

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

# ArrowStream

# The Buyers Edge Platform Brand Ecosystem

ArrowStream 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, ArrowStream 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 ArrowStream Brand and Marketing teams to build upon this foundational guideline with an pre-established, or newly-developed brand devises, patterns, layout structures, etc.

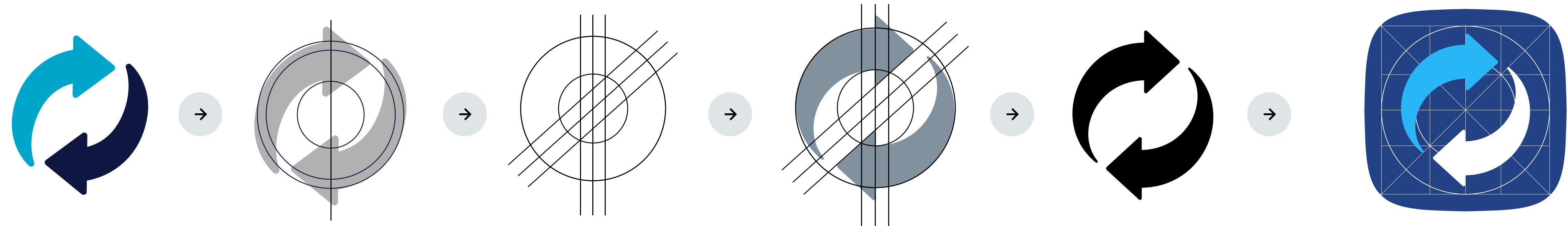
Reach out to [gillian.gleason@buyersedgeplatform.com](mailto:gillian.gleason@buyersedgeplatform.com) with any questions.



Section 1

Logo

The New Orb Symbol



# Logo

# Lockup

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

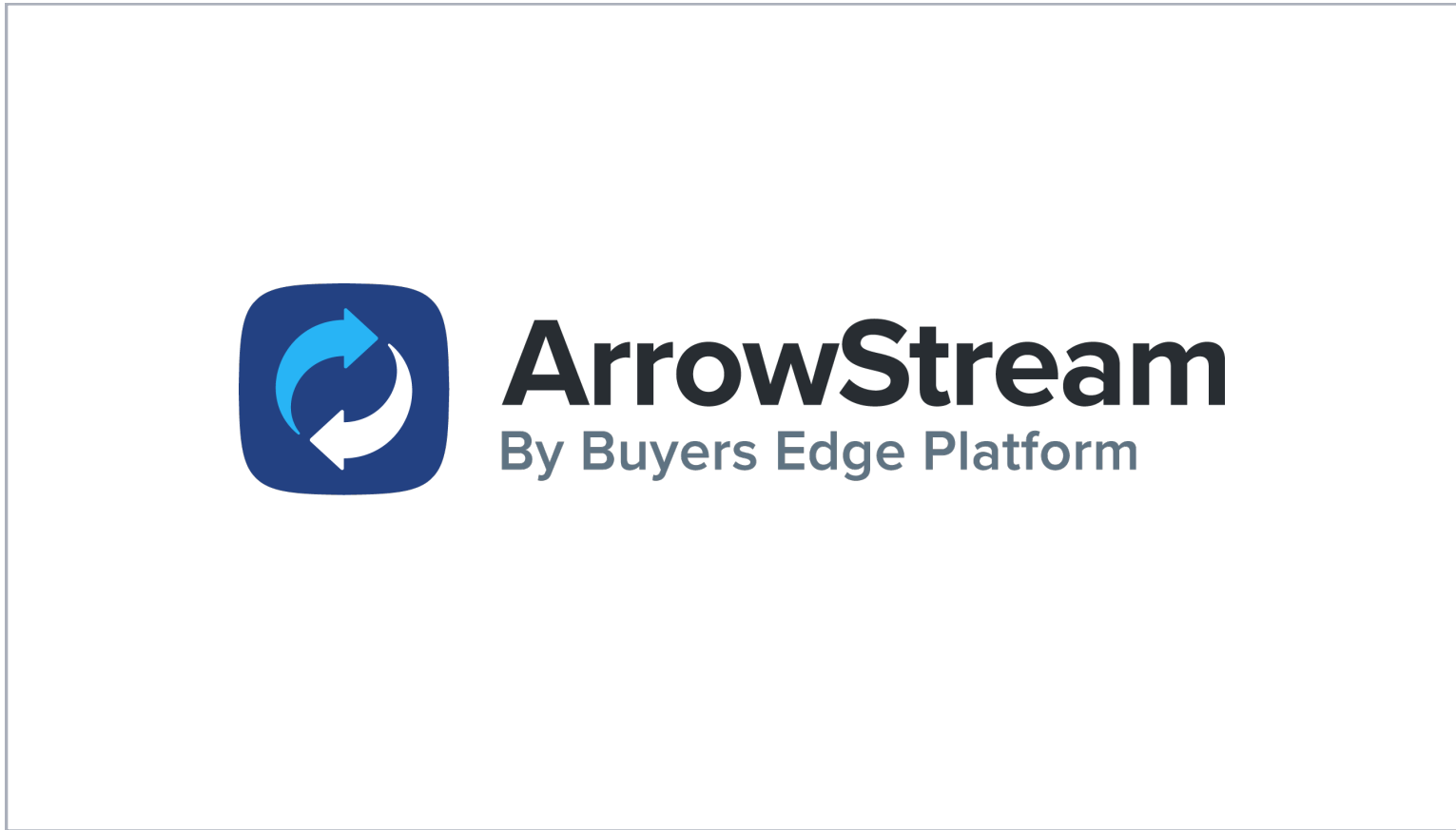
Exclusion zones:

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.

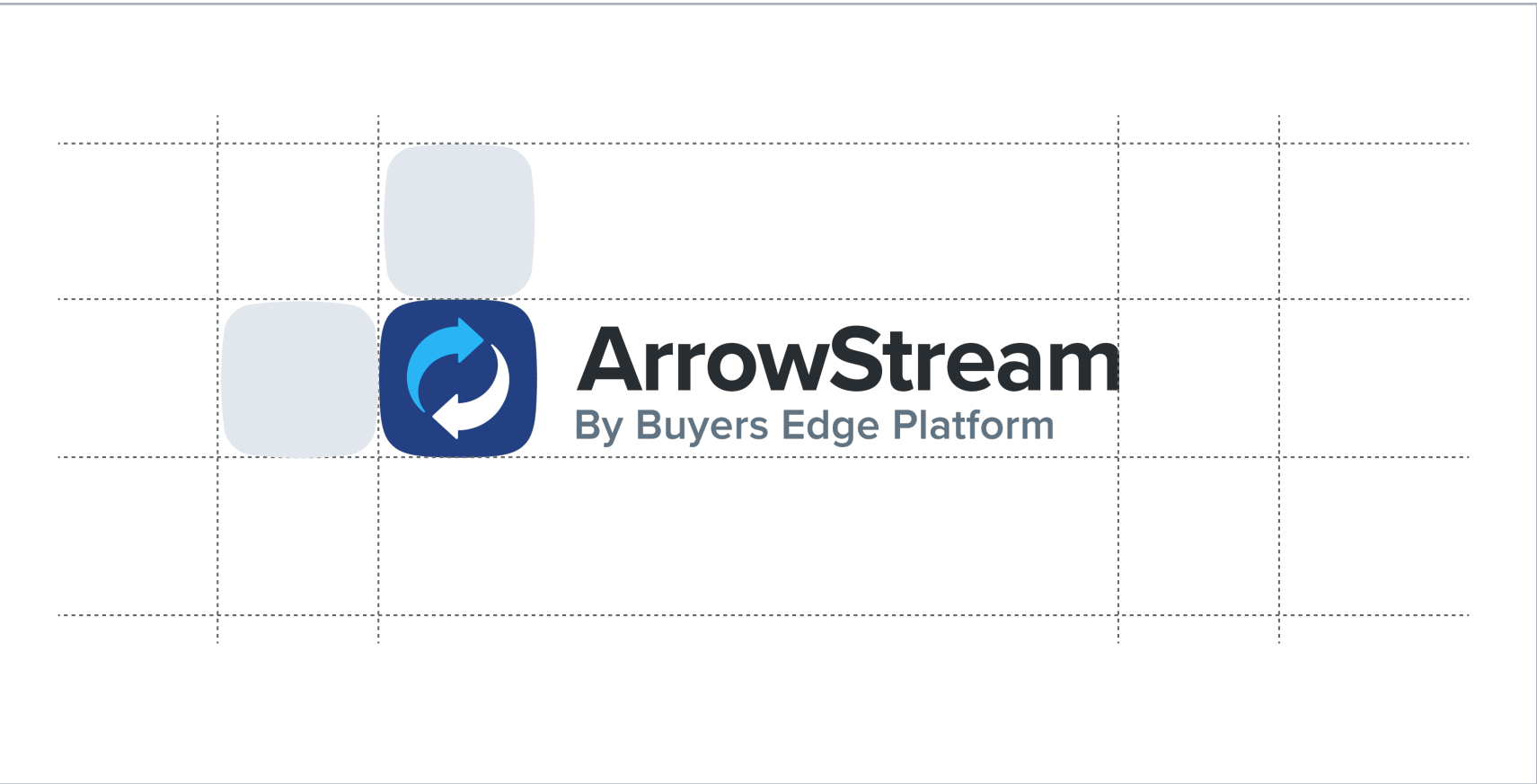
Colorways:

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

Lockup



Exclusion Zones



Colorways



Full Color Dark



Full Color Light



Full Color Light-Alt



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.

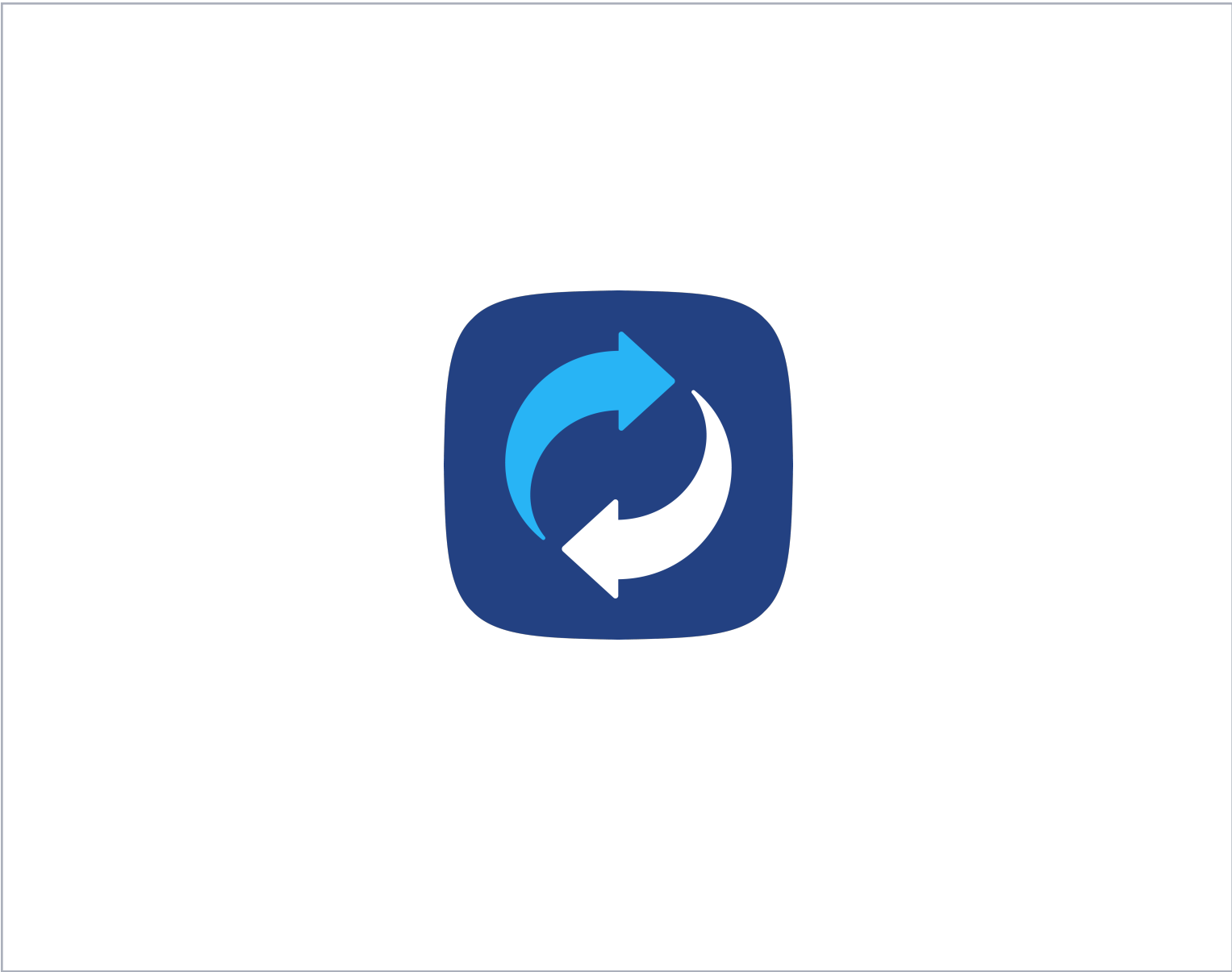
Colorways:

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

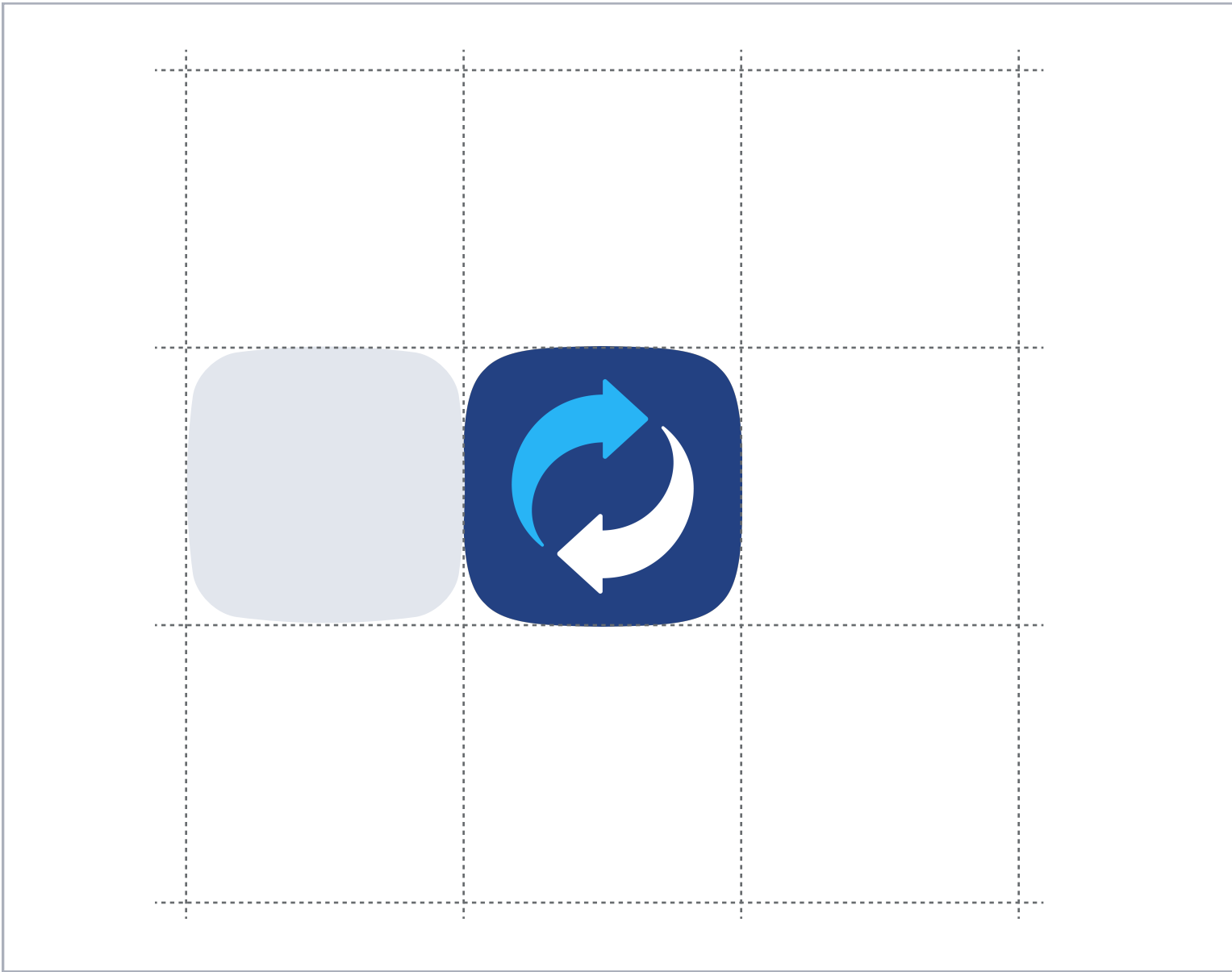
A note on avatars:

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

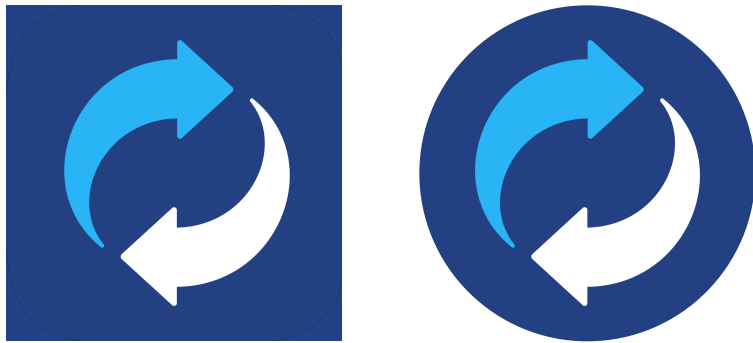
Full Color Light

Full Color Light-Alt

Black

White

Avatars



Section 2

# Color

Color

# Palette

Primary Palette



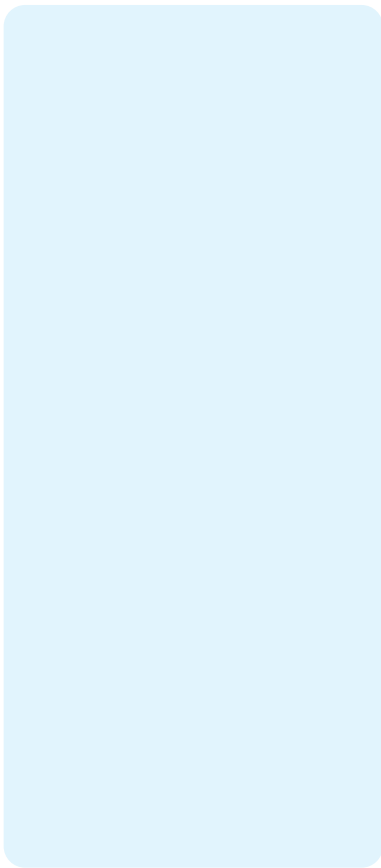
**Blueberry 400**  
Hex 29B6F6  
RGB 41, 182, 246  
CMYK 74, 3, 0, 0  
PANTONE 298 C



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

Color

# Extended Shades



**Blueberry 50**  
Hex E1F5FE  
RGB 225, 245, 254  
CMYK 14, 0, 1, 0



**Blueberry 100**  
Hex B3E5FC  
RGB 179, 229, 252  
CMYK 34, 0, 1, 0



**Blueberry 200**  
Hex 81D4FA  
RGB 129, 212, 250  
CMYK 53, 0, 1, 0



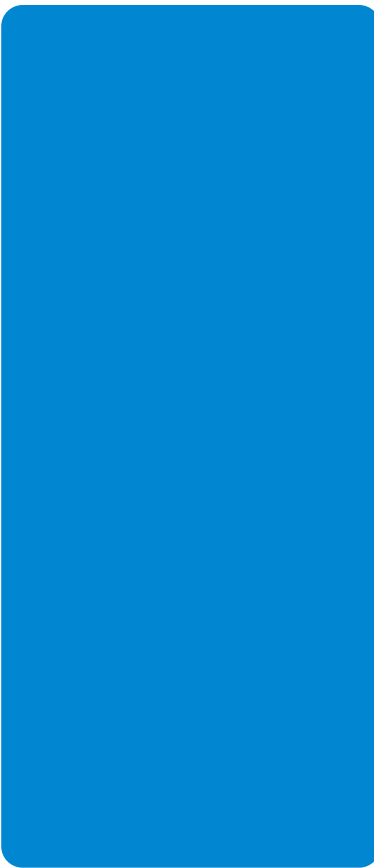
**Blueberry 300**  
Hex 4FC3F7  
RGB 79, 195, 247  
CMYK 67, 0, 0, 0



**Blueberry 400**  
Hex 29B6F6  
RGB 41, 182, 246  
CMYK 74, 3, 0, 0



**Blueberry 500**  
Hex 039BE5  
RGB 3, 155, 229  
CMYK 81, 20, 0, 0



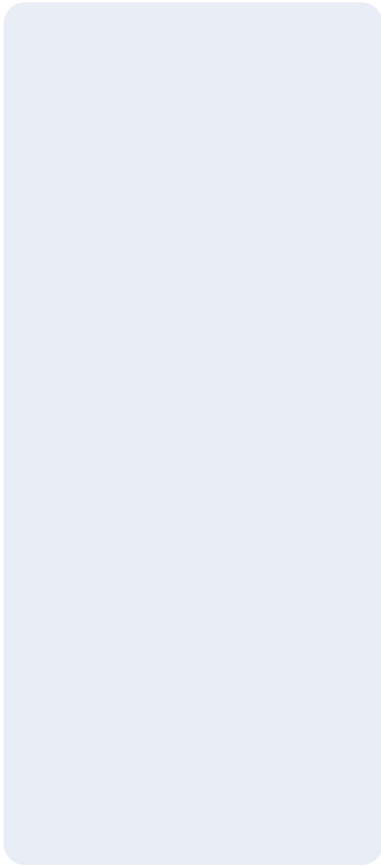
**Blueberry 600**  
Hex 0288D1  
RGB 2, 136, 209  
CMYK 85, 31, 0, 0



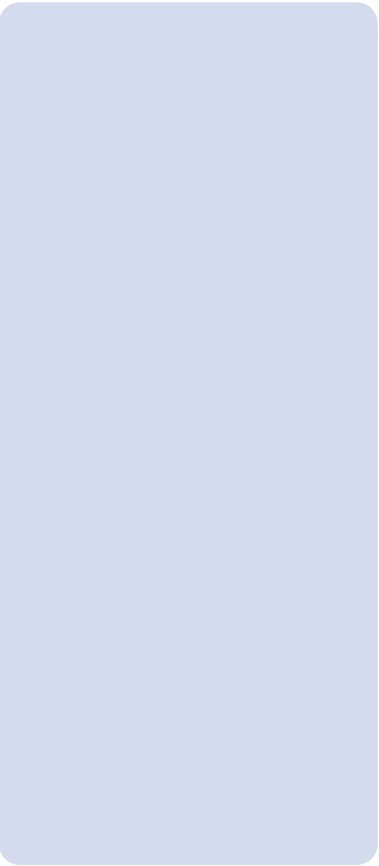
**Blueberry 700**  
Hex 0C6FA9  
RGB 12, 111, 169  
CMYK 93, 46, 7, 1



**Blueberry 800**  
Hex 0D4C7E  
RGB 13, 76, 126  
CMYK 100, 70, 22, 6



**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



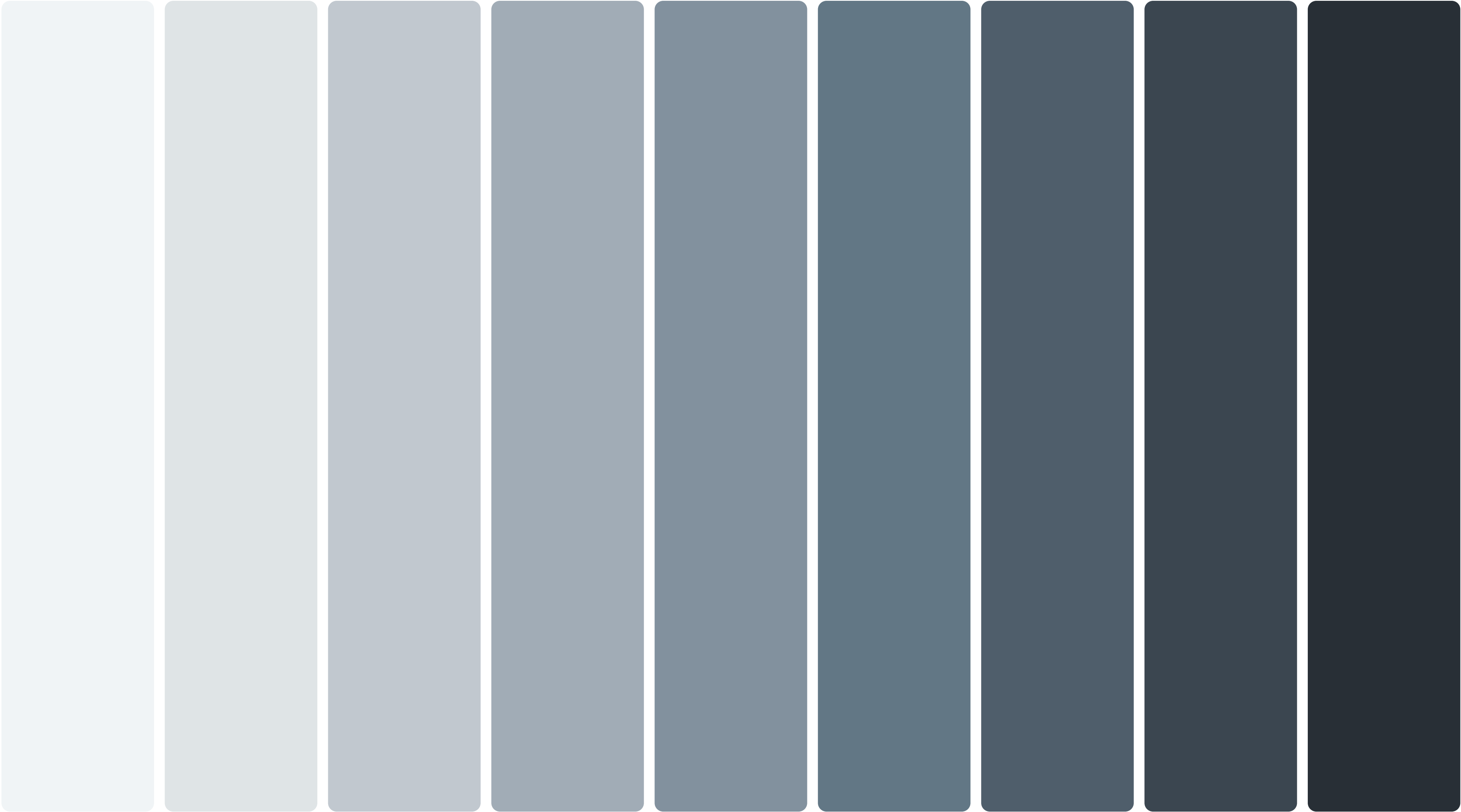
**Elderberry 700**  
Hex 1A3165  
RGB 26, 49, 101  
CMYK 100, 91, 31, 14



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

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



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





# Official Buyers Edge Platform Ecosystem Guidelines

All logo and color files can be found at [buyersedgeplatform.com/brand-logos](https://buyersedgeplatform.com/brand-logos)