

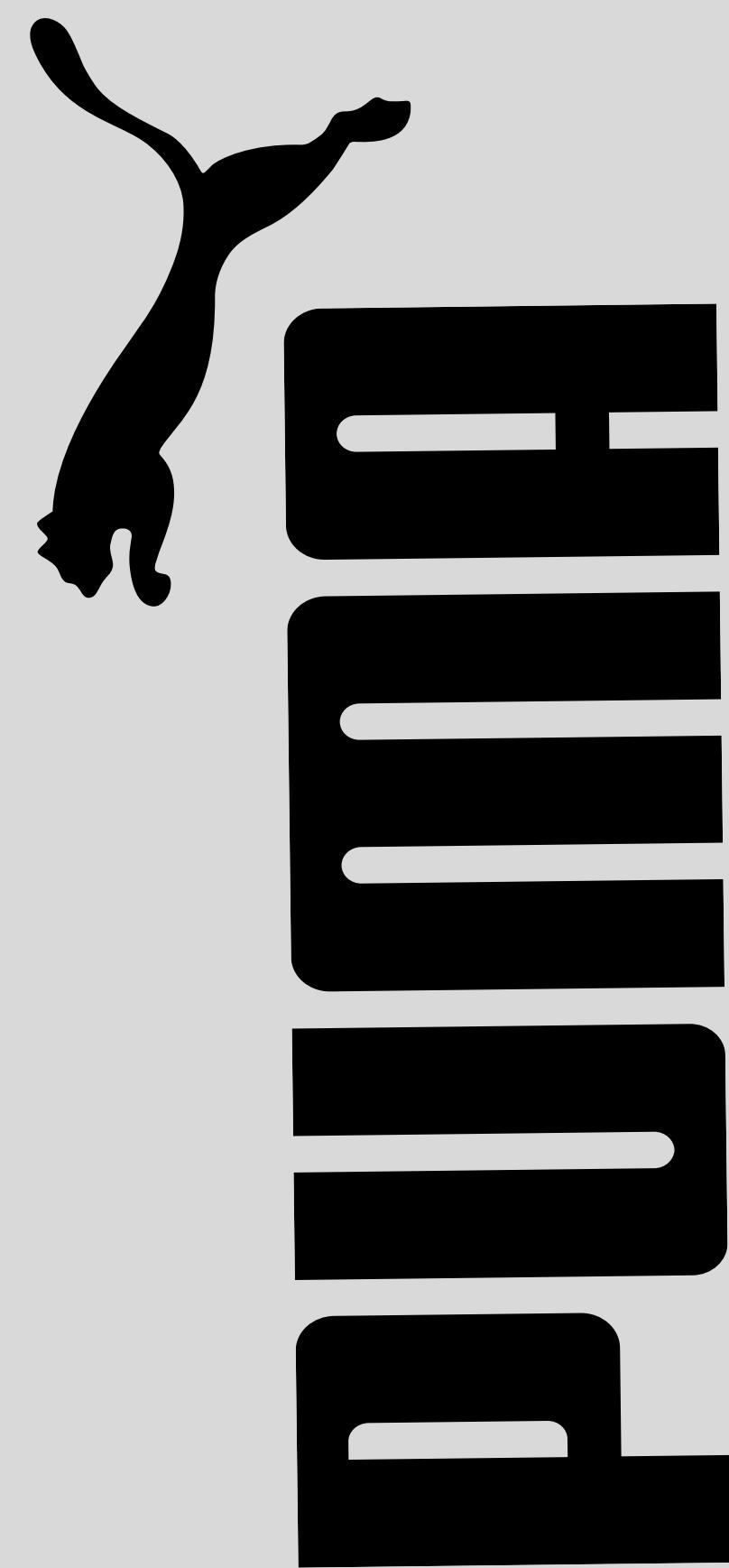


Brand Guideline 2023

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## Brand Guidline

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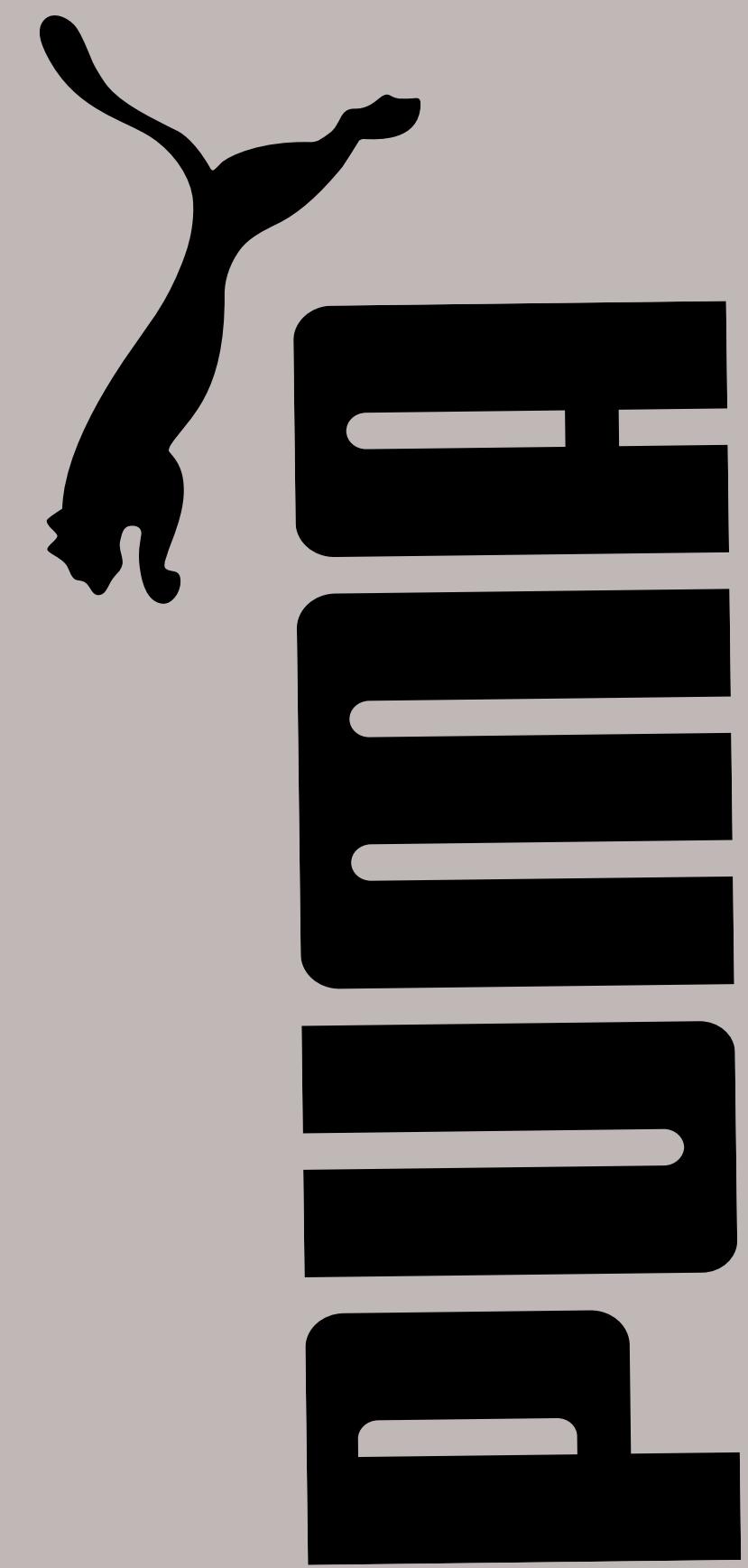


# BRAND GUIDELINE

# BRAND IDENTITY

PUMA aims to be fastest and most advancing sports and lifestyle brand. PUMA is fast in reacting to trends and developing products within the most recent technology. PUMA is determined to create innovative, advancing products with a sustainable focus and a desire to contribute to a better world.





LOGO DESIGN

# LOGO DESIGN

The logo consists of two elements being the font and the jumping puma. The font is Arial Black - a simple bold font to make it noticeable. The font has been sliced in half to give it edge and underline the brand's two focus points being sports and fashion.



# LOGOVARIATION

The logo can be used in the following three variations: the classic logo with the white puma and font on a black background, inverted colours or the third option with the black puma and font on a beige background.



# LOGOVARIATION

The PUMA can be used on its own for promotional use and on the products. The puma is associated with the brand, however, it is important to consider where and how the puma is placed.



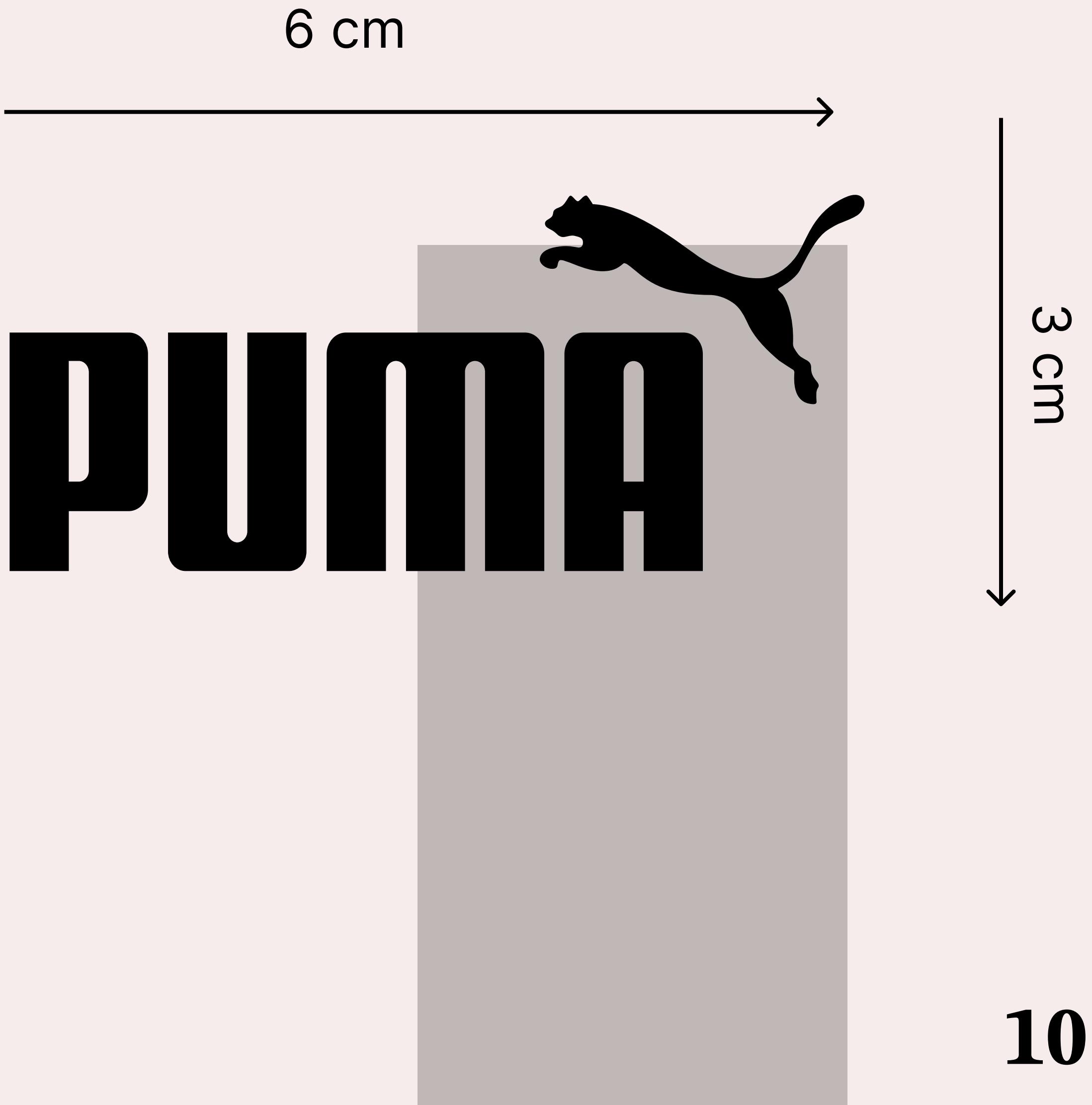
# LOGO COLORS

The logo colors must always follow the above guidelines. The background color of the logo cannot be changed and the color of the font and puma cannot be changed either. The same goes for the simple puma logo. A background cannot be added and the color of the puma cannot be changed.



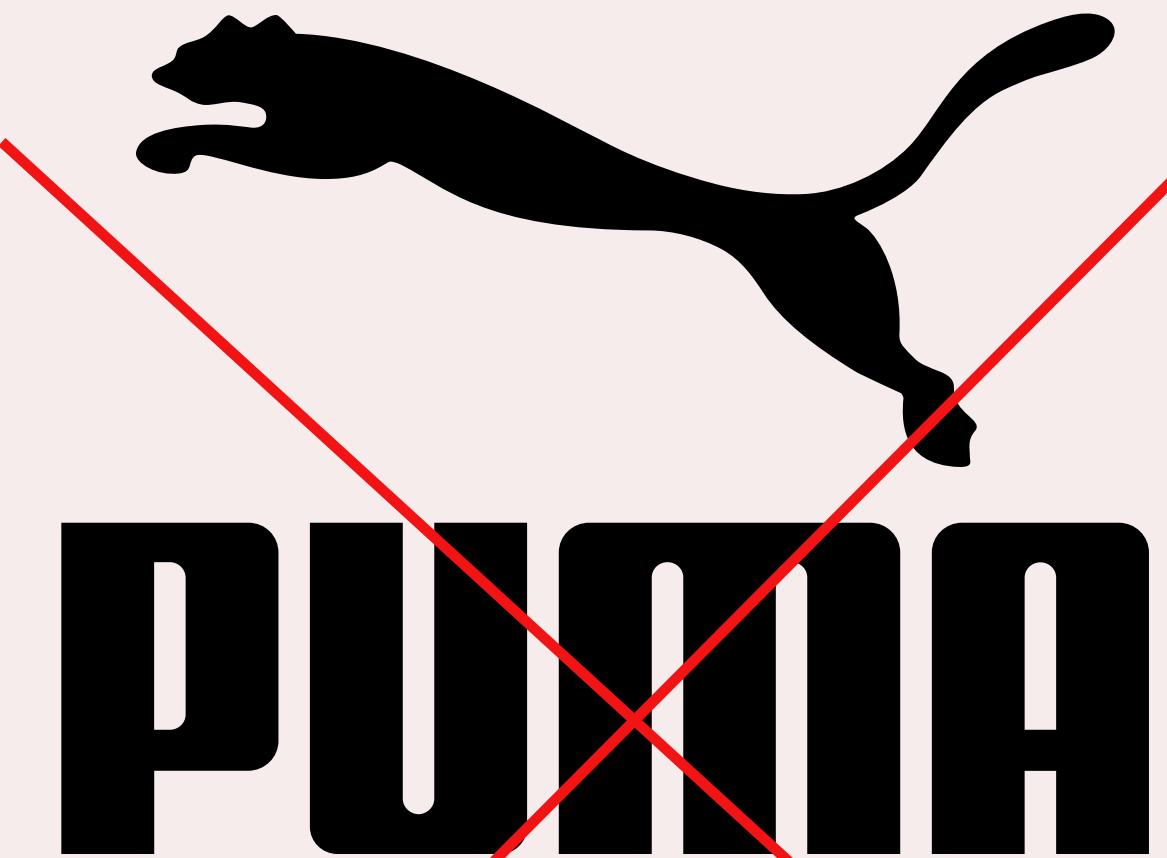
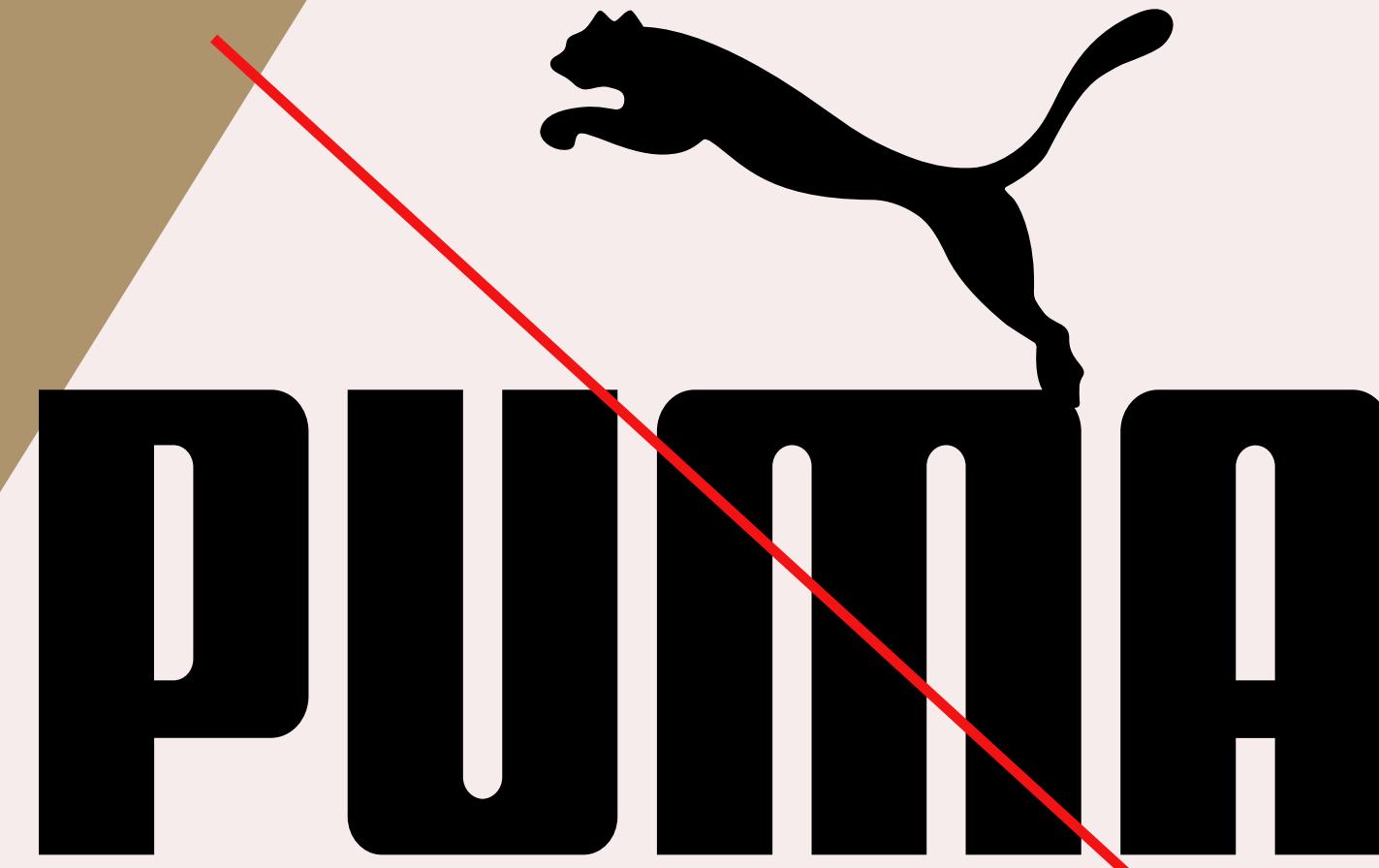
# LOGO DIMENSION

The dimensions of the logo cannot be changed as it will confuse the consumer and weaken the brand.

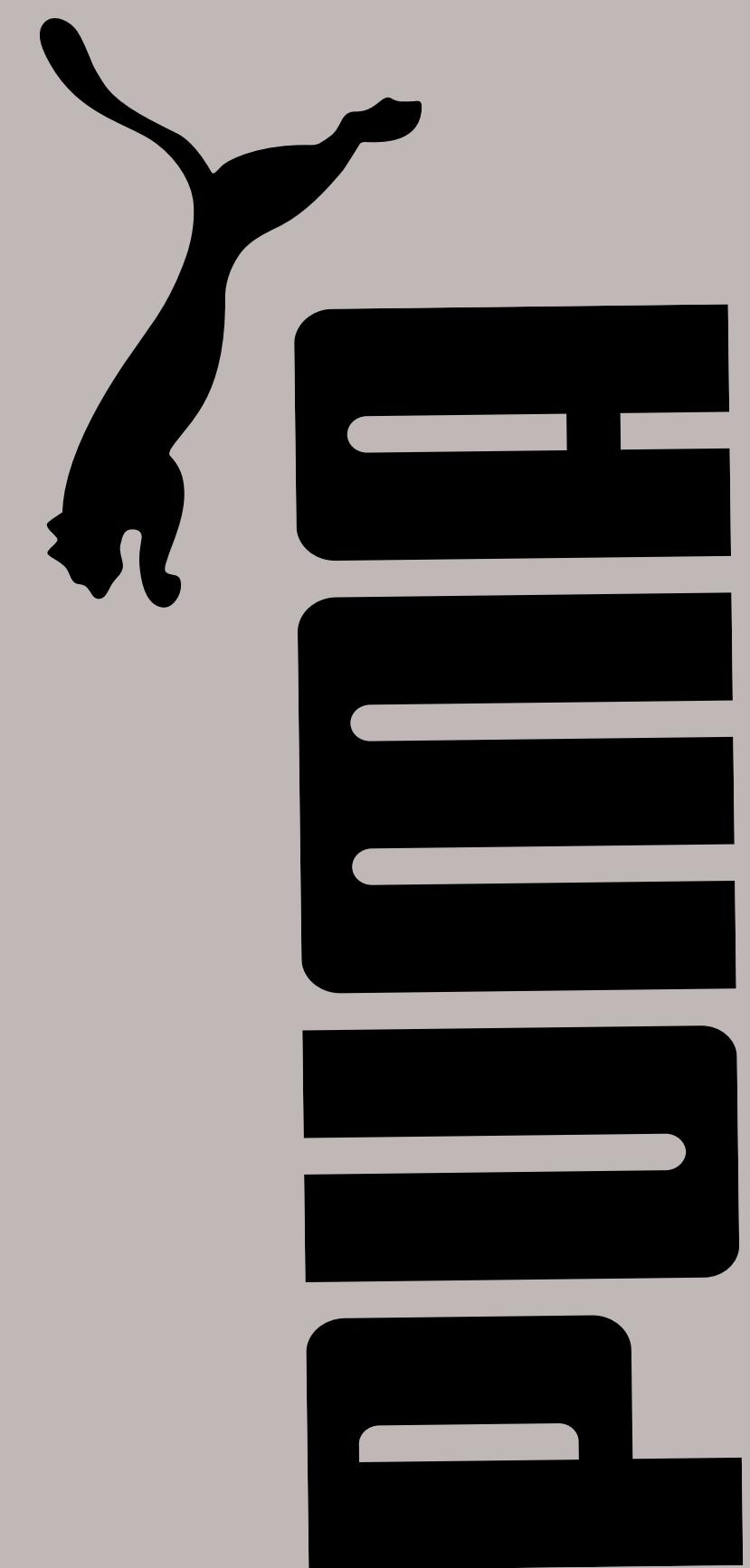


# LOGO SIZE

The dimensions of the logo cannot be changed as it will confuse the consumer and weaken the brand.







# COLOR PALETTE

|  |   |  |   |  |
|--|---|--|---|--|
| <b>Black</b>   | <b>Very dark grayish red</b>                            | <b>Very dark grayish yellow</b>                          | <b>Strong red</b>   | <b>Desaturated dark orange</b>                             |
| CMYK : 0, 0, 0, 100<br>Hex : 000000<br>RGB : 0, 0, 0 | CMYK : 0, 6, 7, 73<br>Hex : t44403f<br>RGB : 68, 64, 63 | CMYK : 0, 0, 4, 59<br>Hex : 696965<br>RGB :105, 105, 101 | CMYK : 0, 83, 80, 27<br>Hex : t44403f<br>RGB: 186, 32, 38 | CMYK : 0, 15, 37, 32<br>Hex : ae946d<br>RGB: 174, 148, 109 |



TYPOGRAPHY

# TYPOGRAPHY

Avenir Black and Avenir Book are our main typefaces for titles, subtitles and main text for both online and offline use. It is a simple and clean typeface that complements the more detailed and playful typeface used for the logo, tagline and slogan.

## **AVENIR BLACK CAPITAL LETTERS FOR TITLES**

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z

## **Avenir black for subtitles and subheading**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn

## **Avenir book for main text**

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz



THIS IS PUMA

NEWSROOM

INVESTOR RELATIONS

FOREVER BETTER

INNOVATION

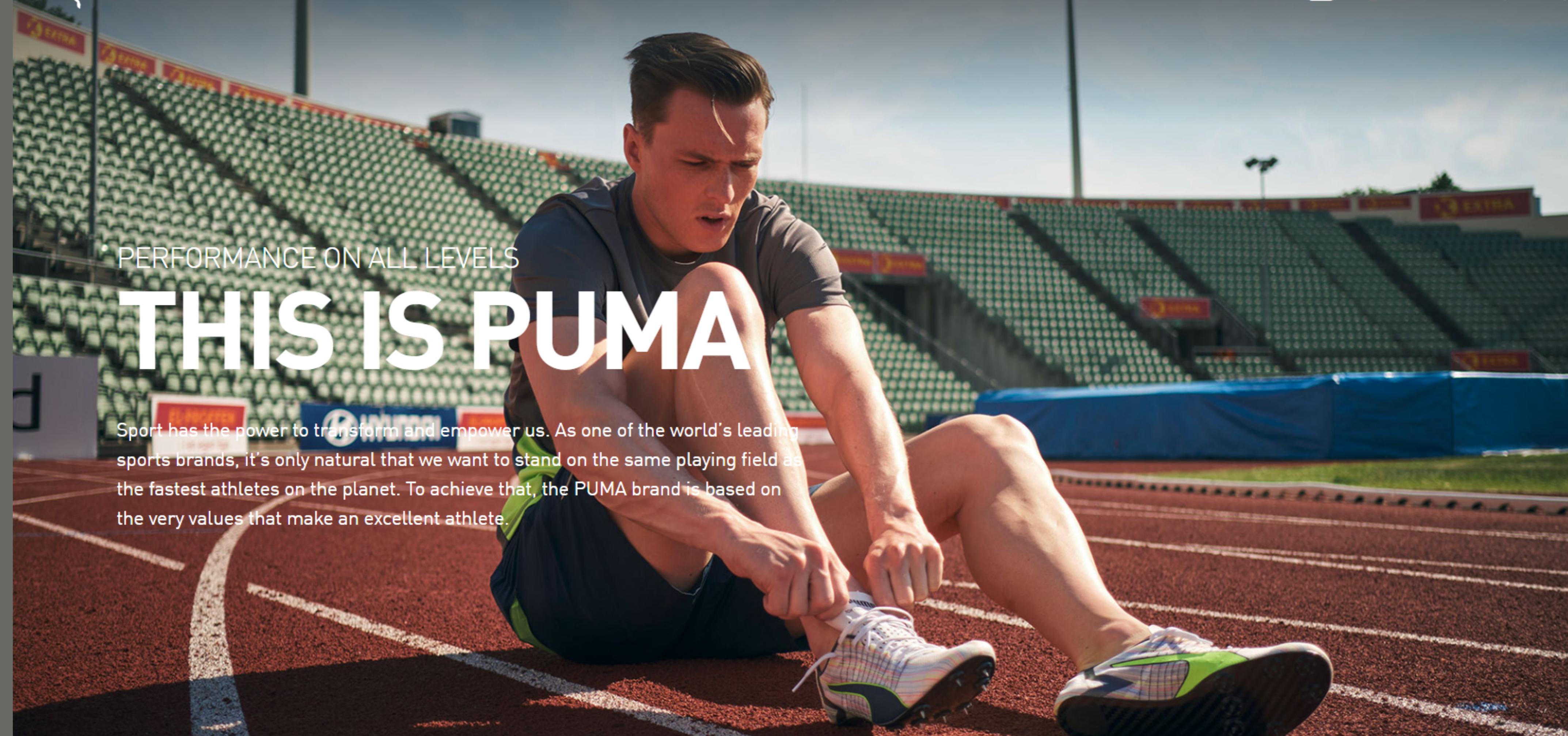
CAREERS

DIVERSITY

STORES



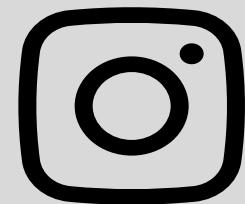
ENGLISH



PERFORMANCE ON ALL LEVELS

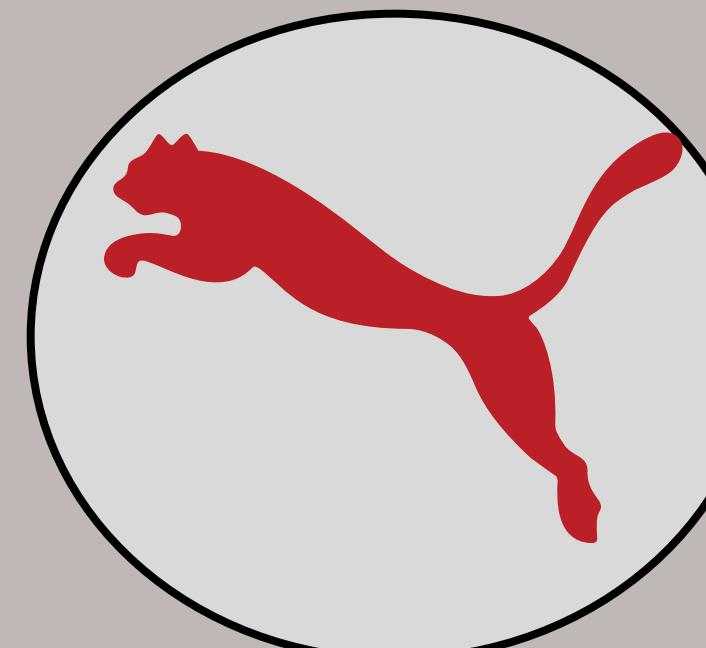
# THIS IS PUMA

Sport has the power to transform and empower us. As one of the world's leading sports brands, it's only natural that we want to stand on the same playing field as the fastest athletes on the planet. To achieve that, the PUMA brand is based on the very values that make an excellent athlete.



Instagram

Search



PUMA

Following

4,666 posts

45m followers

453 following

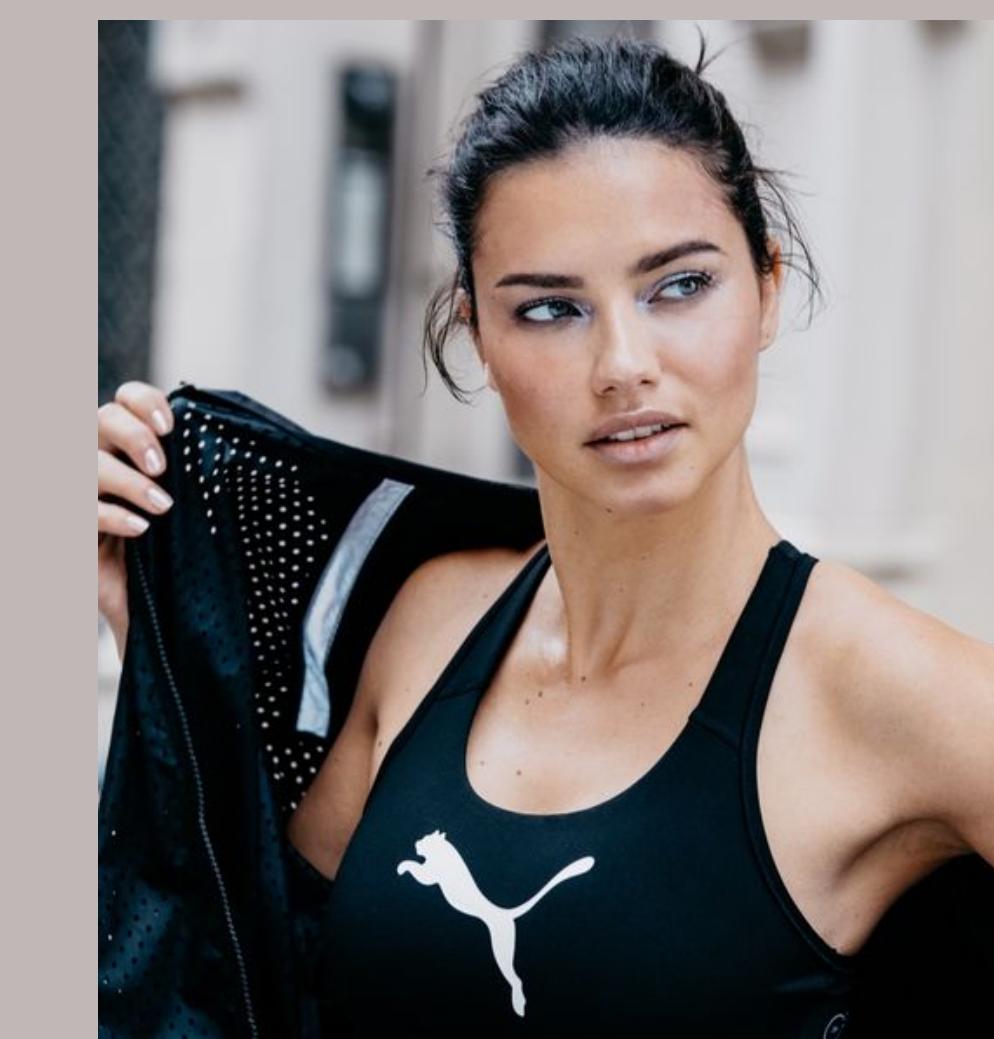
puma is for you

[Puma.com](http://Puma.com)

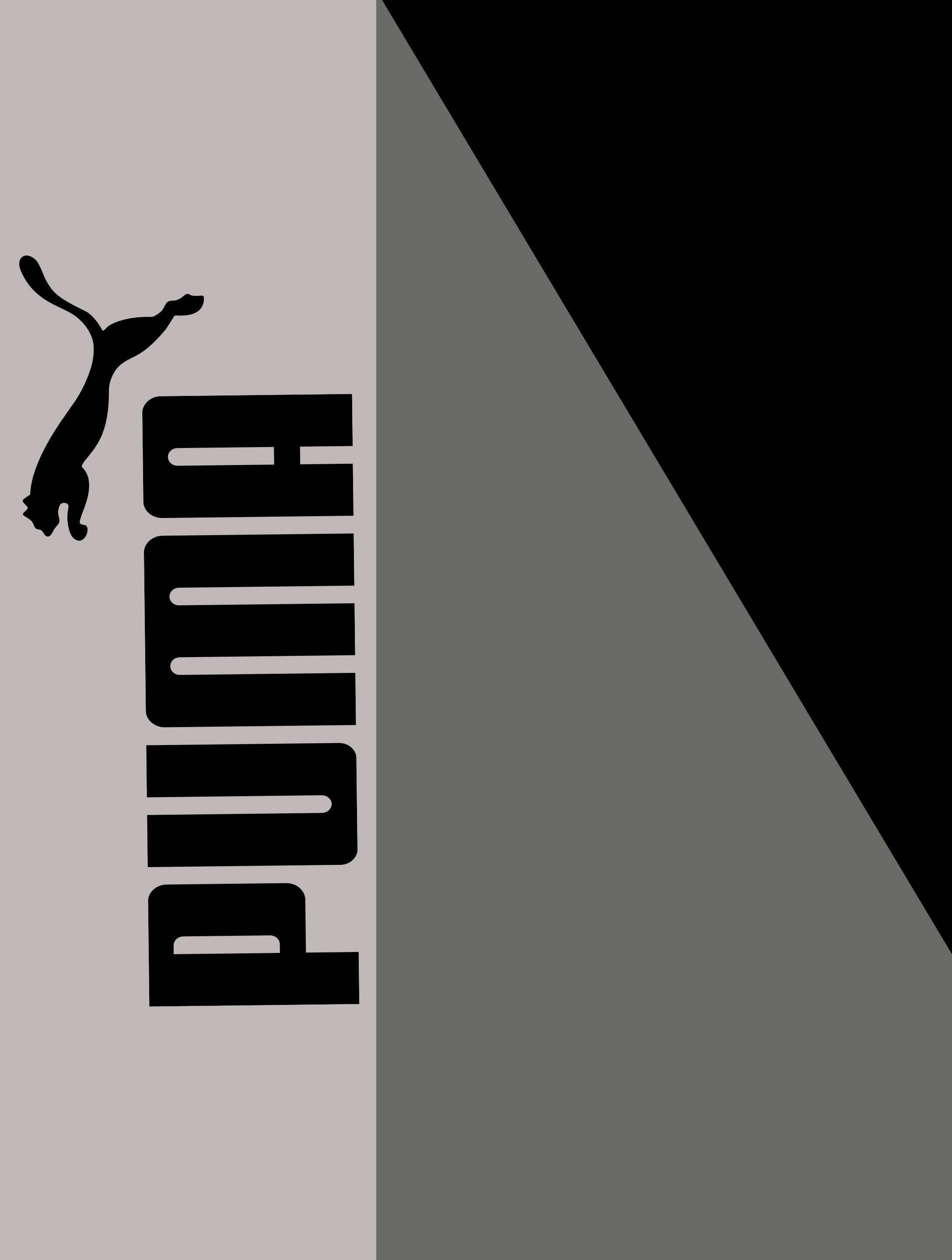
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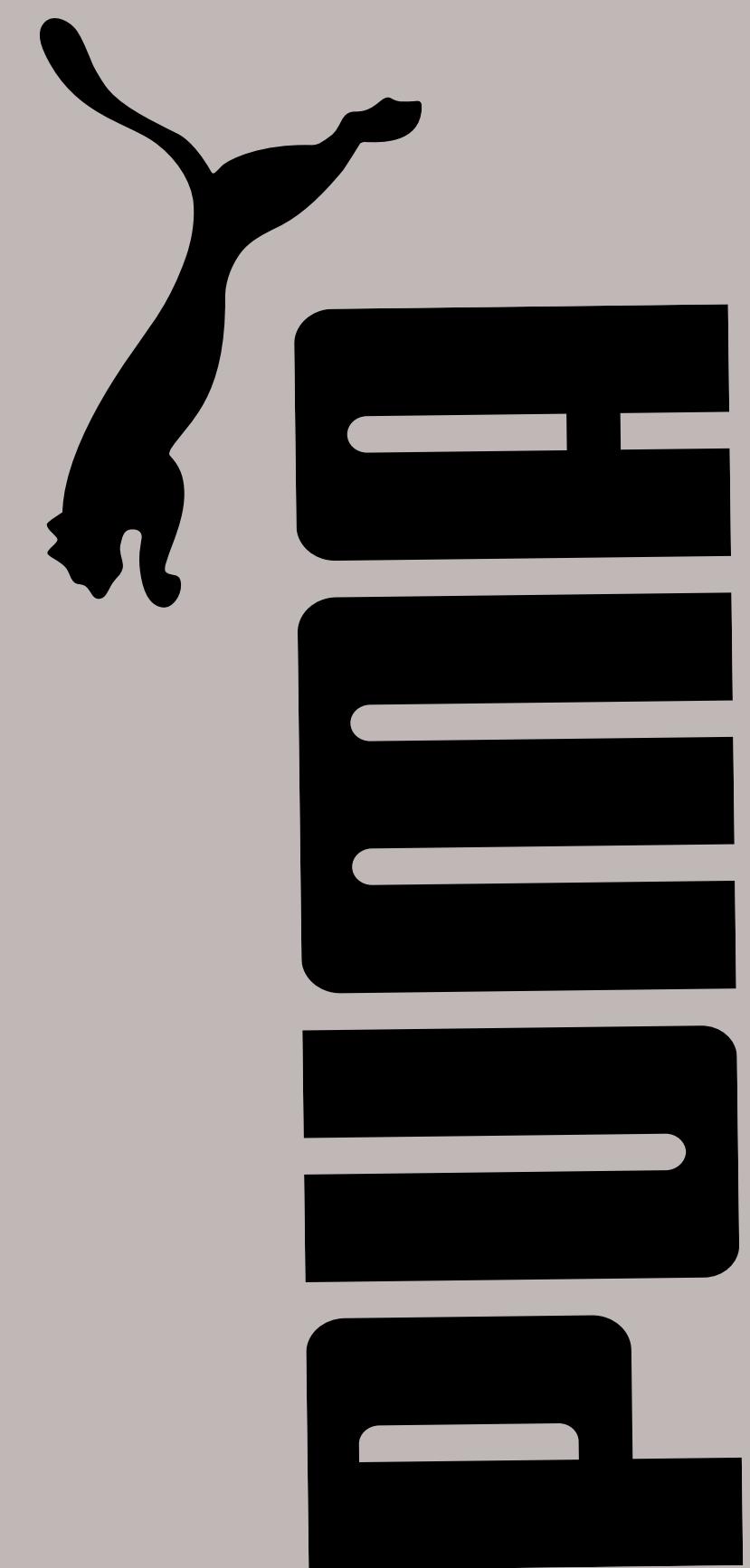
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The three variations of the logo and the four variations of the jumping puma can be used to place on the products. It is important





# **PUMA**

## **BRAND GUIDELINE**

**Elham Shiri 2023**