

Brand History The development of the Deutsche Bank Logo

Passion to Perform



Brand History

Logo History

These are the symbols and trademarks that have been used by Deutsche Bank since its foundation in 1870.

From 1870 until 1918:
"imperial eagle" with one variation.



Disconto-Gesellschaft until the merger in 1929:
typical logotype "DG in a circle".



After the merger of Deutsche Bank with
Disconto-Gesellschaft: redesign of the eagle.



In the mid 1930's: "DB in an oval" –
a typical logotype.



From 1947 / 48 until 1952: 10 auto-nomous institutions.
Logotypes in the style of the "DB in an oval"
which had been used until then.



From 1952 until 1957: three successor institutions.
Logotypes with two stylised coin rims.



Since reunification in 1990: The "DB in an oval" was used again.



1974



Since 2010 with focus on logo separated.



Brand History

Logo Development

In the early 1970's, Deutsche Bank recognized that a prominent, globally viable, unique appearance is of particular importance for an institution such as the Deutsche Bank.

The banking business was (and is) an extraordinarily dynamic market undergoing constant change. The extended service palette, the introduction of modern techniques in the banking business and the increasing globalisation should therefore also influence a modern company logo. The goal was to achieve the desired differentiation from the competition with the implementation of a new and striking visual appearance.

In July 1972, eight notable graphic artists were commissioned to create a new logo for Deutsche Bank. This logo should be able to unmistakably represent the company.

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.
- consistent frame of reference.
- "slash" stands for consistent growth and dynamic development.
- the square-shaped frame can be interpreted as a sign of security and a controlled environment

Growth in a stable environment.

