Liebherr Monolith Style Guide

V 1.0 2020

For over 60 years, Liebherr refrigerators and freezers have been globally renowned as high-quality and innovative products. The good reputation of Liebherr products and their features must be presented in a representative manner. It is important that the Monolith-partners give full justice to the outstanding aspects of the Liebherr products and ensure a high-quality presentation of the Monolith value-proposition.

We have developed the following Style-Guide in order to ensure the perfect presentation on your digital media.

Website

The Monolith-partner is free to choose his/her own design of the relevant website. However, the following wireframes must be adhered to:

Home page

In order to correctly show the Monolith products on your website, the home page must contain the following link to the products:

https://liebherr.invisionapp.com/share/KXXAZB6JHCB#/417813680_monolith_Haendler-Startseite-A_desktop
(desktop version)

https://liebherr.invisionapp.com/share/KXXAZB6JHCB#/417813681_monolith_Haendler-Startseite_mobil
(mobile version)

Product page

In order to always convey the same message of high product quality the product page must be presented as follows:

https://liebherr.invisionapp.com/share/KXXAZB6JHCB#/417813679_monolith_Haendler-Produktseite-B

The images used must always fit the text and can be freely chosen from the selection provided by or approved by Liebherr.

Webshop

When purchasing an appliance from the Monolith range, a customer will expect the highest level of guidance and support, both offline and online. In order to meet this expectation, the Monolith-partner must keep strictly to the following specifications and layouts for distance sales sites. The design, colour, texts and images must be identical to these templates.

Appliance overview

The product detail page must also be identical to the following, including the services offered:

https://liebherr.invisionapp.com/share/KXXAZB6JHCB#/420273981_einkaufswelt-Gefrieren_Produktliste

Product detail page

The product detail page must also be identical to the following, including the services offered:

https://liebherr.invisionapp.com/share/KXXAZB6JHCB#/417813678_webshop_Homepage_appliances-Addons_productdetail

The only variations are in the technical specifications of the different appliances.

The complexity of the appliances as well as the correct planning into a built-in kitchen layout make a personal consultation necessary. For this reason, there is no shopping basket button as usual but rather a video-call

button. The customer is encouraged to contact the salesperson via video-call and either see the products live in a physical showroom or have the product details and features explained in a virtual presentation.

https://liebherr.invisionapp.com/share/KXXAZB6JHCB#/420273982_webshop_Homepage_appliances-Addons_productdetail-Videocall

Following this consultation, the video-call button must convert to a shopping-basket button so that the customer can order online.

https://liebherr.invisionapp.com/share/KXXAZB6JHCB#/420273983_webshop_Homepage_appliances-Addons_productdetail-Warenkorb

If you have further questions regarding this Monolith style-guide, please contact your relevant Liebherr E-Commerce manager.