



**PUMA BRAND  
GUIDELINES 2016**

# CONTENT

## BRAND GUIDELINES

3. BRAND IDENTITY
4. BRAND PERSONALITY
5. VISION, MISSION, VALUES
6. TONE OF VOICE
7. LOGO
8. LOGO VARIATIONS
9. LOGO VARIATIONS
10. LOGO COLOURS
11. LOGO SIZE
12. LOGO DIMENSIONS
13. LOGO PLACEMENT
14. TAGLINE
15. SLOGAN
16. COLOUR PALETTE
17. TYPOGRAPHY
18. EMPLOYEE UNIFORM
19. NEWSLETTER
20. BILLBOARDS
21. SOCIAL MEDIA
22. LOGO ON PRODUCTS
23. PACKAGING

## RESEARCH

24. THE ORGANIZATION
25. HISTORY
26. HISTORY
27. VISION, MISSION, VALUES
28. PRODUCT PORTFOLIO
29. TARGET MARKET AND AUDIENCE
30. BRAND ARCHITECTURE
31. BRAND TYPE
32. COMPETITORS
33. POSITIONING
34. PUMA'S CURRENT SITUATION
35. PUMA'S BRAND STRATEGY
36. ANSOFF'S GROWTH MATRIX
37. BRAND STRATEGY MATRIX
38. POP/POD ANALYSIS
39. IDENTITY PRISM
40. LADDER OF BENEFITS
41. REFERENCES

A black and white advertisement for PUMA featuring Rihanna. She is shown in two poses: on the left, she is wearing a dark cap and a dark tank top, looking directly at the camera; on the right, she is wearing a dark sports bra, a dark jacket, and light-colored shorts, looking upwards. The background is a simple, light-colored wall. The text is overlaid on a dark, geometric shape on the left side of the image.

# 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.

# BRAND PERSONALITY

PUMA's personality is influenced by its **roots in sports** and its heritage and history of more than 65 years. PUMA is **joyful, athletic, performance** merging sports and fashion to create a community for people with an active lifestyle. PUMA is **fun and playful, passionate and colourful** according to its red image. PUMA is both feminine and masculine, though its perception leans towards masculinity.



# VISION

Create a **community** for all people interested in sports and fashion, **enhance positivity** within sports and put more energy into training.

# MISSION

Be the **fastest** and most **advancing** sports and lifestyle brand.

# VALUES

We live to play the game and love what we do, we are not afraid of taking risks and we do everything with conviction, which reflects our core values: **Brave, Confident, Determined, Joyful.**



# TONE OF VOICE

PUMA's tone of voice is **confident** and it should always reflect the core values of the brand. The tone must also reflect our

**passion** and love for what we do.

PUMA uses **humour and irony** to express joy along with confidence, honesty and powerful words to state our level of

**determination.**

The tone of voice aims to connect with the target audience and communicate the PUMA brand.



**The original file was too large for my website editing program. If you would like to see the whole style guide, please contact me on [may@trumpet.ie](mailto:may@trumpet.ie)**