

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

Dining Alliance

The Buyers Edge Platform Brand Ecosystem

Dining Alliance is part of the Buyers Edge Platform (BEP) family of brands, collectively known as the BEP Brand Ecosystem. As a BEP product, many core brand elements—such as the base color palette, typography, and logo lockup—are inherited from the Ecosystem and come pre-established.

However, Dining Alliance also has its own unique aesthetic and visual identity. While rooted in the BEP system, the brand has space to differentiate itself where appropriate.

This document outlines the logo system. We encourage the Dining Alliance Brand and Marketing teams to build upon this foundational guideline with an pre-established, or newly-developed brand devises, patterns, layout structures, etc.

Reach out to gillian.gleason@buyersedgeplatform.com with any questions.



Section 1

Logo

The New Symbol



Logo

Lockup

The Dining Alliance Lockup is the face of our brand. Our Lockup should never be modified in any way.

Exclusion zones:

Exclusion zones define the minimum amount of clear space you need around the mark. The diagram on the right will help you judge whether you’ve given it enough space. In general, try to give the logo as much room to breathe as you can.

Colorways:

When using color, our Lockup should only be used in the colorways presented here

Lockup



Exclusion Zones



Colorways



Full Color Dark



Full Color Light



One Color Black



One Color White

Logo

Orb Symbol

Our symbol should only be used on its own in specific instances where we determine it absolutely necessary. When in doubt, always defer to our primary lockup.

Colorways:

When using color, our Lockup should only be used in the colorways presented here

A note on avatars:

We are allowed to pull our icon out of the container shape for avatars/profile photos for any platform or associated social account. In these use cases, exclusion zone rules can be bent to account for the small visual and context. See examples of these lockups on this page. This is the ONLY instance in which The Orb can be dropped.

Lockup



Exclusion Zones



Colorways



Full Color Dark

Full Color Light

Black

White

Avatars



Section 2

Color

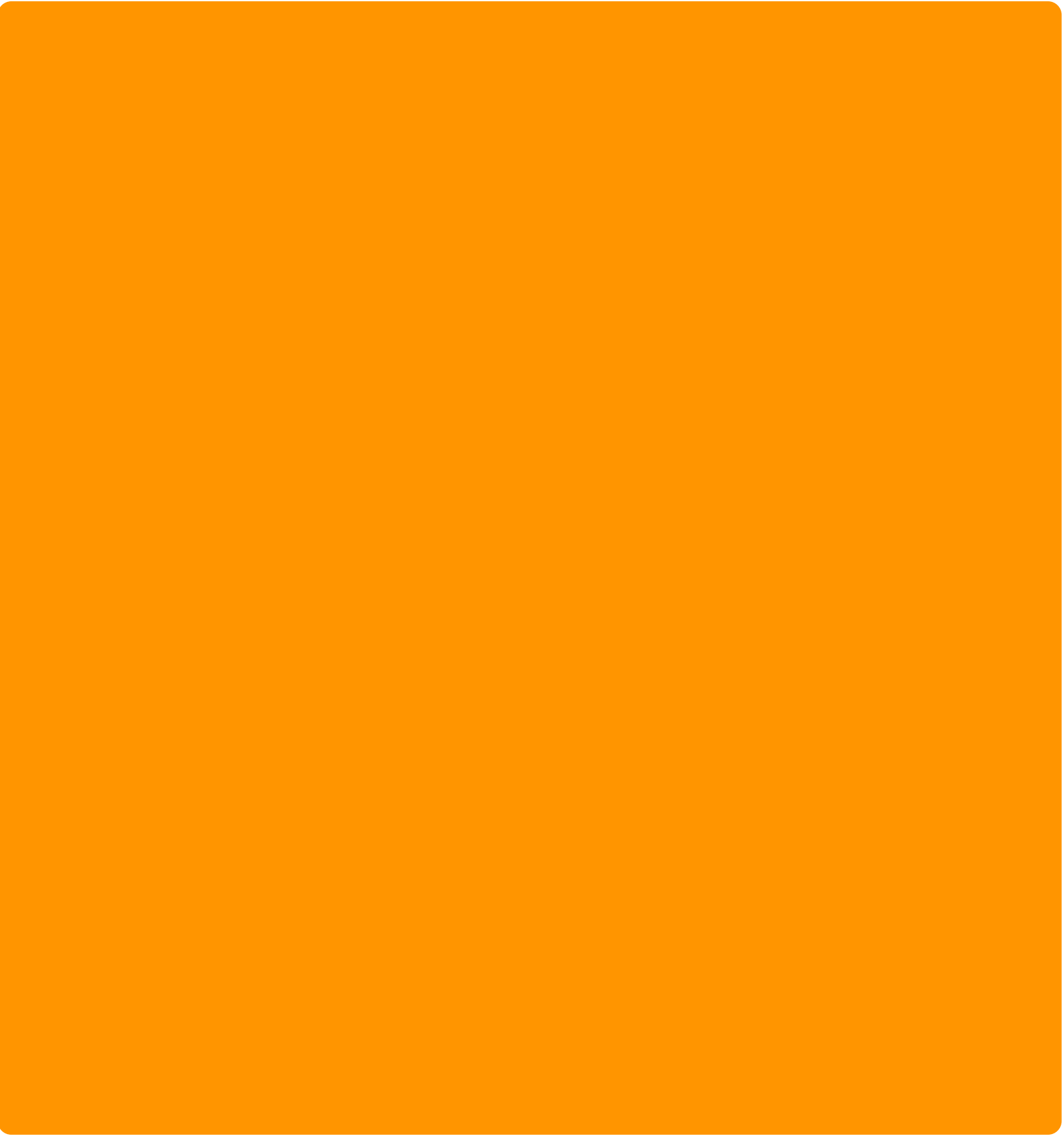
Color

Palette

Primary Palette



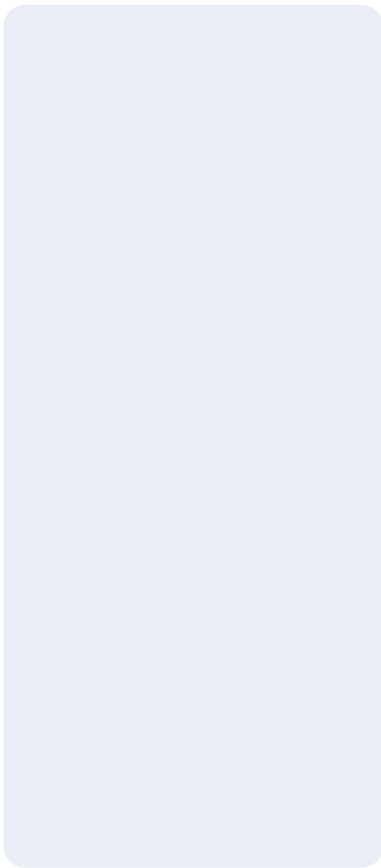
Elderberry 600
Hex 234286
RGB 35, 66, 134
CMYK 98, 82, 8, 1
PANTONE 7687 C



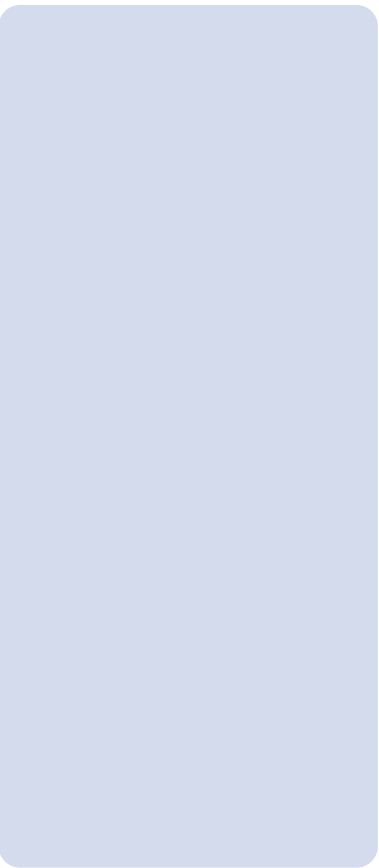
Grain 600
Hex FF9500
RGB 255, 149, 0
CMYK 0, 53, 100, 0
PANTONE 2013 C

Color

Extended Shades



Elderberry 50
Hex EAEEF6
RGB 234, 238, 246
CMYK 9, 4, 1, 0



Elderberry 100
Hex D5DCEE
RGB 213, 220, 238
CMYK 18, 10, 0, 0



Elderberry 200
Hex ABBADC
RGB 171, 186, 220
CMYK 37, 21, 0, 0



Elderberry 300
Hex 8097CB
RGB 128, 151, 203
CMYK 56, 34, 0, 0



Elderberry 400
Hex 5675B9
RGB 86, 117, 185
CMYK 74, 51, 0, 0



Elderberry 500
Hex 2C52A8
RGB 44, 82, 168
CMYK 90, 70, 0, 0



Elderberry 600
Hex 234286
RGB 35, 66, 134
CMYK 98, 82, 8, 1



Elderberry 700
Hex 1A3165
RGB 26, 49, 101
CMYK 100, 91, 31, 14



Elderberry 800
Hex 122143
RGB 18, 33, 67
CMYK 100, 95, 45, 42



Grain 50
Hex FFF8E1
RGB 255, 248, 225
CMYK 0, 2, 14, 0



Grain 100
Hex FFECB3
RGB 255, 236, 179
CMYK 0, 6, 38, 0



Grain 200
Hex FFD54F
RGB 255, 213, 79
CMYK 0, 16, 87, 0



Grain 300
Hex FFCA28
RGB 255, 202, 40
CMYK 0, 22, 98, 0



Grain 400
Hex FFC107
RGB 255, 193, 7
CMYK 0, 25, 99, 1



Grain 500
Hex FFB300
RGB 255, 179, 0
CMYK 0, 35, 100, 1



Grain 600
Hex FF9500
RGB 255, 149, 0
CMYK 0, 53, 100, 0



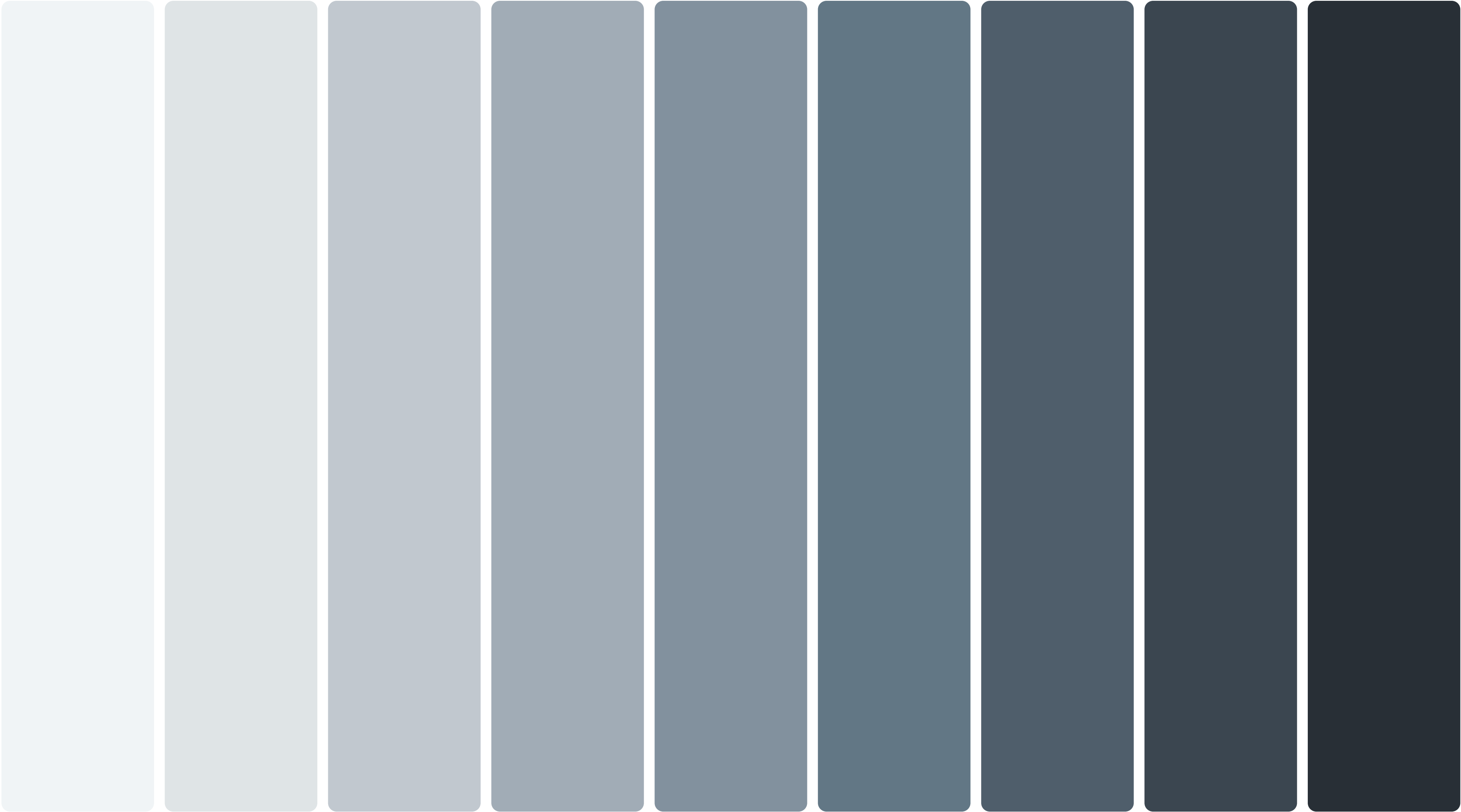
Grain 700
Hex F16C06
RGB 241, 108, 6
CMYK 0, 72, 100,



Grain 800
Hex BE5108
RGB 190, 81, 8
CMYK 14, 82, 100, 14

Color

Neutrals



Slate 50
Hex F1F4F7
RGB 241, 244, 247
CMYK 6, 2, 2, 0

Slate 100
Hex E0E4E7
RGB 224, 228, 231
CMYK 13, 7, 7, 0

Slate 200
Hex C1C9CF
RGB 193, 201, 207
CMYK 27, 15, 14, 0

Slate 300
Hex A1ADB6
RGB 161, 173, 182
CMYK 42, 24, 22, 1

Slate 400
Hex 82929E
RGB 130, 146, 158
CMYK 54, 33, 28, 5

Slate 500
Hex 637786
RGB 99, 119, 134
CMYK 66, 42, 33, 12

Slate 600
Hex 4F5F6B
RGB 79, 95, 107
CMYK 72, 50, 41, 24

Slate 700
Hex 3B4750
RGB 59, 71, 80
CMYK 77, 58, 49, 40

Slate 800
Hex 283036
RGB 40, 48, 54
CMYK 82, 65, 56, 60

Color

Color Usage

Light Mode

Logos



Lockup-Full Color or Black

Type color

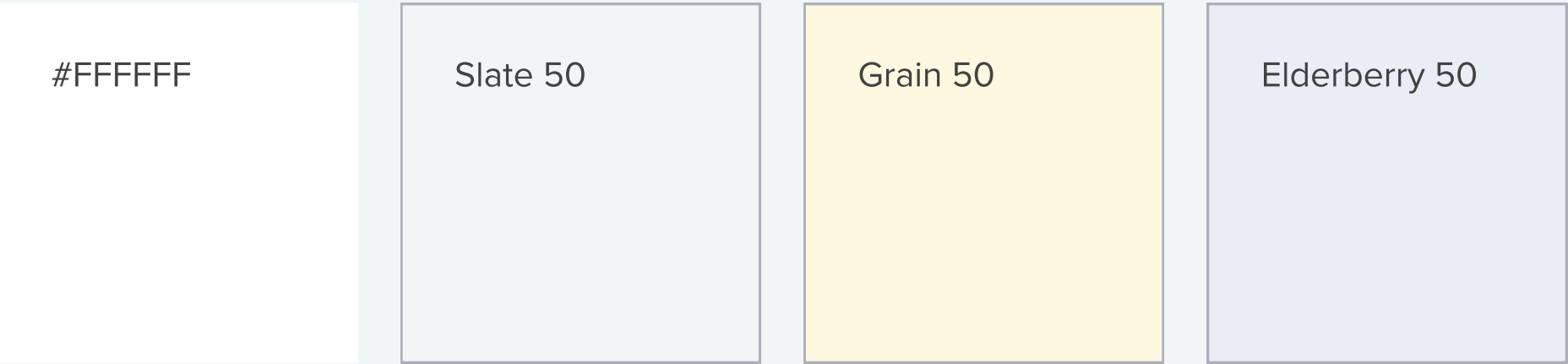
At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

#181919 / Proxima Nova Semibold for headlines
56px / 100% / -2px

Lorem amet libero pellentesque mauris convallis.
Ante malesuada ut ultricies viverra enim. Egestas
pellentesque nulla tellus lectus at nunc est amet
dolor. Ac viverra aliquam augue sem dolor morbi leo.

#181919 / Proxima Nova Normal for body copy
28px / 140% / -1px

Background Colors



Color

Color Usage
Dark Mode

Logos



Dining Alliance
By Buyers Edge Platform

White	#FFFFFF
Slate 200	#C1C9CF

Lockup Full Color Light or White

Type color

At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

#FFFFFF / Proxima Nova Semibold for headlines
56px / 100% / -2px

Lorem amet libero pellentesque mauris convallis.
Ante malesuada ut ultricies viverra enim. Egestas
pellentesque nulla tellus lectus at nunc est amet
dolor. Ac viverra aliquam augue sem dolor morbi leo.

#FFFFFF / Proxima Nova Normal for body copy
28px / 140% / -1px

Background Colors

#000000

Slate 800

Elderberry 800



Official Buyers Edge Platform Ecosystem Guidelines

All logo and color files can be found at buyersedgeplatform.com/brand-logos