

# BRAND GUIDELINES

2024



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# INTRODUCTION

PUMA Workwear is one of the leading workwear and PPE brands in the world under official license of PUMA. Our identity stands for excellent athletic workwear that provides workers with outstanding ergonomics, designs and functionality.

If you operate as an authorized dealer in your area, you also represent PUMA Workwear as a brand.

By following our guidelines, you can benefit from the PUMA Workwear identity and also contribute to its strength and awareness.

We provide advertising material, data sheets, product numbers, presentations, product videos, photography and more. Your PUMA Workwear representative can give you more information about our marketing services and merchandising.



**PUMA**  **WORKWEAR**

**PUMA**  **WORKWEAR**

## THE SIGNATURE LOGO

Our signature logo is a combination of the PUMA logo and the logo type "Workwear". Our logo can be used by all authorized dealers, wholesalers, distributors or partners who follow these guidelines.

It is preferred that you only use one variant of the signature logo on each page. Always use one of the official PUMA Workwear logo signatures, as shown on this page. PUMA Workwear logo signatures can be displayed only in all-black or all-white. When placing a signature on black or color backgrounds, use an all-white signature reversed out of the background color.

The logos can be downloaded from our website [pumaworkwear.de/downloads](http://pumaworkwear.de/downloads)





**PUMA**  **WORKWEAR**  
AUTHORIZED RESELLER

**PUMA**  **WORKWEAR**  
AUTHORIZED RESELLER

## THE RESELLER LOGO

The reseller logo can be added to all your marketing materials and uploaded to your website.

The reseller logo portrays an image of a trustworthy and honest company. Our reseller logos allow our partners to accurately and informatively highlight their relationship with PUMA Workwear.

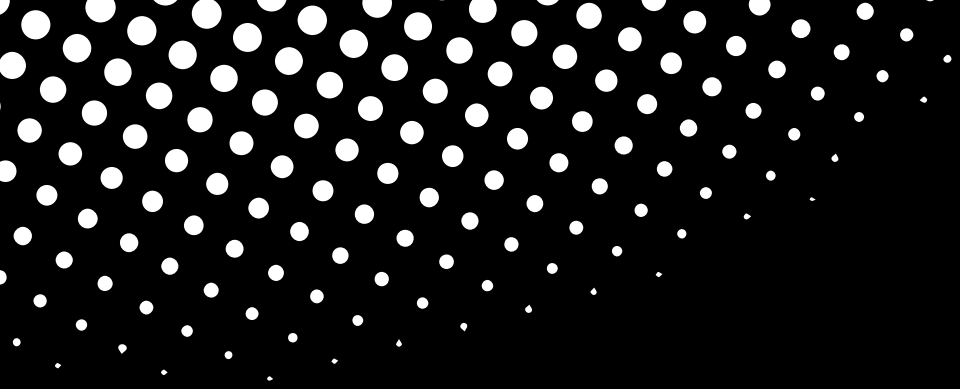
Place the logo on a background color that allows maximum visibility.

# THE MINIMUM CLEAR SPACE

The minimum clear space around each signature logo should be equal to the height of the “P” letter in the of the logo. For the round logo, please use the height of the "W" letter as reference.

To create the greatest impact, allow for even more space around our signature logos.





# TYPOGRAPHY

Poppins is the preferred font for all PUMA Workwear advertising.

Headlines and titles must be written in all capital letters and in bold. The color of the text must be black on white or bright backgrounds and white on black or dark backgrounds.

# Ad

**Font: Poppins**

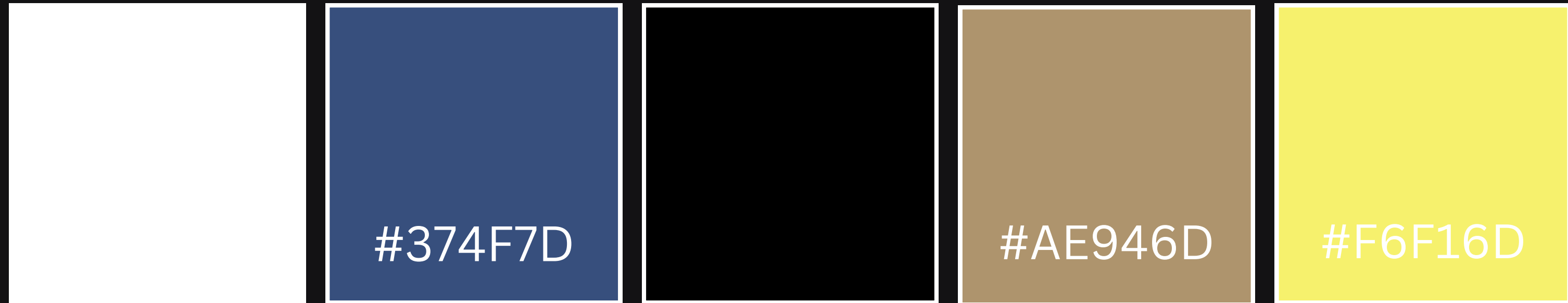
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz





# PRIMARY COLORS



Our primary color articulates our brand's unique personality and values. It shows strength and readiness to perform.

The bold and dynamic colors reflect the company's athletic and competitive spirit. Black and white evoke associations with high quality and high technology. Blue stands for contentment, intuition and freedom. The light sand color provides a sense of freshness and harmony.

Our colors know no cultural differences, gender, religion and political orientation.



## WEB USAGE OF THE PUMA WORKWEAR SIGNATURE

Your website should have its own look and feel and should not copy the PUMA Workwear website or major layouts.

The PUMA Workwear signature logos can be placed on web headers, but the signature must never overpower the reseller identity in terms of size or placement. Separate the signature from the reseller identity. The signature must conform to the color, size, clear space, and other graphic standards outlined in these guidelines.

Further points to keep in mind:

- Do not place the signature on a visually cluttered or patterned background.
- Do not make the signature transparent.
- Do not rotate or animate the signature.
- Maintain appropriate clear space around the signature as explained earlier.



# OTHER DIGITAL USAGE

## Email signatures

If you wish to add the PUMA Workwear signature to your email signature, it must be shown in the reseller version and needs to conform to the color, size, clear space, and other graphic standards outlined in these guidelines. Furthermore, it needs to be smaller than your company logo (max 2/3 of company logo size)

## Social Media

Social media communications must represent your own company or store, not PUMA Workwear. If you would like to add the PUMA Workwear signature to your social media posts, you must add the PUMA Workwear Reseller logo.

## Product and Action Photos

All product photos or action shots used for any kind of digital advertising must be taken from the official PUMA Workwear stock images. Your PUMA Workwear Sales Representative will provide a full set of product and action photos.

## Domains

Domain names must not contain the PUMA or PUMA Workwear brand names.





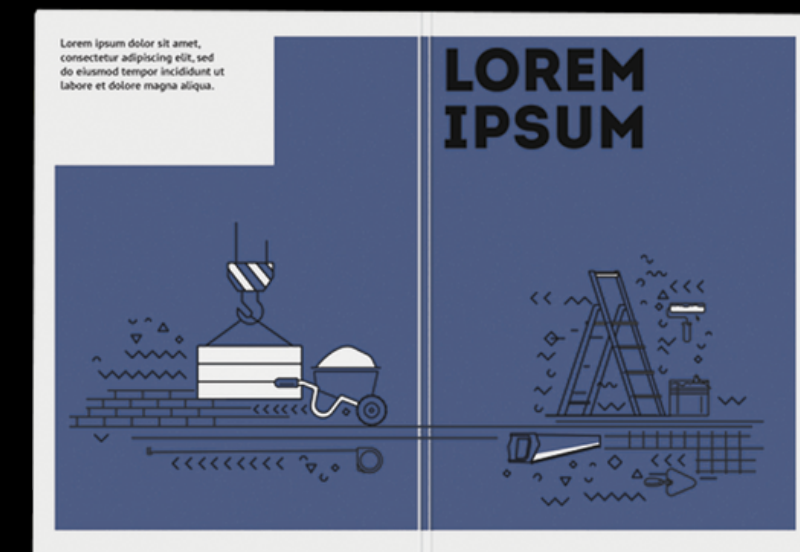
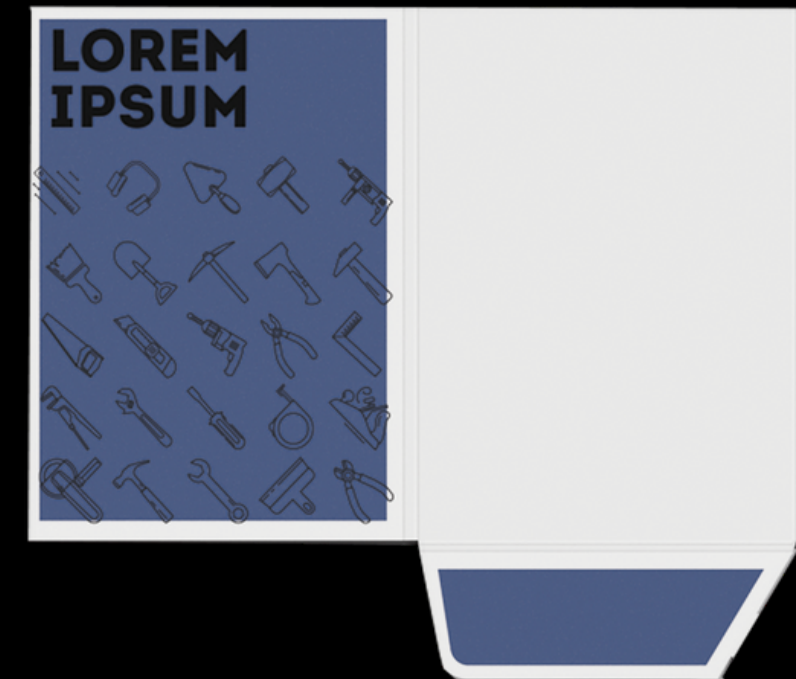
# STATIONERY AND OFFLINE ADVERTISING

## Stationery

The PUMA Workwear signature can appear on your stationery items, such as letterheads, business cards and folders. For all stationery, you must use the PUMA Workwear reseller signature; it must be accompanied by your store or business identity and cannot take the place of that identity. Furthermore, you must follow the general graphic standards outlined in these guidelines.

## Store interior and exterior decoration

For more marketing and merchandising material, please contact your PUMA Workwear Sales Representatives. Only use officially released marketing material in your shop.





# SALES CHANNELS & CUSTOMERS

PUMA Workwear dealers and distributors are only permitted to sell the product through the sales channels approved by Eliware Handelsgesellschaft mbH, Am Schürmannsgraben 6, 47441 Moers. This includes stationary wholesale and retail, sale through their own websites and web shops, as well as at physical markets and trade fairs.

Selling via third-party platforms such as Amazon, eBay or other online marketplaces is expressly prohibited. If this clause is violated, Eliware Handelsgesellschaft mbH reserves the right to terminate the contract without notice and to claim damages.

PUMA Workwear dealers and distributors fully commit not to distribute to critical customer groups without prior written permission. This includes customer groups like the defense and arms industry, the tobacco and alcohol industry, political parties, slaughterhouses, the adult entertainment and pornography industry, or customers who do not respect human and animal ethics or support crime and corruption. Furthermore, this includes all customer groups that could, from a rational perspective, jeopardize or harm the image and reputation of PUMA and the sports industry.

# THANK YOU

Thank you for respecting our brand standards and values.

And now let's get started!

