

our brand elements

Our brand is one of the ways we help people recognise what we do and reflects what we are about. UseYourLocal is honest, fun, innovative, trustworthy and professional. Here are a few basic rules to ensure clarity in all our communications.

Standard Logo | artwork is available in a range of formats – please do not redraw our logo



Single Colour and Reversed Logos | these are the only allowable colours for our logo



Primary typeface | VAG Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary typeface | VAG Rounded Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

PC typeface | Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

PC typeface | Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

URL Logo | please use this logo when directing people to our website



Colour Palette



UYL Orange
PMS 1665
0c 85m 100y 0k
240r 78g 34b
F04E22



UYL Blue
PMS 2925
90c 20m 0y 0k
0r 153g 218b
0099DA



40% Black
PMS Cool Gray 6
0c 0m 0y 40k
153r 153g 153b
999999

Secondary Colour Palette



UYL Green
60c 0m 100y 0k
113r 191g 68b
71BF44



UYL Yellow
0c 47m 100y 0k
248r 153g 28b
F8991C



UYL Purple
47c 100m 0y 0k
150r 37g 143b
96258F