



Safe space

The Liebherr logo is surrounded by a safe space. No other elements can be placed within this area, even additional text. The safe space ensures maximal legibility of the logo.

The safe space is measured according to the height of the logo on all sides.



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Black logo on light background, e.g.
Merchandising, Product.



White logo on dark background, e.g.
Merchandising, Exhibits.



White logo on Arctic blue background,
e.g. Merchandising.



brushed or matte logo
on light product material.



brushed or matte logo
on dark product material.



Logo on concrete background.

Use of logo – Material

In print, the Liebherr logo is always displayed in either white or black.

Exceptions to this rule can be for material purposes, for example packaging and merchandising.

A few examples of proper usage are displayed.

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✗ No colouring of logo.

✗ No outline of logo.

✗ No integration of images in logo.

✗ No transparent display of logo.

✗ No shadows behind the logo.

✗ No modification of logo.

Use of logo – Don'ts

To ensure consistent usage of the Liebherr logo throughout all communication channels, the logo cannot be modified.

The provided examples are cases of how the logo should not be used.