

# deutsche bank brand guidelines

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Explore the official Deutsche Bank brand guidelines, detailing their corporate identity, logo usage, color palettes, and typography. This comprehensive guide ensures consistent visual and brand representation across all communication channels and platforms.

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## Successful Branding in the Financial Sector

Diploma Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Berlin, 97 entries in the bibliography, language: English, abstract: Why are Brands in Focus The commercial banking industry has undergone significant change in the past years. "Today, large commercial banks operate in a far more dynamic marketplace. The cost of funds fluctuates rapidly and there is increased competition from both inside and outside the traditional banking industry." With growing competitiveness in the banking industry, and similarity of services offered by banks, it has become increasingly important that banks identify the factors that determine the basis upon which customers choose between providers of financial services. Aaker and Joachimsthaler state "in an increasingly crowded marketplace, fools will compete on price. Winners will find a way to create lasting value in the customer's mind."<sup>2</sup> But considering the national bank market many banks still do exactly this. They compete on price as the latest campaign of the 'Commerzbank' shows (3.1% p.a. until the end of February 2005). Although the last years proved that in times of rapid economic change many German banks are not protected. They experienced the decline of profits, the loss of customers towards new financial providers and reacted with closures of branches and the dismissal of thousands of employees. Then they stepped into the war on price advantages without realising that other banks, like the direct banks, strive to a position that allows cheaper banking. Additionally the image of the national bank representatives is actually influenced by discussion about unethical payment in the management boards and some managers were recently under suspect of agreeing to payments that for other managers who did not deserve it in consideration of the general public. The same customers that receive this news every day shall be the customers that trust the bank employees and do business with them. Modern consumers are even more critical and better informed before stepping into banks. By mass media and sources like the internet they are informed or even inform themselves so it is harder to satisfy them because their general knowledge about banking products is better than a few years ago. Besides they learned from their experiences made in the last years. Hence it is necessary to have a tool to be able to persuade and tie consumers in different ways than the price on the current account. The brand can and must fill this gap. Consumers still are human beings and have emotions that can be influenced.

Seminar paper from the year 2003 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: 1,0 (A), St. Cloud State University (-), 19 entries in the bibliography, language: English, abstract: In 1870 Deutsche Bank was founded by Georg Siemens in Berlin with the purpose: "to transact banking business of all kinds, in particular to promote and facilitate trade relations between Germany, other European countries and overseas markets"1) (Exhibit 1) 1. Today similar to other German Banks, Deutsche Bank group is a universal bank. With 69,300 employees, the bank serves more than 13 million customers in 76 countries worldwide; more than half of the bank's staff work outside Germany. The home market of the group is the European market, especially the German market. Deutsche Bank's international orientation is reflected in its staff. In June 2003, 31,107 employees worked in Germany, 19,250 in Europe (excluding Germany), 12,747 in America, and 6,205 in Asia/Pacific. The Deutsche Bank offers customers a broad range of modern banking services. With about 1,500 branches in Germany and extensive branch networks in Italy, Spain and Belgium. Deutsche Bank is the biggest bank in the Euro zone.

#### Case Study: Deutsche Bank AG Group

Seminar paper from the year 2002 in the subject Business economics - Business Management, Corporate Governance, grade: 2,3 (B), University of Kassel (-), course: Strategic management, 7 entries in the bibliography, language: English, abstract: Deutsche Bank is one of the leading international financial service providers. With more than 95,000 employees, the bank serves more than 12 million customers in more than 70 countries worldwide. The home market of Deutsche Bank is Europe. A strong position in the European market is the basis for the global activities. Besides Germany, they are represented in Italy, Spain, France, Belgium, and Poland with their own branch networks. They offer their customers a broad range of modern banking services. The Deutsche Bank is available to personal and private clients with an all-round service ranging from account-keeping as well as cash and securities investment advisory to asset management. They offer their corporate and institutional clients the full range of an international corporate and investment bank, from payments processing and corporate finance to support with IPOs and M&A advisory. In addition to that, they have a leading position in international foreign exchange, fixed-income and equities trading.

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#### Excellence in Investment Banking Operations

A valuable new guide to running and rethinking modern banking operations, this book is written by a team of senior executives from Deutsche Bank and its affiliated companies. The book is an in-depth examination of back office operations and offers detailed solutions to the hard choices facing banks if they are to compete successfully in this rapidly changing market.

#### Earth Capitalism

Today a deepening global recession is causing economic hardships for all kinds of businesses. Earth Capitalism attributes the crisis to inappropriate macroeconomic policies and excessive expansion of financial institutions in blind pursuit of profit, lack of self-discipline among financial institutions, and the failure of supervision and regulation to keep up with financial innovations. Collectively, these are some of the main causes of the current global economic malaise. Petit argues that human greed and insatiability are the true source of disparities around the world. Greed is the reason why we are depleting the Earth's natural resources and destroying its ecosystems. He argues that instead, a good life should be based on balanced give-and-take. When we take something from society or the Earth, we have to maintain a balance by giving something equivalent back. Happiness is founded on gratitude for what one has, and one should engage in an overall appraisal of life, not what one lacks. He believes the same principle should be applied to management of the Earth's natural resources and goods. The current

global crisis impels us to create a responsible capitalism, one that benefits all living beings on this planet. It reminds us to live a simpler life based on true well-being and life-satisfaction, but simple living is not about living in poverty. As its subtitle suggests, Earth Capitalism's contributors present leading edge economic concepts, business models, and best practices that show the path toward creation of responsible capitalism a viable scenario emerging from the current global economic and financial crisis.

#### Report on the International Strategy of Deutsche Bank Group

Seminar paper from the year 2009 in the subject Business economics - Investment and Finance, grade: 55%, Nottingham Trent University, language: English, abstract: This report critically evaluates Deutsche Banks' (DB) international strategy and business environment, concentrating on DB's universal bank strategy inside the European region. DB's international business environment is analysed through the application of PEST Analysis and Porters 5 Forces frameworks. Analysis of DB's international strategy includes evaluation of DB's strategic positioning and orientation, entry strategy and finally measuring strategic performance. The latter is achieved by applying the Balance Scorecard Concept together with the features of SWOT Analysis, finally resulting in several recommendations for improvement of DB's international operations. The applied business theories and concepts are critically examined in the course of their adoption. The major finding of the report is that although the highly competitive industrial environment and global financial crisis, DB's strategic management has: achieved good results in positioning DB as a leader in universal banking in Europe as well as around the world; low efficiency and low profitability relative to its main competitors; suffered high share value losses due to the financial crisis as well as its own failures in risk management, but remained stable and credible backed by its strong global franchise. Given that, DB has a strong potential to learn from the crisis, improve its former failures and come out stronger from this crisis.

#### Movement of companies. A case study: Deutsche Bank

Essay from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: A, Cardiff University, course: International Business Management, language: English, abstract: Nowadays the movement of a company abroad has become a very complex question. A business organization has to understand that the international environment has changed in the past twenty years. Today the global economy operates all around the world. There opened new, interesting markets e.g. China or Russia. The figure of international companies has risen faster as originally expected. Kotler et al (2001) argue many other industries as well as the global financial system have become more difficult to understand. According to Valdez (2000), in 1999 Deutsche Bank was ranked number one of the world's largest banks by assets with \$865bn. Today its ranked number 6, but only number 23 according to profitability. It can be said that Deutsche is an investment Bank which deals with the needs of high net worth individuals e.g. deposits, loans and investment advice. Furthermore it is one of Europe's most powerful and successful banks. However, in 2003 Deutsche Bank has threatened to move from Germany to the United Kingdom (UK). In 2003 The Sunday Times reported that plans exist to move from Germany either to Switzerland, USA or UK because of Germany's anti-business culture and the complicated impractical laws. (online) Some of the international experienced managers would support the concept. An added reason given by a manager from Frankfurt (Main) headquarter is the poor performance of German companies which sounds like an excuse to move abroad. Rapid decisions are very difficult just as to be flexible. It seems that Deutsche's manager wanted to benefit through a relocation to New York or a huge merger with a Swiss bank e.g. Credit Suisse. The BBC (online, 2003) observed one day later that Deutsche Bank has indicated the movement. (online) Although the bank has become globally it is a historically grown company with its origin in Germany.

#### Deutsche Bank 70 Success Secrets - 70 Most Asked Questions on Deutsche Bank - What You Need to Know

Here comes Deutsche Bank. There has never been a Deutsche Bank Guide like this. It contains 70 answers, much more than you can imagine; comprehensive answers and extensive details and references, with insights that have never before been offered in print. Get the information you need--fast! This all-embracing guide offers a thorough view of key knowledge and detailed insight. This Guide introduces what you want to know about Deutsche Bank. A quick look inside of some of the subjects covered: Deutsche Bank Building - May 2007 incident, Deutsche Bank - Private Wealth Management, Deutsche Bank Building - Demolition completion, Deutsche Bank - Corporate Investment Bank (CIB), Deutsche Bank Prize in Financial Economics - Jury, Deutsche Bank Twin Towers - Architecture, Deutsche Bank

- Global Transaction Banking, Deutsche Bank Prize in Financial Economics - Jury Members 2005 - 2015, Georg von Siemens - Establishment of the Indo-European Telegraph Company and Deutsche Bank, Deutsche Bank - 1933-1945, Deutsche Bank Alex. Brown, Deutsche Bank Championship - Television, Deutsche Bank Building - Remains, Deutsche Bank Twin Towers - Renovation, Deutsche Bank Prize in Financial Economics - 2007, Deutsche Bank - Corporate Banking Securities (CBS), Alex. Brown & Sons - Acquisition by Bankers Trust and integration into Deutsche Bank, Deutsche Bank - Communication, Deutsche Bank Prize in Financial Economics - 2009, Deutsche Bank Building - Future, Deutsche Bank - European financial crisis, Global ATM Alliance - Deutsche Bank Account Holders, 2010 FedEx Cup Playoffs - Deutsche Bank Championship, Jing Ulrich - Deutsche Bank, Deutsche Bank - Corporate Finance, Deutsche Bank - Management structure, 2014 FedEx Cup Playoffs - Deutsche Bank Championship, Deutsche Bank Prize in Financial Economics - 2011, and much more...

### Advances in Brand Semiotics & Discourse Analysis

This volume addresses some of the most important conceptual, methodological, and empirical challenges and opportunities with which the sister disciplines of semiotics and discourse analysis are mutually confronted in the context of considering new avenues of cross-disciplinary application to distinctive branding research streams. In continuation of the collective volume 'Handbook of Brand Semiotics' (Kassel University Press, 2015), which sought to consolidate relevant scholarship and to identify the main territories that have been established at the cross-roads between branding and semiotic research, the current 'Advances in Brand Semiotics & Discourse Analysis' aims at accomplishing further strides in critical areas, such as the exigency for reconsidering the aptness of existing semiotic theories in the face of the radically shifting co-creative landscape of digital branding, the benefits of systematically micro-analyzing brand communities' discourses by drawing on CAQDAS programs, the combination of big data analytics with discourse theory in corpus analysis, and the epistemological issues that emerge while combining discourse analysis with time-hallowed marketing qualitative and quantitative research methods. At the same time, the volume hosts a resourceful blend of empirical studies and novel conceptual frameworks in burgeoning streams, such as place, heritage, culinary, personal, and political branding.

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### Banks, Finance and Investment in Germany

This book analyses the widely-held view of the merits of the 'bank-based' German system of finance for investment, and shows that this view is not supported by evidence from the post-war period. The institutional features of the German system are such that universal banks have control of voting rights at shareholders' meetings due to proxy votes, and they also have representation on companies' supervisory boards. These features are claimed to have two main benefits. One is that the German system reduces asymmetric information problems, enabling banks to supply more external finance to firms at a lower cost, and thus increasing investment. The other is that German banks are able to mould and control managements of firms on behalf of shareholders, and thus ensure that firms are run efficiently. This book assesses whether empirical evidence backs up these claims, and shows that the merits of the German system are largely myths.

### Deutsche Bank 2009

Any organization, private or public, profit or non-profit, requires effective management. Being a manager is nowadays a mass-profession - however, managers have often have not received systematic training. In this book, the essential basics of modern management are presented systematically and with practical examples. The focus is on the scope of action as a manager responsible on any hierarchical and process level. Step-by-step, from corporate policy and environmental dynamis through strategic plan-

ning, controlling and leadership up to organization, career models and self-management techniques. Target group are graduates and specialists who are systematically preparing for a new management position, e.g. in a General Management or an MBA program.

### Deutsche Bank

Top executives in international marketing and marketing professors give hands-on theoretical insights and practical guidelines for the most relevant problems in international marketing. The book is structured by easily accessible marketing catchwords and contains one in-depth, compact article per catchword.

### Business Management

Essay from the year 2017 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: A, University of Aberdeen, language: English, abstract: This essay focuses on the investment banking division of Deutsche Bank as a case study, whereby two of HBR's highly esteemed models for change management are applied to the real-world banking scenario. With the appearance of fintech companies and startups, the investment banking sectors of all major banks face significant change. In order to cope with this challenge, the urgent need is to implement new and innovative change initiatives by the respective bank. The following initiative deals with the real live case study of a change initiative planned for the investment banking division of Deutsche Bank. The change programme is based on Kotter's eight steps model to transforming an organisation as well as Beer and Nohria's theory that focusses on cracking the code of change. Both approaches are aiming to find a suitable solution towards the urgent need of implementing change in the given business sector. As technology and artificial intelligence is on the rise in an already developed 'new economy' a major change within the banking sector has already begun. One has to realise that the upcoming technological achievements, especially sophisticated algorithms for trading programs, might unlock the potential to overthrow the whole banking industry. Therefore, Deutsche Bank has to be prepared for the changes to come and the disturbing challenges those changes potentially bring for the employees of affected divisions. The task field of investment banking recently faced new ideas like 'crowdfunding' and 'marketing automation' to appear on the market and became dangerous competitors whose impact cannot yet be fully assessed. This means that Deutsche Bank has to dramatically overhaul its investment banking business while implementing a number of change initiatives to stay competitive in a global environm

### Manual of International Marketing.

Deutsche Bank is determined to extend its already considerable reach into the world's coffers, improve operating efficiency, and serve its clients growing financial needs. Job seekers interested in joining Deutsche can turn to this WetFeet Insider Guide to explore the bank's competitive strategy, position in the industry, organizational structure, company culture, typical compensation and hours, and recruiting process.

### Change Initiative for Deutsche Bank's Investment Banking Division

Patrick Dahmen analyses the internal and external dimensions of multi-channel strategies and develops a management framework for their strategic design and operational implementation. Case studies illustrate the underlying managerial challenges.

### The Financial Times Guide to Banking

The second edition of Arts Management has been thoroughly revised to provide an updated, comprehensive overview of this fast-changing subject. Arts managers and students alike are offered a lively, sophisticated insight into the artistic, managerial and social responsibilities necessary for those working in the field. With new cases studies and several new chapters, Derrick Chong takes an interdisciplinary approach in examining some of the main impulses informing discussions on the management of arts and cultural organizations. These are highly charged debates, since arts managers are expected to reconcile managerial, economic and aesthetic objectives. Topics include: arts and the State, with reference to the instrumentalism of the arts and culture business and the arts ownership and control of arts organizations arts consumption and consumers, including audience development and arts marketing managing for excellence and artistic integrity financial investing in the arts, namely fine arts funds and theatre angels philosophies of philanthropy Incorporating a deliberately diverse range of

sources, Arts Management is essential reading for students on arts management courses and provides valuable insights for managers already facing the management challenges of this field.

### Deutsche Bank

How to remake Deutsche Bank? Deutsche Bank's main question isn't whether it will survive, but how it will evolve. Over 400 senior executives and senior managers of the world's largest and most admired companies were interviewed to discuss Deutsche Bank's future and how to remake the bank. Message: Too many banks have a great future in their past. Deutsche Bank's revolution has to become a renaissance. This book offers a way out. Pieter Klaas Jagersma, Ph.D., is an entrepreneur, professor of business administration, and supervisory board member.

### Multi-Channel Strategies for Retail Financial Services

Over the course of its 150-year history, Deutsche Bank has established itself as a major player in the world of international finance, but has also been confronted by numerous challenges that have changed the face of Europe – from two world wars, to the rise and subsequent fall of communism. In this major work on the bank's history, Werner Plumpe, Alexander Nützenadel and Catherine R. Schenk deliver a vibrant account of the measures the bank undertook in order to address the profound upheavals of the period, as well as the diverse and unusual demands it had to face. These included the First World War, which brought the world's first period of globalization to a sudden and dramatic end, but also the development of the predominantly national framework within which the bank had to operate from 1914 until the fall of the Berlin Wall in 1989. More recently, the focus has shifted back to European and global activities, with Deutsche Bank forging new paths into the Anglo-American capital markets business – so opening another extraordinary chapter for the bank.

### Arts Management

Design is eminent throughout different disciplines of science, engineering, humanities, and art. However, within these disciplines, the way in which the term design is understood and applied differs significantly. There still is a profound lack of interdisciplinary research on this issue. The same term is not even guaranteed to carry the same meaning as soon as one crosses over to other disciplines. Therefore, related synergies between disciplines remain largely unexplored and unexploited. This book will address design in the hope of promoting a deeper understanding of it across various disciplines, and to support Design Science as a discipline, which attempts to cover the vast number of currently isolated knowledge sources.

### Remaking Deutsche Bank

This paper provides a guideline for how the entire process chain of automotive after-sales services could be researched in China. In addition, Schwartz's individual level value theory is introduced as a beneficial operationalisation approach to cultural marketing. So, values are modelled as exogenous variables in order to show which ones are really causal. A total of 301 Chinese workshop customers were surveyed to assess the critical success factors of after-sales services via partial least squares structural equation modelling. After-sales services have become very important in the automobile industry. However, this area has not been sufficiently researched, particularly with regard to China, the most important car market globally.

### Art Works

China's economic growth has transformed the country into a major economic power. Yet, the reasons for its rapid ascendancy are not well understood. This book sheds light on the key growth drivers, relying on micro level evidence to assess the macro trends.

### Art works

This book presents significant theoretical and empirical studies of various aspects of hospitality and tourism from the perspectives of both tradition and innovation. With thirty-nine contributors from Bulgaria, Croatia, Indonesia, Italy, Portugal, Slovenia, Switzerland, Turkey, and the USA, it offers a collection of recent regional and marketing studies. The first part is dedicated to traditional tourism and hospitality issues ranging from tourism policy and planning and management practices, through cultural event marketing to the need for more intercultural communication. Special attention is paid to

new developments in specialised types of tourism and specific tourist destinations. The second part of the book deals with new developments in the tourism industry offering a range of chapters on new technologies and techniques, the modern concept of urban and city tourism development and specific new and innovative tourism types and products.

#### Deutsche Bank: The Global Hausbank, 1870 – 2020

The NASA Graphics Standards Manual, by Richard Danne and Bruce Blackburn, is a futuristic vision for an agency at the cutting edge of science and exploration. Housed in a special anti-static package, the book features a foreword by Richard Danne, an essay by Christopher Bonanos, scans of the original manual (from Danne's personal copy), reproductions of the original NASA 35mm slide presentation, and scans of the Managers Guide, a follow-up booklet distributed by NASA.

#### Credit Suisse Corporate & Investment Banking

Annual Report of the Deutsche Bank for the Year ...