# Brand Book

Designed By Degu

# Content


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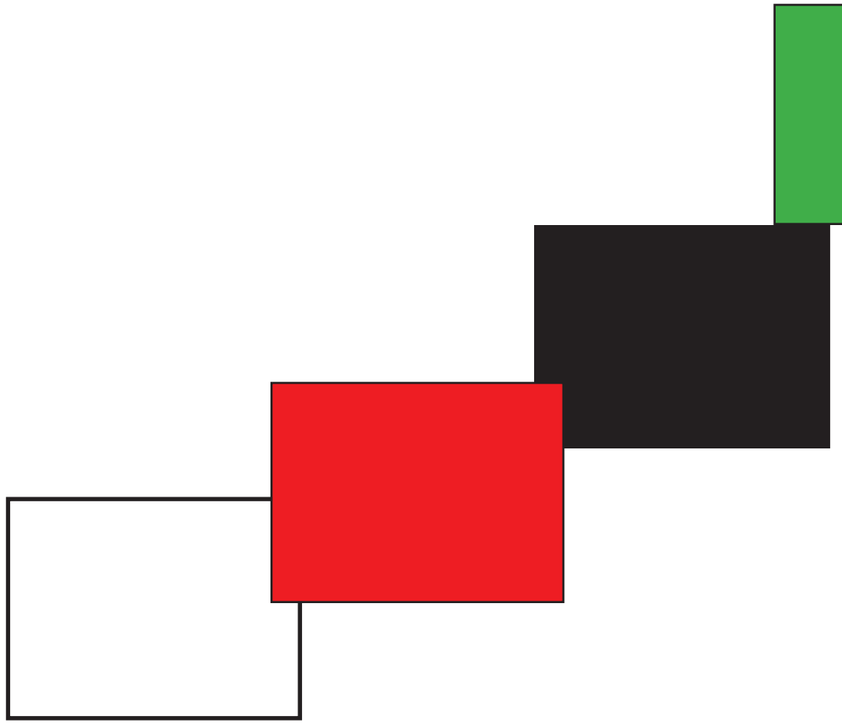
# History

Puma is the third largest sportswear manufacturer in the world. The company was founded in 1948 by Rudolf Dassler. In 1924, Rudolf and his brother Adolf “Adi” Dassler had jointly formed the company Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Factory). A first step in a long history driven by speed and performance: The brothers Rudolf and Adolf Dassler founded the company “Gebrüder Dassler Schuhfabrik” (Dassler Brothers Shoe Factory) in their hometown Herzogenaurach, Germany. Unbeknownst to them, they place the founding stone of the world capital of sports shoes.

# PUMA

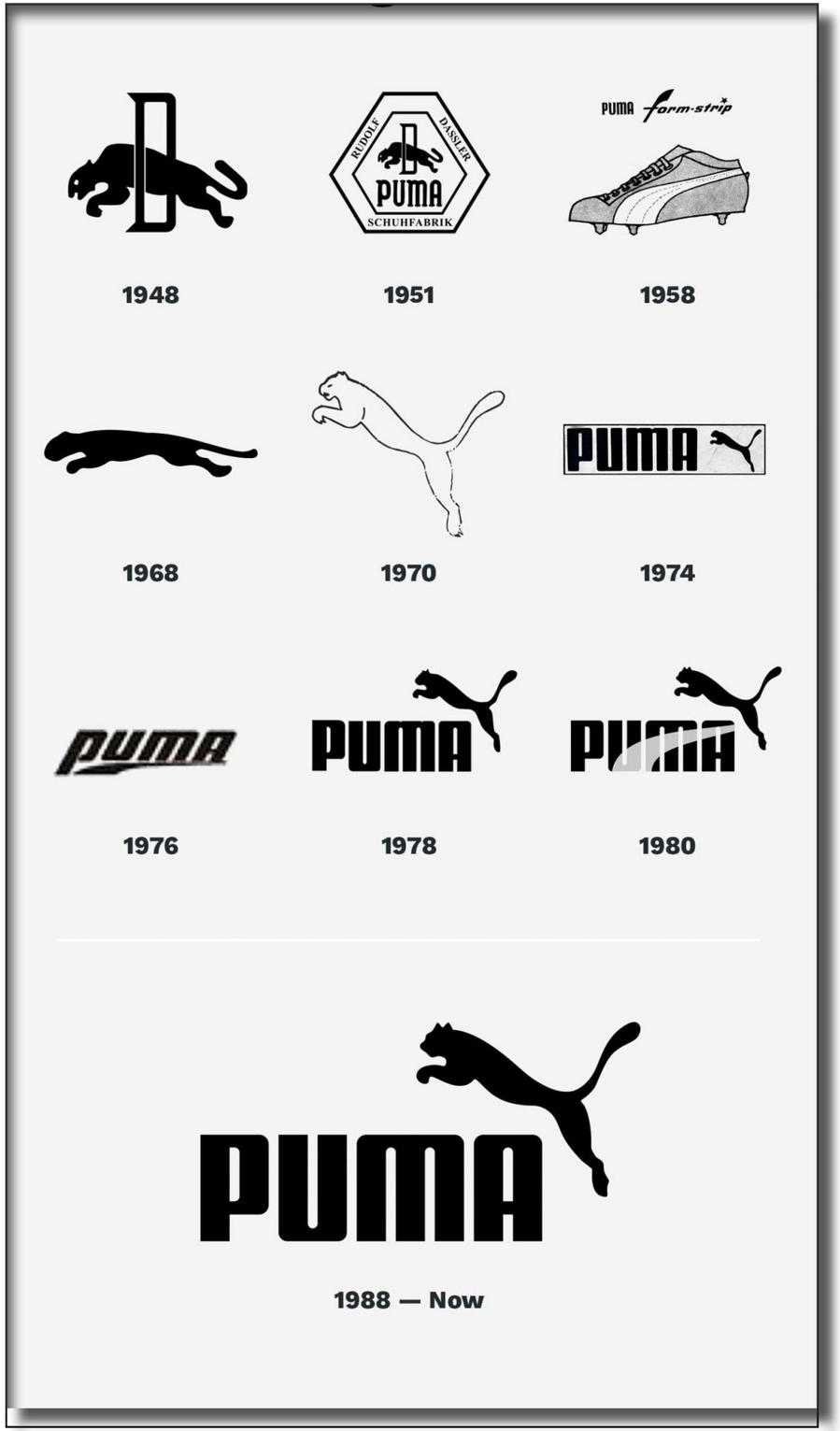
PUMA and Ferrari announce the multi-year contract making PUMA the of-ficial supplier of Scuderia Ferrari, the most successful Formula One team of all times.
The partnership with Ferrari also allows PUMA to develop licensed Ferrari footwear, apparel and accessories for global distribution, combining our strengths to provide even faster products.

# Colors





# Logo Puma



# Typography

Minion Pro is the primary brand typeface that we use for prin and some digital properties. Its round and geometric letter-fo forms are approachable and modern

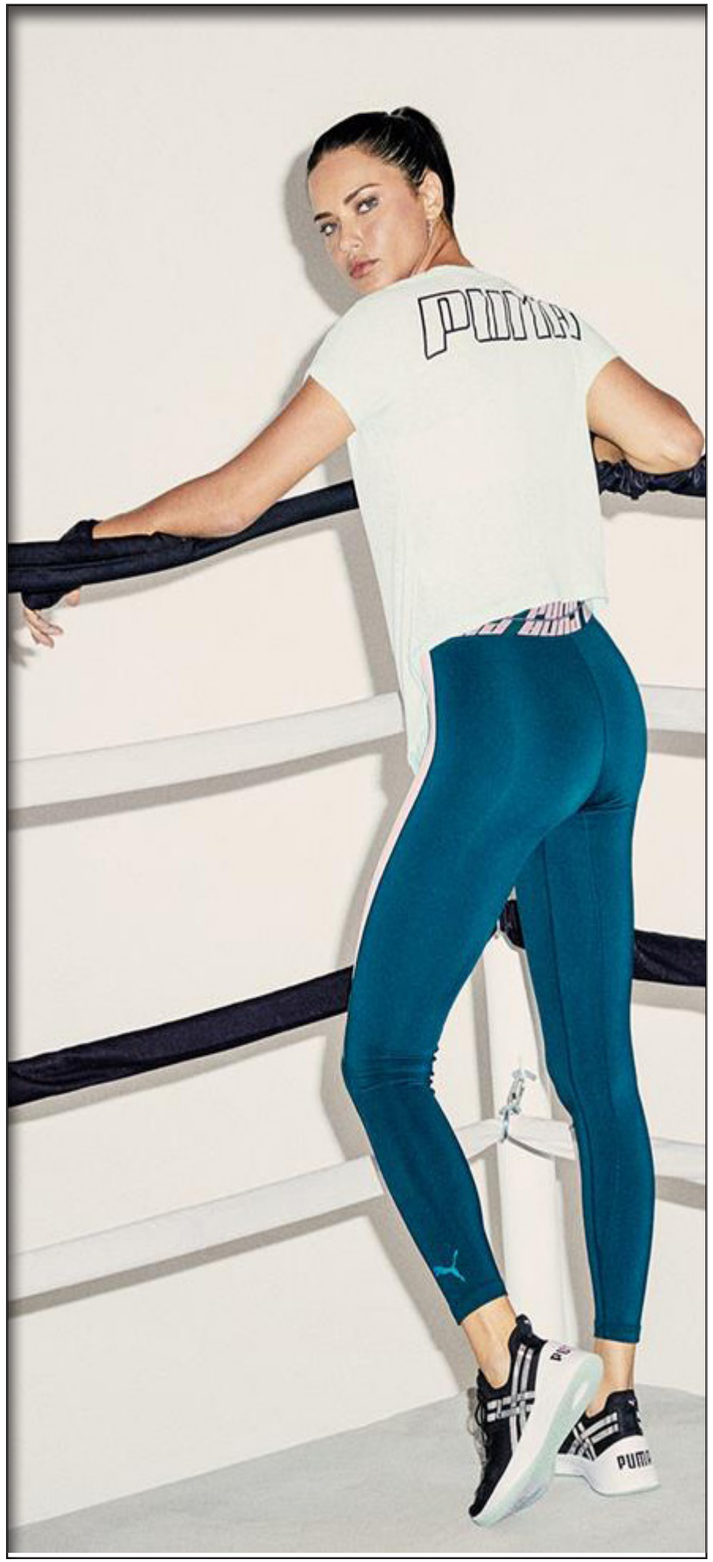
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=-<>?/.,:”;’ABCDEFGHIJKLMNOPQRSTU-
VWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()_+=-
<>?/.,:”;’

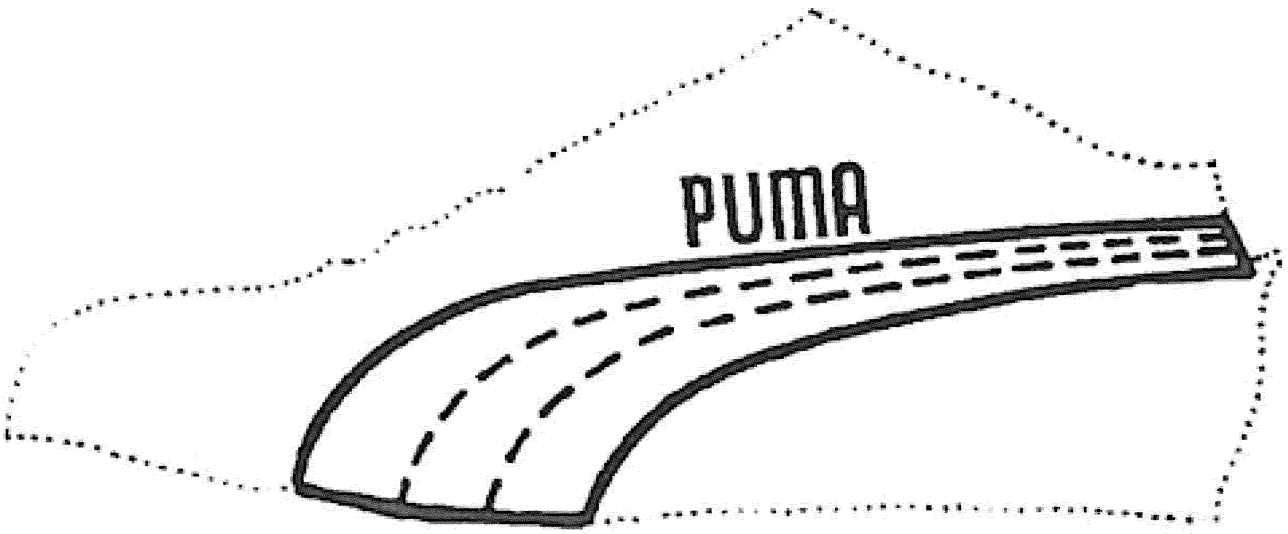
# Type Styles

Body text should provide an efficient and pleasant experience on every viewport size. Readable text makes good use of alignment, spacing, line length and height, and contrast.

| | |
|---|---|
| Header | Minion Pro |
| Subtitile /intro | Kansasnew |
| Body | Minion Pro |

# Photography




PUMA