



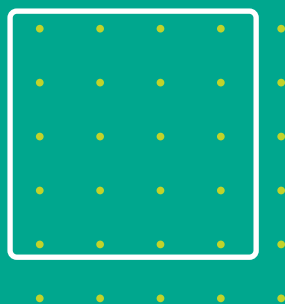
ESPO | Framework
Supplier

Marketing Information and Guidance

Connecting you to more



espo.org





Welcome to the ESPO family

- now let's shout about it!

This guide provides an overview of the kinds of marketing activities we encourage our suppliers to undertake and guidance in relation to how these activities should be carried out.



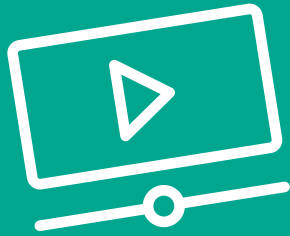
Referring to your relationship with ESPO

We know our suppliers are proud to feature on our procurement solutions so we encourage you to market the framework you feature on or product you provide via ESPO - we want to see you be pro-active in highlighting your relationship with ESPO in a positive way!

If you are writing about ESPO in a press release or on your website please make sure you share it with our Communications team prior to release. We'll then confirm if the description you've used is correct and that you've described your position on the framework accurately. We know time is often short so we promise to try and do so within a realistic deadline for you.

In some cases, we will provide pre-agreed wording for you to use. In this scenario, you don't need to send it for approval again unless you've made any amends.

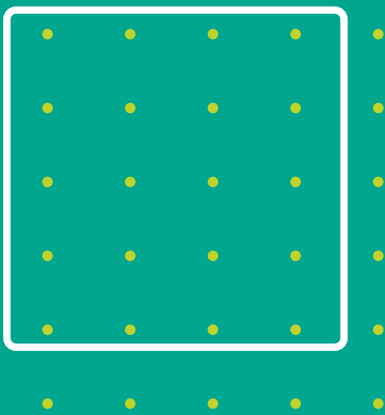




Press releases and announcements

We announce the award of frameworks to our customers via our communication channels to get the word out.

We are happy for you to announce your award to supply ESPO's catalogue or your place on an ESPO framework. Just remember if you aren't using pre-agreed wording please contact us to approve your content and the timing of your announcement.





How to describe your position on an ESPO framework

What you should say:

- ✔ You've been awarded a position on ESPO framework (number and name)
- ✔ You've been awarded a place on ESPO framework (number and name)
- ✔ You're a supplier to ESPO

What you shouldn't state:

- ✘ You're an approved supplier
- ✘ You're a chosen or selected supplier
- ✘ You're a preferred supplier
- ✘ You've won a contract
- ✘ You're an accredited supplier
- ✘ You're a trusted supplier
- ✘ You're an official supplier
- ✘ You're an endorsed supplier
- ✘ You're a favoured or no.1 supplier



It's always good to refer to the goods and services that you have been selected to supply/provide through the framework.

Using the ESPO logo

You can use the ESPO framework supplier logo and our name to support your marketing activities, however you should remember the following:

- ✔ It isn't misused
- ✔ It is used consistently
- ✔ It is only featured in places of mutual interest



The logo can be used on your website, email signatures, presentation slides, letterheads, promotional leaflets and flyers, exhibition stands, business cards and more.



Logos should only be applied where it is relevant to the framework or product you have been successfully approved to feature on or provide. You shouldn't use the logo for the purpose of promoting non-framework or non-ESPO related products and services. If you have any questions just get in touch and we can help.

Logo colours

Our logo should be used in green wherever possible but we do have white and black versions that can be used on coloured backgrounds where the green may not otherwise stand out.



Case studies

Worked with a customer via the framework? Great! Case studies are always welcomed and we encourage you to share your case studies with us. We will review these and if approved they can potentially be published on **espo.org**.

Exhibitions, conferences and shows

We often exhibit at – and sometimes host - a variety of physical and digital shows throughout the year which we can share with you.

We are also keen to hear from you about which events you are attending or exhibiting at and how you will be promoting your place on one of our frameworks.





How to get in touch

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espo.org

