

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

# Consolidated Concepts

# The Buyers Edge Platform Brand Ecosystem

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

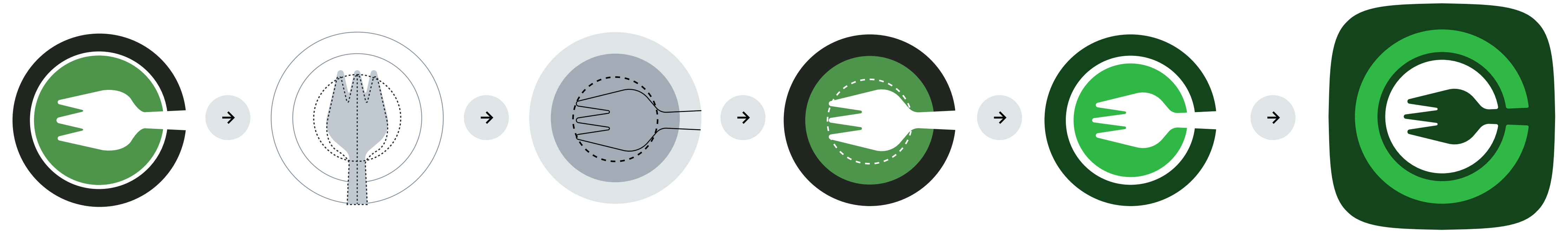
Reach out to [gillian.gleason@buyersedgeplatform.com](mailto:gillian.gleason@buyersedgeplatform.com) with any questions.



Section 1

Logo

The New Orb Symbol



Logo

# Lockup

The Consolidated Concepts 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

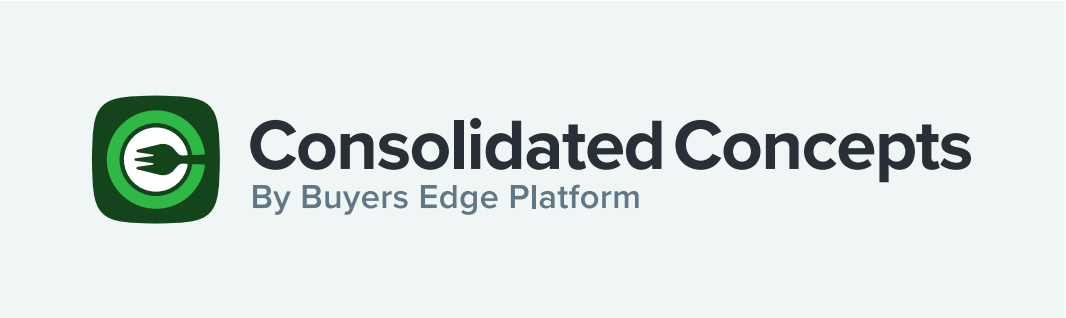
Lockup



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.

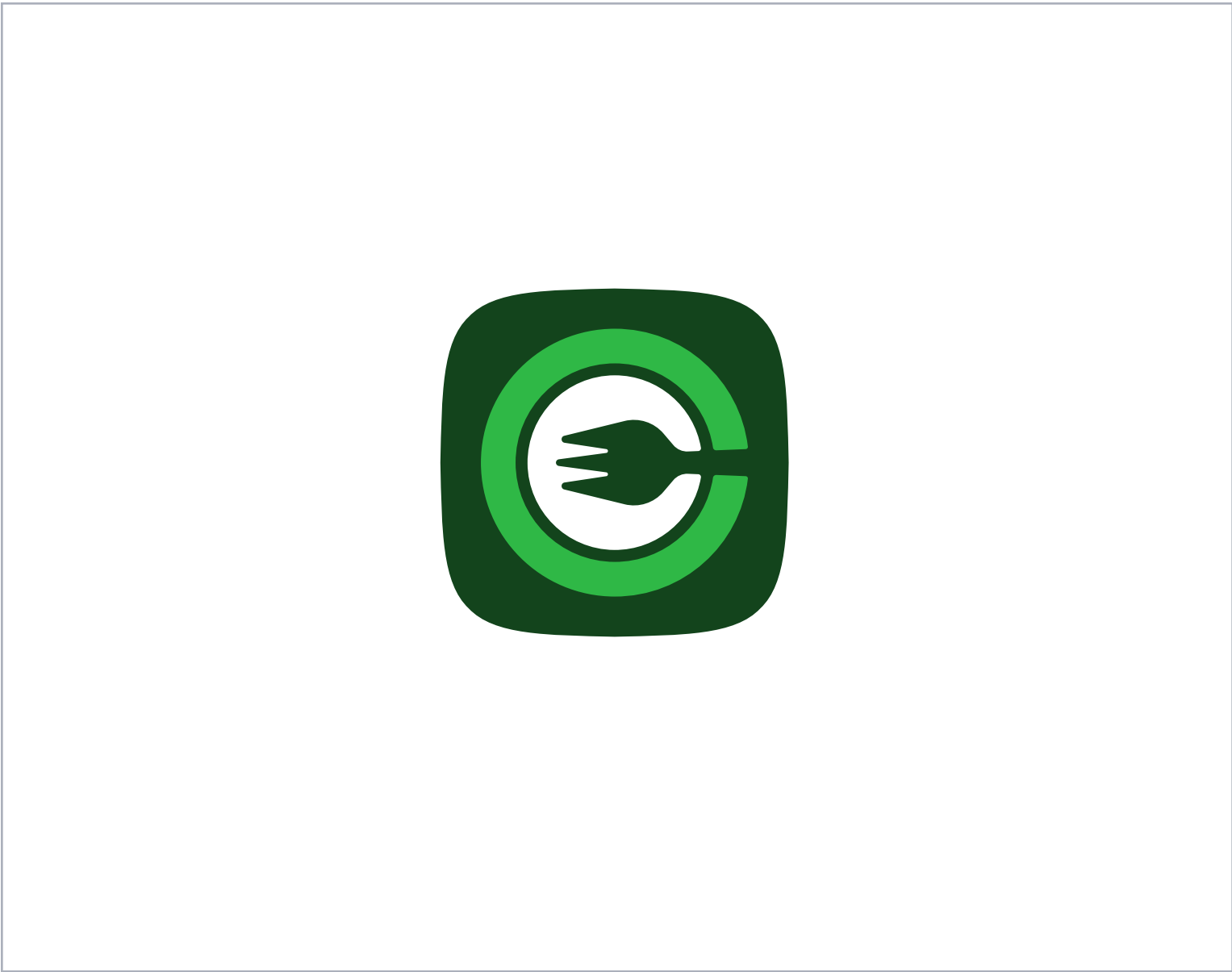
Colorways:

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



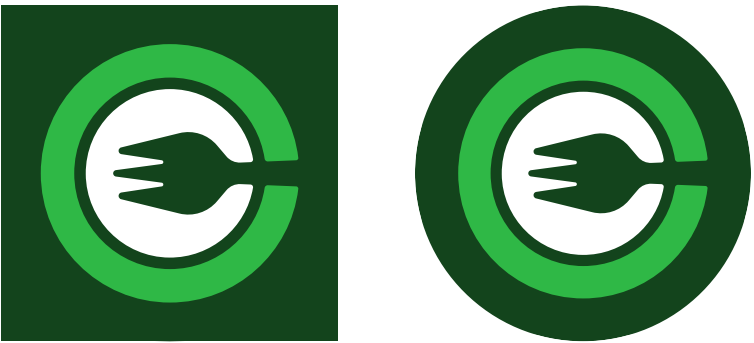
Full Color Dark

Full Color Light

Black

White

Avatars



## Section 2

# Color

Color

# Palette

Primary Palette



**Apple 500**  
Hex 30B947  
RGB 48, 185, 71  
CMYK 80, 0, 100, 0  
PANTONE 361 C

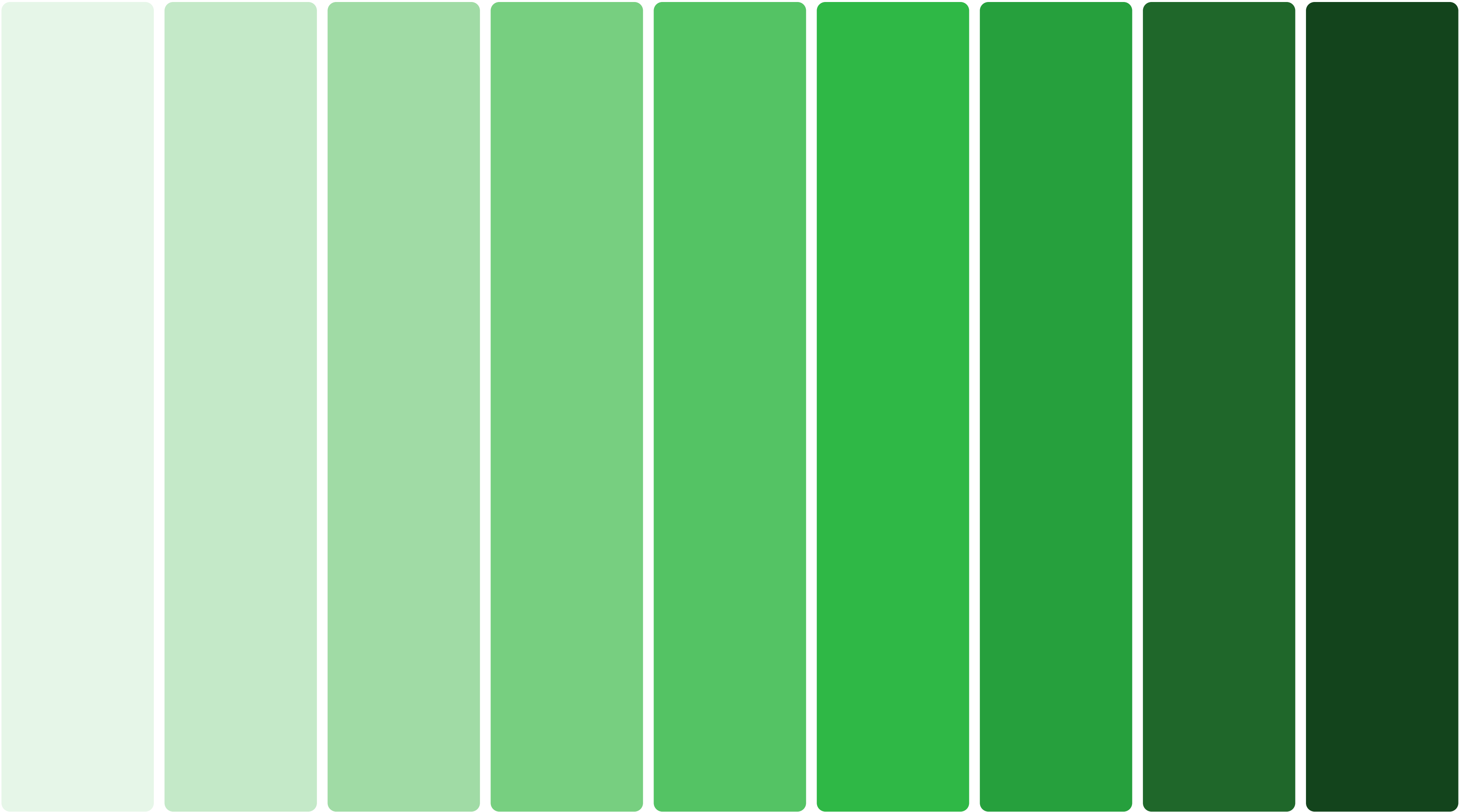


**Apple 800**  
Hex 14441C  
RGB 20, 68, 28  
CMYK 91, 43, 100, 50  
PANTONE 2411 C



Color

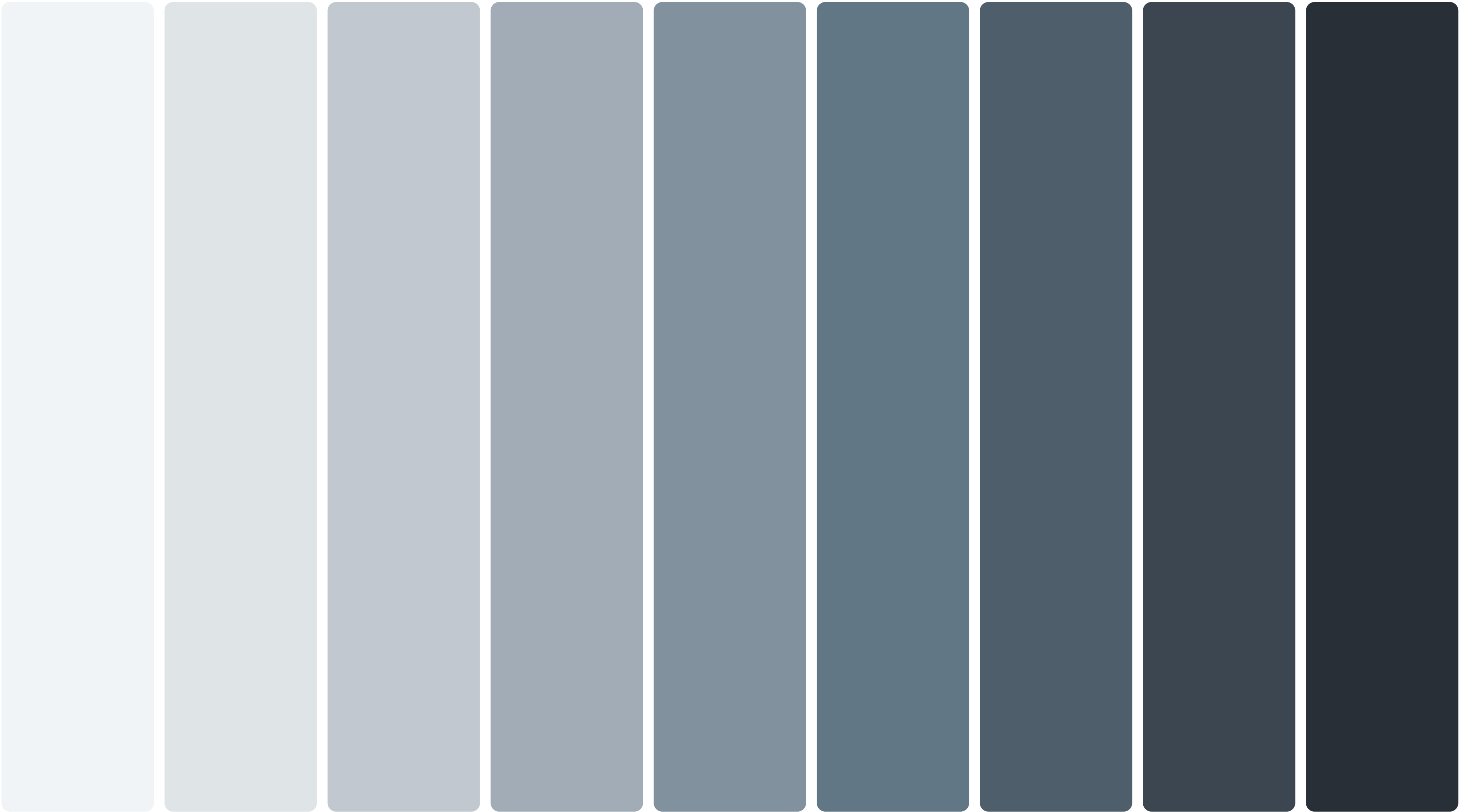
# Extended Shades



<b>Apple 50</b> Hex E7F7E9 RGB 231, 247, 233 CMYK 12, 0, 12, 0	<b>Apple 100</b> Hex C5EAC8 RGB 197, 234, 200 CMYK 28, 0, 29, 0	<b>Apple 200</b> Hex A0DCA5 RGB 160, 220, 165 CMYK 46, 0, 47, 0	<b>Apple 300</b> Hex 77CF80 RGB 119, 207, 128 CMYK 62, 0, 68, 0	<b>Apple 400</b> Hex 55C464 RGB 85, 196, 100 CMYK 72, 0, 83, 0	<b>Apple 500</b> Hex 30B947 RGB 48, 185, 71 CMYK 80, 0, 100, 0	<b>Apple 600</b> Hex 27A03D RGB 39, 150, 139 CMYK 85, 0, 100, 8	<b>Apple 700</b> Hex 1F672A RGB 31, 103, 42 CMYK 91, 30, 100, 22	<b>Apple 800</b> Hex 14441C RGB 20, 68, 28 CMYK 91, 43, 100, 50
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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)