



Love Your Local Market 2025 – Branding Guidelines

Campaign Overview

Campaign Dates: Friday 16th May – Saturday 31st May 2025

Campaign Theme: Made by Markets

Strapline: Where community, creativity, and commerce come together

Hashtag: #LYLM2025

Logo Usage

- Always use the official LYLM 2025 logo provided in the campaign toolkit.
- Do not stretch, recolour, or modify the logo.
- Use only approved versions: full colour, white on dark, and black for greyscale.
- Minimum size: 30mm width for print / 150px for digital.

Colours

LYLM Pink: #E31F7A (RGB: 227, 31, 122) – Accent / headlines

Deep Blue: #223A77 (RGB: 34, 58, 119) – Primary brand colour

Soft Grey: #F1F1F1 (RGB: 241, 241, 241) – Backgrounds / contrast

Black: #000000 (RGB: 0, 0, 0) – Text / logo variation

White: #FFFFFF (RGB: 255, 255, 255) – Text over dark / backgrounds

Made by Markets Typography

Core Phrase Styling:

- Leading text
- Typeface: Aileron Bold
- Style: Sentence case or all caps
- Use: Any word or phrase that precedes 'made by MARKETS', e.g., Business made by MARKETS

- made by
 - Typeface: Aileron Thin
 - Style: Lowercase only
 - Use: Light, refined lead-in to the word 'MARKETS'
- MARKETS
 - Typeface: Termina Black
 - Style: Uppercase only
 - Use: Bold, high-impact focal point of the phrase

Example: Business (Aileron Bold) made by (Aileron Thin) MARKETS (Termina Black)

Strapline Styling

- Text: Where community, creativity, and commerce come together
- Typeface: Aileron Bold
- Style: Title case or sentence case
- Use: Supporting message beneath logo or headers

Tone of Voice

The tone should be friendly, confident, and community-first.

Use clear, inclusive language that celebrates markets and local pride.

Avoid jargon and overly formal language. Speak with warmth and clarity.

Social Media & Contact

Hashtag: #LYLM2025

Instagram & Facebook: @loveyourlocalmarket

X (Twitter): @LYLMuk

Website: loveyourlocalmarket.nabma.com

Contact: lylm@nabma.com