

Digital media Foundations

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Puma logo history report

The history of logo design has been sparked into the thought of many designers and even an observers in today's society. Throughout my years, I have seen many logos and never really understood the thinking process of the Image behind these logos, such as Nike, Adidas etc. Or why they chose this specific imagery to represent the logo. I spent time wondering what does a check mark have to do with sneakers or what does three lines have to do with a clothing brand and what does that say in particular to the company. However the one that caught my eye the most was the company Puma.

Puma is a German-based multinational outfit famous for manufacturing one of the most sophisticated sportswear and sneakers. The company has been very successful in its design and have been seen on many soccer athletes such as Diego Maradona and Johan Cruyuff. Puma, being known for its soccer focused apparel but what does the puma logo that is a puma itself have to do with soccer ?

Puma's first logo was drawn in 1948 by Rudolf Dassler, according to <http://www.famouslogos.us/puma-logo/> and "<http://www.thelogomix.com/blog/famous-logo-design-history-puma-10090335.html>". The company's thought for the logo was to have a logo

that depicted its aggressiveness in the market and also on those who would wear and purchase puma products which were mostly targeted to athletes. Thus coming up with the idea of having the puma as its logo which is one of the fastest most athletic aggressive animals in the cat family. Also having the puma jumping depicts courage, energy and power which is an aspect the company wants to communicate with the public.



The old logo designed in 1948



vs. the new logo seen today.

Complementing the logo is the typeface. The Puma typeface is thick and bold portraying authority boldness and confidence in athletes around the world and has remained the same, however has went through minor changes throughout the years, since the original typeface called "my puma" designed by Samuel Park according to <http://fontmeme.com/puma-font/> drawn back in 1948.



And last but not least the color. Puma's color choice was black. They chose black because according to <http://www.famouslogos.org/logos/puma-logo> they used the black hue to show immense supremacy and strength of the firm itself. However, they do use white and red in some of their ads but the logo still shows conservative colors as seen below. I love the limited color palette and the simplicity of the logo. The Puma logo can be found in billboard subway ads, on the products itself, and on the internet today.

Works cited

<http://www.famouslogos.us/puma-logo/>

<http://www.thelogomix.com/blog/famous-logo-design-history-puma-10090335.html>

<http://fontmeme.com/puma-font/>

<http://www.famouslogos.org/logos/puma-logo>