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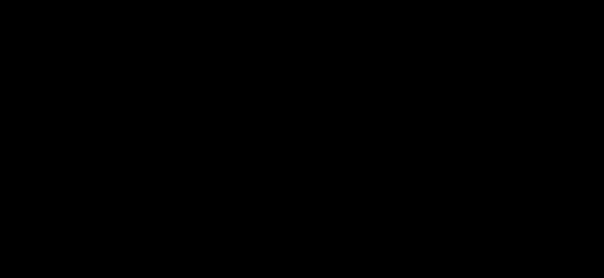
Brand icons

# About us

Puma is one of the leading world brands. It's a multinational corporation that designs and manufactures athletic and conceptual footwear, apparel and accessories. It is known for its stylish designs and innovative technology such as popular Ignite foam cushioning system.



# BRAND COLORS



CMYK: 75, 68, 67, 90  
Hex: #000000  
RGB: 0, 0, 0



CMYK: 65, 61, 60, 47  
Hex: #44403f  
RGB: 68, 64, 63



CMYK: 58, 50, 53, 20  
Hex: #696965  
RGB: 105, 105, 101

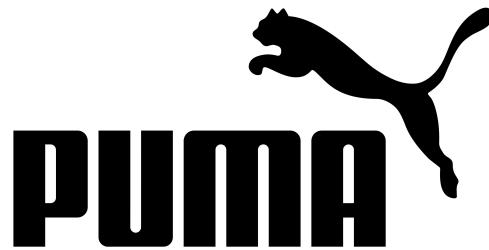


CMYK: 19, 100, 98, 9  
Hex: #ba2026  
RGB: 186, 32, 38



CMYK: 32, 38, 62, 4  
Hex: #ae946d  
RGB: 174, 148, 109

# Brand Logo



Primary logo

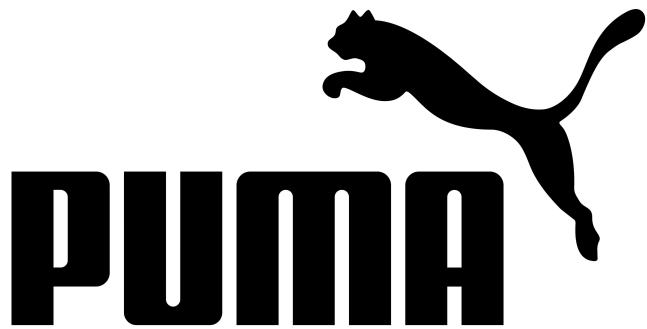
The current Puma logo features a leaping puma with the sleek and modern design and it has become recognizable and symbol for the brand around the world.



Secondary logo

The Puma secondary logo features an abstract representation of a leaping Puma. The secondary Logo is typically seen on Puma's performance gear and athletic gear..

# Logo Scale



Primary logo  
170px/50px

The size of Puma primary logo is 170px/50px.

The size really varies from the different uses.



Secondary logo  
150px/40px

The size of Puma secondary logo is 150px/40px .

The size really varies from the different uses.

# Tt

# Typography

# Tt

# Typography

**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  
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  
1 2 3 4 5 6 7 8 9 0 / & - , .**

## Futura Bold Font

Futura is a geometric sans-serif typeface designed by Paul Renner in 1927. It is known for circular shapes, minimal letter forms and clean modern appearance. The bold weight is heavier version of the regular Futura font, with a thicker strokes and a stronger presence on the page.

Serif  
Sans-serif

DECORATIVE

# Social Marketing

Puma takes social responsibility seriously and uses its social media platforms to promote sustainability, diversity and inclusivity. The brand frequently shares posts about its sustainable initiatives, as well as partnerships with the organizations and support social cause. Overall, Puma's social marketing strategy focuses on creating engaging, visually stunning content that resonates with its target audience while also promoting the brand's.



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# Packaging

**Design:** The puma packaging features the brands iconic logo, along with the bold graphics and bright colors. The design is intended to be eye-catching and memorable, while also communicating the brands core value of speed, style and innovation.

**Sustainability:** Puma is committed to sustainability and has implemented a number of initiatives to reduce the environmental impact of its packaging used for each product.

**Functionality:** Puma packaging is designed to protect the products during shipping and storage. The brand uses high quality materials to ensure that the products arrive in good condition and are easy to open.

# Swag Items



Swag items with a displayed puma logo

Puma is the popular brand that offers a wide range of stylish and comfortable items.

Some of their most popular swag items includes clothes, shoes, bags, hats and other accessories with a brand logo.

For clothing Puma offers a variety of options such as hoodies, t-shirts, jackets and sweat pants. It also has comfortable sports outfits, shoes with a stylish touch.



# Brand Icons

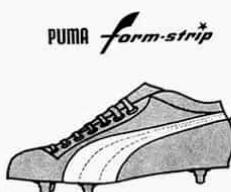
Puma has a free different brand icons that are recognizable and often seen on their products and marketing materials. There are different icons that are designed by the company at different years and at the last the final icon was detailed in 1950's and has since become an amazing symbol Puma brand. The purpose of the brand icons was to distinguish between the Puma and the other brands.



1948



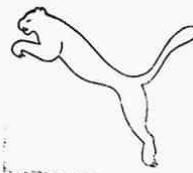
1951



1958



1968



1970



1974



1976



1978



1980



1988

# Gift/Rewards

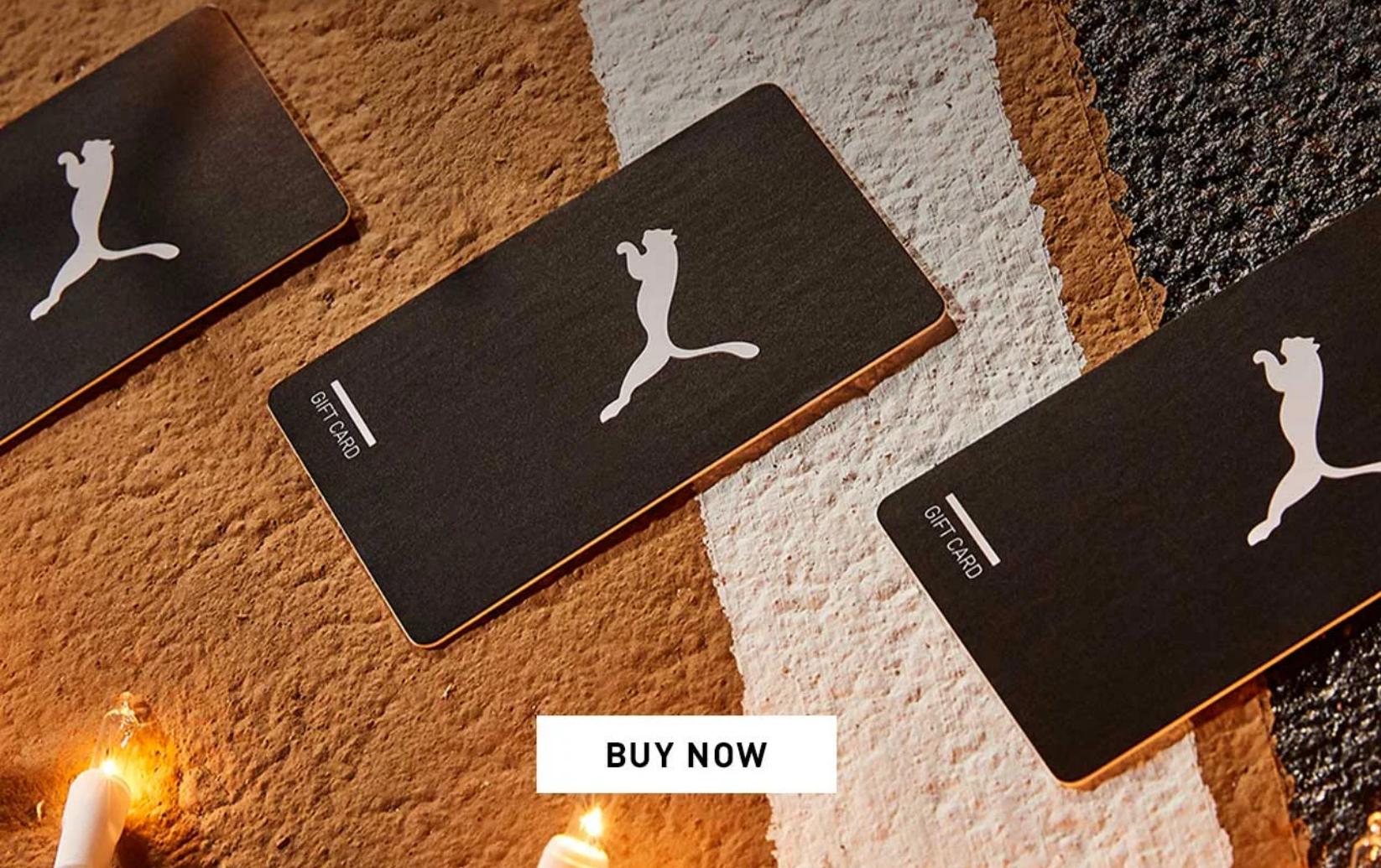
SERVICE MEMBERS AND TEACHERSTAKE 10% OFF

Active and veteran military personnel, teachers and other qualified members take 10% off their order. Active and veteran military personnel, teachers and other qualified members take 10% off their order. Use Puma gift cards to get a certain amount a cashback on your every purchase.

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