

ORLEN Deutschland Unveils New Corporate Logo: Modern Brand Identity Reflects International Alignment

Elmshorn, 21st July, 2025 – ORLEN Deutschland has unveiled a new corporate logo that reflects the company’s modern and international brand identity. The new word-and-symbol mark combines minimalist design with powerful symbolism, contributing to a unified visual presence across the international ORLEN Group.

At the heart of the new logo is the distinctive eagle head – the established emblem of the ORLEN Group – now presented in a simplified, clear form alongside the German company name. The result is a visually striking symbol that enhances brand recognition while emphasizing ORLEN Deutschland’s affiliation with the global ORLEN family.

“With our new logo, we’re not only expressing our commitment to a contemporary brand image, but also our identity as part of a strong, international group,” says Dariusz Kwieciński, CEO of ORLEN Deutschland. “Together with the brand management team at ORLEN S.A., we have developed a symbol that conveys clarity, dynamism, and unity.”

The redesign is part of the ORLEN Group’s international brand strategy and represents another step toward a consistent, cross-border corporate identity.



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About ORLEN Deutschland GmbH

ORLEN Deutschland GmbH was founded in March 2003. It is a 100 per cent subsidiary of the Polish multi-energy group ORLEN S.A. and part of the international ORLEN Group. The company currently operates over 600 ORLEN and star filling stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest filling station operators in Germany and is involved in a wide range of sports and cultural sponsorship activities (e.g. handball, winter sports, music festivals).

In keeping with the claim "Moving forward together", ORLEN and star filling stations offer high-quality fuels as well as their own shop products at an attractive price-performance ratio. ORLEN Deutschland is increasingly focussing on the expansion of electromobility offerings, alternative, sustainable fuels and the environmentally friendly use of resources. Customers receive additional services such as car washing, ATM and package services at many stations. Filling stations with 'star café' and 'stop.café' invite customers to take a break in a feel-good atmosphere and offer coffee specialties throughout the day, a wide selection of food, as well as hot and cold snacks.

ORLEN S.A. further expanded its market position in the DACH region at the beginning of 2024 with the acquisition of Turmöl fuel stations. With over 260 stations, ORLEN has a market share of around 10% in Austria, making it one of the three largest owners of fuel station networks in the country.

Further information about ORLEN Deutschland can be found on www.orlen-deutschland.de as well as www.star.de

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