

Supplier Marketing Guidelines

Procurement Hub

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Supplier Marketing Guidelines

In this document you can find marketing guidance that should be used when promoting solutions and services which you provide.

As a Procurement Hub supplier, we encourage you to actively promote your position on our DPS or Framework solutions. This allows for existing and potential members to be aware of the services you can offer.

It is important that you obtain approval from Procurement Hub when referring to any marketing and communication activity, or using the Procurement Hub approved supplier logo.



Approved Supplier Logo Guidelines

You can use our approved supplier logo to help promote your position, on any of the following:

- **Social media**
- **Webpages**
- **Presentation slides**
- **Email signatures**
- **Promotional materials such as brochures**

When using the approved supplier logo, please ensure you comply with the following usage guidelines.

Please do not use this logo to promote any services you also offer outside of your Procurement Hub agreement.



2.1

Logo Colour Ways

Whenever possible, the logo should always appear in full colour as shown.

Full colour



2.2

Single Colour

When it is not possible to use the logo in full colour, a single colour version may be used. *Examples include, single colour press adverts and carbon copy pads.*

2.2.1

Black on white



2.2 Single Colour

2.2.2 White on black

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2.3

Logo Size

The logo should not be reproduced smaller than the minimum width of 35mm / 80 pixels, and should always be scaled proportionally. There is no maximum reproduction size of the logo.

Minimum size



No maximum size



Exclusion Zone

The logo should always be surrounded by a minimum area of blank space, or exclusion zone. This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using the height of two of the letter 'P' to create the invisible boundary of isolation.



2.5

Logo Misuse

Please respect the integrity of our logo at all times. Any modification confuses its meaning and diminishes its impact.

Do not stretch, condense, or otherwise morph it. Never redraw the logo, translate it, or alter the placement and size relationship between its elements.



Never place logo on a background with insufficient contrast.



Never remove the icon from the logo.



Never distort the logo.



Never alter the colours of the logo.



Never alter the size or spacing of elements.



Never place the logo inside an object.



Social Media Guidelines

When appointed onto a Procurement Hub DPS or Framework, please announce this on social media.

Make sure to tag us on Twitter and LinkedIn, so we can share the news. You can also include the approved supplier logo.

Our social media handles are:

 **theprocurementhub**
or search **Procurement Hub**

 **@procurement_hub**

Relevant hashtags:

#ProcurementHub

#ProcurementMadeSimple

Example announcement:

We are pleased to be named as a supplier on the Procurement Hub (insert solution) Framework/DPS.
#ProcurementHub #ProcurementMadeSimple



Written Communication Guidelines

It's great to promote your organisation and we would encourage you to do so.

If you would like to create a press release to announce your appointment, project wins or to promote work you have done in the form of case studies, please ensure the following:

- **All press releases and written content are shared with us before distributing them, so that we can fact check.**
- **The approved supplier logo is used when promoting your organisation, and comply to our brand guidelines.**
- **You only refer to the goods and services that you offer and are available under the terms of your agreement you have been awarded onto.**
- **You create PR or case studies which show benefit to members.**
- **Once approved, we are tagged in any social media content so we can share.**



For approvals or if you have
any questions, please contact:

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