

A large white circle is centered on the left side of the page. A thin vertical purple line is positioned to the left of the text inside the circle.

YPO Supplier Marketing Toolkit

A smaller yellow circle is located at the bottom right of the white circle graphic.

V1.0
2025

Introduction

As a recognised supplier on a YPO framework, you're in a strong position to enhance your visibility and credibility within the public sector. Promoting your supplier status not only helps you connect with current and potential clients, but also contributes to the wider adoption of efficient, trusted procurement solutions across the UK.

To support your promotional efforts, we've put together a tailored marketing toolkit filled with useful resources and practical tips.

We hope this toolkit makes it easy for you to showcase your YPO partnership confidently and consistently across social media channels, your website, email communications, and beyond.



Promoting Your Supplier Status

Your YPO supplier status is a valuable credential that helps build trust, demonstrate credibility, and position your organisation as a trusted partner within the public sector.

This toolkit includes approved messaging and branded visuals to help you:

- Showcase your framework supplier status on LinkedIn, websites, and email
- Reinforce your presence in public sector markets
- Align your messaging with the wider YPO brand

Primary Messaging Options

You can use the following approved statements across your materials:

- *We're proud to be a supplier on a YPO framework!*
- *We're a supplier on a YPO framework*
- *YPO – Framework Supplier*

These phrases have been created for flexibility across digital and printed formats, while staying true to the YPO voice and tone.

This page provides examples of how you can design social media posts

Please note: All assets follow YPO brand colours, and brand usage guidelines (e.g. logo spacing, colour rules, placements, photography examples) are detailed in the official YPO Brand Guidelines document.



YPO Framework Supplier Logo

You can use the YPO supplier logo to help promote your status. Why not consider including it on the following materials?

- Business cards
- Promotional materials such as brochures, leaflets, and emails
- Email signatures
- Presentation slides
- Letterheads
- Web pages
- Event stands

Please ensure the logo is used in line with our brand guidelines and only in contexts where it's appropriate – for example, not for promoting products or services outside of your YPO agreement.

Guidance on branding and access to the logo files can be found in our official brand guidelines. This is the only official YPO supplier logo – no alternative graphics or badges indicating YPO supplier status should be used.



Digital Content

With limited space on digital screens the prominence of the brand colour should be increased to improve visual signposting.

Furthermore, imagery should be very clearly defined.

Need ready-made content?

If you'd prefer not to create your own social media posts, feel free to use some we've already created. These pre-written posts are available to download and use as-is (no images required). They're ready for download – just use the link [here](#).



Do's & Don'ts

To ensure your communications stay on-brand and compliant, please follow these simple guidelines when using YPO assets:

Do:

- Use the official YPO framework supplier logo and approved messaging exactly as provided in this pack.
- Tag @YPO in relevant social media posts to increase visibility and help us amplify your content.
- Include links to your framework listing, case studies, or relevant service pages where appropriate.
- Refer to the YPO Brand Guidelines (shared separately) for any detailed design or layout rules.

Don't:

- Alter, crop, recolour, or distort the YPO logo
- Create new graphics using the YPO logo unless approved. Imply exclusivity, endorsement, or partnership beyond your confirmed supplier status.
- Use messaging or tone that could misrepresent your relationship with YPO.



DO NOT use colours other than the brand colours



DO NOT use unapproved copy with a mismatched tone



YPO® | Framework
Supplier

DO NOT alter, crop, or distort the YPO logo

Need Support?

If you have any questions about how to use the toolkit, need help accessing assets, or want to clarify branding do's and don'ts, we're here to help.

Please contact us at:

procurementservices@ypo.co.uk

Or reach out to your YPO framework contact directly

For detailed guidance on logo usage, colour variations, spacing, and overall brand presentation, please refer to the YPO Brand Guidelines document, which sits alongside this toolkit.

Together, we can ensure your communications reflect the professionalism and integrity of your YPO supplier status.

Disclaimer

The YPO framework supplier logo may only be used by approved suppliers currently listed on an active YPO framework. These assets must not be altered or used in a misleading context.