

# **Corporate design**

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# Our new brand experience

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# Overview

## The brand experience is based on essential brand elements

Logo



Colour



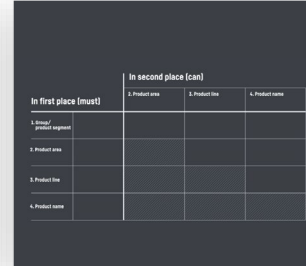
Typeface



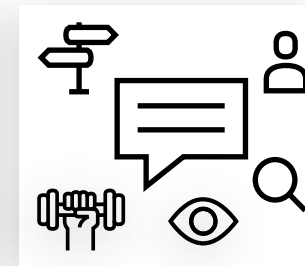
Banner



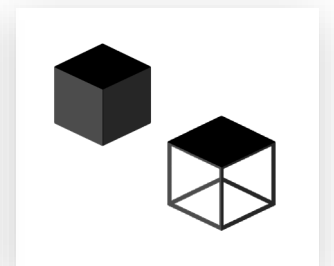
Descriptor



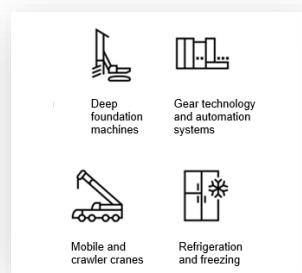
Tone of voice



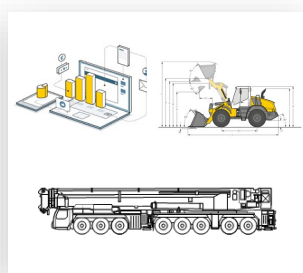
Design language



Icons



Illustrations



Diagrams

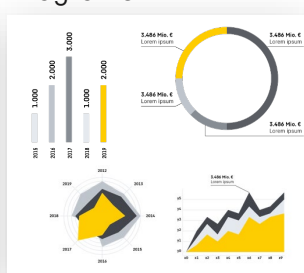


Image style



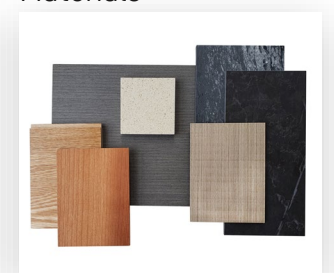
Pattern

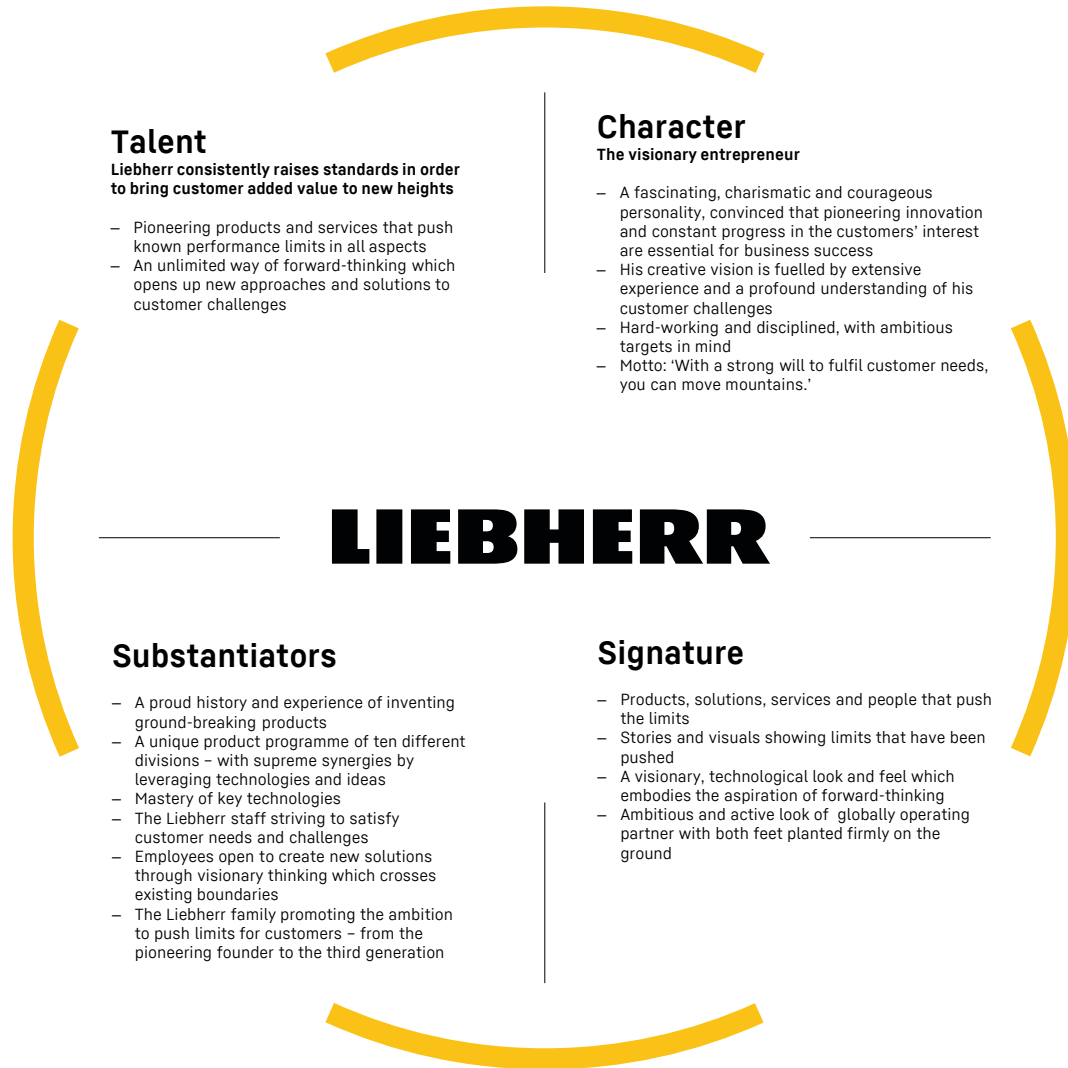


Motion principles



Materials





Recap

# The brand steering wheel includes everything that drives our brand

The brand steering wheel describes our character and our ambitious talent. It provides proof points for our customers and identifies our products.

It is the source for everything - and for our brand experience.

**Courageous**

Flexibility and responsiveness underline Liebherr's relentless customer focus.

**Dynamic**

Approachability and a realistic feel let Liebherr communicate on eye level.

**Authentic**

Clarity and reduction are a testament to Liebherr's expertise and precision.

**Focused**

A bold and robust appearance expresses Liebherr's quality and leadership aspiration.

**Progressive**

Sophisticated and smart solutions express Liebherr's aspiration to never stand still.

Recap

## **Focus on our brand characteristics**

We are Liebherr, and everything we do is built on our brand steering wheel.

For an easy transition, we focus on the detailed attributes of the brand character.

They describe the many facets available for bringing the brand to life – media- and touchpoint-overarching.

## Communication message



powerful

technical

Recap

## The flexible slider

In terms of design and communication, a distinction can be made between a more 'powerful' to a more 'technical' execution, depending on the desired message.

The distinction can only be set on divisional and product-specific communication.

new

**LIEBHERR**

**LIEBHERR**

old

Brand elements

## **01 One signature for all: our logo**

Our logo is the distinctive mark to differentiate ourselves in the market and offer orientation to our customers.

We just made slight technical adjustments to the details and spacing.

We optimised it for legibility in all sizes.

**LIEBHERR**

# LIEBHERR



# LIEBHERR

Brand elements

## **01 One signature for all: our logo**

Good to know:

One logo version fits all application sizes and media.

In justified use cases:

A negative-white version is also available for dark backgrounds or moving images.

**LIEBHERR**





Brand elements

## 01 One signature for all: our logo

Logos in physical space are always Liebherr Black - especially for the long-distance effect. We use the banner logo for dark or low-contrast backgrounds at exhibitions and events.



In justified use cases:  
Including as well a negative-white version available for dark backgrounds (digital and print applications) or moving images.

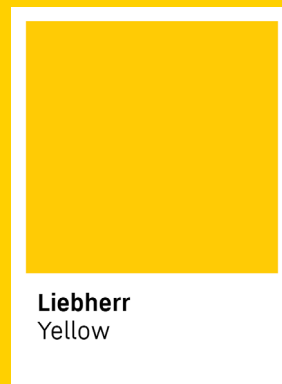
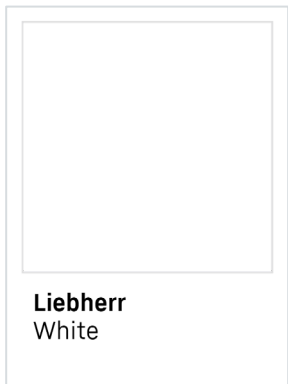
**LIEBHERR**

Brand elements

## 02 Creating identity: our colours

We are known for our bold and confident primary colours: Liebherr Black, White and Liebherr Yellow.

Our products are created precisely and functional – and so is the Liebherr Yellow: it is determined to always communicate an important function or information. It is also never used decoratively.



# LIEBHERR



Liebherr  
Yellow

Liebherr  
Arctic Blue

Brand elements

## 02 Our colours – one for all and one exception

Liebherr Yellow is our main colour. All product segments use it as the brand colour.

There is only one exception: Refrigeration and freezing use Liebherr Arctic Blue instead.

**LIEBHERR**



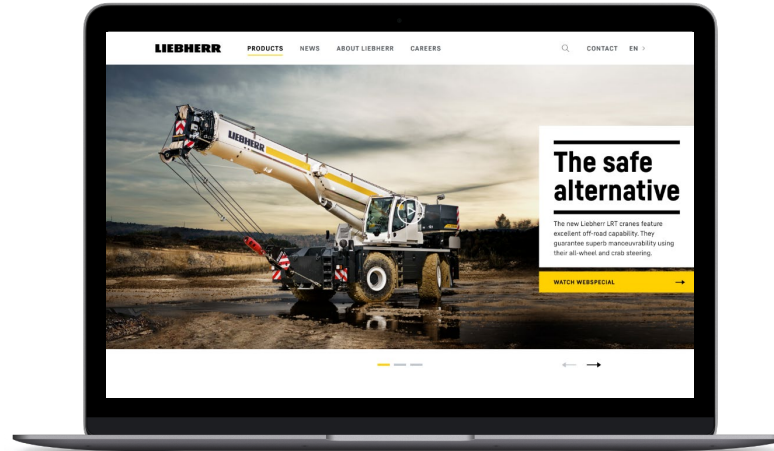
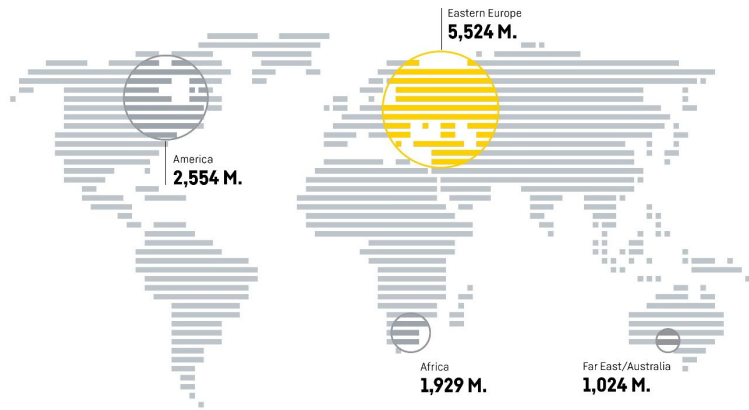
Brand elements

## 02 Creating identity: our colours

Our primary colours are accompanied by greyscale for differentiation.

Secondary colours are rarely used for flexible topic-related applications.

For spatial communication the colours offer opportunities for nuancing.

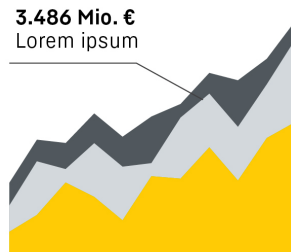
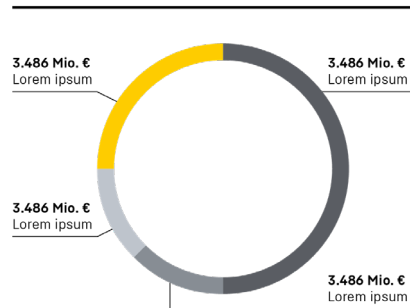


Brand elements

## 02 Our colours in use

If Liebherr were just to communicate using colours, you'd still be able to recognise it as Liebherr, wouldn't you?

Circular chart



These examples give an idea of how of colour proportions are adjusted within various media.

# Exclusive Typeface

Liebherr Head Regular  
**Liebherr Head Black**

Liebherr Text Regular  
Liebherr Text Medium  
**Liebherr Text Bold**

*Liebherr Text Regular Italic*  
*Liebherr Text Medium Italic*  
*Liebherr Text Bold Italic*

Liebherr Text Condensed Regular  
**Liebherr Text Condensed Regular**

**LIEBHERR PRODUCT**

## Engineered. Precise.

Brand elements

### **03 Yes, it's different: our new typeface**

We developed our own Liebherr font family.

It is available for every touch-point and channel – digital and print. And ready for covering all Latin-based languages, incl. Cyrillic. Authentically for everyday usage.

No rule without exception:  
For more differentiation, only Refrigeration and freezing uses a lighter weight for headlines.

**LIEBHERR**






Made for  
big things

**LIEBHERR**

Mining



Specifications

	180 t
	62 m
	78 m
	99 m
	101 m

Liebherr is renowned for its top technological level and innovative crane concepts. We are the global market leader for mobile cranes and set standards in the industry. Liebherr is responsible for designing and building a whole host of new technical ideas. Our continuous developments ensure that our products meet our customer's requirement as well as possible.

[READ STORY →](#)

<b>Max. load capacity</b>	90 t
<b>Max. hoist height</b>	66 m
<b>Max. radius</b>	50 m
<b>Number of axles</b>	2

[FIND DEALER →](#)

[FIND SERVICE PARTNER →](#)

[+ ADD TO LIST](#) [COMPARE](#)

Brand elements

## 03 Yes, it's different: our new typeface

Good to know:

The Liebherr typeface represents a vital formative element within the new brand experience.

Both upper and lower case are used in general for notation. Upper case letters are only used for exceptional elements in UI, such as the call to action.

**LIEBHERR**

Brand elements

## **04 Flexible but consistent: our layout principle**

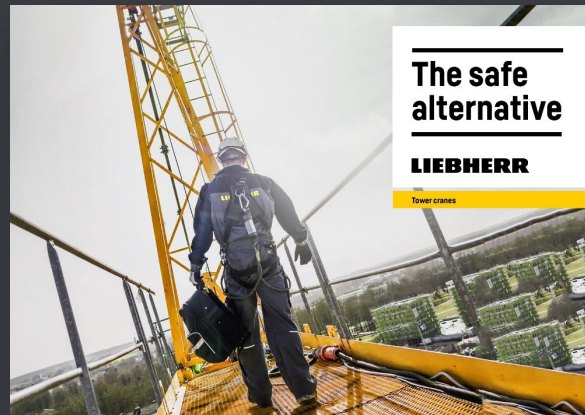
The layout principle brings all elements together in a system for maximal flexibility.

The central and highly recognisable idea of the Liebherr design is the 'banner'.

The banner combines the logo, headline, optional further information with a clear brand colour panel with division- or product-related information.

**LIEBHERR**





Brand elements

# 04 Flexible but consistent: our layout principle


The banner is adjustable for exposed touchpoints, such as advertisements, covers, etc.

It is flexible in size, proportion and position – in all applications.

**Lorem ipsum sit.**

**LIEBHERR**

Descriptor



**Lorem ipsum**

<p><b>Excavator</b> Eura 64</p> <p><b>Maxima inclin.</b> 24.350 - 97.800 kg</p>	<p><b> Lorem ipsum quam nobis ton</b> 34.0 - 25,8 m</p> <p><b> Suelito</b> 120 - 400 kW/165 - 544 PS</p> <p><b> Stule V</b></p>
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**Lorem ipsum sit.**

**LIEBHERR**

Descriptor



**Lorem ipsum L 550 – L 580**

- Equi cuscilli oroviddit et es conseqe volentim expadi videsit nihilation esatitoeisim sum ipsam debitorum
- Bortae non norred quia doloris magnis afra mo volupit nuba velles demport eati odipadi ideridit, andae volende rmpatitab
- Ment od quam nobilitat omnia ipsapie inducite lilitat, nobisquam mate pres iteato etur sit as sin ea plique eos dolor autitoeis quatem ipsant

**Lorem ipsum sit.**

**LIEBHERR**

Descriptor



**Lorem ipsum L 550 – L 580**

- Equi cuscilli oroviddit et es conseqe volentim expadi videsit nihilation esatitoeisim sum ipsam debitorum
- Bortae non norred quia doloris magnis afra mo volupit nuba velles demport eati odipadi ideridit, andae volende rmpatitab
- Ment od quam nobilitat omnia ipsapie inducite lilitat, nobisquam mate pres iteato etur sit as sin ea plique eos dolor autitoeis quatem ipsant

# Brand elements

# 04 Flexible but consistent: our layout principle

From a striking billboard to informative advertorials or product features: the flexibility of the layout principle allows additional information areas while providing a clear recognisability throughout all dimensions.

Brand elements

## 05 Yellow is for orientation: our descriptor

The banner offers the option of an extra layout element to communicate the product segment, product area, product line or product name.

The prominent application of Liebherr Yellow as the functional element on the cover and exposed areas creates easy orientation for everybody at a glance.

In first place (must)		In second place (can)		
		2. Product area	3. Product line	4. Product name
1. Group/ product segment				
2. Product area				
3. Product line				
4. Product name				



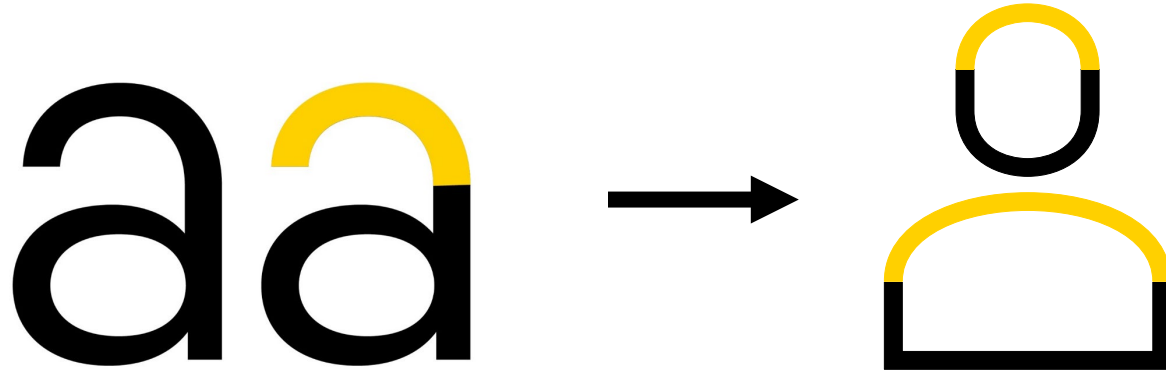
Brand elements

# 07 Edges and corners: our design language

Design language has an identity-forming effect. It conveys our brand values.

Our brand appears self-confident and focused. This is expressed by our design principles of conciseness, reduction and clarity.

Clear geometric shapes characterize the appearance. An orthogonal use of forms dominates our brand image.



Brand elements

## 08 Simplicity on point: our icons

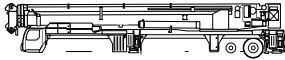
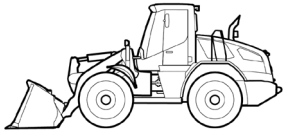
Icons offer orientation and guidance. You can use them for product segment identification and plenty of functional topics.

The simple, reduced images are derived from detailed forms of our new typeface.

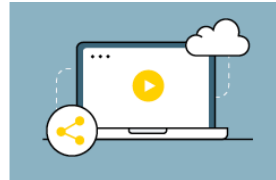
Like our product range, our library is permanently growing.



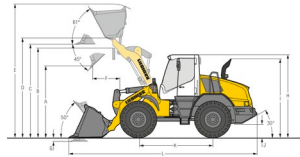
Product illustrations



Infographics



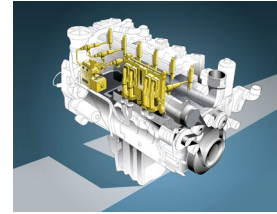
Technical drawings



Illustrations



Complex illustrations



Brand elements

## 09 Focus on every detail: our illustrations

Illustrations provide more freedom in details and highlighting than pictures.

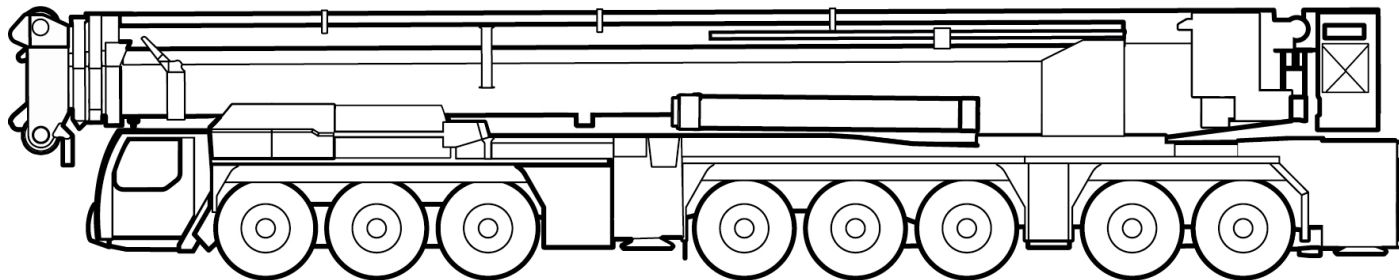
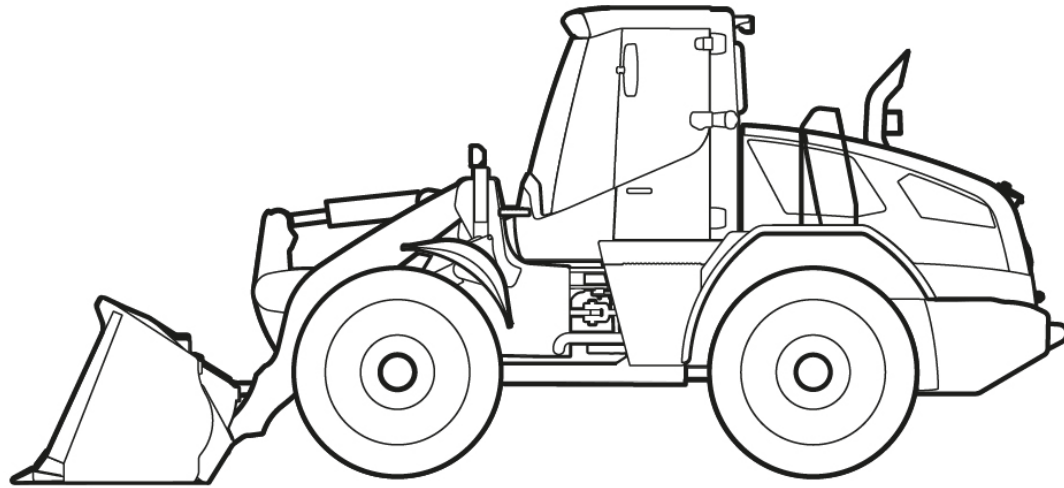
We created different illustrative styles to communicate every-thing from technically precise product forms to emotional and narrative cover illustrations, for example.

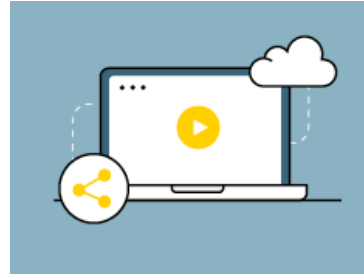
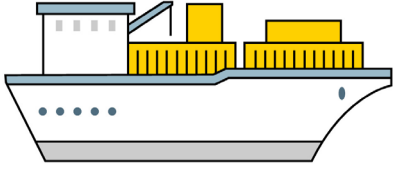
The accentuated usage of Liebherr Yellow for highlighting particular elements gives every illustration the distinctive brand look.

Brand elements

## 09 Illustrations

8.1 Product illustrations:  
Authentic and detailed  
graphics of Liebherr products  
for bold usage in diverse  
channels





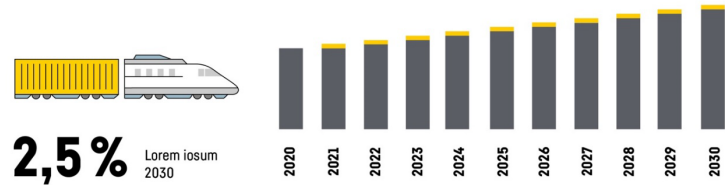
Brand elements

# 09 Illustrations

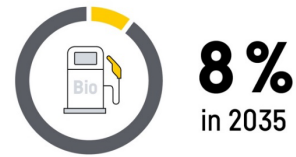
8.2 Infographics:

Comprehensible visualisation of data, processes and diverse issues for illustration and information purposes

Data Category 1



Data Category 5 with two lines



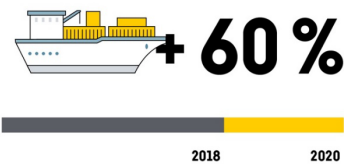
Data Category 2



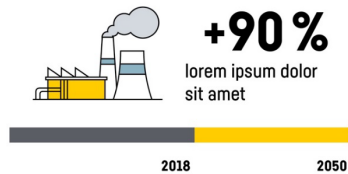
Data Category 6



Data Category 3



Data Category 4

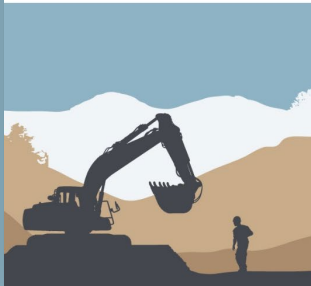






**Taking  
the  
future  
further**

JETZT STARTEN →



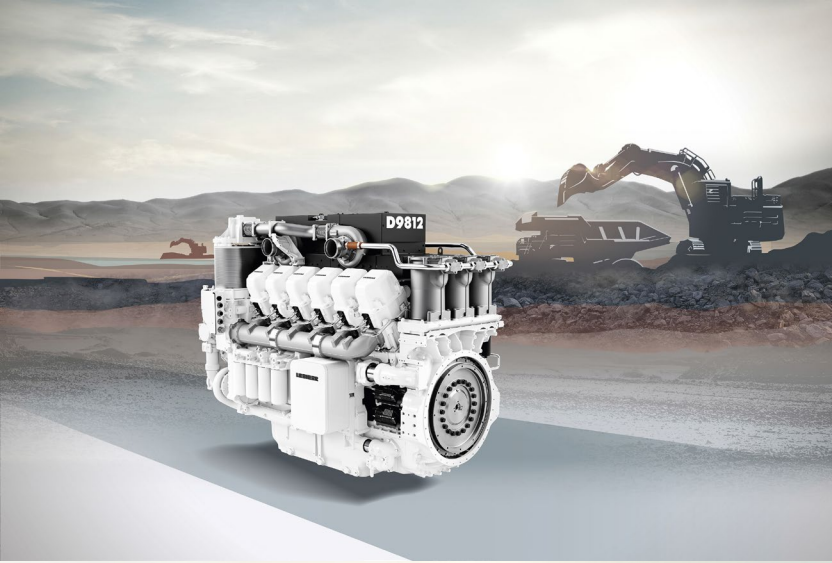
Brand elements

## 09 Illustrations

8.3 Illustrations:

Emotional and brand-building visualisation of topics and contents (with or without direct product link)

**LIEBHERR**



Brand elements

## 09 Illustrations

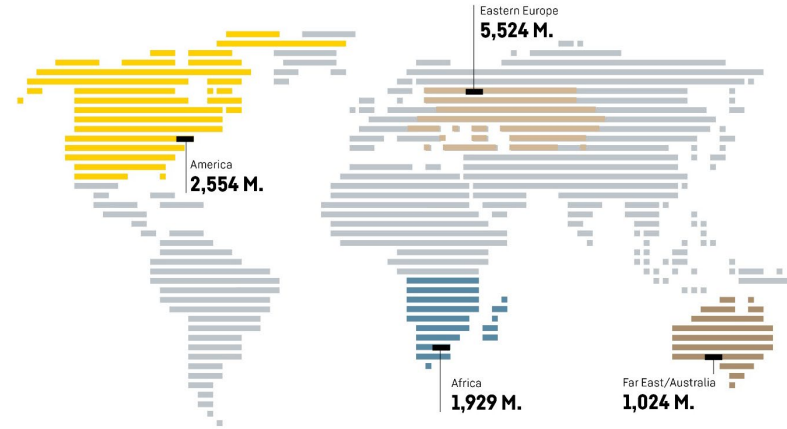
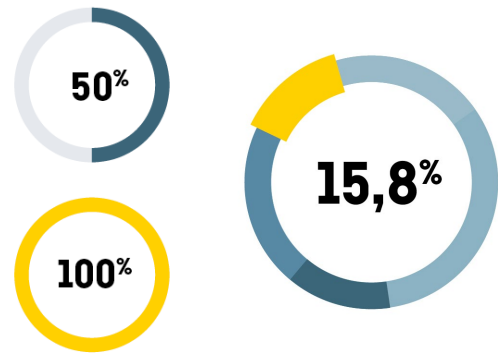
8.4 Complex illustrations:  
Emotional and brand-building  
orchestration of products  
and services instead of real  
photography if not available

Brand elements

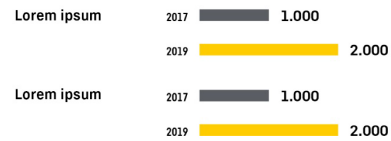
# 10 Informative insights: our diagrams

Yes, we love numbers and positive developments.

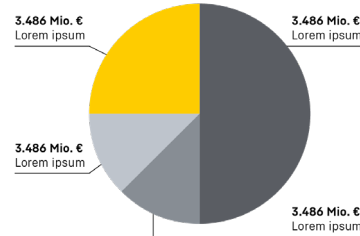
We make them visible with a consistent design in typography, colour usage and simplified shape to communicate various forms of standard and special diagrams (circles, tables, columns, maps, orientation, etc.).



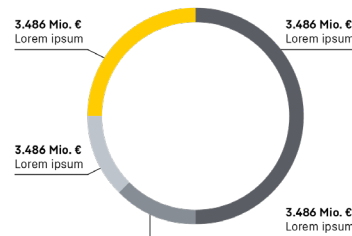
Bar chart



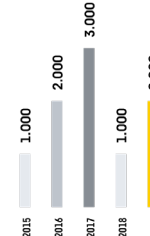
Pie chart



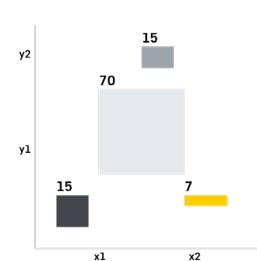
Circular chart



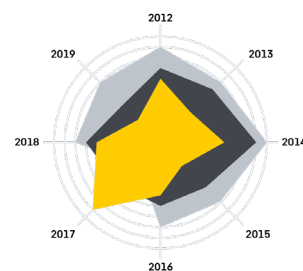
Column chart



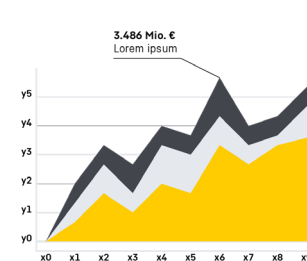
Bubble chart



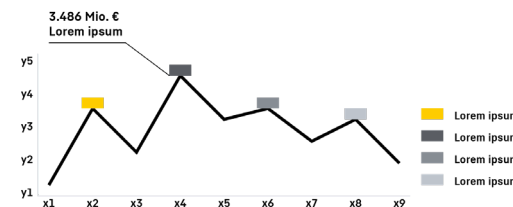
Radar chart



Area chart



Line chart



Brand elements

## 11 Liebherr at first sight: our images

We are proud of our outstanding products – and whenever it is possible we give them the stage.

For a clear and consistent look, we translated the brand characteristics into formal criteria to facilitate both image production and – selection.



**powerful**



**technical**



Brand elements

# 11 Liebherr at first sight: our images

The applications of our images have a wide range of different basic requirements.

To fulfil all requirements, we work with a tonality slider. It is based on a 'powerful, dynamic' or 'technical, cool' appearance.

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**Mobile and crawler cranes**

**Deep foundation machines**

**Material handling technology**

**Aerospace and transportation systems**

**Mining**

**Earthmoving**

**Components**

**Tower cranes**

**Maritime cranes**

**Concrete technology**

**Gear technology and automation systems**

As a result, we stay consistent and flexible through product segment related adjusting images.

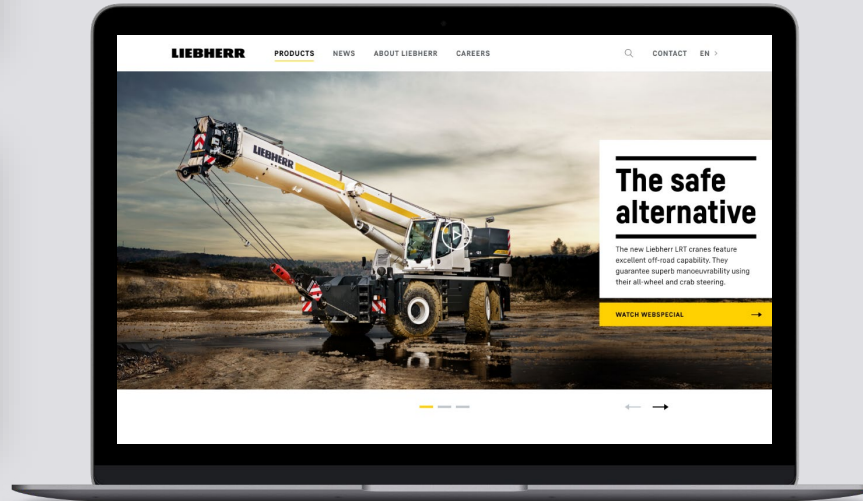
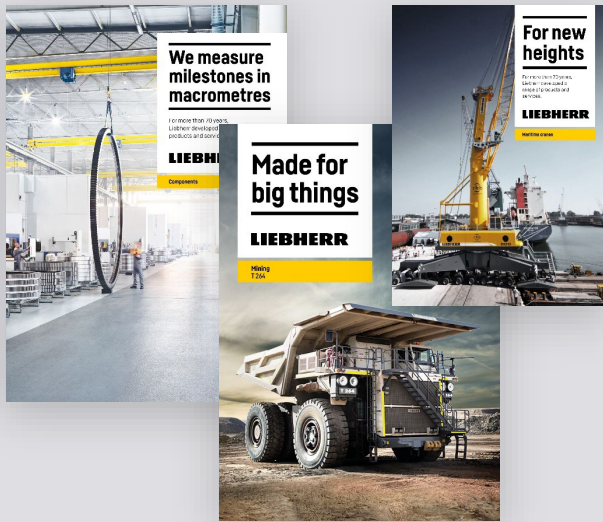


Brand elements

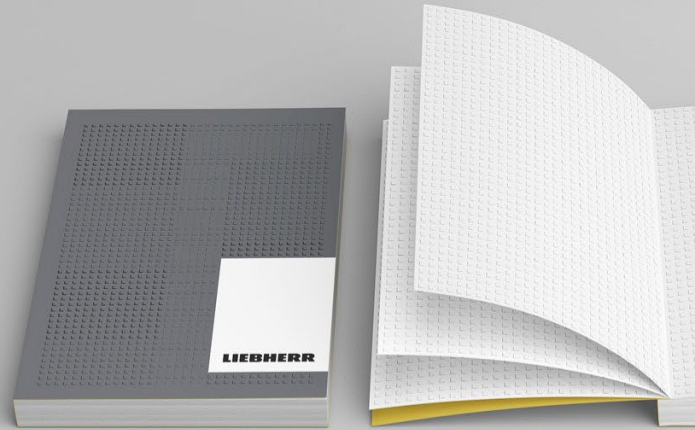
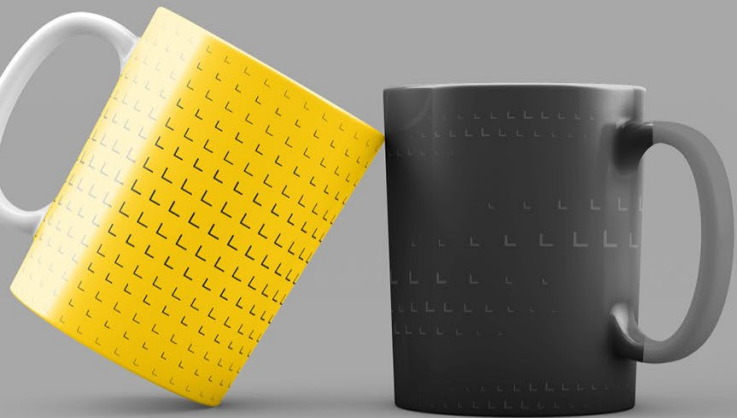
# 11 Liebherr at first sight: our images

Images have a high level of importance in the new brand experience due to bold and area-wide usage on exposed media.

Good to know:  
Images represent a vital formative element within the new brand experience.



**LIEBHERR**



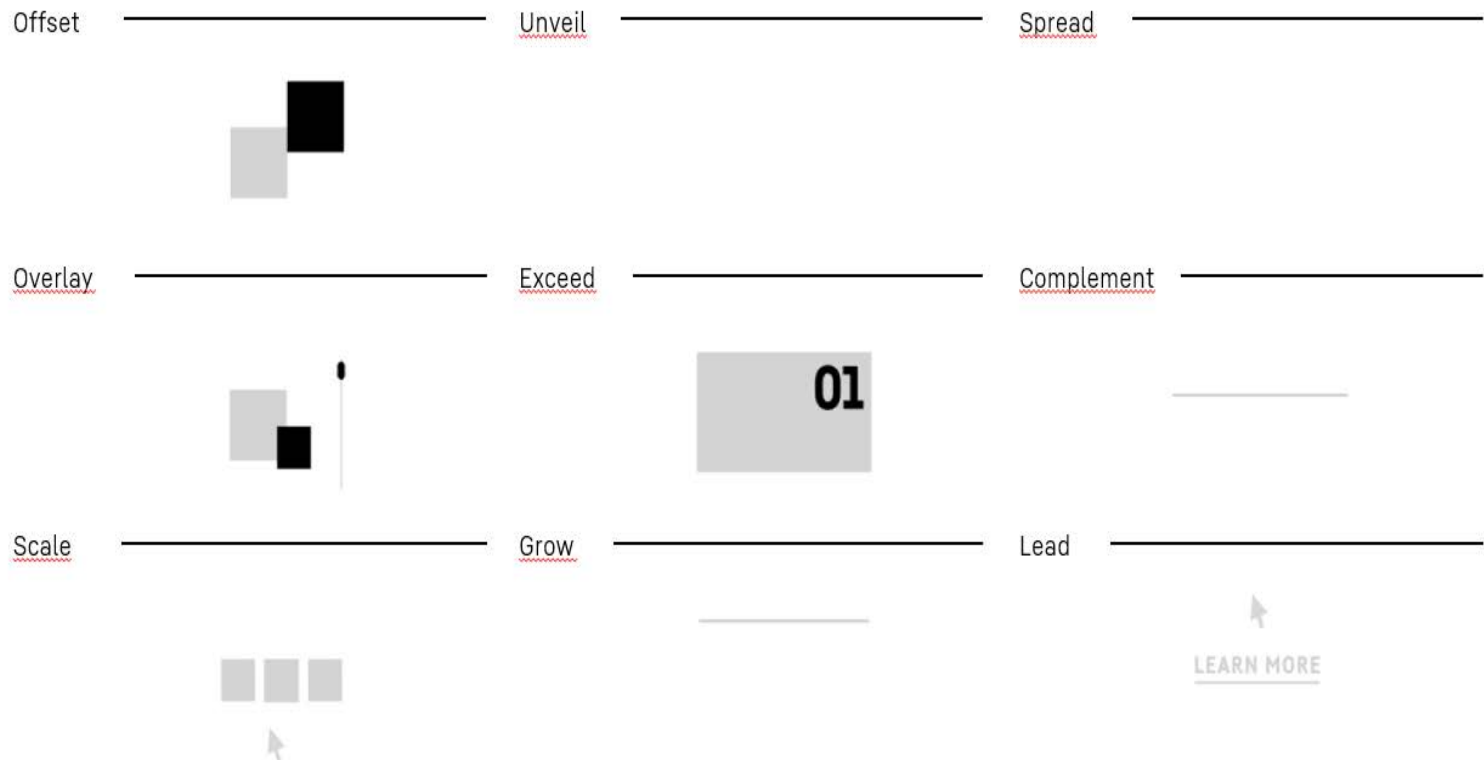
Brand elements

## 12 An angle to remember: our pattern

Is it possible to create neutral branding? Our answer is a simple and geometric pattern.

With this design, we create flexible solutions for abstract area usage, with a clear reference to our brand.

Good to know:  
The Liebherr pattern is highly flexible for application in every dimension and proportion.



Brand elements

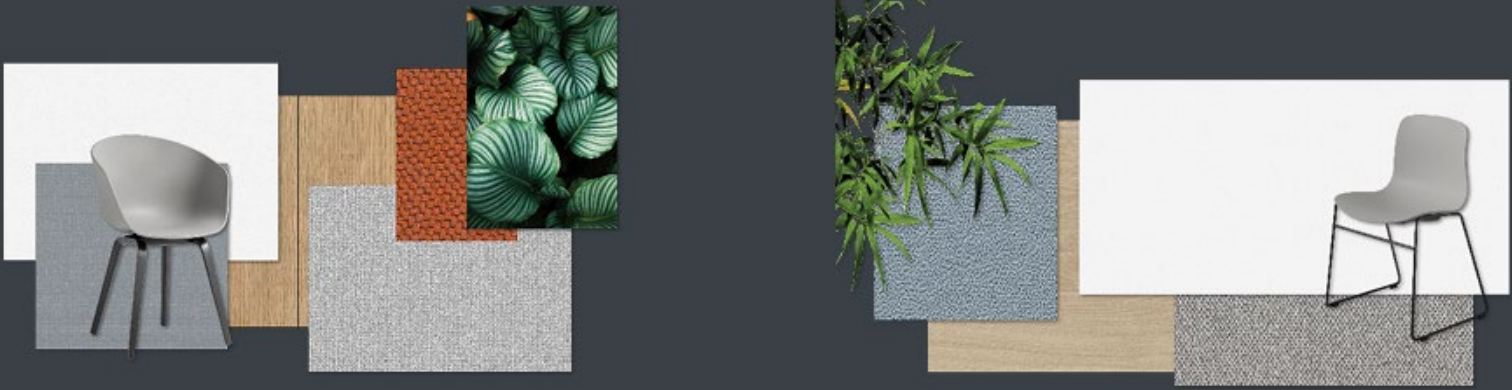
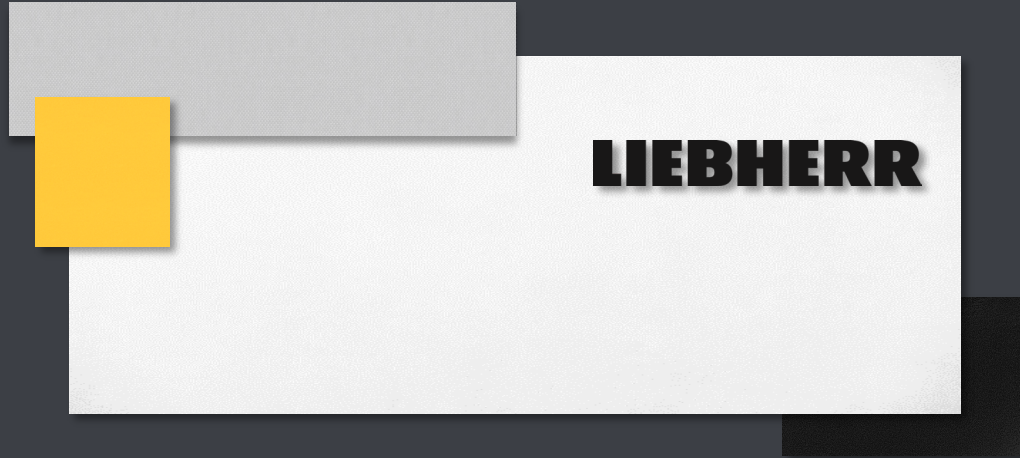
# 13 Ready for motion

Digital applications allow us to set every element in motion.

Our motion elements are the basis for all moving elements whether in micro-interactions online or in spectacular films.







powerful



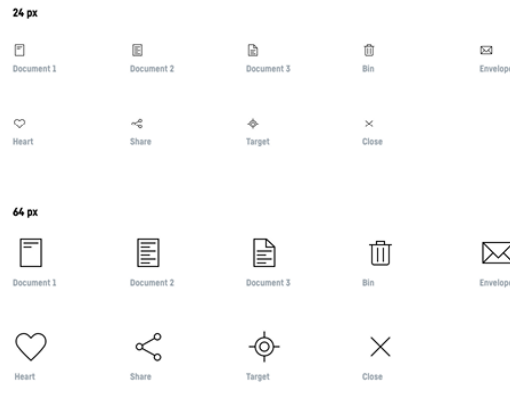
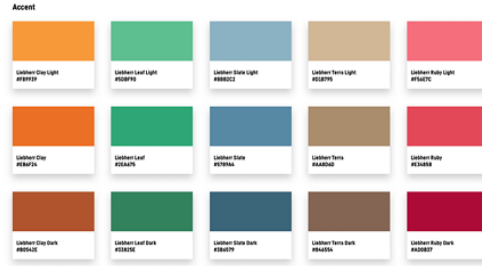
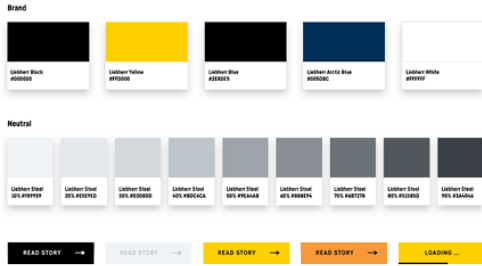
technical

Brand elements

# 14 A visual and haptic experience: our materials

Together with design language and colour, material characterize the atmosphere of the brand appearance. It is created by visual and haptic experience of the surfaces.

With colours, texture and feel of materials we can make rooms appear technical or powerful.



**Copy Text**

Copy: Liebherr Text Regular, 18px/28px

Liebherr is renowned for its top technological level and innovative crane concepts. We are the global market leader for mobile cranes and set standards in the industry.

Copy\_Small: Liebherr Text Regular, 16px/24px

Liebherr is renowned for its top technological level and innovative crane concepts. We are the global market leader for mobile cranes and set standards in the industry.

**Link in Copy**

Copy: Liebherr Text Regular, 18px/28px

Liebherr is renowned for its top technological level and innovative crane concepts. We are the global market leader for mobile cranes and set standards in the industry.

Copy\_Small: Liebherr Text Regular, 16px/24px

Liebherr is renowned for its top technological level and innovative crane concepts. We are the global market leader for mobile cranes and set standards in the industry.

**Bulletpoints**

Copy: Liebherr Text Regular, 18px/28px, Paragraph 10px

- Liebherr is renowned for its top technological level
- Liebherr is renowned for its innovative crane concepts.
- We are the global market leader for mobile cranes and set standards in the industry.

Copy\_Small: Liebherr Text Regular, 16px/24px, Paragraph 10px

- Liebherr is renowned for its top technological level
- Liebherr is renowned for its innovative crane concepts.
- We are the global market leader for mobile cranes and set standards in the industry.

**Form validation**

- ⚠ Das Kennwort muss mindestens 8 Stellen haben.
- ⚠ Das Kennwort muss mindestens eine Zahl enthalten.
- ✓ Das Kennwort darf keine Eigennamen enthalten.
- ✓ Das Kennwort muss ein Sonderzeichen enthalten.
- ✓ Das Kennwort muss Groß- und Kleinbuchstaben enthalten.

**LTMi 1030-2.1**

H2\_Desktop\_Yellow: Liebherr Head Black, 60px/60px

**Perfection in lifting. Mobile & crawler cranes.**

H3\_Desktop\_Yellow: Liebherr Head Black, 40px/46px

**Mobile & crawler crane technology**

H4\_Desktop\_Yellow: Liebherr Head Black, 32px/34px

**Refrigeration & freezing**

H5\_Desktop\_Yellow: Liebherr Head Black, 24px/28px

**Working range limit**

H6\_Desktop\_Yellow: Liebherr Text Bold, 18px/28px

**Technology**

# Brand elements

# 12 UX-ready: UI-library

Digital applications have special requirements for an on-brand display on every screen.

The UI-library provides a collection of all necessary elements for information and interaction on websites and in digital applications.

# The Liebherr brand elements at a glance

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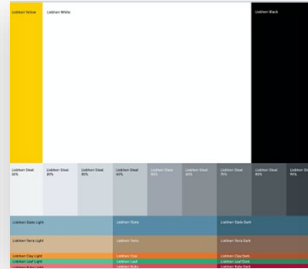
# Overview

## Recap: the Liebherr brand elements at a glance

Logo



Colour



Typeface

**Liebherr Head Black**  
**Liebherr Head Regular**

Liebherr Text Bold  
Liebherr Text Medium  
Liebherr Text Regular

*Liebherr Text Bold Italic*  
*Liebherr Text Medium Italic*  
*Liebherr Text Regular Italic*

**Liebherr Text Condensed Bold**  
**Liebherr Text Condensed Regular**  
**LIEBHERR PRODUCT**

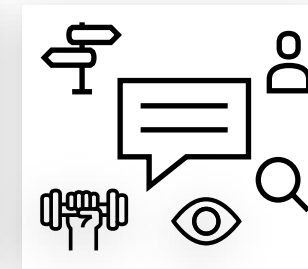
Banner



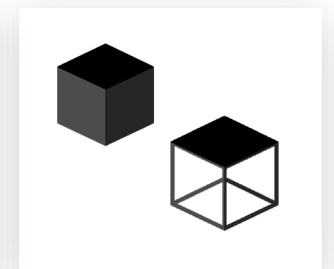
Descriptor

In first place (must)	In second place (can)		
	1. Product area	2. Product line	4. Product name
1. Brand/ product segment			
1. Product area			
1. Product line			
4. Product name			

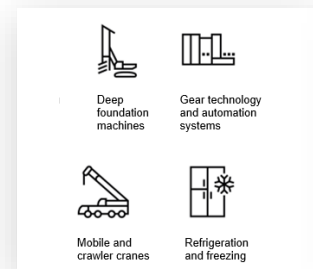
Tone of voice



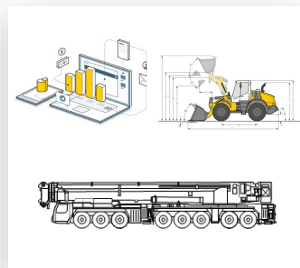
Design language



Icons



Illustrations



Diagrams



Image style



Pattern



Motion principles



Materials



# Touchpoints with our brand

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# **Touchpoints with our brand**

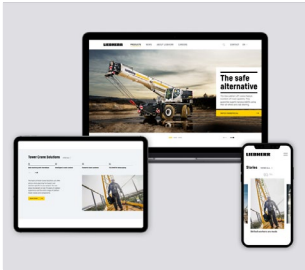
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- |           |                                    |           |                       |
|-----------|------------------------------------|-----------|-----------------------|
| <b>01</b> | <u>Website</u>                     | <b>08</b> | <u>Presentations</u>  |
| <b>02</b> | <u>Apps</u>                        | <b>09</b> | <u>Advertisements</u> |
| <b>03</b> | <u>Moving images and templates</u> | <b>10</b> | <u>Office</u>         |
| <b>04</b> | <u>Online banners</u>              | <b>11</b> | <u>Exhibitions</u>    |
| <b>05</b> | <u>Newsletters</u>                 | <b>12</b> | <u>Events</u>         |
| <b>06</b> | <u>Social media</u>                | <b>13</b> | <u>Sites</u>          |
| <b>07</b> | <u>Literature</u>                  | <b>14</b> | <u>Brand portal</u>   |

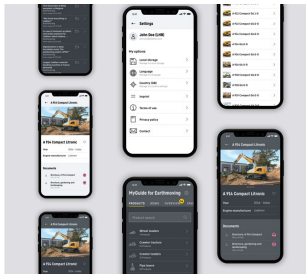
# Overview

## Touchpoints with our brand

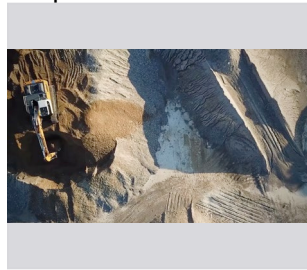
Website



Apps



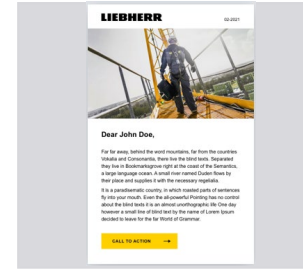
Moving images and templates



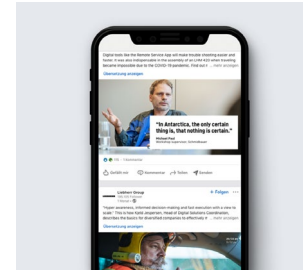
Online banners



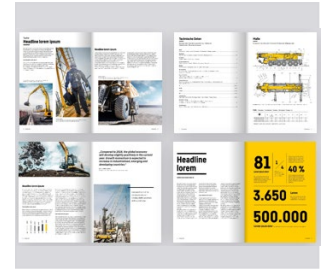
Newsletters



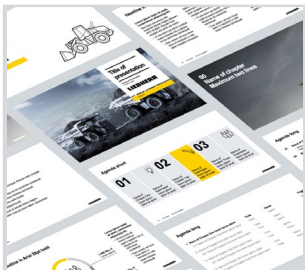
Social media



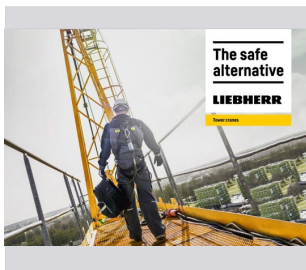
Literature



Presentations



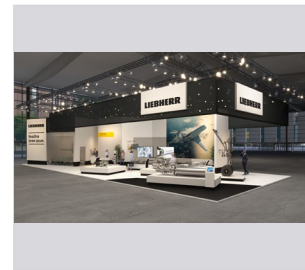
Advertisements



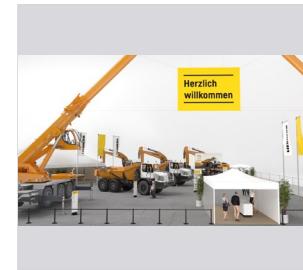
Office



Exhibitions



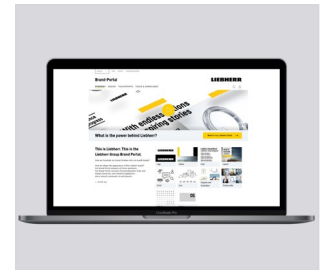
Events



Sites



Brand portal



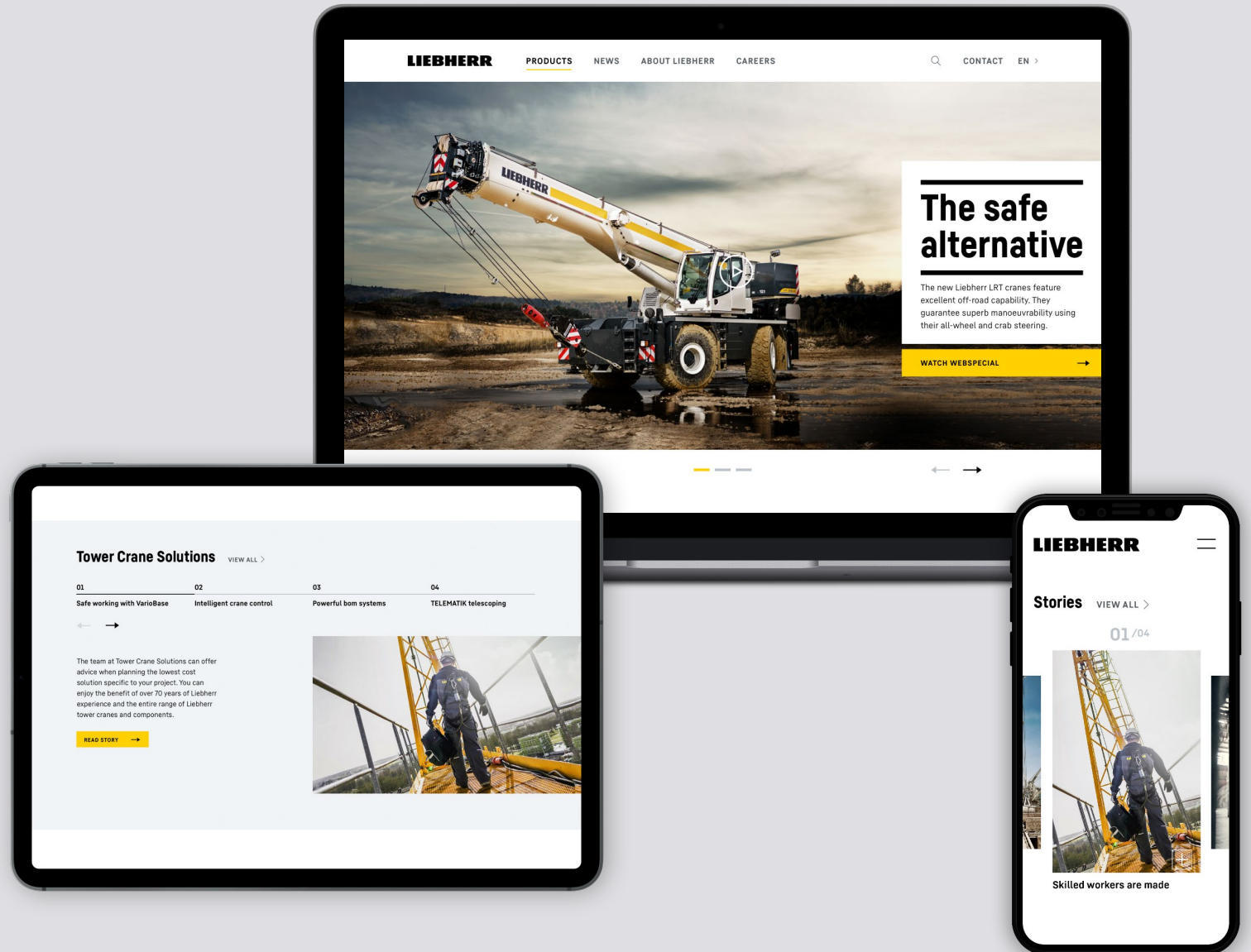
Brand touchpoints

# Website

Our website is one of the most important touchpoints to experience Liebherr.

We give the stage to our most important brand ambassadors: our products.

Underlined by detailed information, we create a holistic image of Liebherr.



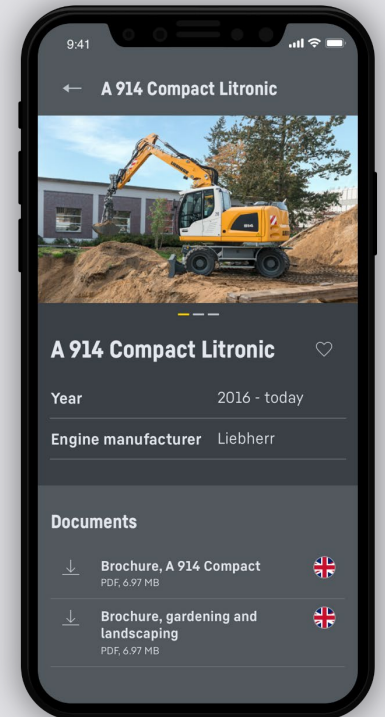
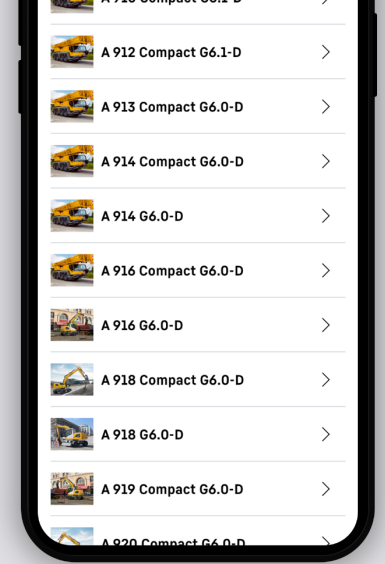
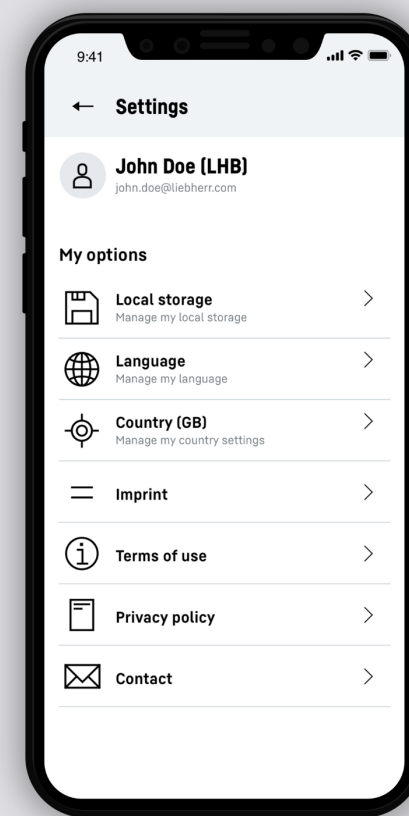
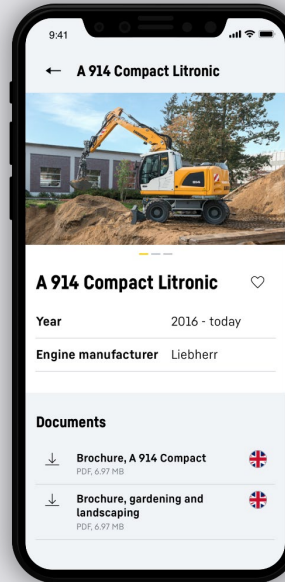
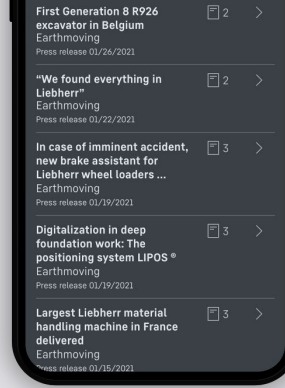


Brand touchpoints

# Apps

On the go or in the meeting, smartphones are always right at hand. This makes them the perfect provider for our apps. Handy information, a smart reminder and always there when you need it.

Despite the small size, we offer easy guidance and a visible brand identifier.



Brand touchpoints

## Moving images and templates

Ready for the big screen: our motion principles describe how motion is facilitated in Liebherr design.

Functional elements (e.g. opener, corner logo, chapter transitions, subtitles, supertexts, endings, etc.) are predefined and collected in Adobe AfterEffects and Adobe Premiere templates – ready to use for all kind of films.

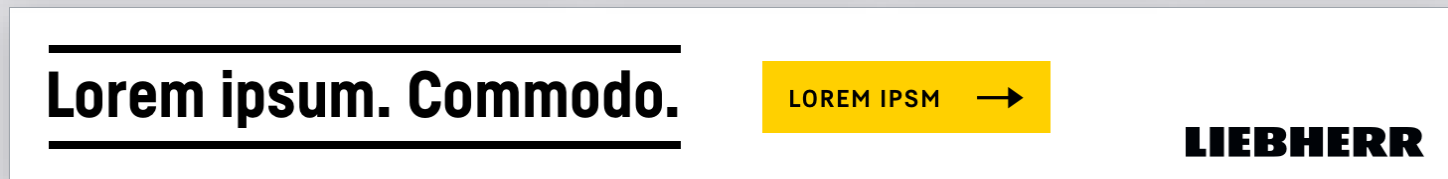


Brand touchpoints

## Online banners

Digital banners offer many opportunities to attract attention, for example, with motion dramaturgy sequentially showing a headline, image and logo with call to action.

Furthermore, static banners are developed and can be used with editable templates.




# Brand touchpoints

# Newsletters

Keep our customers informed. Newsletters are a simple tool for engaging in regular exchange with our customers to provide them with the newest product updates, innovations and highlights.

**LIEBHERR** 02-2021



**Dear John Doe,**

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelliala.

It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.

**CALL TO ACTION** →

**Headline**  
**2 lines of copy**

**Teaser headline**  
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

**TEASER LINK**

**Teaser headline**  
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

**TEASER LINK**

**Teaser headline**  
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

**TEASER LINK**

**Teaser headline**  
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

**TEASER LINK**

**Voucher Headline**


Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

**Voucher code**  
**423456**

**Footer Headline**

Footer Link      Footer Link  
Footer Link      Footer Link  
Footer Link      Footer Link  
Footer Link      Footer Link

**LIEBHERR** 02-2021




**Headline**  
**2 lines of copy**

**Dear John Doe,**

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelliala.

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**CALL TO ACTION** →



**Teaser headline maximum 2 lines of copy**

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

**TEASER LINK**

**Dear John Doe,**

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelliala.


**CALL TO ACTION** →

**Voucher Headline**

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

**Voucher code**  
**423456**

**Headline**



**Teaser headline**  
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

**TEASER LINK**

**Teaser headline**  
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

**TEASER LINK**

**Teaser headline maximum 2 lines of copy**

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

**TEASER LINK**

**Footer Headline**

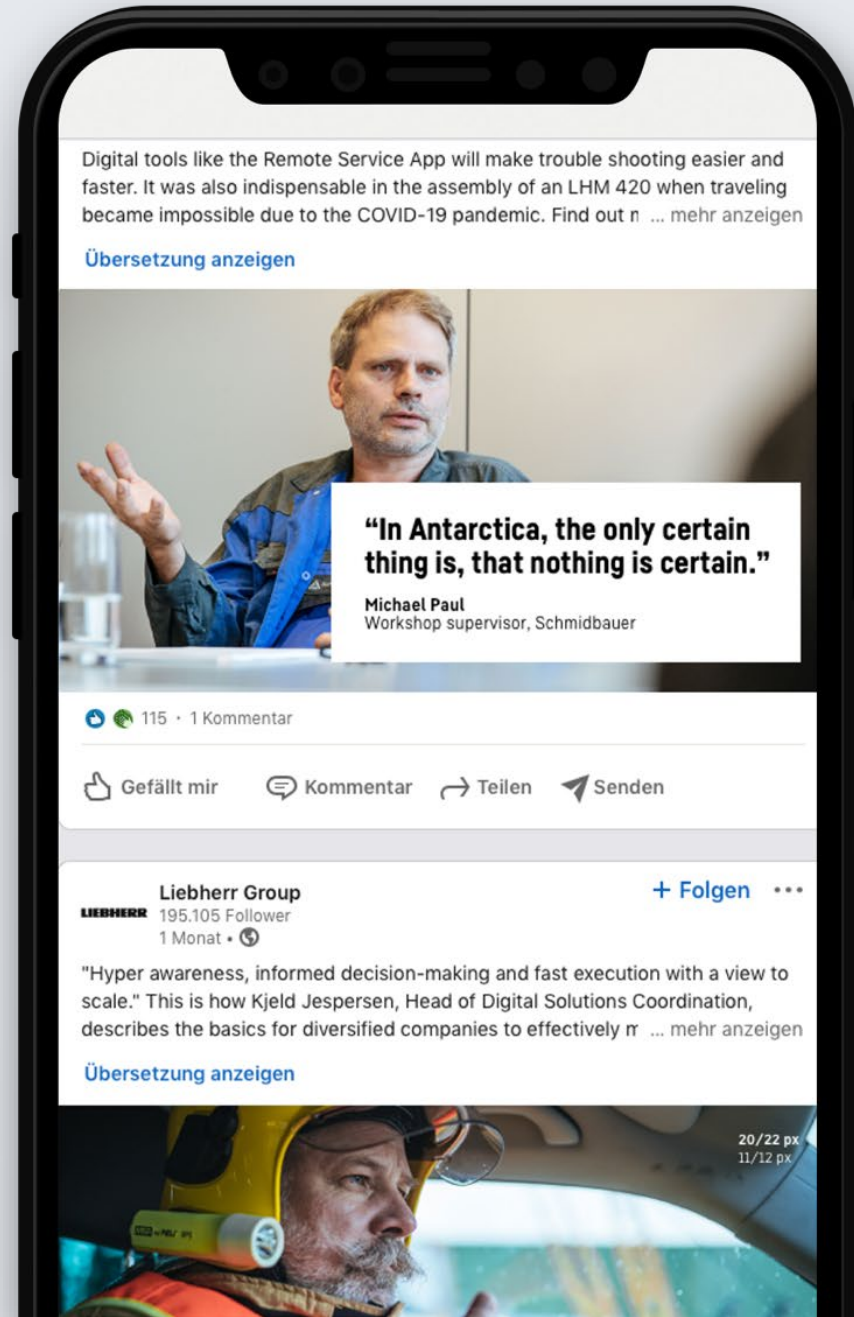
Footer Link      Footer Link  
Footer Link      Footer Link  
Footer Link      Footer Link  
Footer Link      Footer Link

Line 1 | Line 2 | Line 3

Brand touchpoints

## Social media

We are where our customers are. That makes social media an important touchpoint. Our authentic images and a strong topic-related quote catch the attention at a glance.

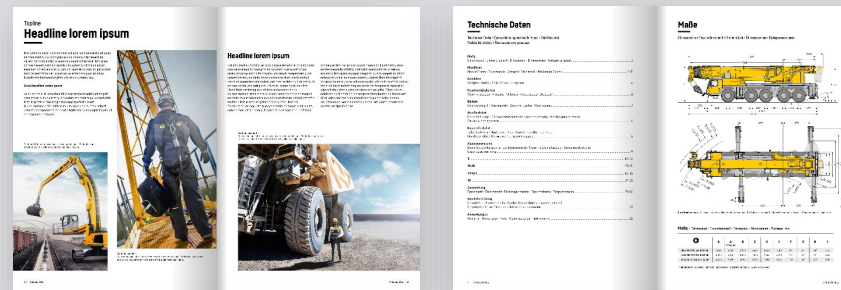


Brand touchpoints

# Literature

Literature is an important touchpoint for our communication. Get some inspiration of the brand elements in various literature environments, both functional and emotional examples.

Creating branded literature was never this easy: with our new InDesign templates every new media will be on brand.





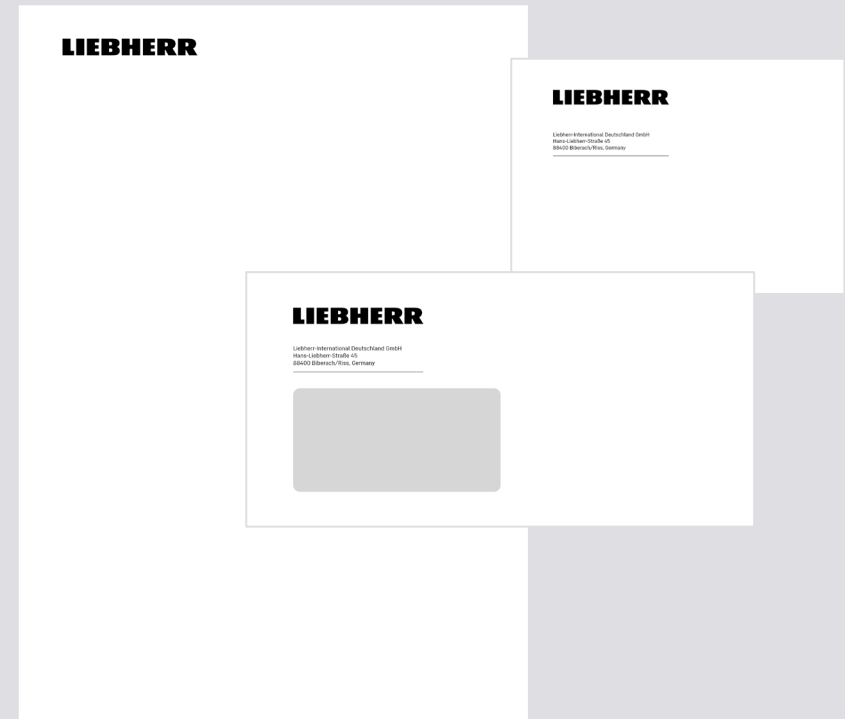
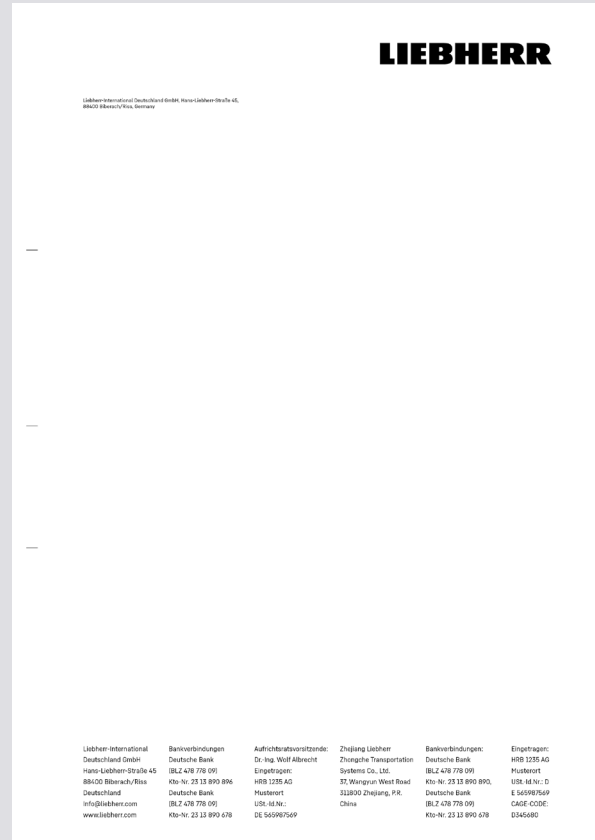




Brand touchpoints

# Office

Hello everyday usage: our stationery is reduced to the pure and elementary representation of the logo and typeface – but always on brand.



Brand touchpoints

## Exhibitions & Events

Exhibitions are an important platform for presenting our product diversity. The complexity of our products is also reflected in our exhibition presentations - indoor and outdoor.

Liebherr organizes unique events for a wide variety of occasions. Our design is based on the uniform brand identity. We ensure that the event runs smoothly and will be an unforgettable experience – also on behalf of the Liebherr brand.



Brand touchpoints

## Sites

Each Liebherr site is unique. This applies to its function, size, location and the associated visitor guidance. The Guidelines of Corporate Architecture take these special features into account and adopt the perspectives of the different target groups.

While in the outdoor area, the focus is on branding and guidance, in the building itself, it is more about spatial atmosphere.



Brand touchpoints

# Our updated brand portal

It's up to us to bring the Liebherr brand experience to life.

The Liebherr brand portal makes it easy for everyone.

We updated it with new definitions, templates and download assets.

The new brand portal is online since April 2021.

