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The BrandSpace – discover the brand. The first public forum of its kind for a bank brand, the BrandSpace is located in Deutsche Bank's Group Head Office Towers in Frankfurt. Deutsche's Towers are one of the most environmentally friendly high rise office buildings in the world.

### The BrandSpace - discover the brand - Deutsche Bank

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From a choice of several brand designs, Deutsche Bank decided upon a symbol created by the painter and graphic artist, Anton Stankowski: the "slash in a square". The logo meets the quality criteria required for a premium brand: — simple yet striking form, able to generate and ensure recognition. — supporting the identity of Deutsche Bank.

### Brand History The development of the Deutsche Bank Logo

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### **Deutsche Bank Brand Guidelines Rsvsers**

The bank's board recently approved a new brand and visual identity concept. Going forward, Deutsche Bank's iconic logo, signaling growth in a stable environment, will stand alone and speak for itself, as the logos of all great brands do.

### **Deutsche Bank Group - New Brand & Visual Identity**

Now, more than ever, we need to demonstrate the value of what we do. That we are a bank whose business is productive, meaningful and sustainable. A bank that is dependable, high performing and human. A bank that balances economic success with environmental and social responsibility. A bank that has positive impact.

### **Deutsche Bank Annual Report 2017 - Our Brand**

RBS - "Customer Charter" with 14 brand promises; Deutsche Bank - Graphic Standards Guide; BankInter - Brand Identity Guidelines; Marginalen Bank - Corporate Brand Identity; Online Branding Portal. Large and mid-sized financial institutions may see value in creating an online brand portal. This can be used by brand managers to share ...

### **How To: Brand Books For Retail Financial Institutions**

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### **brand-guidelines - Sterling Bank**

Brand Standards Books. Deutsche Bank's brand books come in at least two formats: fancy and fancier. The fancy one is an 80-page graphics standards guide, outlining the brand's typography, colors, photography and logo usage. The fancier book is a sleek flat-black tome sporting an embossed hardbound cover. Deutsche also has a digital version of its standards manual available online.

### **Peek Inside: Deutsche Bank's ... - The Financial Brand**

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