



OneExperience

Deutsche Telekom Design & CX



OneExperience

OneExperience is the new digital experience for our customers. It establishes a unified digital design identity across Deutsche Telekom's global product portfolio. This consistent identity creates recognition and familiarity for customers regardless of which digital touchpoint they encounter – whether accessing mobile applications, web portals, or television interfaces across different markets. The cohesive visual language and interaction patterns enable customers to navigate Deutsche Telekom's digital ecosystem with confidence. Users experience the same design principles, color schemes, typography, and interface behaviors across all digital products, creating a sense of familiarity and reducing learning curves when switching between services.

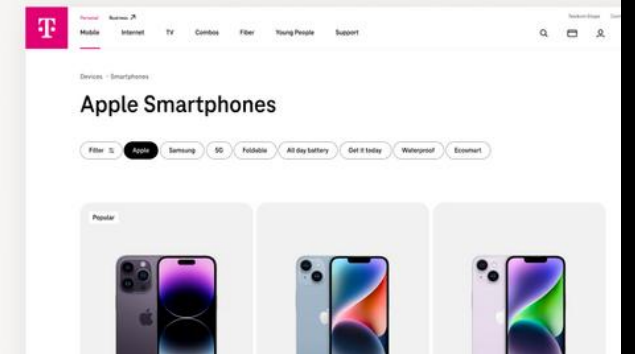
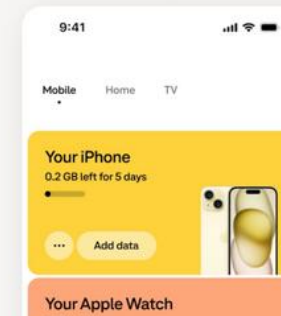
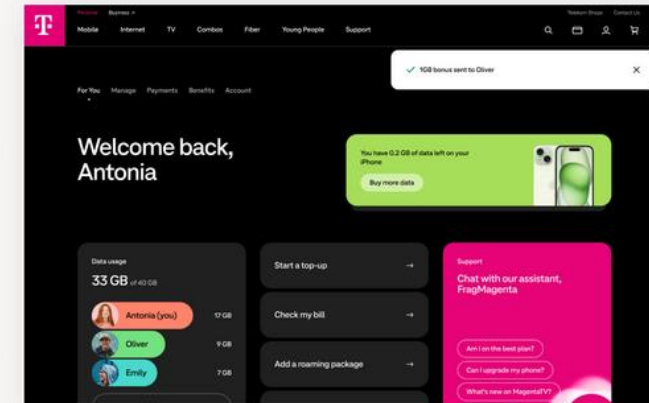
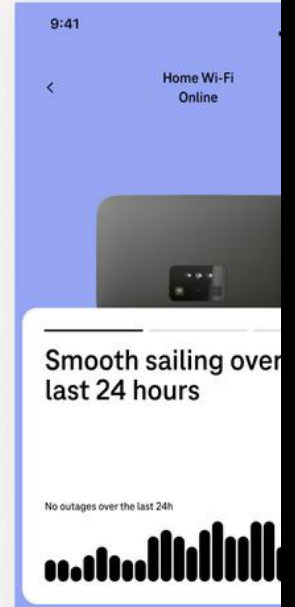
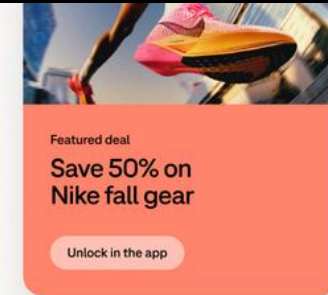
OneExperience provides a common language for our designers and developers to create and grow an exceptional digital experience for our customers. It is the foundation for all our digital products and services. It defines the principles and guidelines for Deutsche Telekom's digital design identity, and provides a design system with working code, design components, and in-depth specifications.

All build to ensure that technology serves everyone equally, with accessibility embedded right from the start. And helping our product teams to work more efficiently on creating one cohesive experience for our customers.

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OneExperience drives omnichannel, accessible and seamless customer experiences across our digital portfolio, and across markets.

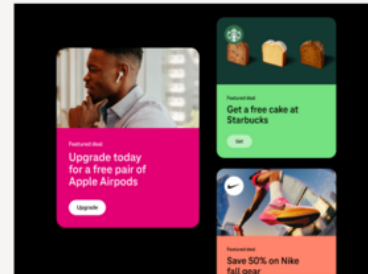
At the same time, it increases consistency, quality, speed and efficiency in product development. It is relevant for everyone who is working in a digital product team – from product leads to designers and developers. It unifies our teams toward a common user experience.



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The OneExperience Design System (ODS) is our centralized design system to design and develop digital interfaces in a consistent and efficient way across products and markets. It includes UI design and code libraries and documentation for designers, developers and product leads.

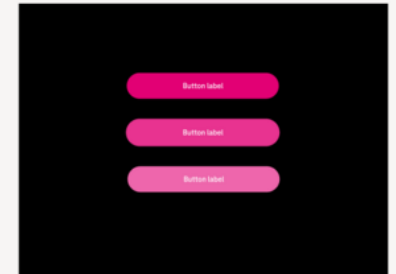
ODS has been thoughtfully designed to encompass flexibility, scalability, and innovation, aiming to establish a new benchmark for design within our organization.



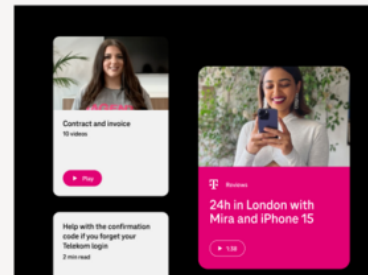
Color



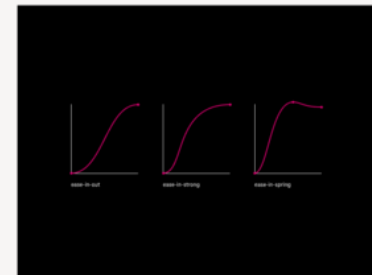
Icons



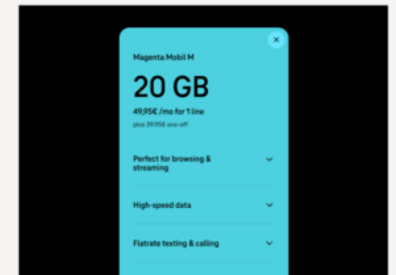
Interactivity



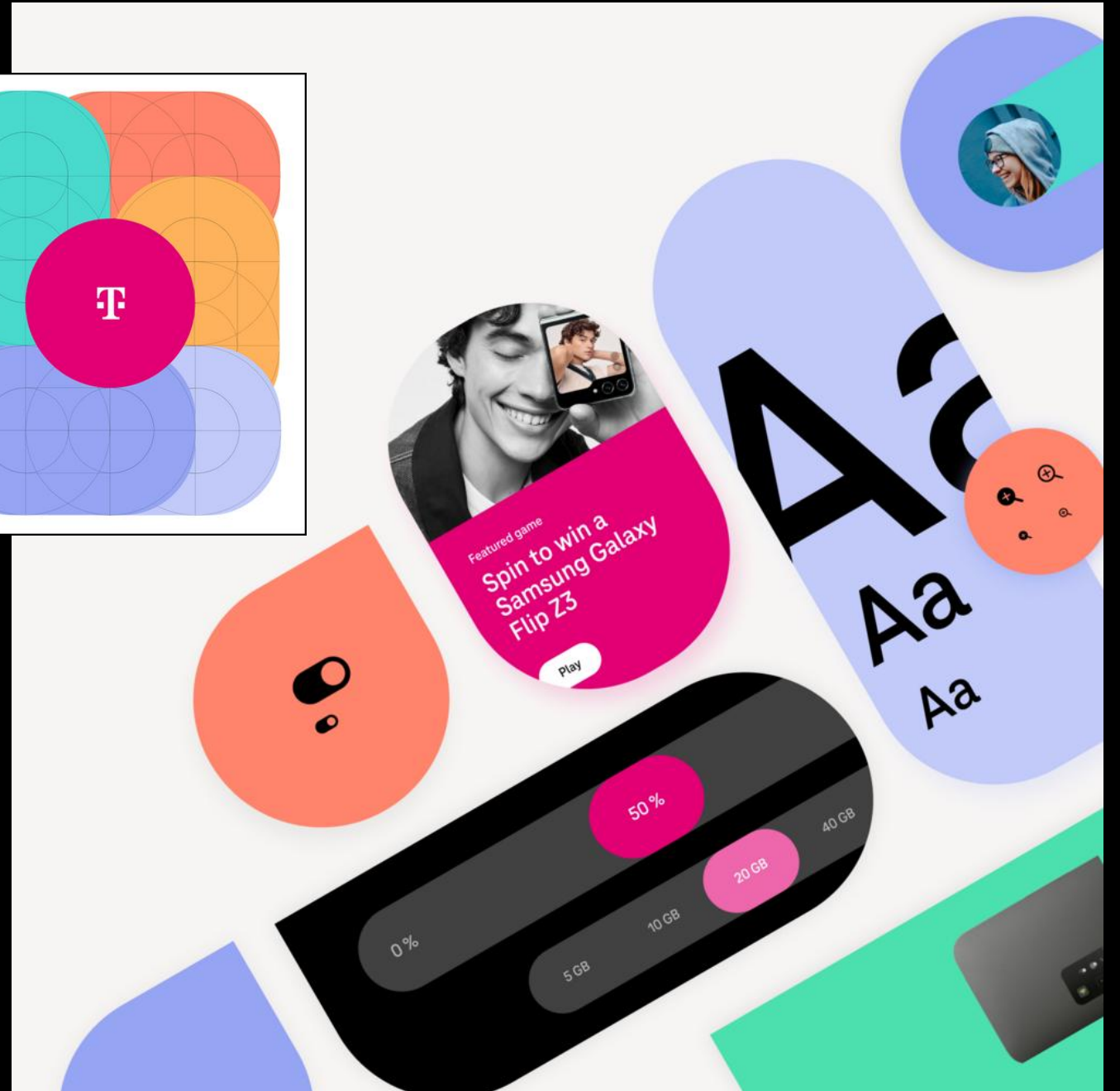
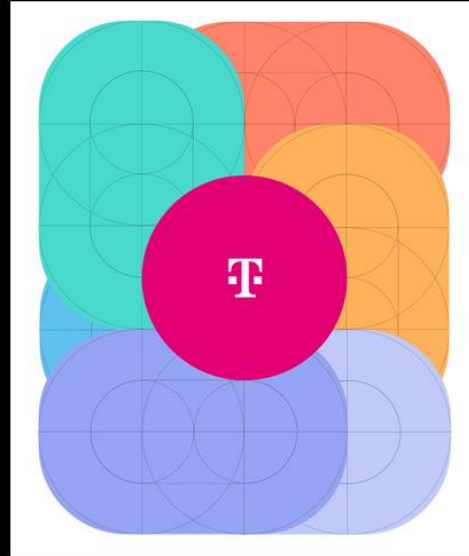
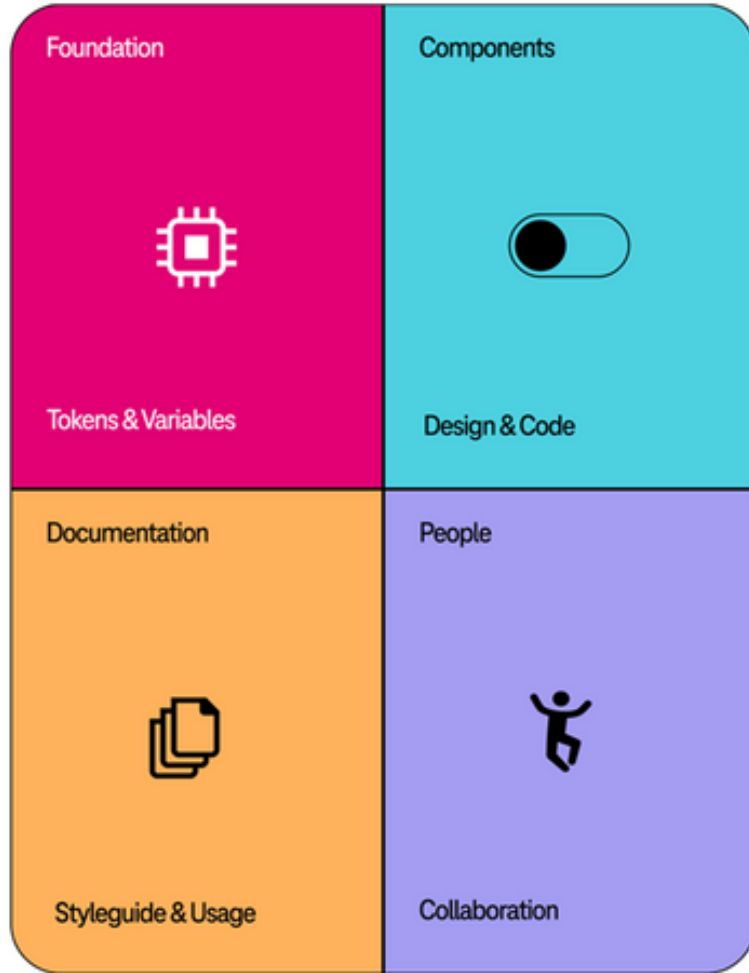
Layout



Motion



Typografie





Brand Value

#1

EUROPEAN
BRAND

#1

TELECOMS
BRAND

#11

BRAND
IN THE WORLD

The World's 25 Most Valuable Brands 2025



#1 Apple \$574.5 bn +11%	#2 Microsoft \$461.1 bn +35%	#3 Google \$413.0 bn +24%	#4 Amazon \$356.4 bn +15%	#5 Walmart \$137.2 bn +42%
#6 Samsung Group \$110.6 bn +11%	#7 TikTok/Douyin \$105.8 bn +26%	#8 Facebook \$91.5 bn +21%	#9 NVIDIA \$87.9 bn +98%	#10 State Grid Corporation of China \$85.6 bn +20%
#11 Deutsche Telekom \$85.3 bn +16%	#12 Instagram \$79.9 bn +14%	#13 ICBC 中国工商银行 \$79.1 bn +10%	#14 China Construction Bank \$78.4 bn +19%	#15 Verizon \$72.3 bn +1%
#16 Agricultural Bank of China \$70.2 bn +16%	#17 Home Depot \$65.1 bn +23%	#18 Toyota \$64.7 bn +23%	#19 Bank of China \$63.8 bn +27%	#20 Moutai \$58.4 bn +17%
#21 Oracle \$57.4 bn +8%	#22 UnitedHealthcare \$54.2 bn +14%	#23 Mercedes-Benz \$53.0 bn -11%	#24 AT&T \$52.5 bn +7%	#25 Allianz Group \$49.8 bn +6%



A large, stylized pink letter 'T' is positioned on the left side of the image. The background is a light blue globe with white grid lines. The letter 'T' is partially overlaid by the globe's grid lines.

**HIGHEST
BRAND VALUE
IN 30 YEARS –
85.3 BN. US \$**

#1
EUROPEAN
BRAND

#1
TELECOMS
BRAND

#11
GLOBAL
BRAND

Source: Brand Finance 2025