



**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.



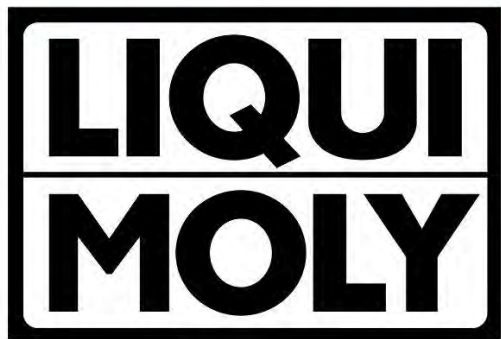
**We have a strong design.**

Iconic logo.

Timeless font.

Clear colours.





LOREM IPSUM

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

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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.



## **The 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 **RGB:** 255 / 255 /

255 **HEX:** #ffffff



## 4. black

### Application

Text

**CMYK:** 0 / 0 / 0 / 100

**RGB:** 0 / 0 / 0

**HEX:** #000000

**Pantone:** Black C

**HKS:** 88



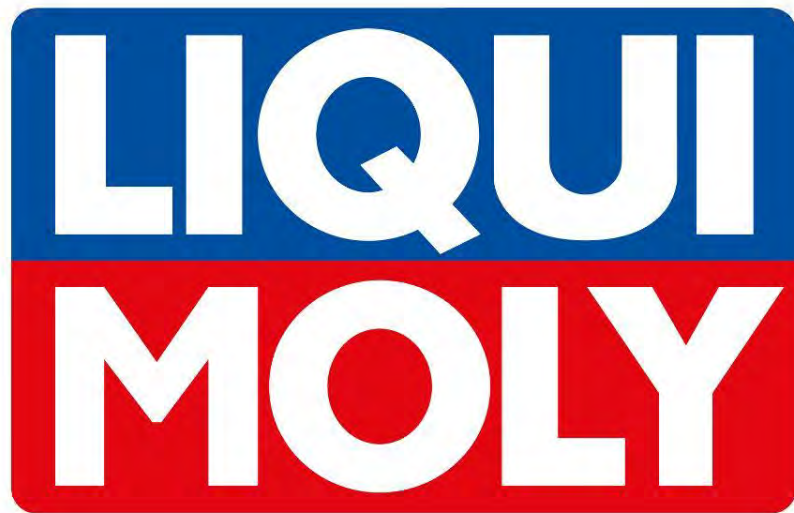
# The logo

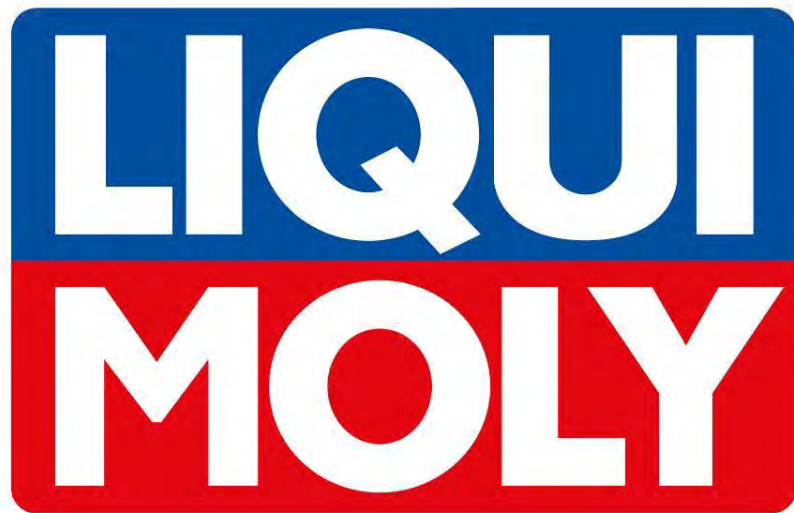
Big!

Bold.

Clear.







**FOR THE DRIVERS**



**FOR THE DRIVERS**

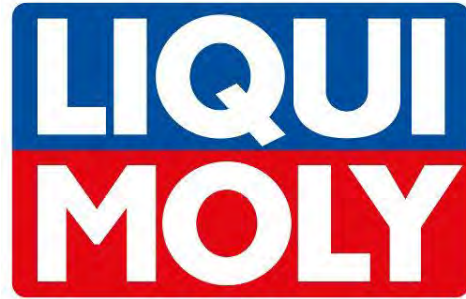
### Definition of distances and sizes

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

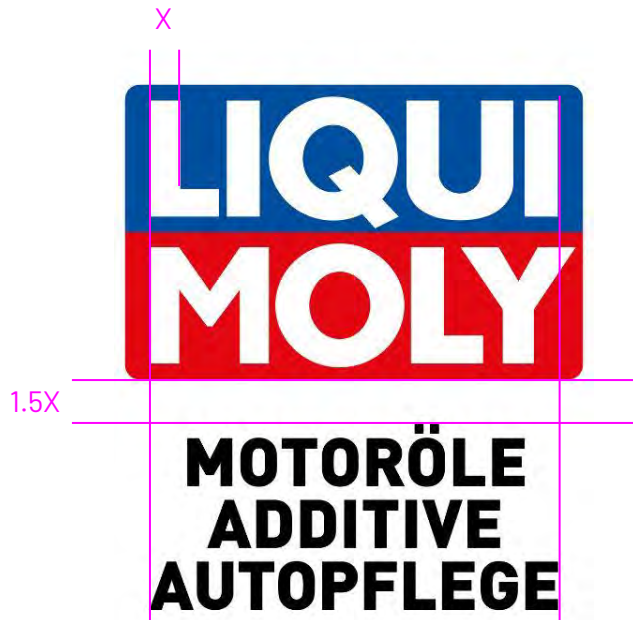
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In the German version, this means that it is measured from the logo downwards to the **upper edge of the umlaut points** above the letter "Ö" in "MOTORÖLE".

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 1.5X**



## Definition of distances and sizes

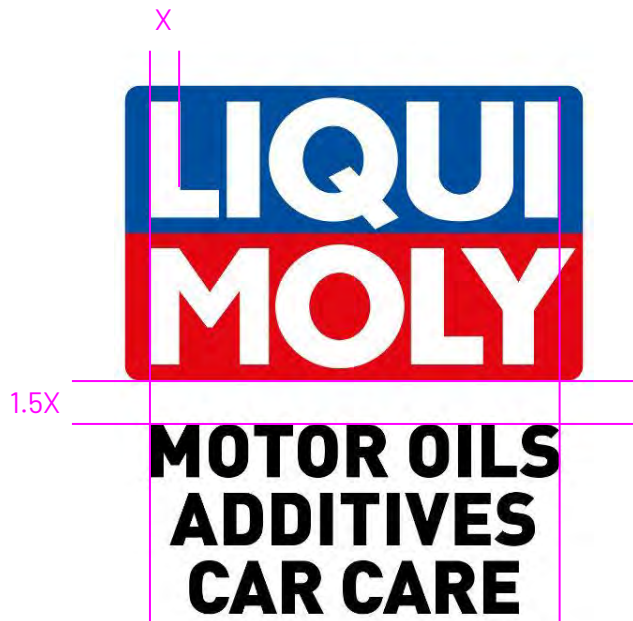
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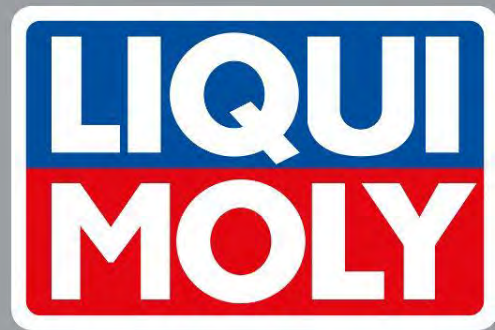
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**MOTORÖLE  
ADDITIVE  
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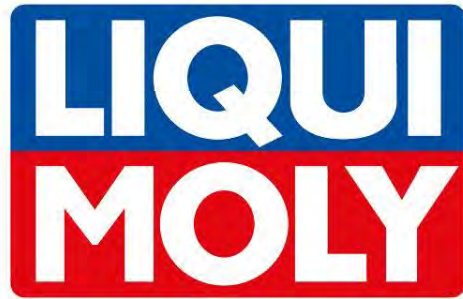
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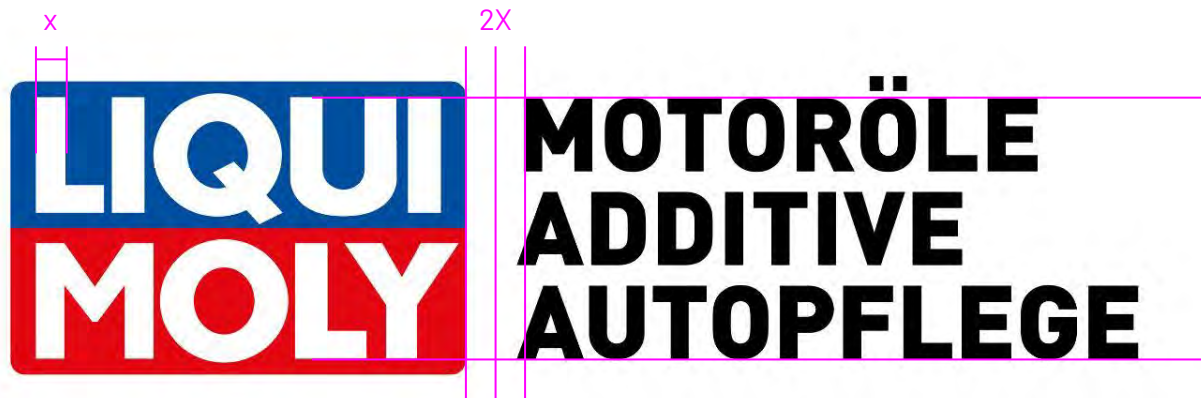
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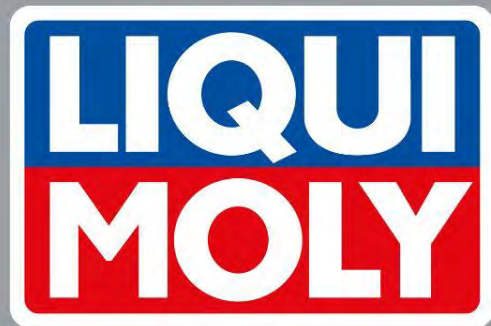


**MOTORÖLE  
ADDITIVE  
AUTOPFLEGE**



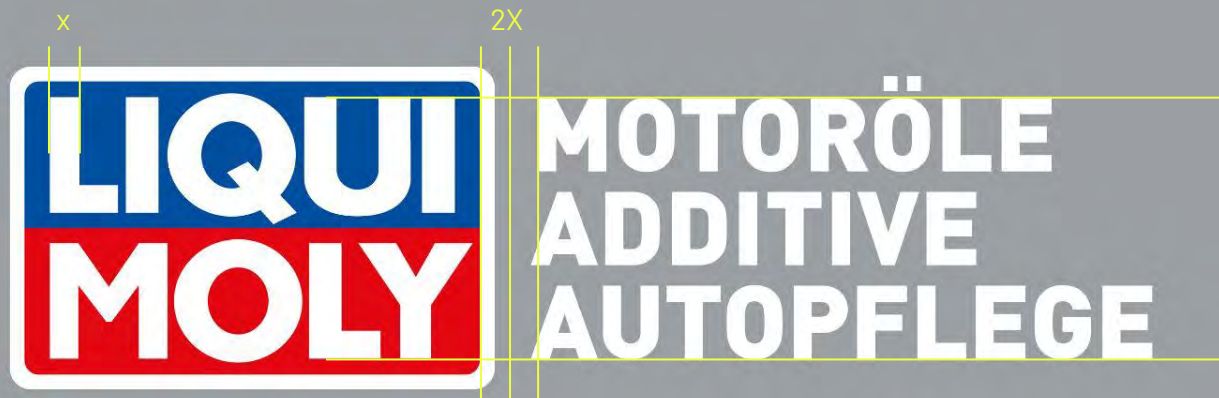
#### **Definition of distances and sizes**

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](http://www.liqui-moly.com)

# Font hierarchy

Usage	Weight	Style
Headline	<b>Black</b>	ALL CAPS
Subheadline	<b>Bold</b>	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.

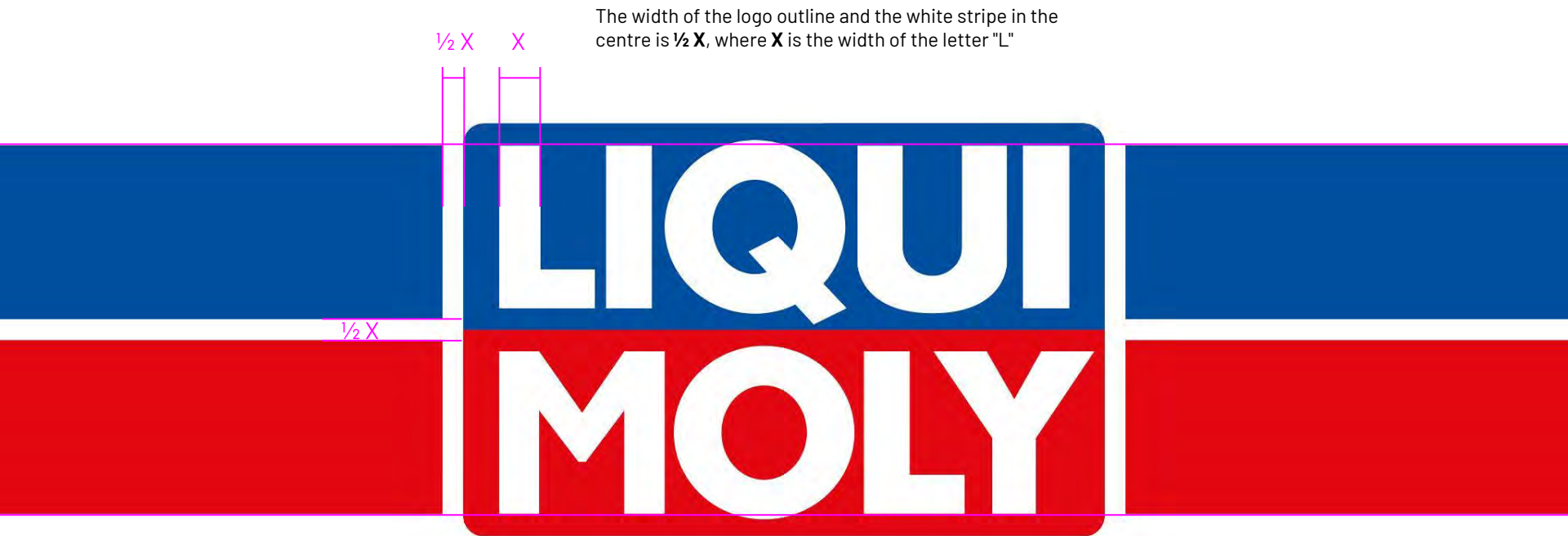
Carrier for the logo. And/or design object.



The logo features the words "LIQUI" and "MOLY" in white, bold, sans-serif capital letters. "LIQUI" is positioned on a blue rectangular background, and "MOLY" is on a red rectangular background. These two rectangles are stacked vertically and are flanked by horizontal bars of the same colors (blue on top, red on bottom) that extend across the width of the image.

**LIQUI  
MOLY**

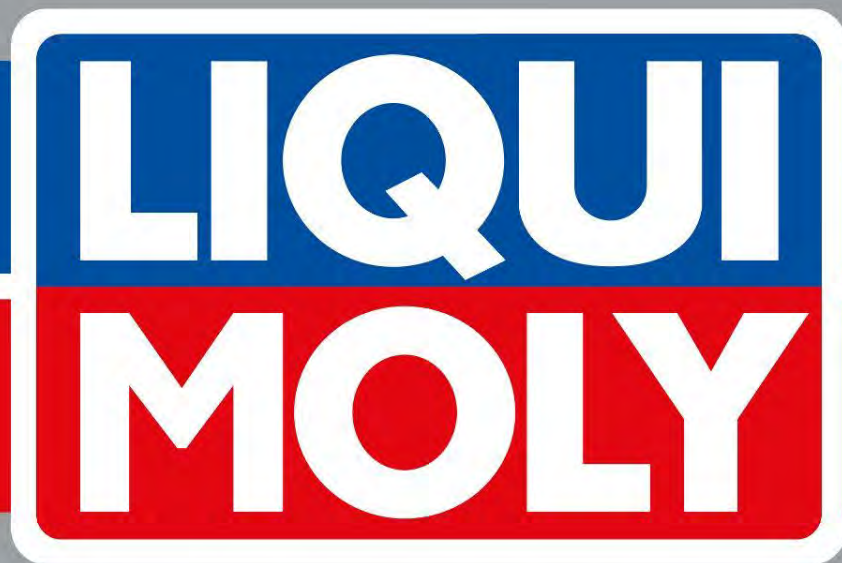
**FOR THE DRIVERS**



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"

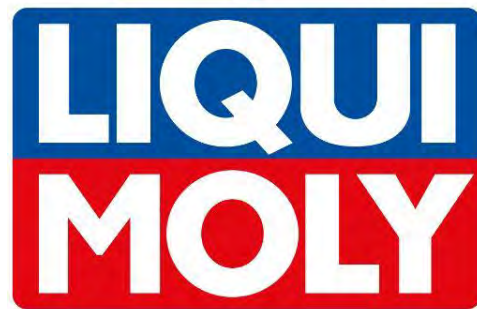
The size ratio of the logo to the racing stripe is defined as follows:  
Upper edge of blue stripe = upper edge of LIQUI  
Lower edge of red stripe = writing line of MOLY

**FOR THE DRIVERS**

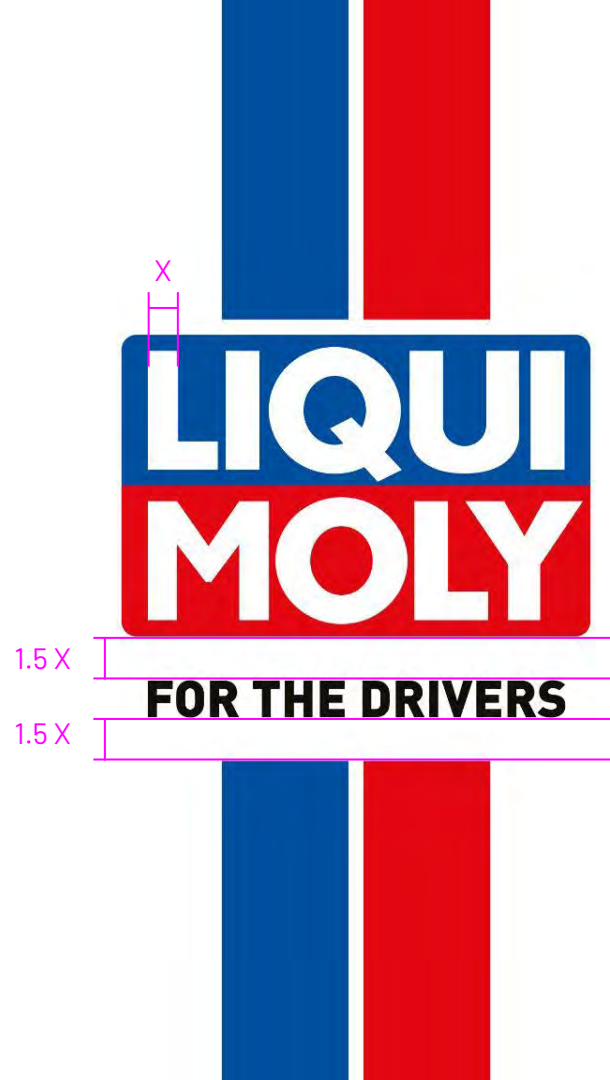


**FOR THE DRIVERS**

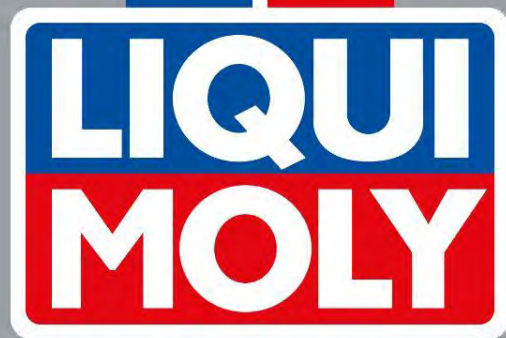




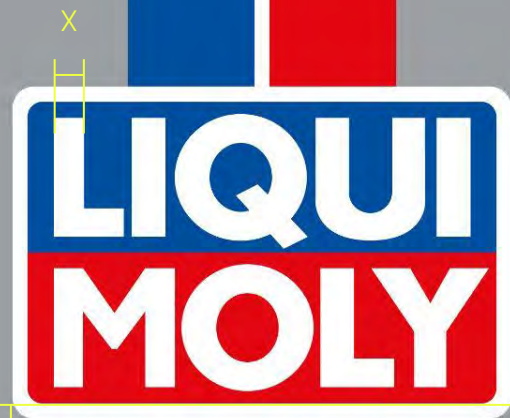
**FOR THE DRIVERS**



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**



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

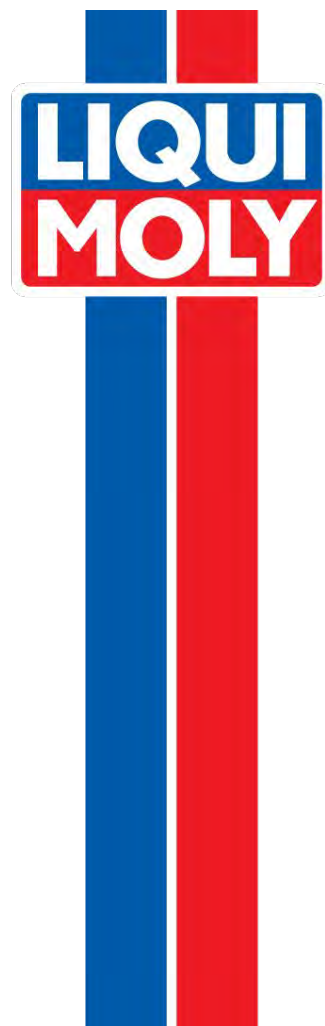
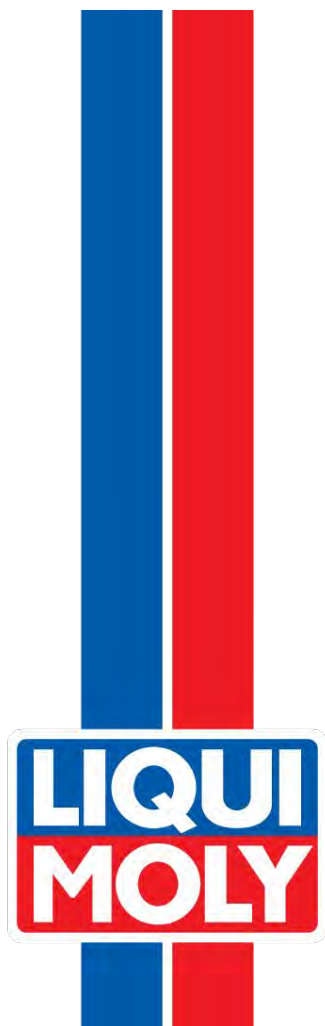
If the LIQUI MOLY logo is used on the strip, its position must follow one of the predefined anchor points:

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)



## 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

½ S

½ S



**LIQUI  
MOLY**

**FOR THE DRIVERS**



## 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 =  $\frac{1}{2}$  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.



1/2 S

1/2 S

# LIQUI MOLY



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[liqui-moly.com](http://liqui-moly.com)

S

1/2 S

FOR THE DRIVERS

1/2 S

# LOREM IPSUM DOLOR SIT VERO EOS ET ACCU.



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[liqui-moly.com](http://liqui-moly.com)

**LIQUI  
MOLY**

FOR THE DRIVERS

1/2 S

1/2 S

# LOREM IPSUM DOLOR SIT VERO EOS ET ACCU.



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S

1/2 S

1/2 S

**LIQUI  
MOLY**

FOR THE DRIVERS

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.



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liqui-moly.com



## FOR THE DRIVERS

1/2 S

# LOREM IPSUM DOLOR SIT VERO EOS.

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[liqui-moly.com](http://liqui-moly.com)



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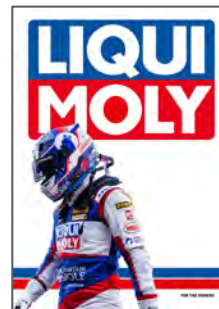
1/2 S



FOR THE DRIVERS

1/2 S





## **Contact.**

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

**[design@liqui-moly.de](mailto:design@liqui-moly.de)**

