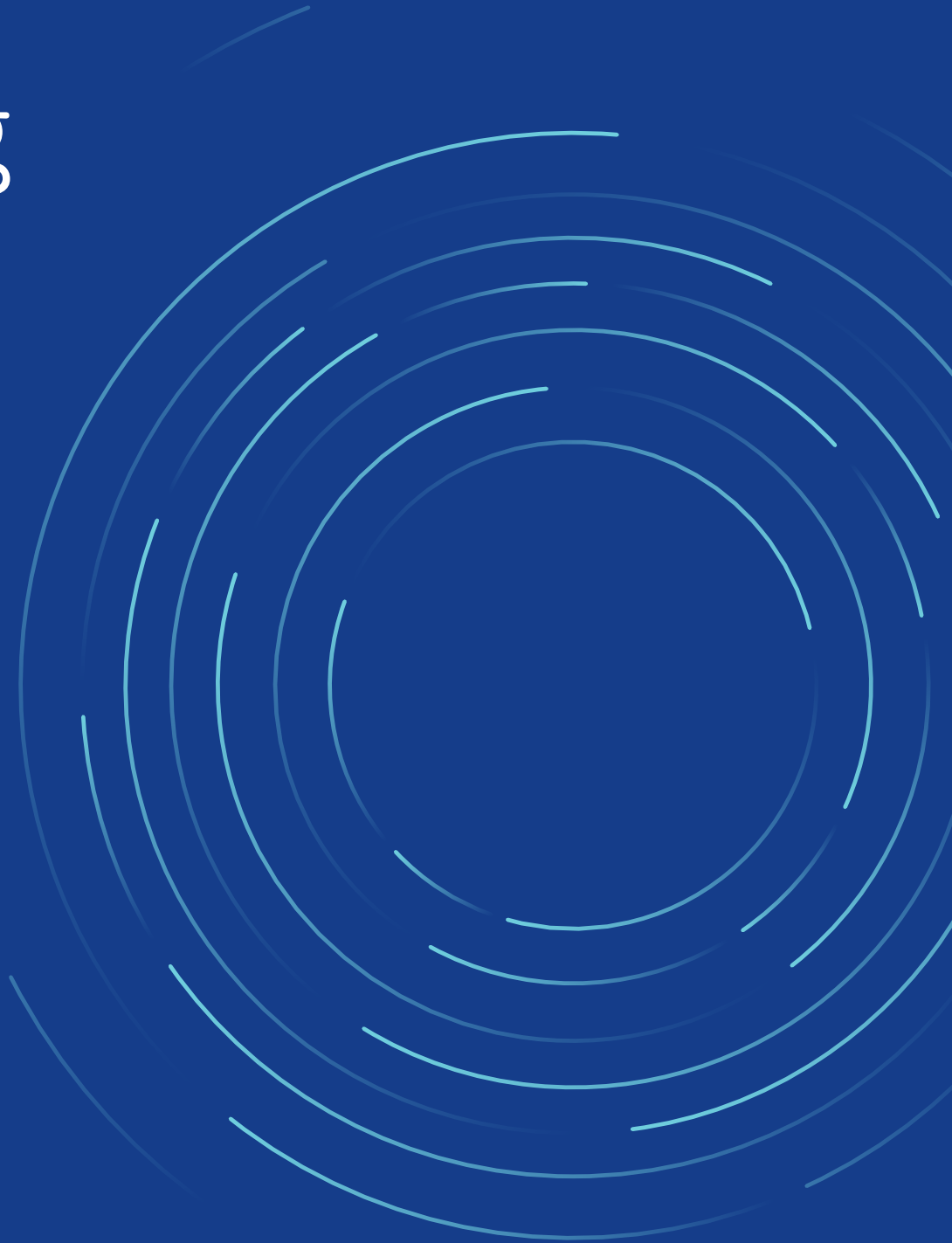
Relatable  
Creative  
Warmth  
Emotive



# High performing

We know that clients choose Deutsche Bank because they want the best – ideas, international coverage and service. With this in mind, illustrations need to reach the same high standards, communicating with impact and clarity, even when we are talking about something complex or technical.

Precise  
Dynamic  
Impactful  
Enterprising



# Dependable

Deutsche Bank's history demonstrates longevity, but being seen as dependable is about much more than just our heritage. Which is why illustrations should feel familiar and reassuring, so that they are clearly aligned with our brand visual identity and always relatable to our audience.

Dedicated  
Reassuring      Safe  
Established



# Our audience

Our audiences can be broken down into two categories: Retail and Ultra High Net Worth. It is clear that each category has their own unique needs. But it is also true that there can be huge variation within each category.

Broadly speaking, our illustration style should be able to speak to any of our audiences. However, it is important to consider the differences between our audience categories – What specific goals do they have? What do they care about? Which stories will resonate with them?



## Retail

Deutsche Bank's retail arm provides quality banking products and services for the high-street level of the bank. From digital online banking apps to informative films, illustrations for this audience should feel more emotive. Show everyday scenes if narrative-led, focus on simplicity if information-led.



## Ultra high net worth

The hallmark of Wealth Management is innovation, trust and a client-focused personal service. Ultra-high net worth individuals are often more financially literate and experienced investors, with different investment goals. Illustrations for this audience should feel high end and aspirational, whilst standing out in a crowded market.

# Style spectrum

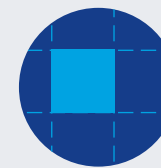
Within our illustration style there is room for variation across a spectrum, from simple icons and line drawings to more complex editorial visualisations. All our illustrations are unified by three core style principles to ensure they are clearly identifiable as Deutsche Bank artwork. Consider the audience,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

A cohesive system:  
colour, composition and style

Always consider our three core style principles.



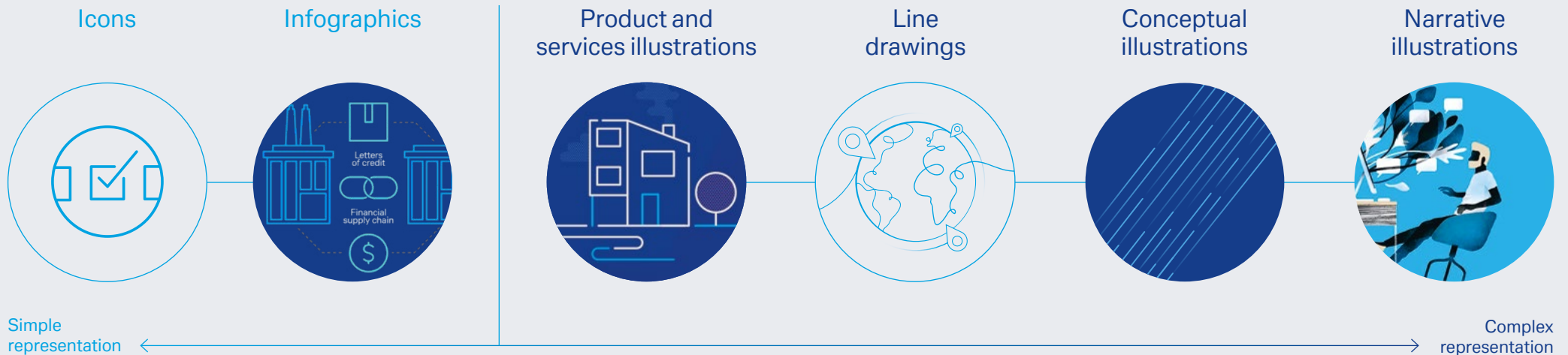
Colour limitations



Focussed composition




Style treatments






# Illustrations in action

Deutsche Bank



Global perspectives.  
Local expertise.

#PositiveImpact



Discover more >

The value of investment can fall as well as rise and you might not get back the amount originally invested.



Deutsche Bank Global Finance Review

First-time homeowners... 67% of the US's 100 largest cities have first-time homebuyers.

Global Finance

Deutsche Bank



Soluzioni Mutui Casa  
Il Mutuo convenientemente

#PositiveImpact



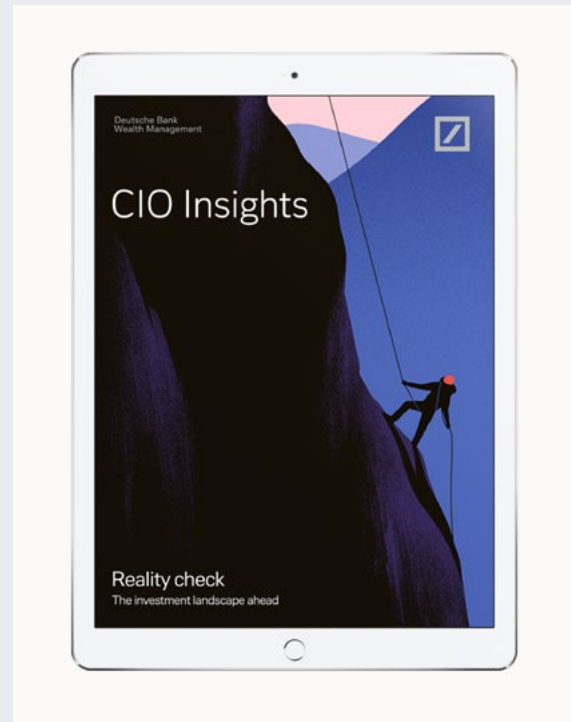
Deutsche Bank




We're not just making digital banking smarter.  
We're creating more time for the things that matter to people most.

#PositiveImpact

Version 1.0 — Page 9  
Deutsche Bank | Icon and Illustration Guidelines | December 2018



Deutsche Bank Wealth Management




CIO Insights

Reality check  
The investment landscape ahead



Deutsche Bank Wealth Management



Thoughtfully built around YOU

Discover our bespoke approach at [deutschebank.com/wealth](https://www.deutschebank.com/wealth)

#PositiveImpact

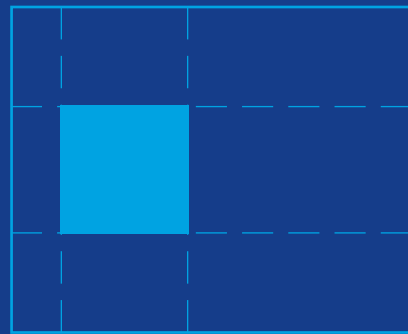
# Style principles

Our style principles are built to ensure all illustrations live together in a way which feels cohesive and coherent. Building upon our existing brand guidelines, these principles act as a guide to every illustration we produce, whatever the format.



## Colour limitations

Using our current palette as a starting point, we have identified how colour can be used for each audience – reflecting attributes of our overarching brand values.



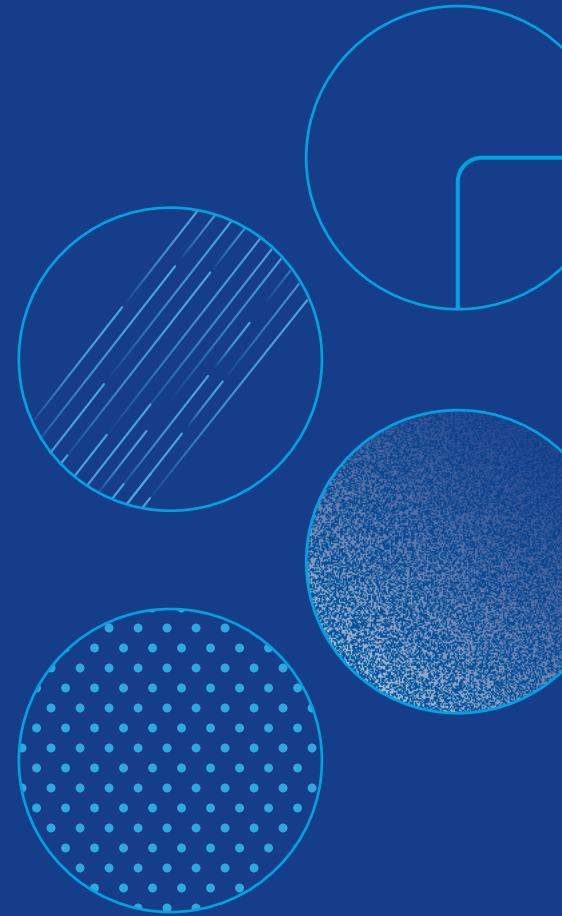
## Focussed composition

Never place style before content. In your communication the message is the hero and the illustration you choose must support it. Never allow a style to confuse or detract from the message being communicated.



## Logo mask

A bespoke graphic device that helps our audience to identify our communications. The mask can be used in varying crops as a background to add depth and enhance the contrast of our infographics and illustrations.



## Style treatments

A simple set of style treatments should be adopted to ensure all illustrations feel part of our brand. These styles cover strokes, gradients, texture and pattern.

# Style principles: Illustration colour palettes by division

## A definitive palette

Colour is an essential part of our toolkit to help unify our suite of illustration styles. The core Deutsche Bank palette is used as our primary swatches followed by the introduction of accent colours that can flex accordingly. Wealth Management has established equity with a darker palette of midnight blues and accent orange.

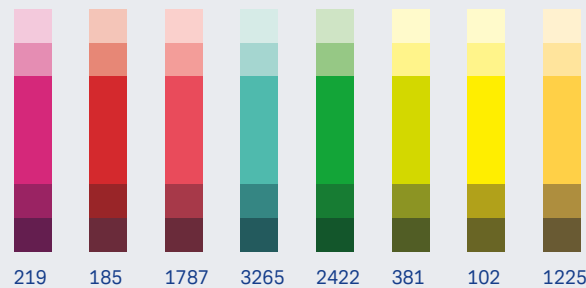
## Avoid blue-washing

When creating or commissioning illustration, blue should be considered as part of a careful balance. The whole DB palette can be utilised to create something fresh but recognisable as long as a touch of blue is featured as a primary colour.

Retail palette



Retail accents palette



For product and services illustrations please use the Retail palette (above) with just one accent colour (left).

For infographics and narrative illustrations a wider range of accent colours can be used.

Wealth Management palette



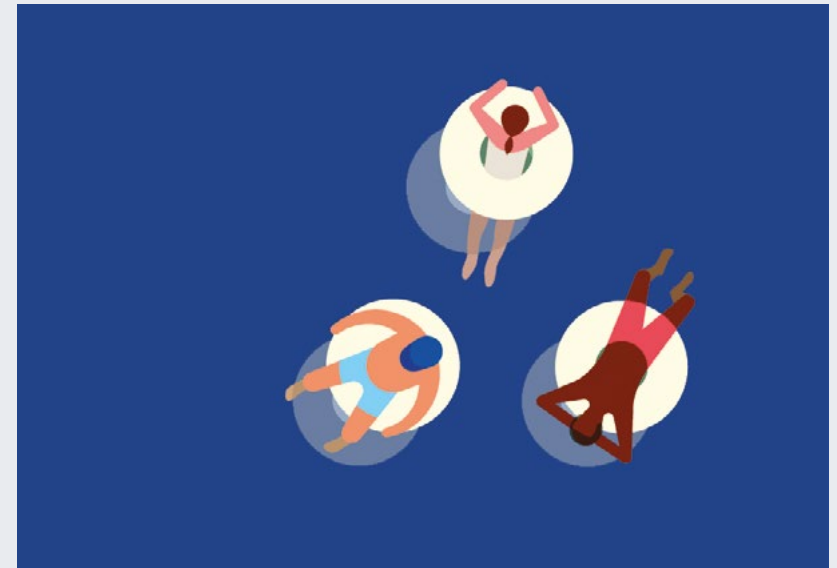
## Style principles: Colour application

The main Retail palette can be used in a bold, dynamic way with subtle use of one or two accent colours.

Retail palette



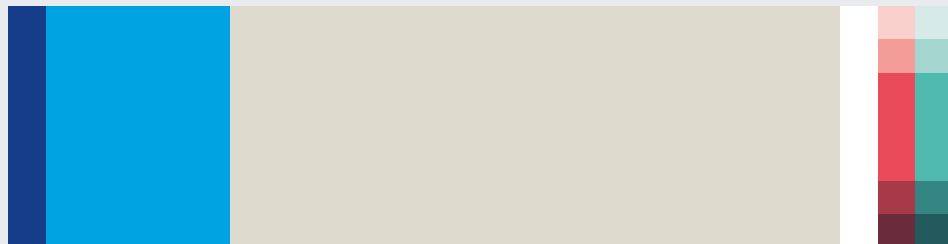
Accents



For a softer approach, consider using a higher proportion of our neutral palette with a range of accent colours. If doing so, please ensure the main retail palette is still present.

Retail palette

Neutral



Accents



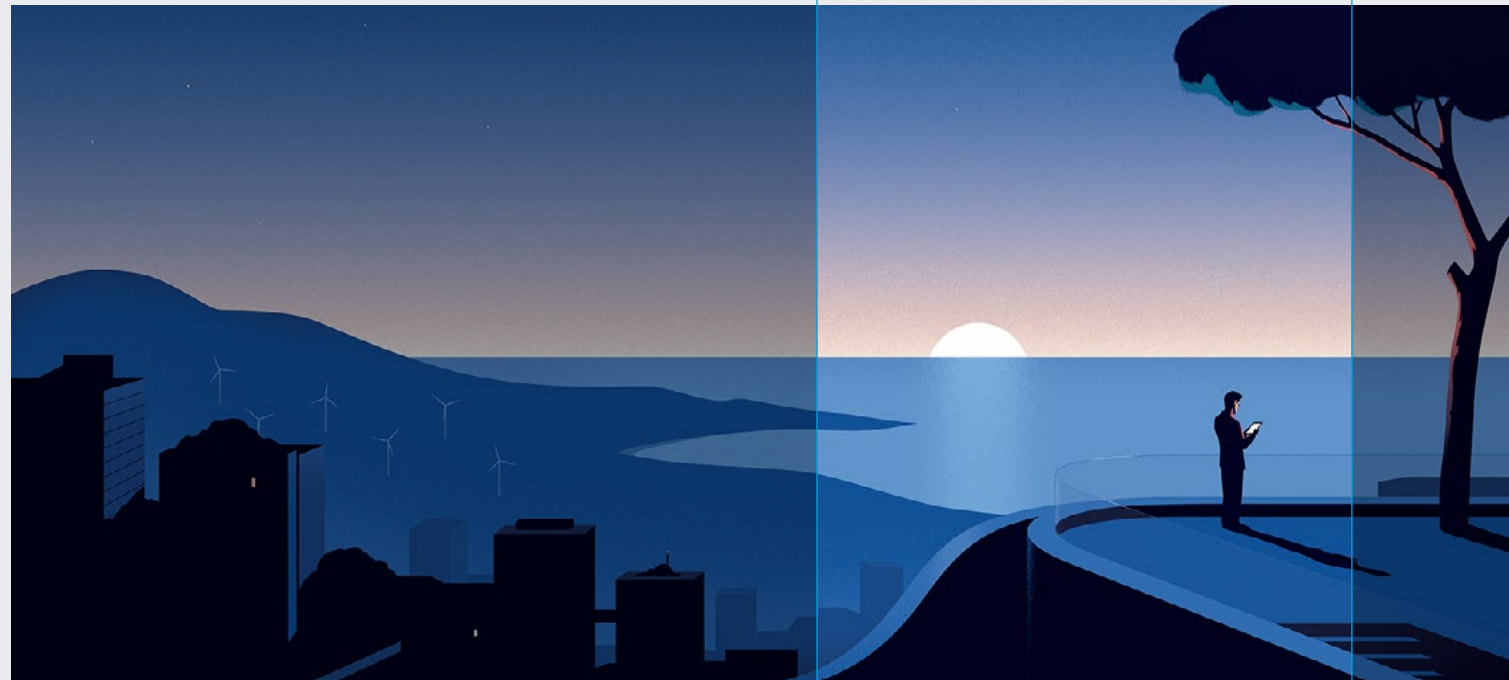
## Style principles: Focussed composition

### Focussing on the message

Illustrations should have a single point of focus wherever possible. Try to avoid complex images with too many elements, anything with distracting detail that causes the eye to jump around the page or screen. Make sure that the image can work with a variety for different crops and formats.

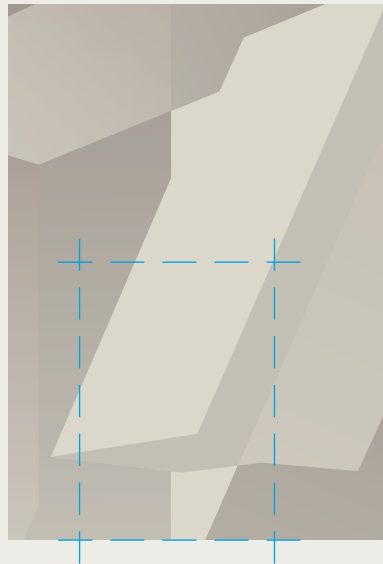
### Considerations

- Format
- Intended media
- Message communicated with clarity



## Style principles: Logo masks

The logo masks can be used as a background to emphasise the overall brand aesthetic. When a mask is applied subtly with a gradient it can add depth and enhance the contrast of our illustrations – ensuring focus is always maintained on the subject.



### Crop

Any area can be used when cropping the logo mask for a background – but please ensure it remains recognisable.

### Transparency

The logo mask should be used with subtlety – please ensure the transparency is no more than 30%.



This example is to demonstrate the illustration style only  
– do not replicate content without prior approval.

## Style principles: Style treatments

### Style considerations

These style treatments will bring unity to all illustration types. Use them as a guide when creating any assets or developing new illustrations.

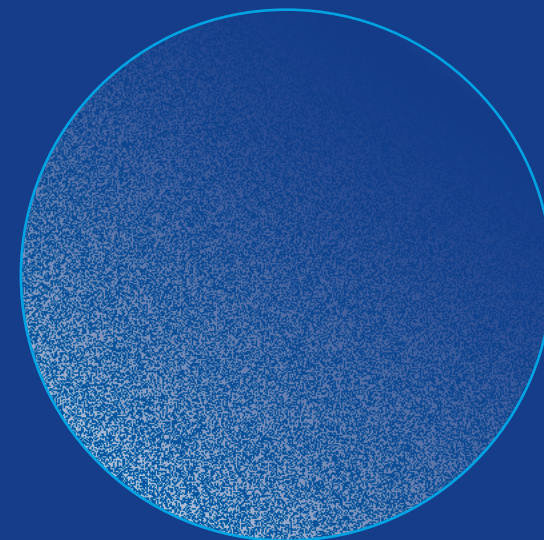
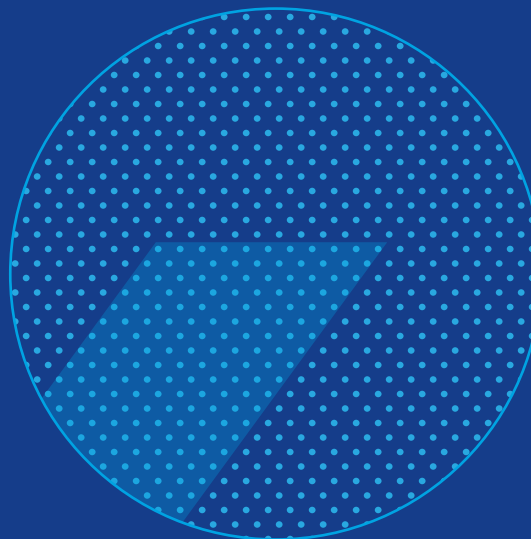
#### Strokes

A variety of stroke styles exist across our range of illustration types. Please follow the stroke style in accordance with the specific illustration type.



#### Texture

Textures can help to build depth and solidity in illustrations, or highlight areas of focus. A bespoke pattern, born from the Deutsche Bank logo can be used for this purpose – ensuring a recognisable visual language is present across our illustrations and infographics.



#### Gradients

Subtle gradients can be added to our illustrations as a light effect, or to represent movement. Noise can also be added to add character, but please use with restraint.

# Illustration suite: Retail



- Main colour: Deutsche Blue 072
- Main colour: 299
- ● ● ● ● ● ● ● Accent options
- Neutral: 7535 (-1)
- White



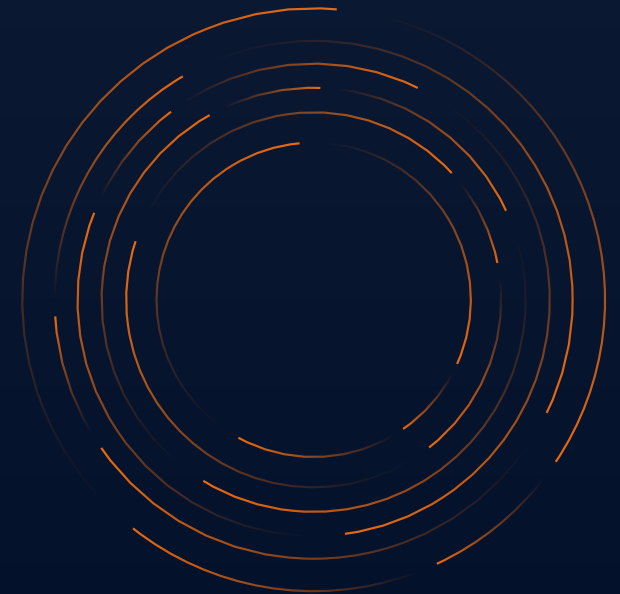


Illustration suite:

# Wealth Management



- Main colour: Deutsche Blue 072
- Wealth Management accent: 152
- 299
- Neutral: 7535 (-1)
- White

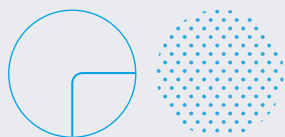


# Icons

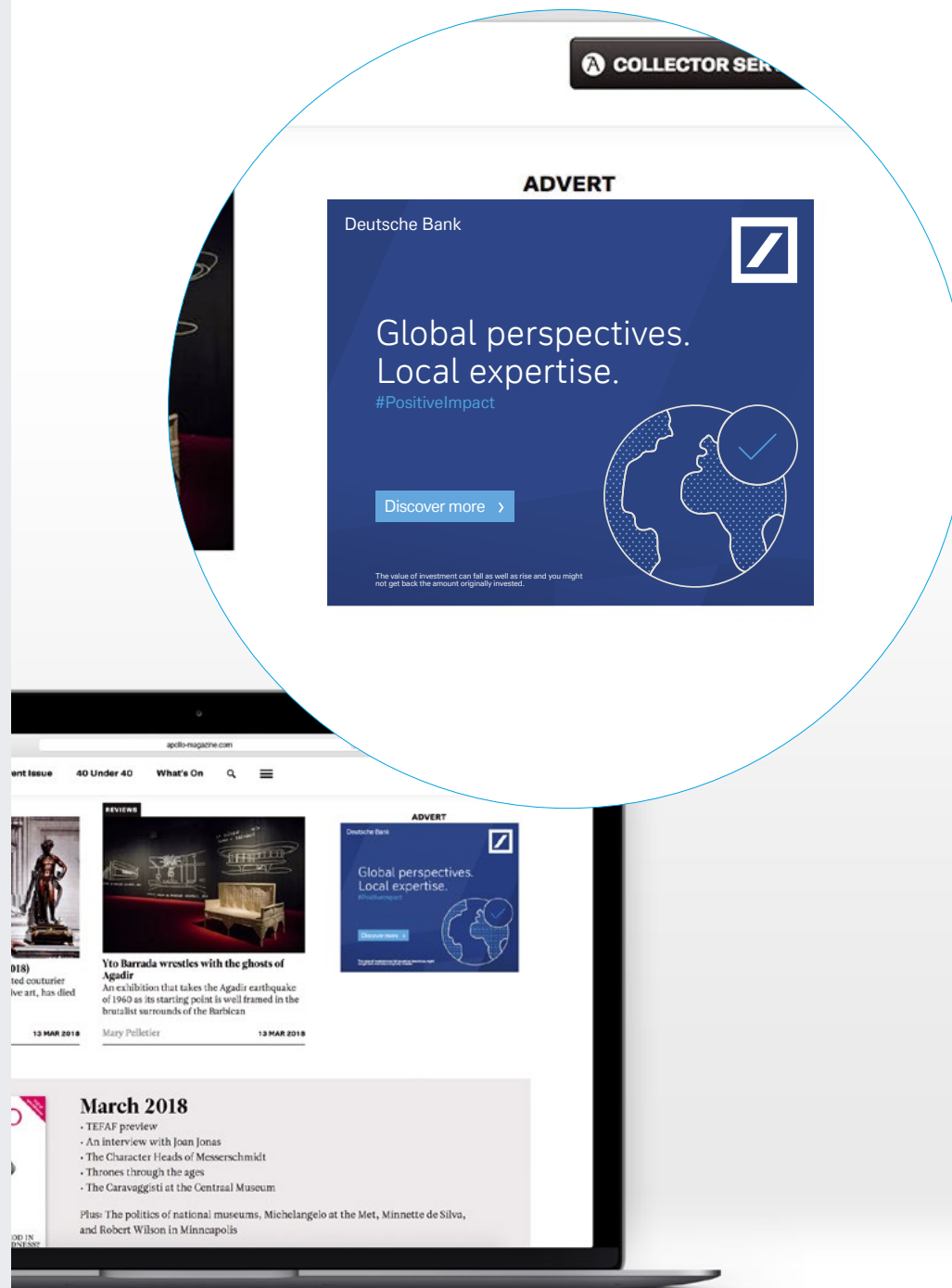
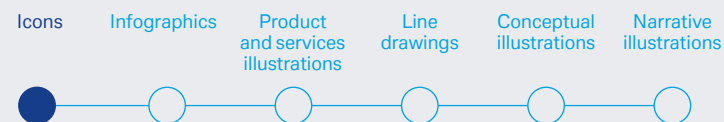
Icons are the most simple and concise illustration style. They are particularly effective for communicating information very quickly. We also have an extensive library of existing brand assets available, which can be useful when budgets are constrained.

Icons work best when used as a suite to convey a process or journey, or simply create consistency across a communication.

## Applied style treatments



Rounded joins DB pattern fill



# Icons: Anatomy rules

## Framing circle

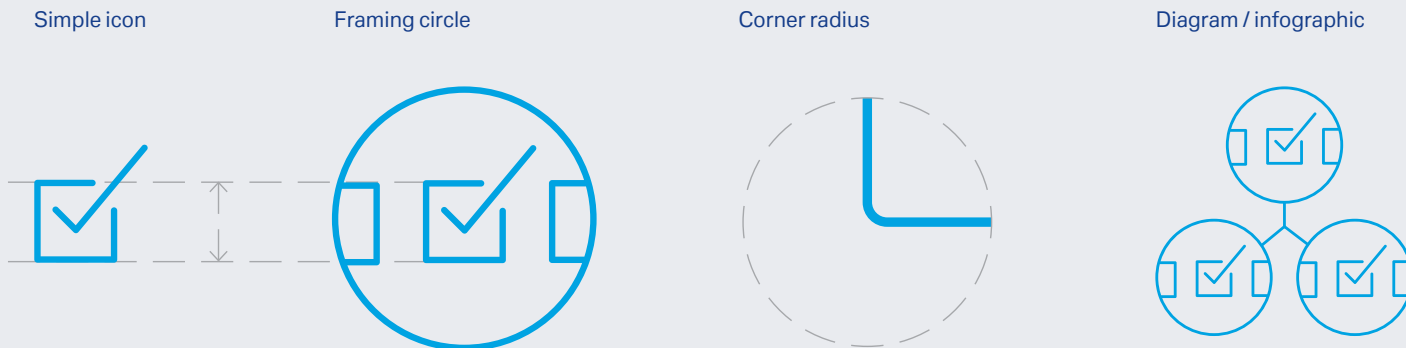
Our icons can be used at their simplest form (e.g. user interface), or to describe more meaningful subjects. Our framing circle should always be used with icons when further emphasis is required.

## Composition

When using icons to describe a complex subject please ensure the entire icon is visible and not cropped.

## Diagram / infographics

A combination of our icons can be used to build an infographic or diagram to maintain consistency of style.



## Colour

Icons can be applied in our primary palette or in our divisional accent colours. They can be coloured in full, or partly coloured for emphasis.



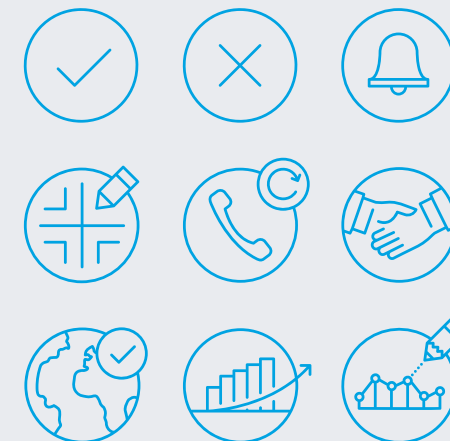
### Brand icons



Circles can be placed around the Brand icons for emphasis (as with the Wealth Management icon style) to illustrate more complex messages

Download  
The full set of icons can be downloaded here:  
<https://www.dbcockpit.de>

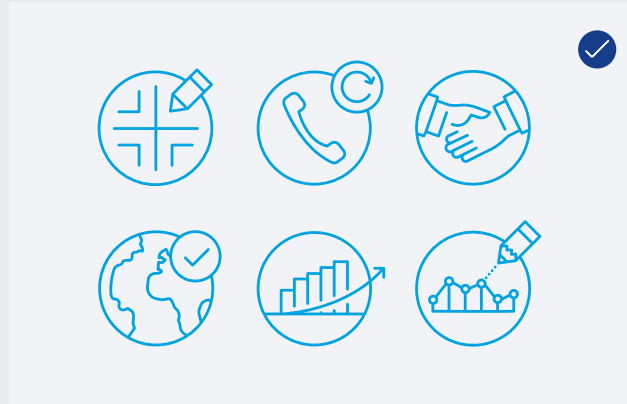
### Wealth Management icons



Download  
The full set of Wealth Management icons can be downloaded here:  
<https://deutschewealthbrand.com>

## Icons: Do's and don'ts

Please bear in mind the following principles when using or recreating our icons.



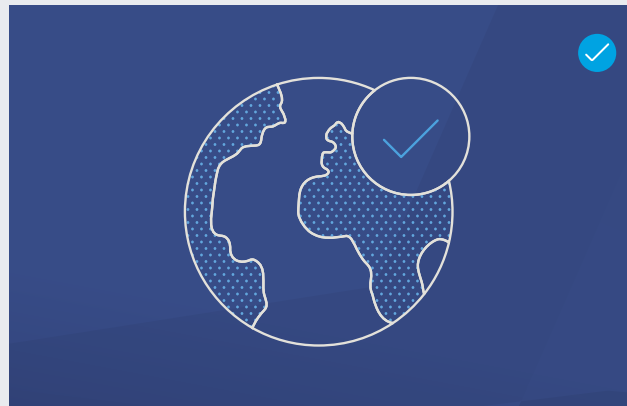
**Do:** Make full use of our icon assets.

**Do:** Display our icons in the relevant colour for the divisional audience.



**Don't:** Vary the icon style.

**Don't:** Use colours that are not in our palette.



**Do:** Add our pattern style for emphasis.

**Do:** Refine the stroke weight if scaling the icon to a larger size.



**Don't:** Distort the icon.

**Don't:** Make the stroke weight too thick, or vary the weight disproportionately.

# Infographics

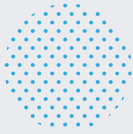
Infographics are a great way to convey statistical or factual information in an engaging way.

Strive to make the infographic visually compelling – by combining a mix of figures, illustrations, charts and diagrams – but do so with clarity. Ask yourself if what you are adding aids communication, if it doesn't, take it off.

## Applied style treatments



Round corners



DB pattern fill



Textured gradient

Icons

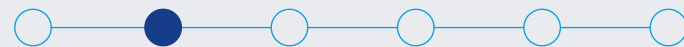
Infographics

Product and services illustrations

Line drawings

Conceptual illustrations

Narrative illustrations

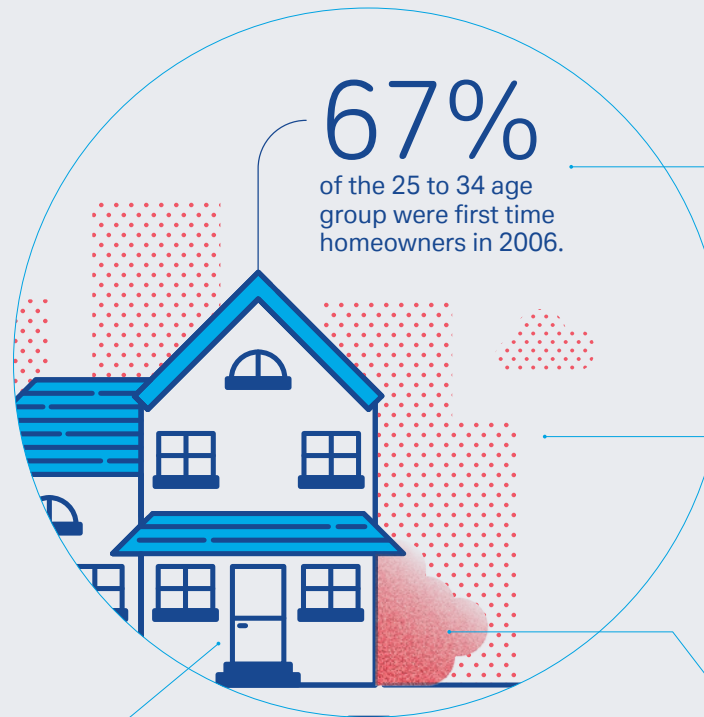


## Infographics: Anatomy rules

Here we outline the key components and rules that make up our infographics. Please follow these graphic principles to bring consistency and clarity to our communications.

### Considerations

- Extent of information
- Hierarchy of information
- Limited brand colour palette
- Visibility at varying scales
- Budget
- Timescale

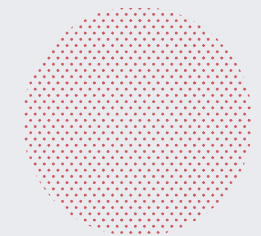


67%  
of the 25 to 34 age  
group were first time  
homeowners in 2006.

#### Information

Key stats and information should always be clear and easily legible to ensure the reader understands the important aspects of the message whilst keeping the supporting copy concise and to the point.

#### Pattern fill



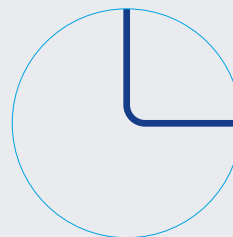
Using the Deutsche Bank pattern fill as a graphic treatment creates depth and sophistication to infographics whilst enhancing the readability of key information in a subtle way.

#### Gradient noise



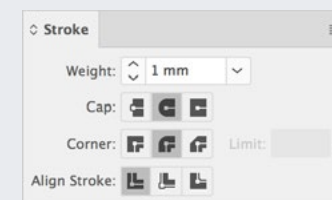
Our gradient noise style can add tonality and texture, or indicate a light effect, movement or energy.

#### Stroke weight



The stroke should generally be light in weight to feel refined and precise. However, please be mindful of how the illustration will be displayed when choosing the stroke weight – to ensure the artwork is clearly visible, particularly at small sizes (e.g. mobile devices) and large format displays (e.g. advertising).

#### Stroke caps



Ensure all strokes use a rounded cap and rounded joins / corners.

## Suggested illustrator: Olga Guenther

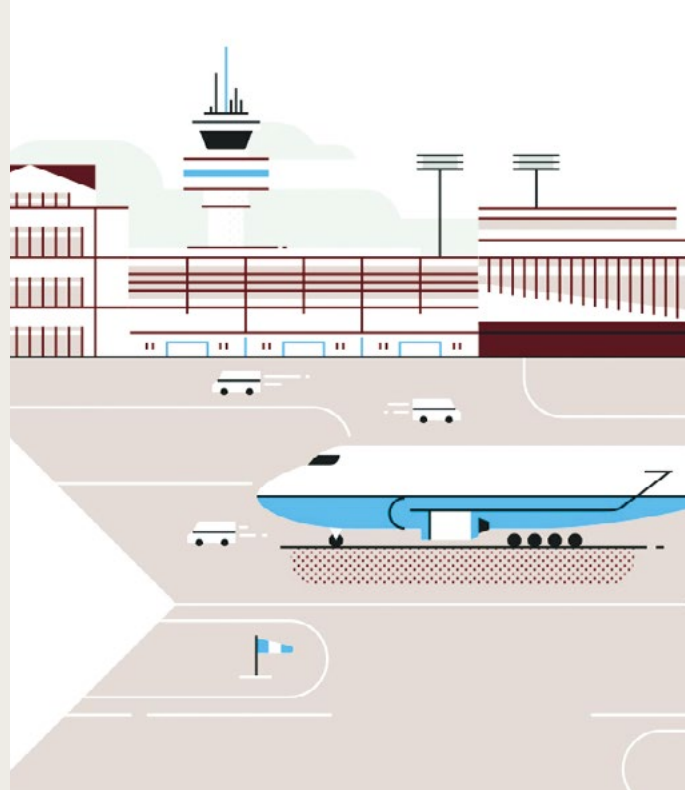
Infographics can be created in-house, by your chosen design agency, or an illustrator can be commissioned.

Olga's flat vector approach is ideal if a complex infographic illustration is required – to describe a story or subject with added character and style.

### Contact

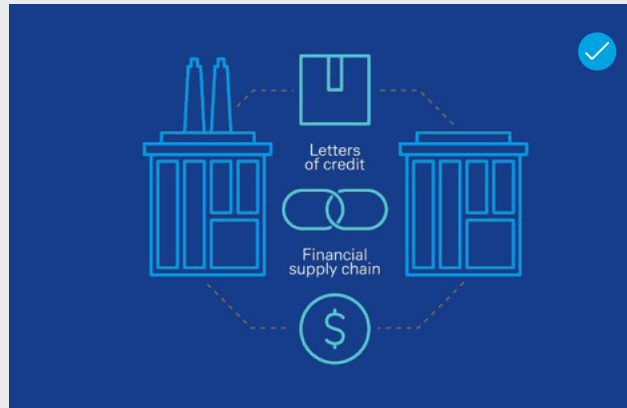
<http://www.olga-guenther.de>

These images have not been cleared for public distribution.  
Please liaise with artist for a bespoke commission.



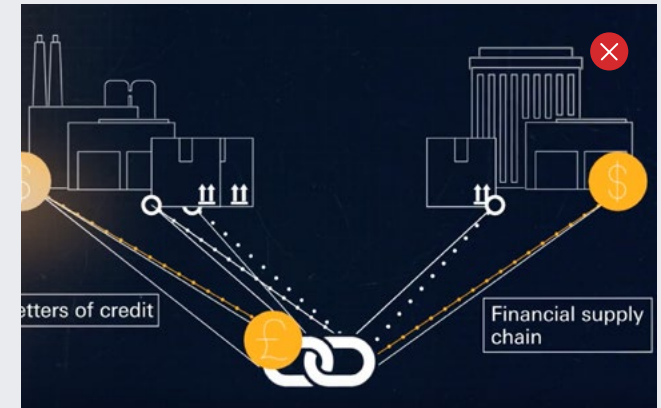
## Infographics: Do's and don'ts

Please bear in mind the following principles when using, recreating or commissioning our infographics.



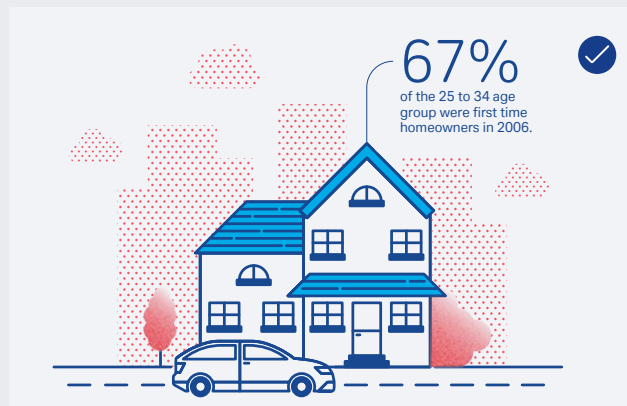
**Do:** Create clear and concise diagrams to communicate the subject efficiently.

**Do:** Use colours from the appropriate divisional palette.



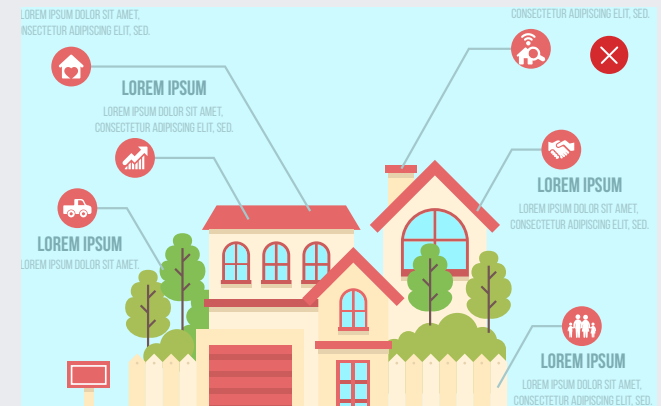
**Don't:** Overlap graphics, as this can be confusing.

**Don't:** Use colours not in the illustration palette.



**Do:** Create any imagery using our graphic style.

**Do:** Use Deutsche Bank Display at scale to emphasise key figures.



**Don't:** Use different graphic styles, colours, fonts or icons.



# Product and services illustrations

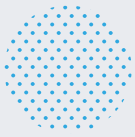
We have created a bespoke illustration style that bridges the gap between infographics and conceptual illustrations. These are most suited when talking about a product or service, from mortgages to investments.

Using our core style principles these illustrations can easily be created for any audience – ensuring the message is displayed with clarity and bringing brand cohesion to our communications.

## Applied style treatments



Round corners



DB pattern fill



Textured gradient

Icons

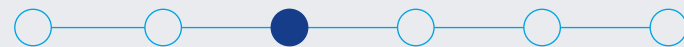
Infographics

Product and services illustrations

Line drawings

Conceptual illustrations

Narrative illustrations



# Product and services illustrations: Application


When creating our product and services illustrations, make sure that they feel part of a set to ensure consistency with our communications.


Deutsche Bank 



Soluzioni Mutui Casa  
Il Mutuo convenienete  
#PositiveImpact

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl 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.

Deutsche Bank 



Conto in riserva? Basta un  
Quinto della tua Pensione  
per fare il pieno!  
#PositiveImpact

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl 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.

Deutsche Bank 



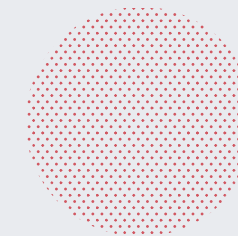
Nuovo DB Investy.  
Indichiamo al tuo patrimonio la  
direzione giusta per crescere.  
#PositiveImpact

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl 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.



## Product and services illustrations: Anatomy rules

Here we outline the key components and rules that make up our product and services illustrations. Please follow these graphic principles to bring consistency and clarity to our communications.



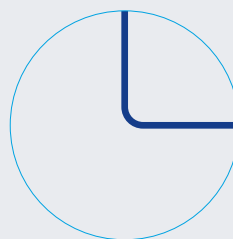
Pattern fill

Using the Deutsche Bank pattern fill as a graphic treatment creates depth and sophistication to infographics whilst enhancing the readability of key information in a subtle way.

### Considerations

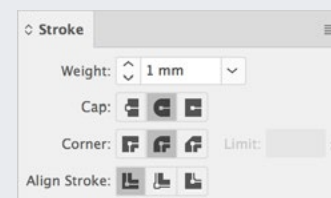
- Clarity of message
- Focussed composition
- Limited brand colour palette
- Visibility at varying scales
- Timescale

Stroke weight



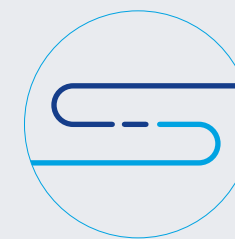
The stroke should generally be light in weight to feel refined and precise. However, please be mindful of how the illustration will be displayed when choosing the stroke weight – to ensure the artwork is clearly visible, particularly at small sizes (e.g. mobile devices) and large format displays (e.g. advertising).

Stroke caps



Ensure all strokes use a rounded cap and rounded joins / corners.

Supporting graphics



To help describe a scene or subject in an engaging way, background elements can be created using simple continuous lines with open curves. For example, clouds, hills, or the horizon. If used, this line should always bleed off one side of the crop. The line can be broken occasionally to add depth, focus or character.

## Product and services illustrations: Do's and don'ts

Please bear in mind the following principles when using, recreating or commissioning our product and services illustrations.



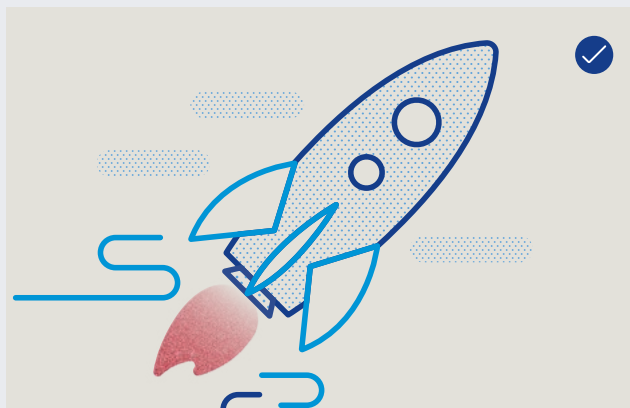
**Do:** Use our colour palette and divisional accent colours for the relevant audience.

**Do:** Use our logo mask in the background.



**Don't:** Use colours that are not in our palette.

**Don't:** Have any unnecessary elements or style effects that are not part of our approved style principles.



**Do:** Use the correct stroke weights and our dot pattern for fills.

**Do:** Utilise our gradient noise texture to emphasise light, movement or energy.

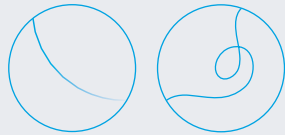


**Don't:** Use a different graphic style treatment.

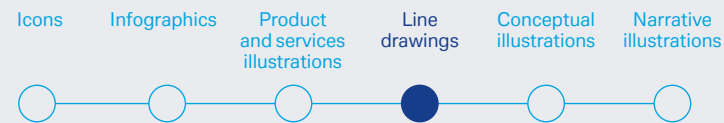
# Line drawings

Line drawings can be a precise and simple way to communicate a singular idea or message. They are particularly effective for premium and stylish communications. Always choose the most important element or message you need to convey before you commission any illustration.

## Applied style treatments



Gradient stroke Fluid stroke



## Retail communication



## WM advertising example



## Line drawings: Anatomy rules

Our line drawing style should feel like the movement of a hand-drawn sketch and create the silhouette of the intended subject. It should be fluid in movement and feature a continuous solid line. This can bleed off a page or be stand alone for a focussed approach.

### Considerations

- A singular message / subject
- Limited brand colour palette
- Visibility at varying scales
- Budget
- Timescale



Stroke Weight



The stroke should generally be light in weight to look like a line drawing. The stroke weight can vary slightly to mimic the variation that naturally occurs with hand-drawn lines. Please consider how the illustration will be displayed when choosing the stroke weight – to ensure the artwork is clearly visible at all sizes, yet still feels refined.

Stroke gradients



A subtle gradient can be applied to the line drawing to illustrate movement.

Fluid stroke



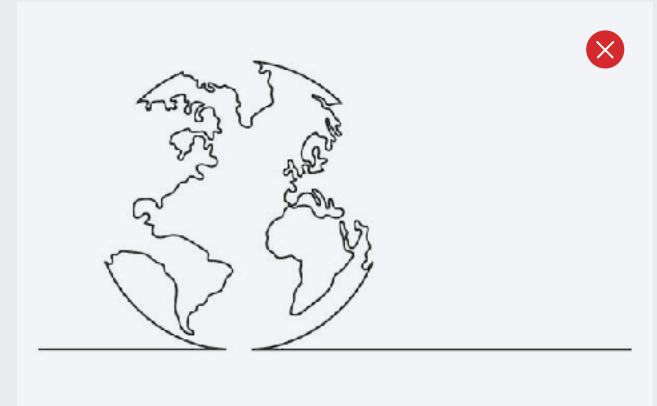
The stroke should be fluid and continuous.

## Line drawings: Do's and don'ts

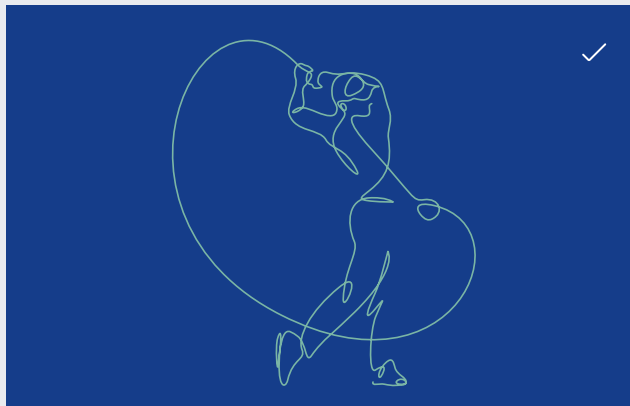
Please bear in mind the following principles when using or recreating our line drawings.



**Do:** Use confident, free-flowing, continuous lines.  
**Do:** Apply gradients to the strokes to emphasise movement.



**Don't:** Allow negative space to break the form.  
**Don't:** Use straight lines or jagged lines.



**Do:** Use only appropriate colour combinations from our limited palette.  
**Do:** Keep subjects simple, uncomplicated and easily recognisable.



**Don't:** Make line drawings overly complex.

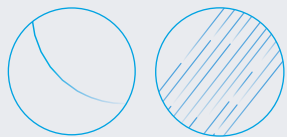


# Conceptual illustrations

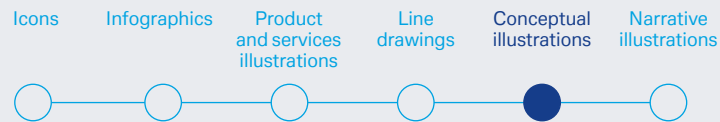
This style of illustration can work well when subjects are particularly complex or difficult to describe. There is also an extensive library of illustrations already available to use.

Conceptual illustrations communicate a subtle sense or mood rather than anything specific, so can be very useful when talking about intangible things like investments. They can be incredibly inspirational and highly effective when animated.

## Applied style treatments



Gradient stroke   Sense of energy



## Conceptual illustrations: Anatomy rules

Here we outline the key components and rules that make up our conceptual illustrations. Please follow these graphic principles to bring consistency and clarity to our communications.

We use line graphics for their precise, restrained look and feel.

We use our appropriate accent colours with restraint to create real impact.

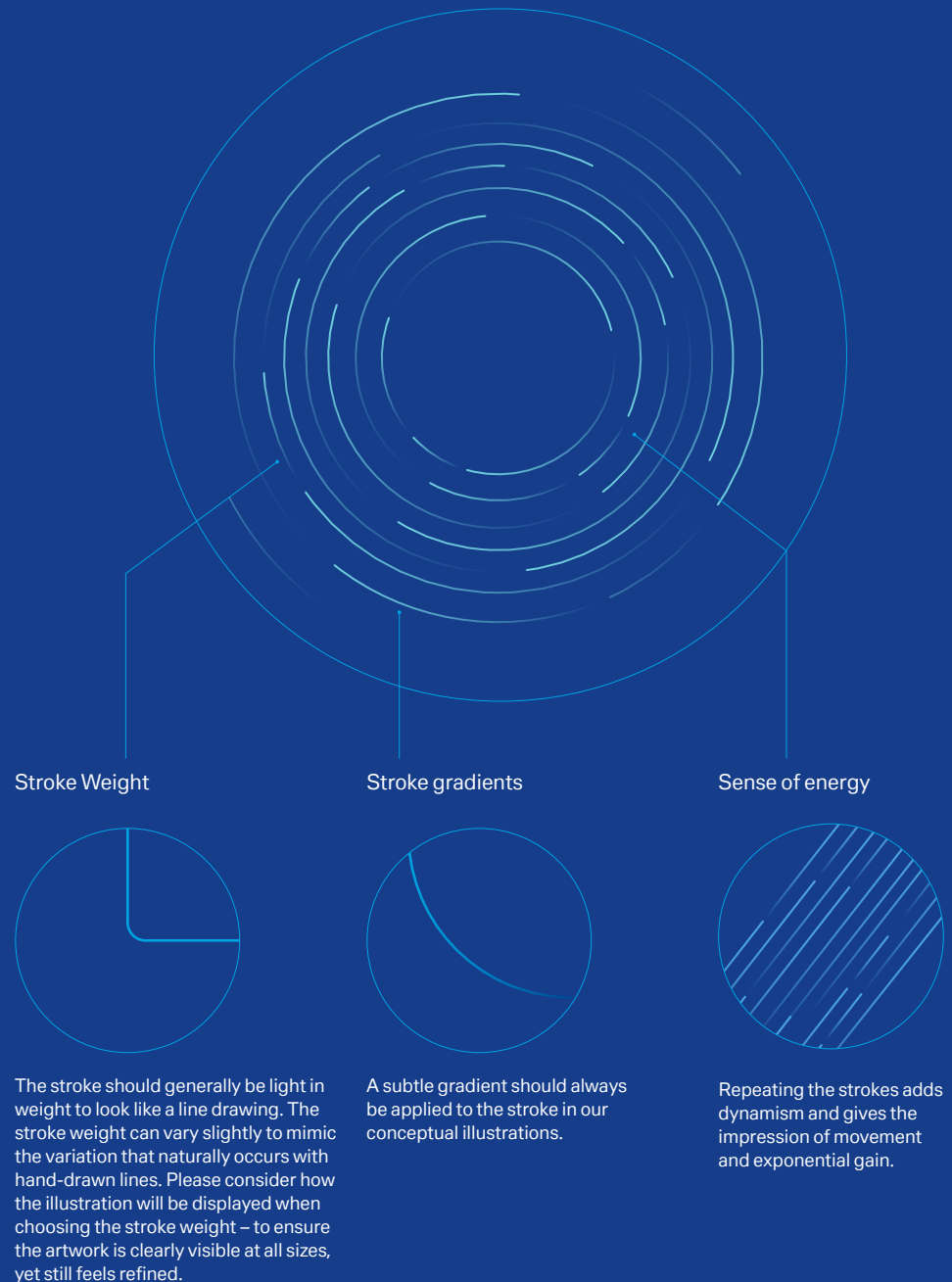
We use illustrations – designed with a thin line weight, single colour and gradient – to capture a sense of movement.

### Considerations

- Appropriate audience
- Use of the correct assets
- Limited brand colour palette
- Visibility at varying scales
- Budget
- Timescale

Please note:

For people produce and supply all line-based illustrations. For further illustration work of this style, please contact the DBWM brand team who will be happy to assist.

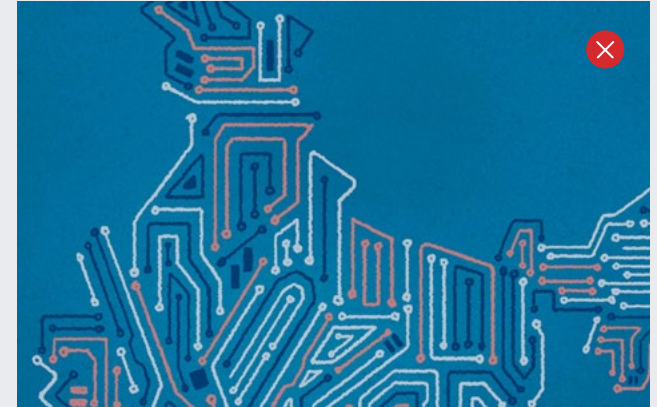


## Conceptual illustrations: Do's and don'ts

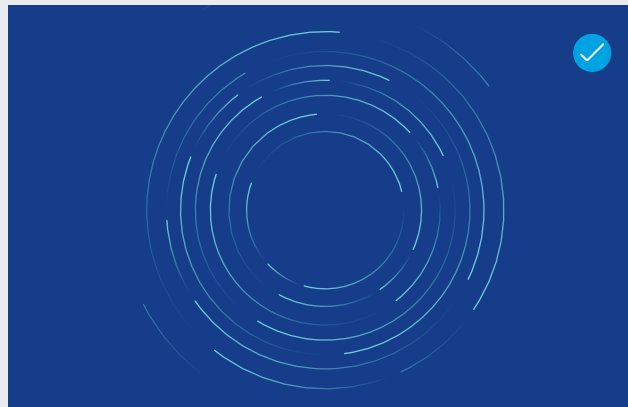
Please bear in mind the following principles when using or recreating our conceptual illustrations.



**Do:** Represent lines with clear direction or purpose.  
**Do:** Use the correct gradient style on all strokes.



**Don't:** Use jagged lines.  
**Don't:** Use colour strokes in flat colour.



**Do:** Use the correct line weight.  
**Do:** Use the correct colour combination for the division.



**Don't:** Do not alter the line weight.  
**Don't:** Use colour combinations that are not in the divisional colour palette.

# Narrative illustrations

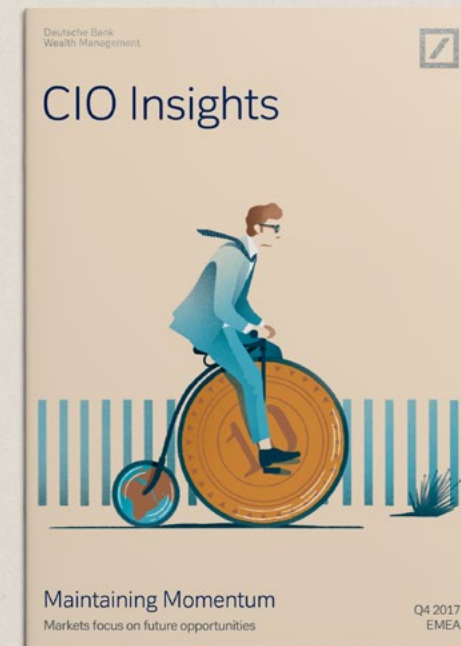
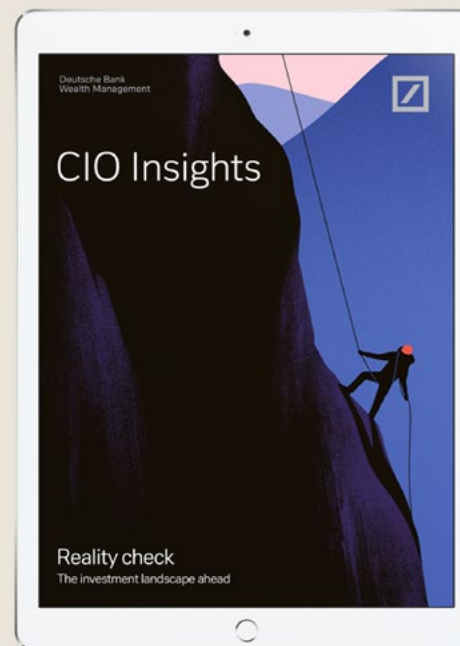
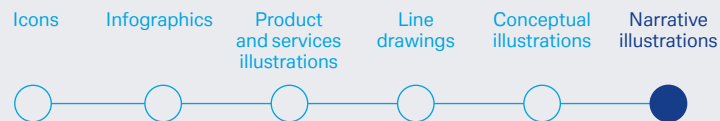
Sometimes a higher level of illustration will need to be commissioned by an illustrator to communicate more complex subjects or tell a particular story. It's a great way to add authority and sophistication to a communication if you have the budget.

Bespoke work can vary depending on an illustrator's style but should always retain distinct brand elements such as colour, composition and texture.

## Applied style treatments



Textured stroke    Textured gradient



## Suggested illustrator for Retail: Rob Bailey

Rob combines simple shapes and colour to build highly engaging illustrations – perfectly suited for public-facing campaigns. His less is more approach describes subjects with style and clarity.

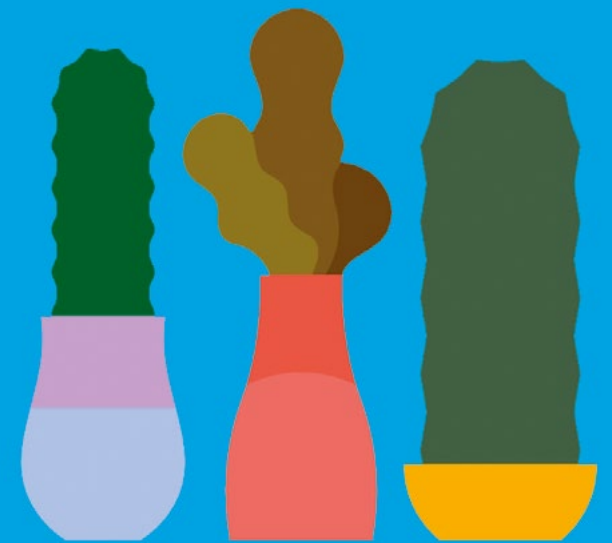
### Considerations

- Storytelling
- Mood (positive, lifestyle-focussed)
- Simplicity of form

### Contact

<https://robbailey.studio>

These images have not been cleared for public distribution.  
Please liaise with artist for a bespoke commission.



## Suggested illustrator for Retail or Wealth Management: Thomas Danthony

Thomas offers style in substance –  
portraying subjects with a clever use of  
light, bold compositions and intrigue.

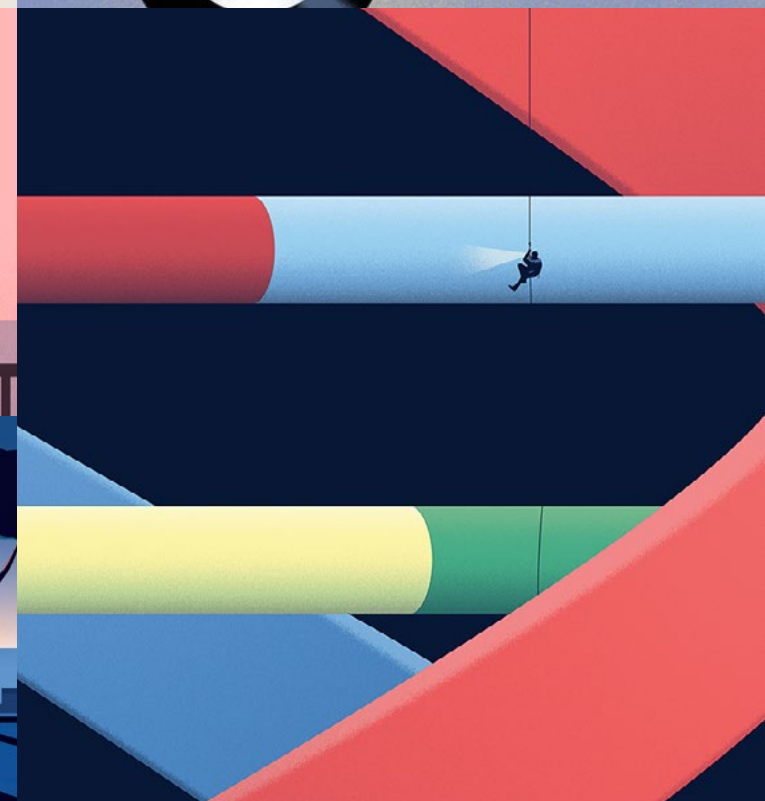
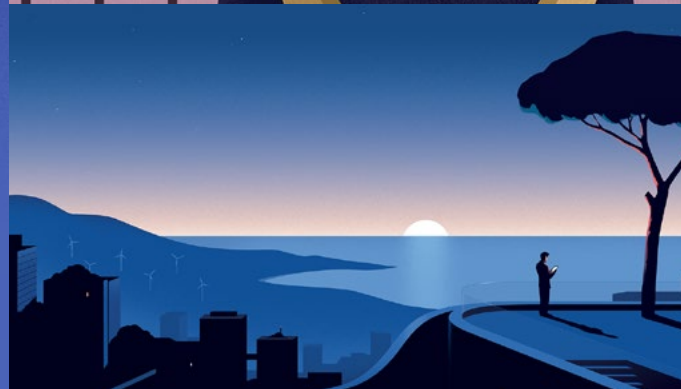
### Considerations

- Storytelling
- Mood (thought provoking)
- Texture

### Contact

<https://www.thomasdanthony.com>

These images have not been cleared for public distribution.  
Please liaise with artist for a bespoke commission.



## Exclusive illustrator for Wealth Management CIO Insights: Borja Bonaque

Bojra focuses on conveying big ideas and complex issues, in his own unique way . His evocative style lends itself to editorial applications where subjects require in-depth consideration.

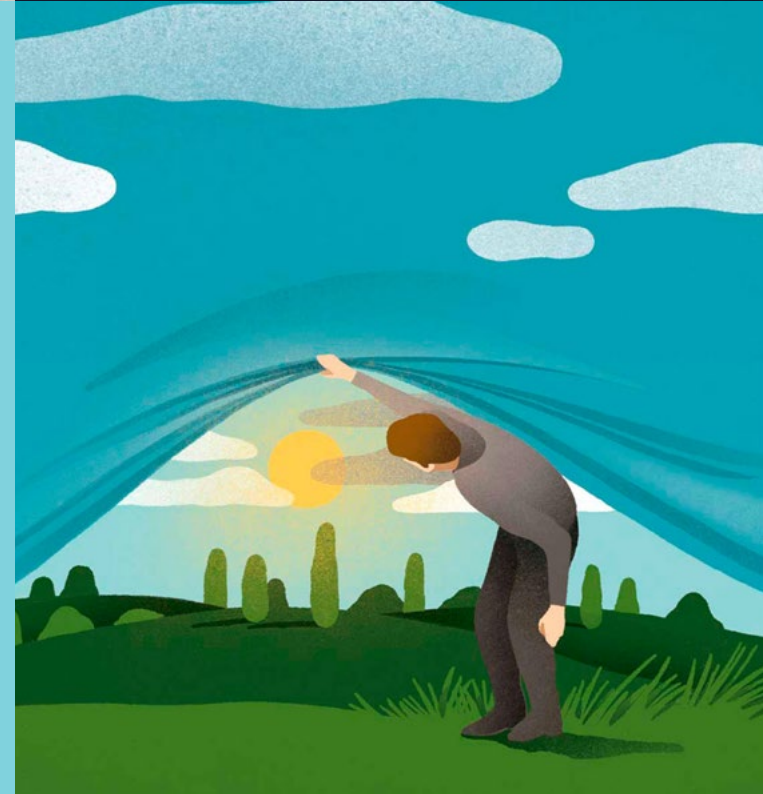
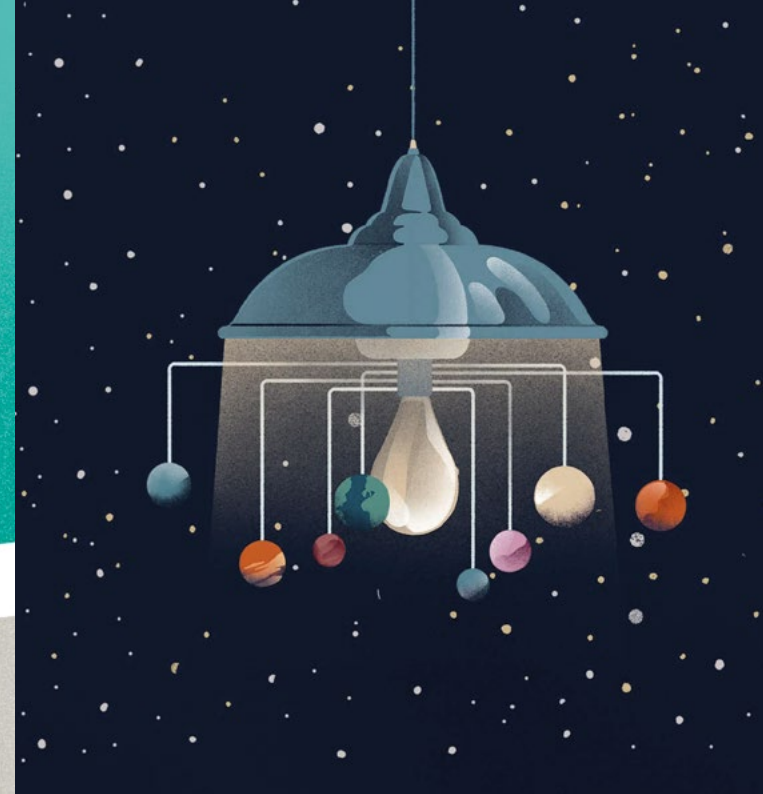
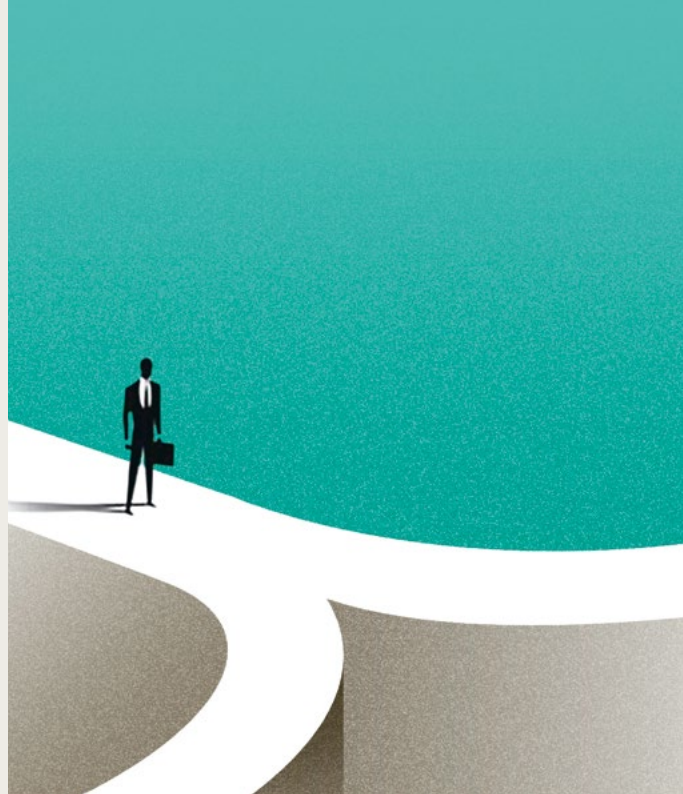
### Considerations

- Storytelling
- Mood (thought provoking)
- Texture

### Contact

<https://www.borjabonaque.com>

These images have not been cleared for public distribution.  
Please liaise with artist for a bespoke commission.



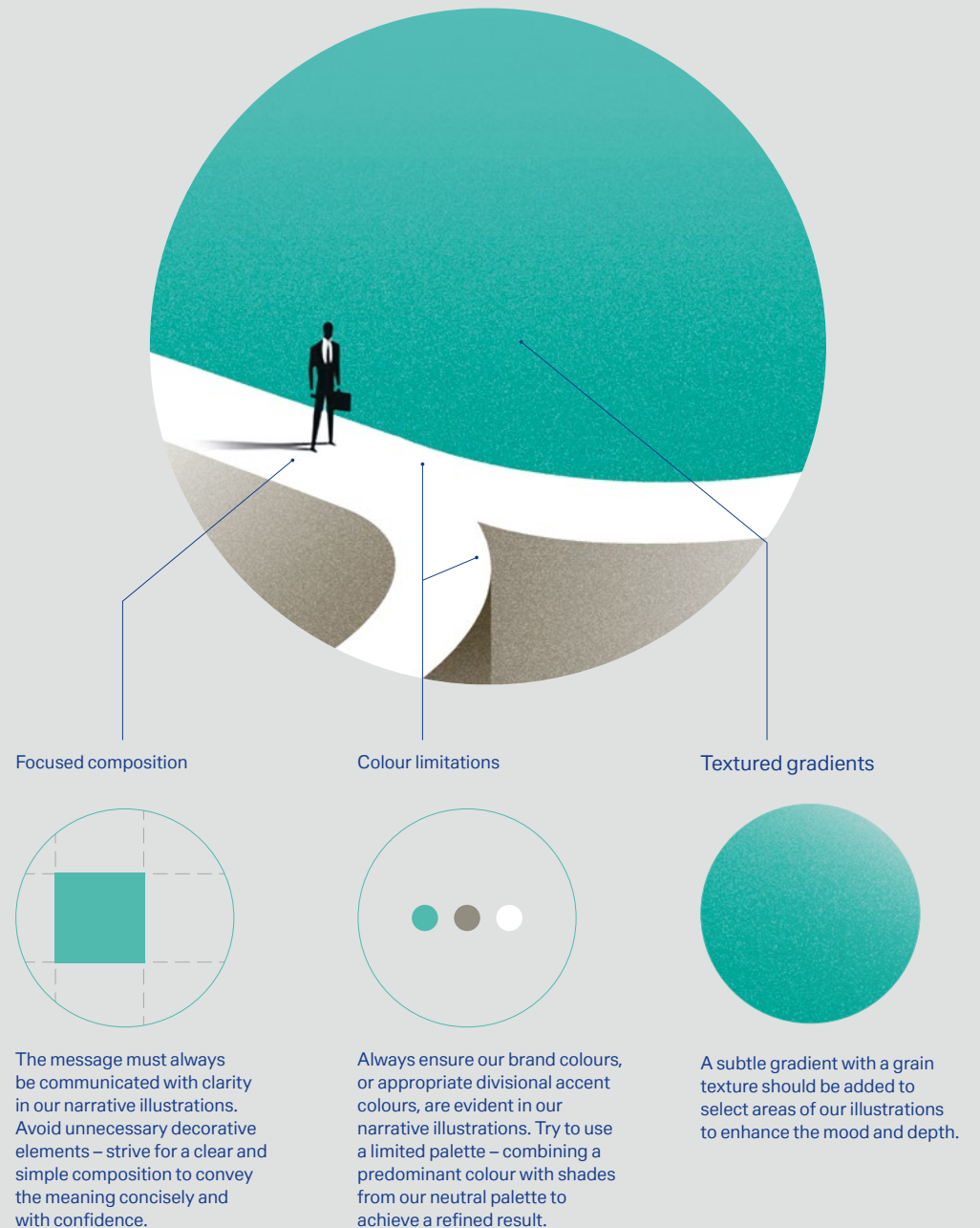
## Narrative illustrations: Anatomy rules

Our aim is to build a family of recognisable illustrations across our communications.

When commissioning an illustrator please be respectful of their own unique style, but also mindful of the following style principles when briefing an illustrator to ensure our bespoke artwork relates to our brand and intended audience.

### Considerations

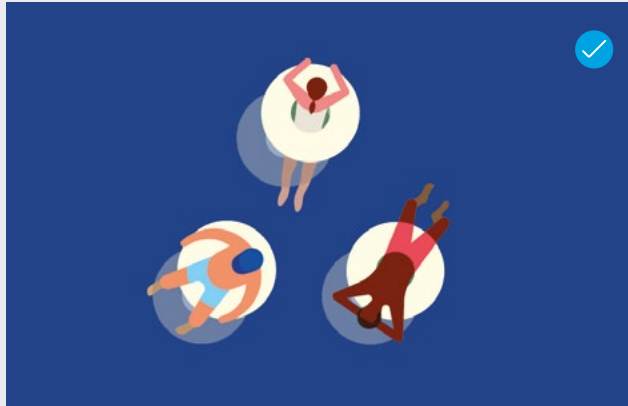
- Appropriate audience
- Appropriate tone and message
- Message communicated with clarity
- Limited brand colour palette
- Adequate budget to commission
- Adequate timescale for creation
- License / copyright agreed





## Narrative illustrations: Do's and don'ts

Please bear in mind the following principles when using or commissioning narrative illustrations.



**Do:** Make good use of our brand palette and divisional accent colours.



**Don't:** Try to avoid having the dominant colour that isn't in the brand and divisional accent colour palette.



**Do:** Use a focussed composition.  
**Do:** Allow plenty of copy space and flexibility for cropping in different formats.



**Don't:** Have overly complicated compositions or an excessive range of colours.

# Illustration summary and checklist

We encourage creativity across all illustration styles. However, please be mindful of our guidelines when using our illustration assets, or creating / commissioning new illustrations.

If in any doubt with the suitability of an illustration please contact the Deutsche Bank Brand Team.

- ✓ Is the illustration style and content appropriate for the divisional audience?
- ✓ Does the illustration display information with clarity and focus or tell a clear story?
- ✓ Does the illustration have a clear focal point and sufficient clear space for copy?
- ✓ Does the illustration use the correct colour palette and divisional accent colour?
- ✓ Does the illustration utilise the correct graphic elements for the illustration type?
- ✓ Does the illustration reflect the Brand Values – Human, High Performing and Dependable?