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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.

BRAND PERSONALITY

PUMA personality is influenced by its **roots in sports** and its heritag and history
of more than 65 years. PUMA is **joyful, athletic, performance** merging sports and fasion to create a community forpeople with an active lifestyle.

PUMA is **fun and playful. passionate and colorful** according to its red image. PUMA is both feminine and masculine , though its perception leans towards masculinity.

LOGO

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 noticable.

The font has been sliced in half to give it edge and underline the brand's two focus points being sports and fashion. The puma is kept simple in order to match
the overall minimalistic feel of the logo.
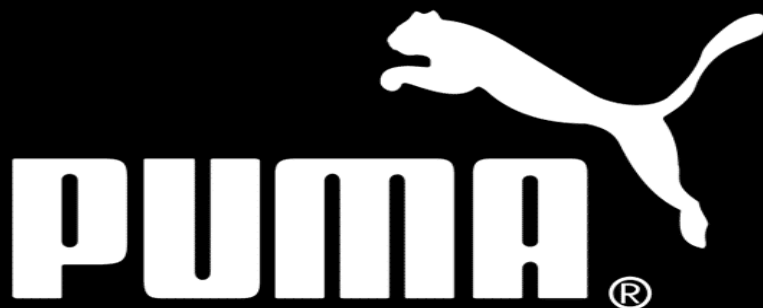
SIZE

MINIMUM SIZE

In order to ensure distinction the Logo can be changed in size depending on what it will be used for and where and how it will be placed.

MAXIMUM SIZE

There is not a defined maximum size that the Logo can be scaled to.
It depends what it will be used for and where and how it will be placed.
However, it is essential that the Logo is scaled as a whole . The objects can never be scaled seperately.

COLOR

#000000
R0 G0 B0
C100 M100 Y100 K100

#000000
R105 G105 B101
C65 M50 Y53 K20

#000000
R 68 G 64 B 63
C65 M62 Y61 K48

#FFFFFF
R 255 G 255 B 255
C0 M0 Y0 K0

#2B489E
R 43 G 72 B 158
C 95 M 84 Y 0 K 0

TYPOGRAPHY

Hiragino kaku gothic std
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Source Sans Variable
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad pro
ABCDEFGHIJklMNopQRSTUvWXYZ

WE CAN & WE WILL

PUMA