



Communication design
Status summer 2025

WE HAVE A STRONG BRAND.

We are Made in Germany.
Represented all over the world.
And known all over the world.



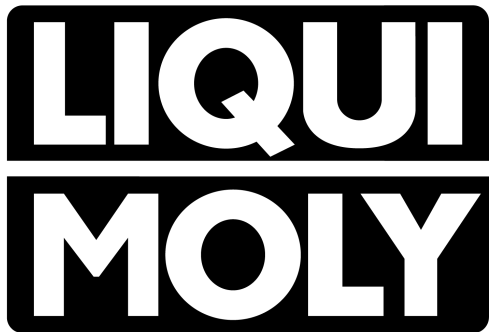
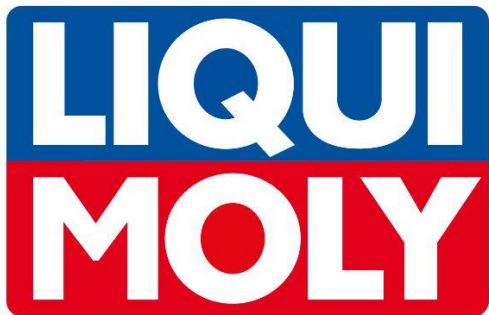
WE HAVE A STRONG DESIGN.

Iconic logo.

Timeless font.

Clear colours.

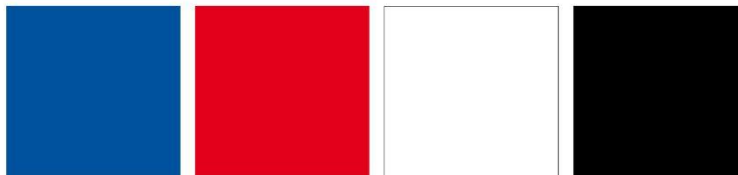




LOREM IPSUM

**LOREM IPSUM
DOLOR SIT VERO
EOS ET ACCU SAM
NO ET JUS.**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
sed diam nonumy eirmod tempor invidunt ut labore et
dolore magna aliquyam erat, sed diam voluptua. At vero
eos et accusam et justo duo dolores et ea.



We have many communication events.

And 150 markets with 1 million requirements.

We therefore use a design language that allows for a lot
and at the same time keeps everything tight together.



THE ART OF LEAVING THINGS OUT.

We are bold, uncompromising and German.
And we look, communicate and act exactly like that.

Big. Clear. Direct. Consistent.



OUR COLOURS.

We use blue and red for the brand.

Lots of white for free space.

And black for the texts.

In relation to each other like this:





MAIN COLOURS



1. LIQUI MOLY-Blue

Application

Logo, solids

CMYK: 100 / 70

RGB: 0 / 81 / 158

HEX: #00519e

Pantone: 286 C

HKS: 43



2. LIQUI MOLY-Red

Application

Logo, solids

CMYK: 0 / 100 / 100 / 0

RGB: 226 / 0 / 26

HEX: #e2001a

Pantone: 185 C

HKS: 13



3. White

Application

Logo, solids

CMYK: 0 / 0 / 0 / 0 **ORGB:** 255 / 255 /

255 **HEX:** #ffffff



4. Black

Application

Text

CMYK: 0 / 0 / 0 / 100

RGB: 0 / 0 / 0

HEX: #0B1215

Pantone: Black C

HKS: 88



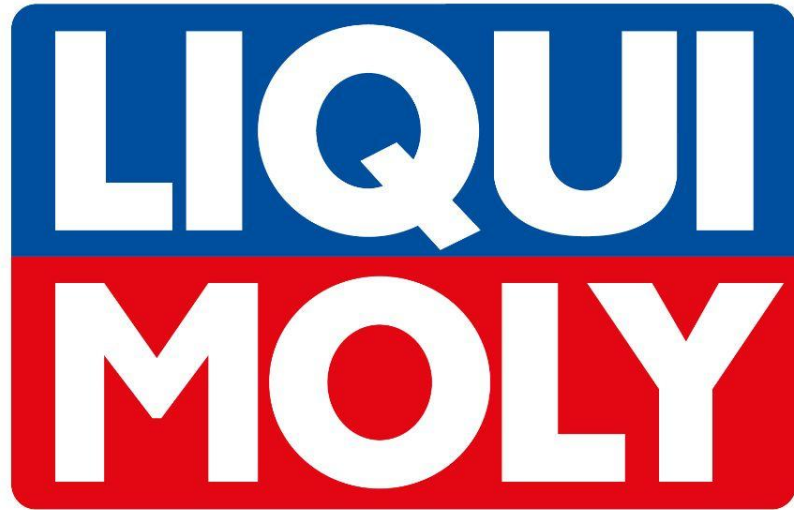
THE LOGO

Big!

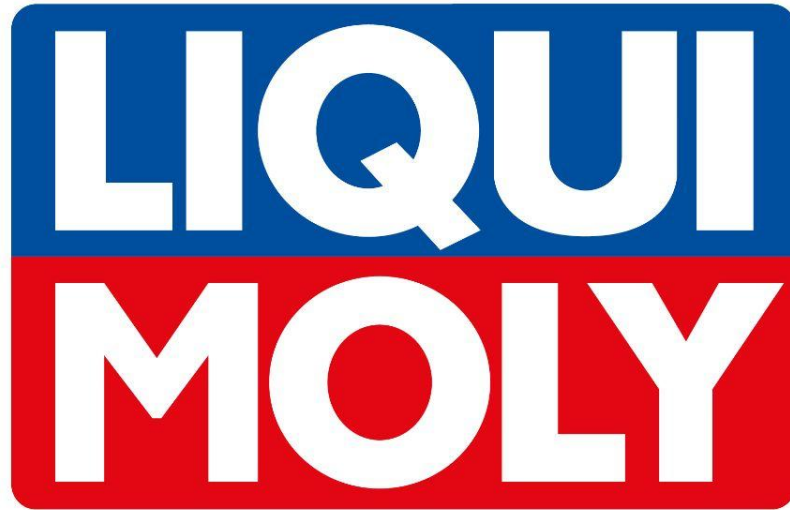
Bold.

Clear.

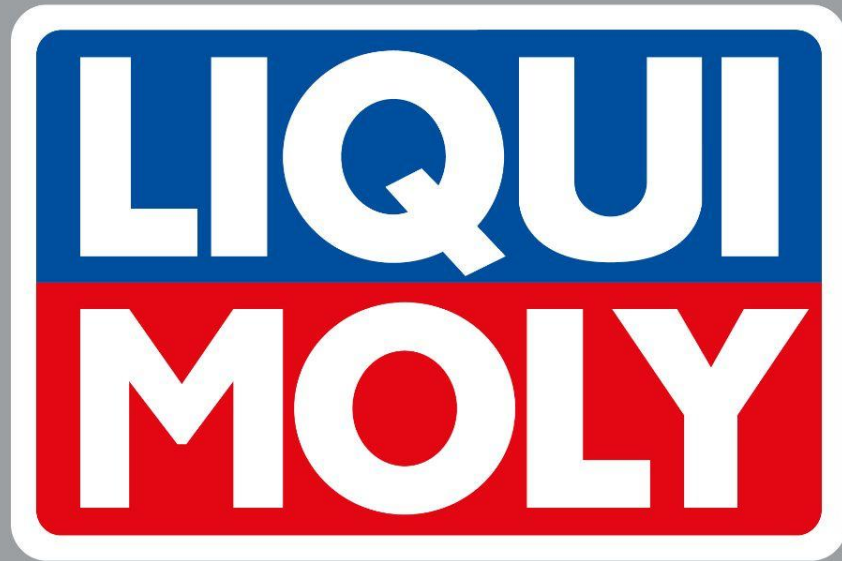


The logo for Liqui Moly is a rectangular emblem divided horizontally into two equal bands. The upper band is blue and contains the word "LIQUI" in white, bold, sans-serif capital letters. The lower band is red and contains the word "MOLY" in white, bold, sans-serif capital letters. The entire logo is centered on a white background.

LIQUI
MOLY



FOR THE DRIVERS



FOR THE DRIVERS

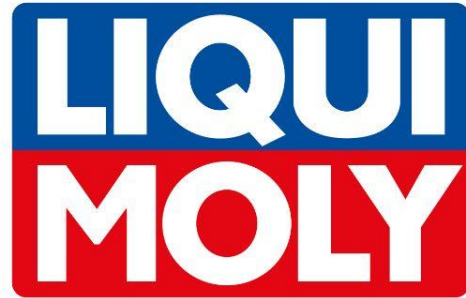
Definition of distances and sizes

In the vertical variations, the space between the logo and the claim or descriptor must always be $1.5 X$, where X is the width of the vertical line in the letter "L" of the logo.

This clearance is measured from the **bottom edge of the logo** to the **top point of the claim or descriptor**.



LIQUI
MOLY



**MOTORÖLE
ADDITIVE
AUTOPFLEGE**

Definition of distances and sizes

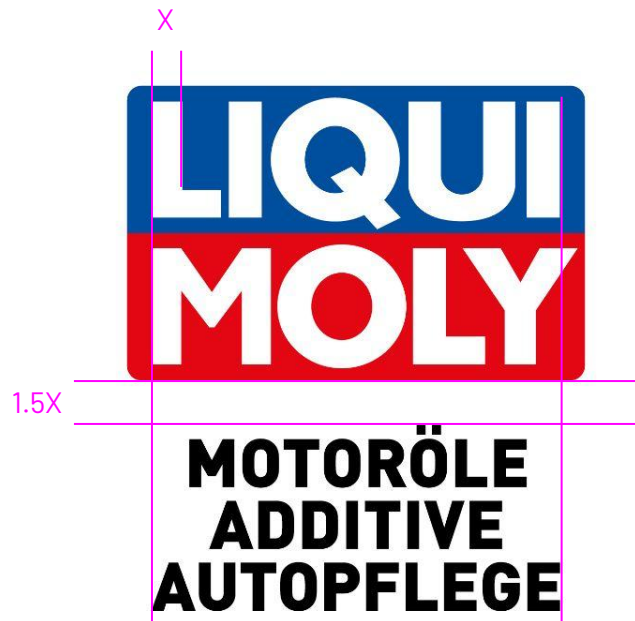
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In the German version, this means that it is measured from the logo downwards to the **upper edge of the umlaut points** above the letter "Ö" in "MOTORÖLE".

In the English version, the distance is measured up to the **upper edge** in "MOTOR OILS". This rule applies to all languages and scripts such as Cyrillic or Thai.

In all cases, the vertical spacing **is 1.5 X**



Definition of distances and sizes

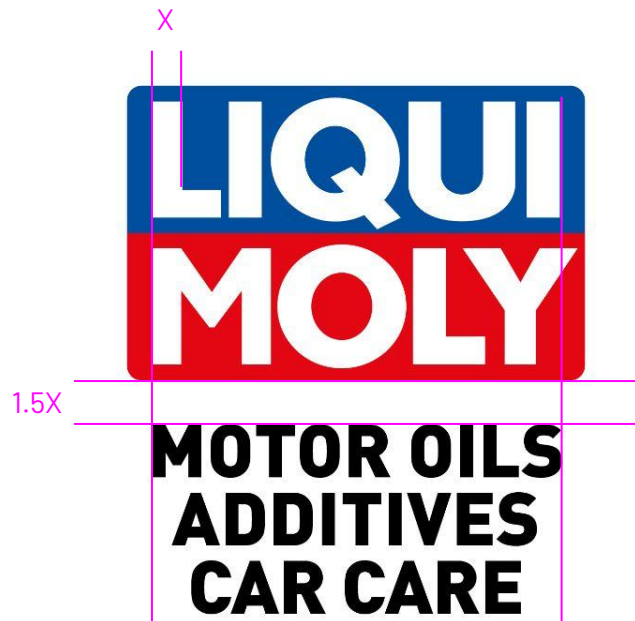
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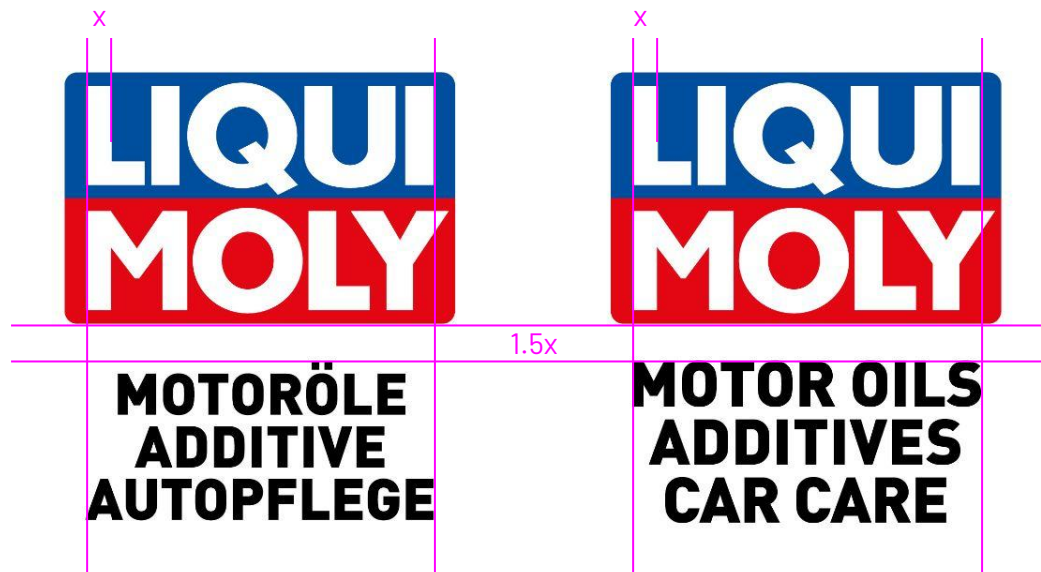
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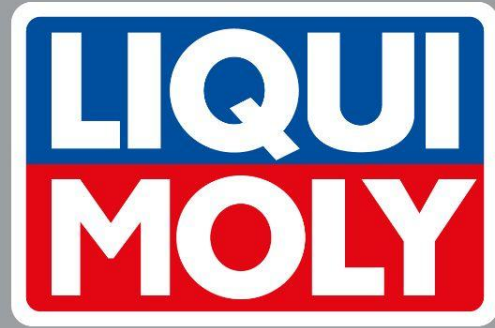
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**MOTORÖLE
ADDITIVE
AUTOPFLEGE**

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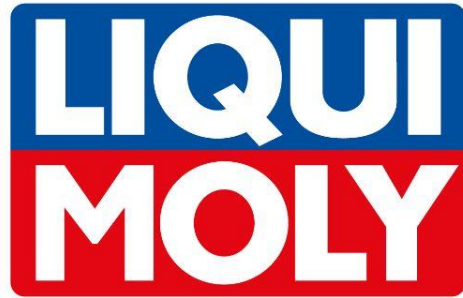
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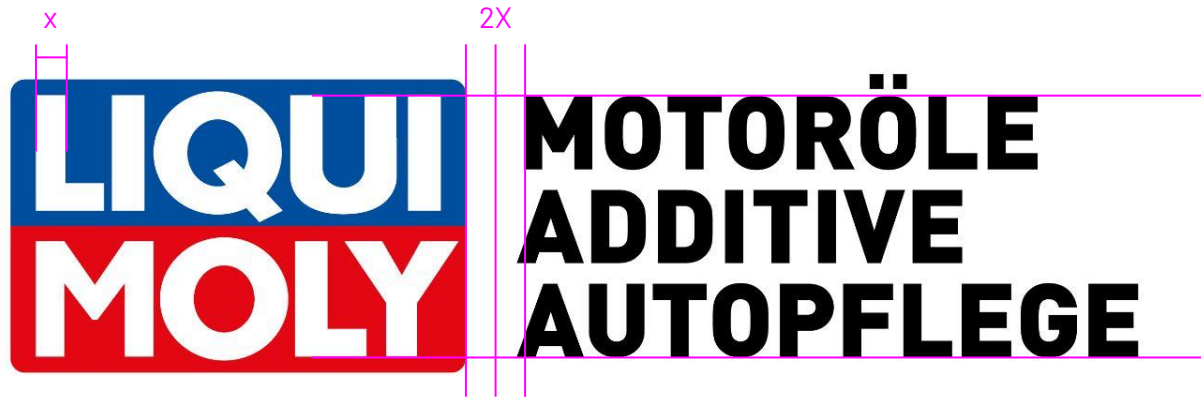
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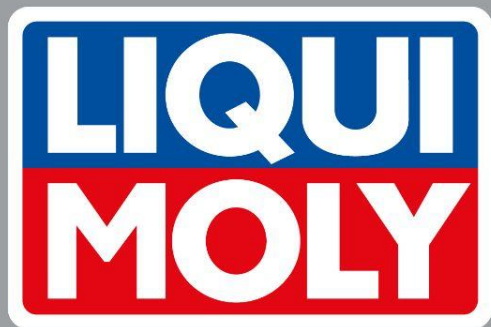


MOTORÖLE
ADDITIVE
AUTOPFLEGE

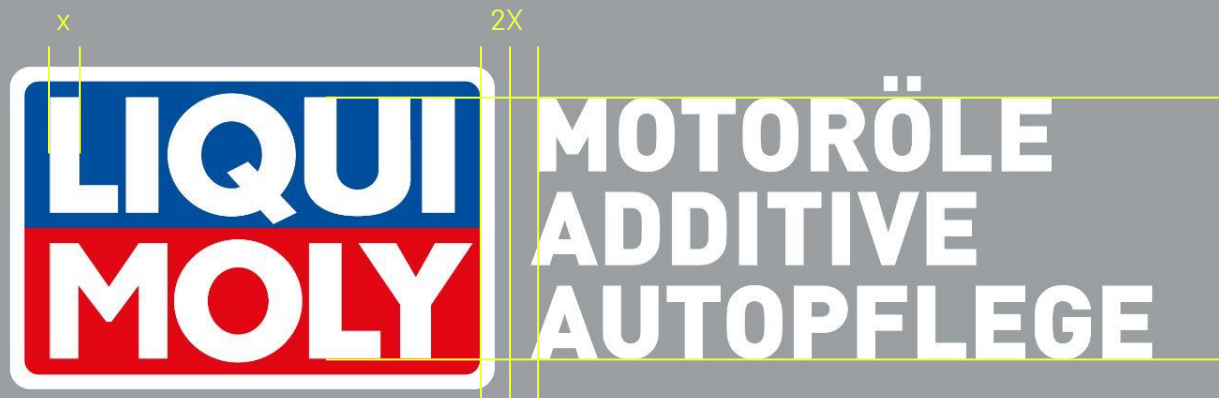


Definition of distances and sizes

In the horizontal version, the free space between the logo and the descriptor is always **2 X**, where **X** is the width of the vertical line in the letter "L" of the logo.



**MOTORÖLE
ADDITIVE
AUTOPFLEGE**



Definition of distances and sizes

In the horizontal version, the free space between the logo and the descriptor is always **2 X**, where **X** is the width of the vertical line in the letter "L" of the logo.

THE FONT

DIN Pro: brand-typically established

German and technical DNA

e.g. used on motorway signs + number plates.

Clear. Functional. Precise.

Easy to read. Timelessly modern.



WIR FAHREN BESSER MIT LIQUI MOLY.

NUR DAS BESTE FÜR IHRE KUNDEN

Verbrauch und Verschleiß runter,
Sicherheit und Kundenzufriedenheit
hoch. Ölwechseln auch Sie mit
Deutschlands Motoröl Nr. 1 und
profitieren Sie von ausgezeichneter
Qualität, einzigartiger Sortiments-
breite und maßgeschneiderten
Lösungen für Fuhrparks.
LIQUI MOLY bietet Ihren Kunden
echtes Einsparpotenzial und Ihnen
mehr Umsatzpotenzial.

www.liqui-moly.com

FONT HIERARCHY

Usage	Weight	Style
Headline	Black	ALL CAPS
Subheadline	Bold	ALL CAPS
Copy	Regular	mixed
Small print	Light / Regular	mixed

SPACING/DISTANCES

Headlines and sublines have a slightly negative spacing (-10 to -20) depending on the size. And a narrow line spacing (90 - 100%).

Continuous text has a neutral spacing of 0 and generous line spacing for better readability (130 - 150%).

Adjust the spacing depending on the format to maintain the visual balance. Optical spacing is used for font sizes above 15 pt and metric spacing below.



THE RACING STRIPE.

To emphasise our racing identity,
we add a design element:

A racing stripe.

Carrier for the logo. And/or design object.



The logo features the words "LIQUI" and "MOLY" stacked vertically. "LIQUI" is in white, bold, sans-serif font on a blue rectangular background. "MOLY" is in white, bold, sans-serif font on a red rectangular background. The blue and red rectangles are centered and flanked by horizontal bars of the same colors that extend across the width of the image.

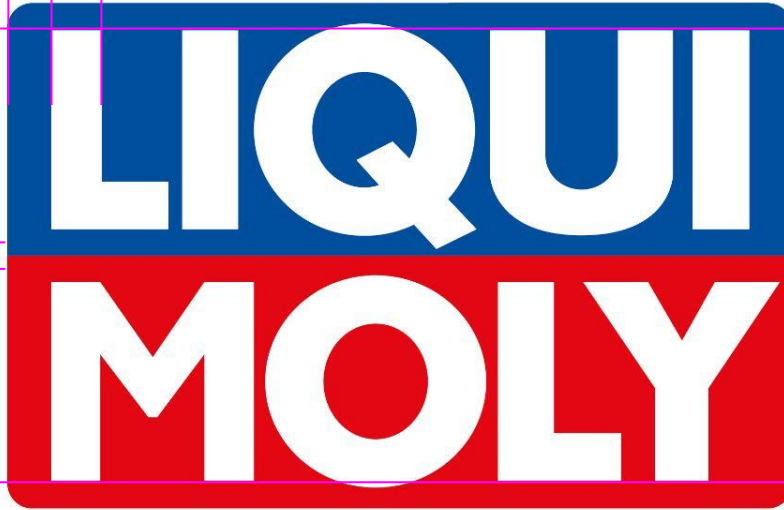
LIQUI
MOLY

FOR THE DRIVERS

The width of the logo outline and the white stripe in the centre is $\frac{1}{2} X$, where X is the width of the letter "L"

$\frac{1}{2} X$ X

$\frac{1}{2} X$

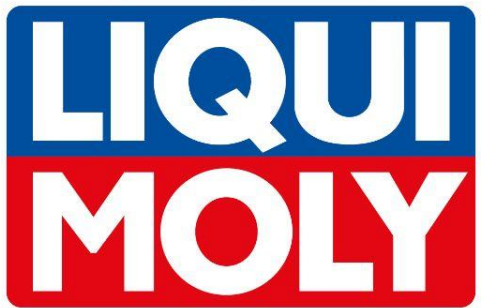


The size ratio of the logo to the racing stripe is defined as follows:
Upper edge of blue stripe = upper edge of LIQUI
Lower edge of red stripe = writing line of MOLY

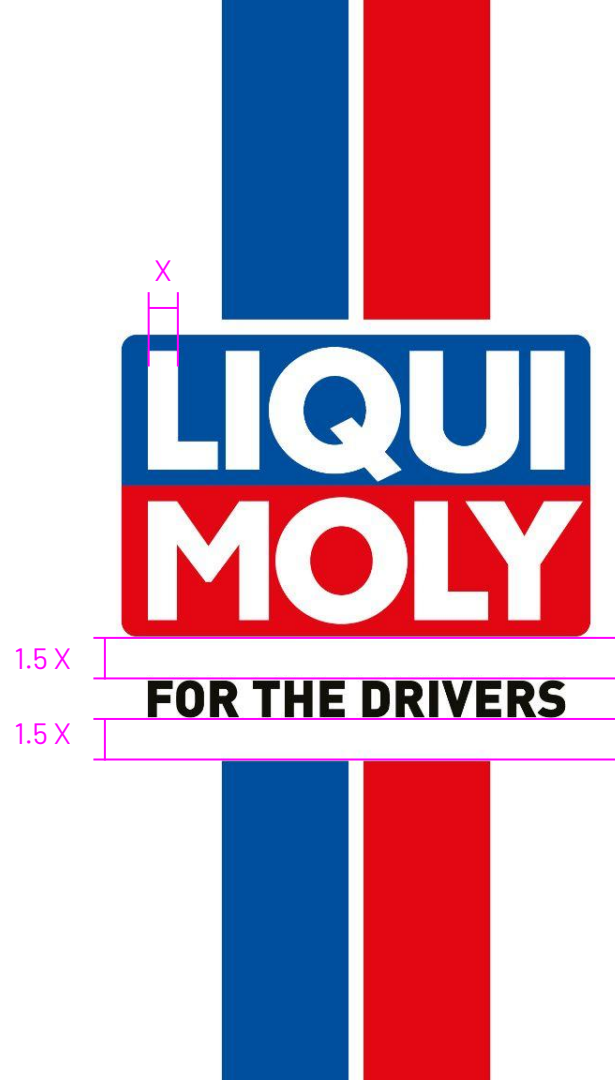
FOR THE DRIVERS



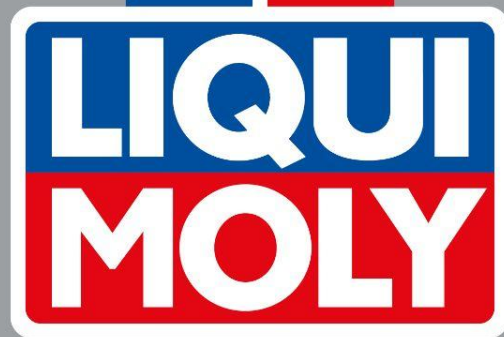
FOR THE DRIVERS



FOR THE DRIVERS



The size ratio of the logo to the racing stripe is defined by the horizontal version (see page 38), except that the stripe is rotated by 90°.



FOR THE DRIVERS



X

LIQUI

MOLY

1.5 X

FOR THE DRIVERS

1.5 X

Definition of stripe size

In layouts in which the coloured stripes **appear without the LIQUI MOLY logo**, the proportions of the stripes must match the standard layout.

The **white stripe** retains the same width **as if the logo were present**.

This ensures visual consistency across all formats - regardless of whether the logo is on the stripe or not.

In all vertical compositions, the blue stripe is always on the left and the red stripe is always on the right.

Reversing the order (red on the left, blue on the right) is not permitted.



Logo placement on the strip

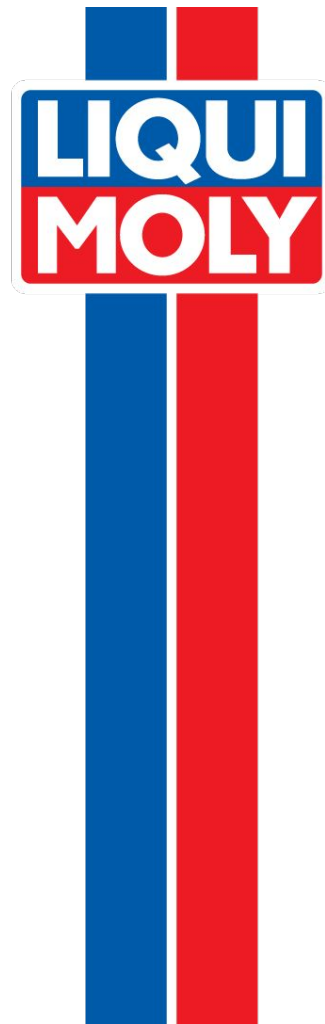
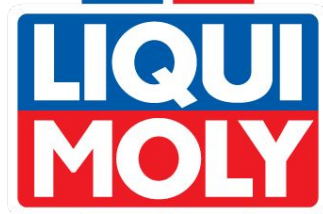
If the LIQUI MOLY logo is used on the strip, its position must follow one of the predefined anchor points:

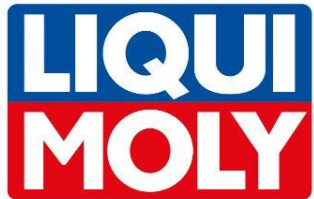
Allowed placements:

Top / Centre / Bottom in
vertical layouts

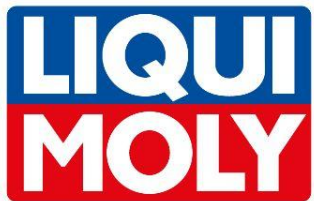
Left / Centre / Right in
horizontal layouts

Intermediate or floating
placements should be avoided
if possible.





**LIQUI
MOLY**



**LIQUI
MOLY**



**LIQUI
MOLY**

Stripes as a design element

The racing stripe can also be used without placing a logo on it. The size can then be used according to the application.



However, the strip should always be used horizontally or vertically straight - angled, perspective or round applications are not intended.



THE VISUAL LANGUAGE.

Bright, overexposed imagery with a high proportion of white and a reduced level of detail. The sky appears white, which creates calm and clarity. Red and blue set accents. Cut-outs and full-format scenes complement each other to create a modern, minimalist brand image.





THE DESIGN.

The combination of all these elements and considerations results in a clear, universally applicable communication design.



General

The layout structure continues to strictly follow our basic virtues: Clear, large, bold.

The elements font, image, stripes and logo result in several layout options, as all elements can be used, but do not have to be. With one exception: the logo is of course ALWAYS part of the design.

The margins and sizes are based on the modular unit **S** (*details on the next slide*)



FOR THE DRIVERS

Definition of spacing and margins

All spacing and strips in the **horizontal layout** are based on the single modular unit **S = strip height**

S = 1/8 of the total height of the layout

Margins = 1/2 S



Headline font size

The font size is determined by the format, the length of the headline and the composition.

A rule of thumb is: as large and bold as possible.

For line spacing and spacing, see page 35.

LOREM IPSUM DOLOR SIT VERO EOS ET.



**LIQUI
MOLY**

FOR THE DRIVERS

½ S

½ S

LOREM IPSUM DOLOR SIT VERO EOS ET.



S

**LIQUI
MOLY**

FOR THE DRIVERS

½ S

½ S

Definition of spacing, margins, font size

All spacing and strips in the **vertical layout** are based on the single modular unit **S = strip height**

S = 1/10 of the total height of the layout

Page margins = 1/2 S

The size of the body text depends on 'the format and design. Rule of thumb: Not too large, but always easy to read.

For line spacing and spacing, see page 35.



The advertisement features a large, stylized logo at the top consisting of the word "LIQUI" in white on a blue background and "MOLY" in white on a red background. Below the logo is a silver plastic bottle of "LIQUI MOLY LONG LIFE III 5W-30" motor oil. The bottle's label includes the "PRO" logo, technical specifications, and a barcode. The background of the advertisement is white with a blue and red horizontal stripe at the bottom. The text "FOR THE DRIVERS" is positioned at the bottom right.

LIQUI
MOLY

LIQUI MOLY LONG LIFE III 5W-30

PRO

MADE IN GERMANY

FOR THE DRIVERS

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liqui-moly.com

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LIQUI MOLY



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MADE IN GERMANY

FOR THE DRIVERS

LOREM IPSUM DOLOR SIT VERO EOS ET ACCU.



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liqui-moly.com

**LIQUI
MOLY**

FOR THE DRIVERS

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LOREM IPSUM DOLOR SIT VERO EOS ET ACCU.



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liqui-moly.com

S

**LIQUI
MOLY**

FOR THE DRIVERS

1/2 S

1/2 S

MADE IN GERMANY

Vertical strip

Depending on the layout composition, the stripe system can also be used vertically - usually on the right or left edge of the layout. This variant is useful if the visual hierarchy runs vertically or if product shapes (e.g. bottles, cans) require a more upright design.

The proportions of the stripe and the rules for placing the logo are the same.

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liqui-moly.com

LIQUI MOLY
PROFIL
LONGLIFE III
5W-30

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MADE IN GERMANY

LIQUI MOLY
FOR THE DRIVERS

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LOREM IPSUM DOLOR SIT VERO EOS.

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liqui-moly.com



FOR THE DRIVERS

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1/2 S

MADE IN GERMANY

LIQUI MOLY

FOR THE DRIVERS

**LOREM IPSUM
DOLOR SIT VERO
EOS ET.**

LIQUI MOLY

FOR THE DRIVERS

LIQUI MOLY

FOR THE DRIVERS

LIQUI MOLY

LOREM IPSUM

FOR THE DRIVERS

LIQUI MOLY

LOREM IPSUM

FOR THE DRIVERS

LIQUI MOLY

FOR THE DRIVERS

**LOREM IPSUM
DOLOR SIT VERO
EOS ET ACCU.**

LIQUI MOLY

FOR THE DRIVERS

**LOREM IPSUM
DOLOR SIT VERO
EOS ET ACCU.**

LIQUI MOLY

FOR THE DRIVERS

**LOREM IPSUM
DOLOR SIT VERO
EOS ET ACCU.**

LIQUI MOLY

FOR THE DRIVERS

**LOREM IPSUM
DOLOR SIT VERO
EOS ET ACCU.**

LIQUI MOLY

FOR THE DRIVERS

**LOREM IPSUM
DOLOR SIT VERO
EOS ET ACCU.**

LIQUI MOLY

FOR THE DRIVERS

CONTACT.

For questions, suggestions and approvals regarding design,
please use the following e-mail address:

design@liqui-moly.de

