Buyers Edge Platform Ecosystem Guidelines

Cool School Prime

The Buyers Edge Platform Brand Ecosystem

Cool School Prime 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, Cool School Prime 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 Cool School Prime 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 Cool School Set

The symbols for all three Cool School brands form a lunch tray and the letter of the differentiator word in their name. The logo set feels modern and trustworthy for clients, but also appropriately fresh and fun for the K-12 subject matter. Each brand its own unique mark, but with a strong and natural thread throughout all three.

Cool School Cafe
By Buyers Edge Platform

Cool School Prime
By Buyers Edge Platform

Cool School Fresh
By Buyers Edge Platform

Lunch Tray, Letter C.
Primary brand of the set. Uses all three colors from the palette.

Lunch Tray, Letter P.
Secondary brand in the set. Owns the green as its primary color. Ties to CSC with blue.

Lunch Tray, Letter F.
Secondary brand in the set. Owns the yellow as its primary color. Ties to CSC with blue.

Logo

Lockup

The Cool School Prime 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.

The Full Color Mark set comes in Gradient versions using 5 colors, and "Flat" versions using only three colors. Always defer to the gradient version unless restricted by color limits.

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.

The Full Color Mark set comes in Gradient versions using 5 colors, and "Flat" versions using only three colors. Always defer to the gradient version unless restricted by color limits.
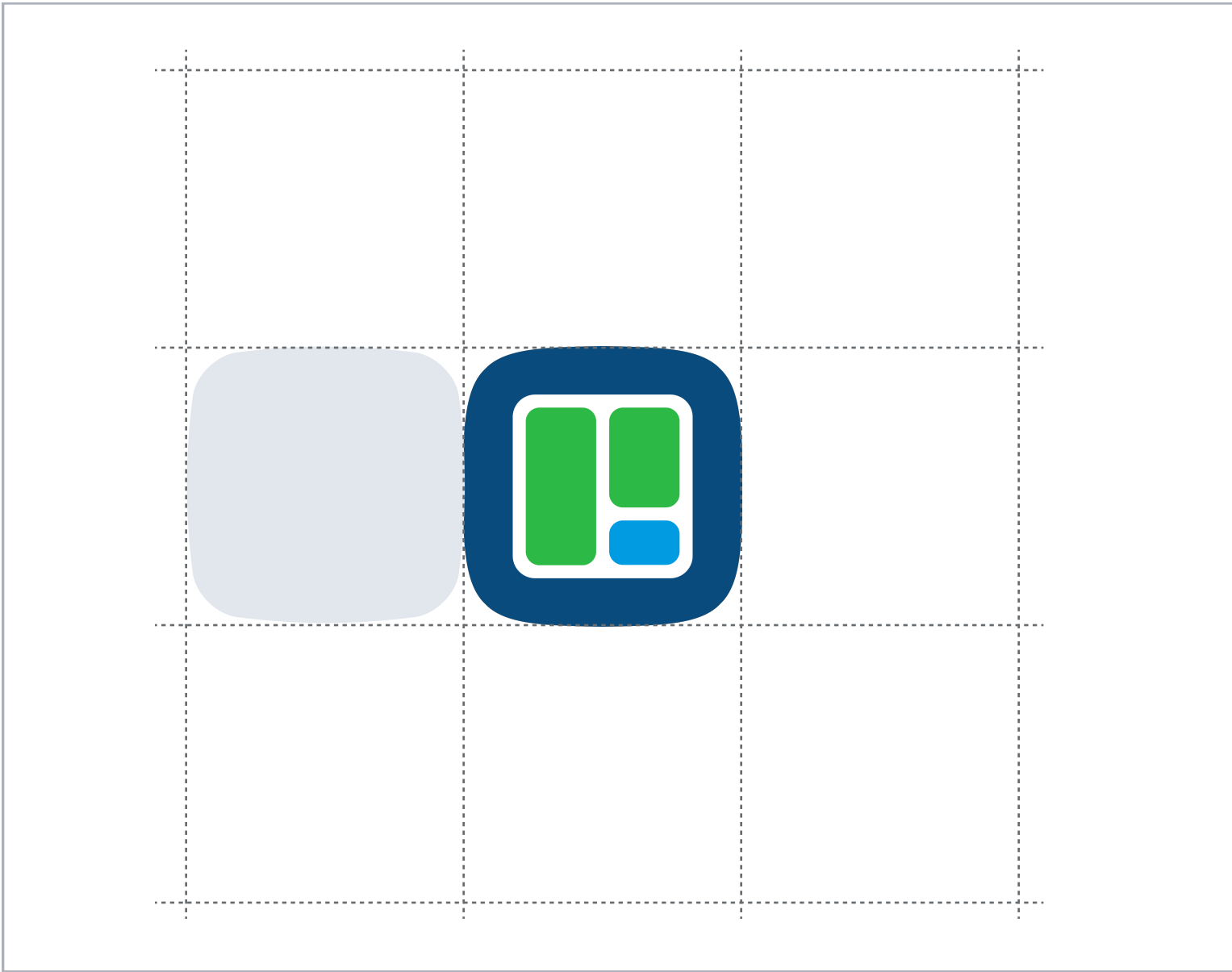
A note on avatars:

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.
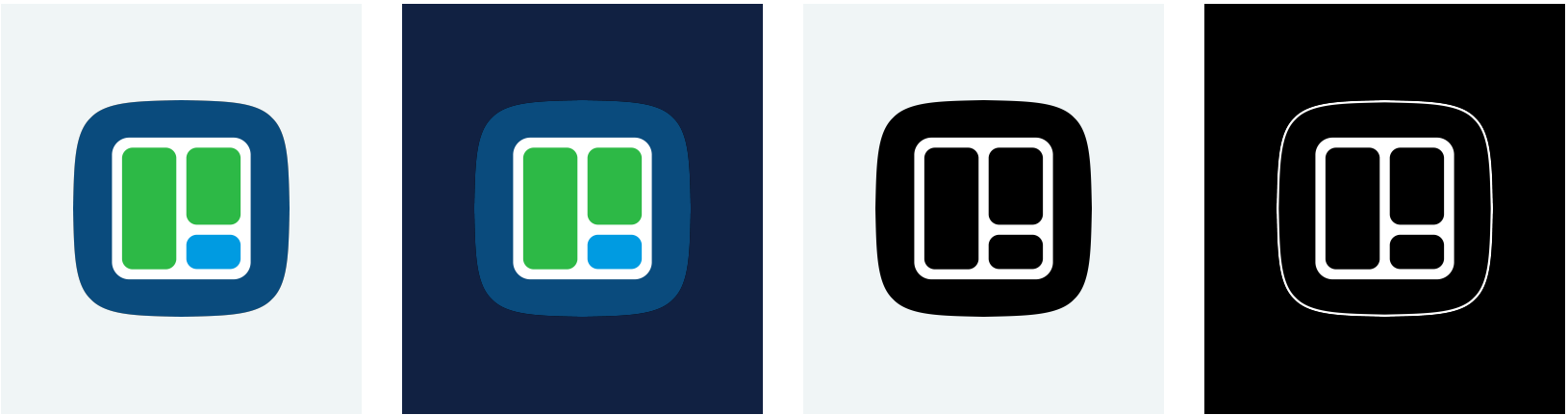
Lockup

Exclusion Zones
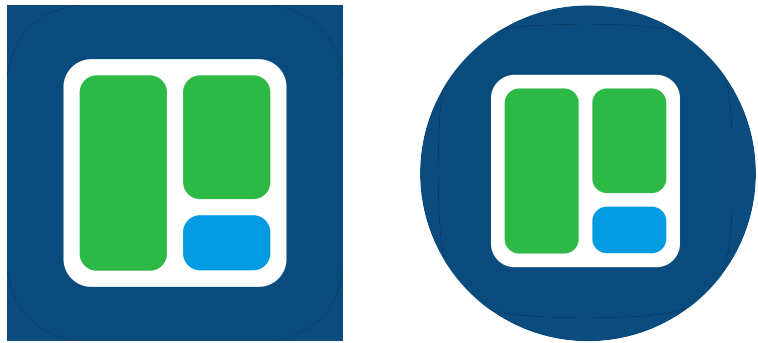
Colorways

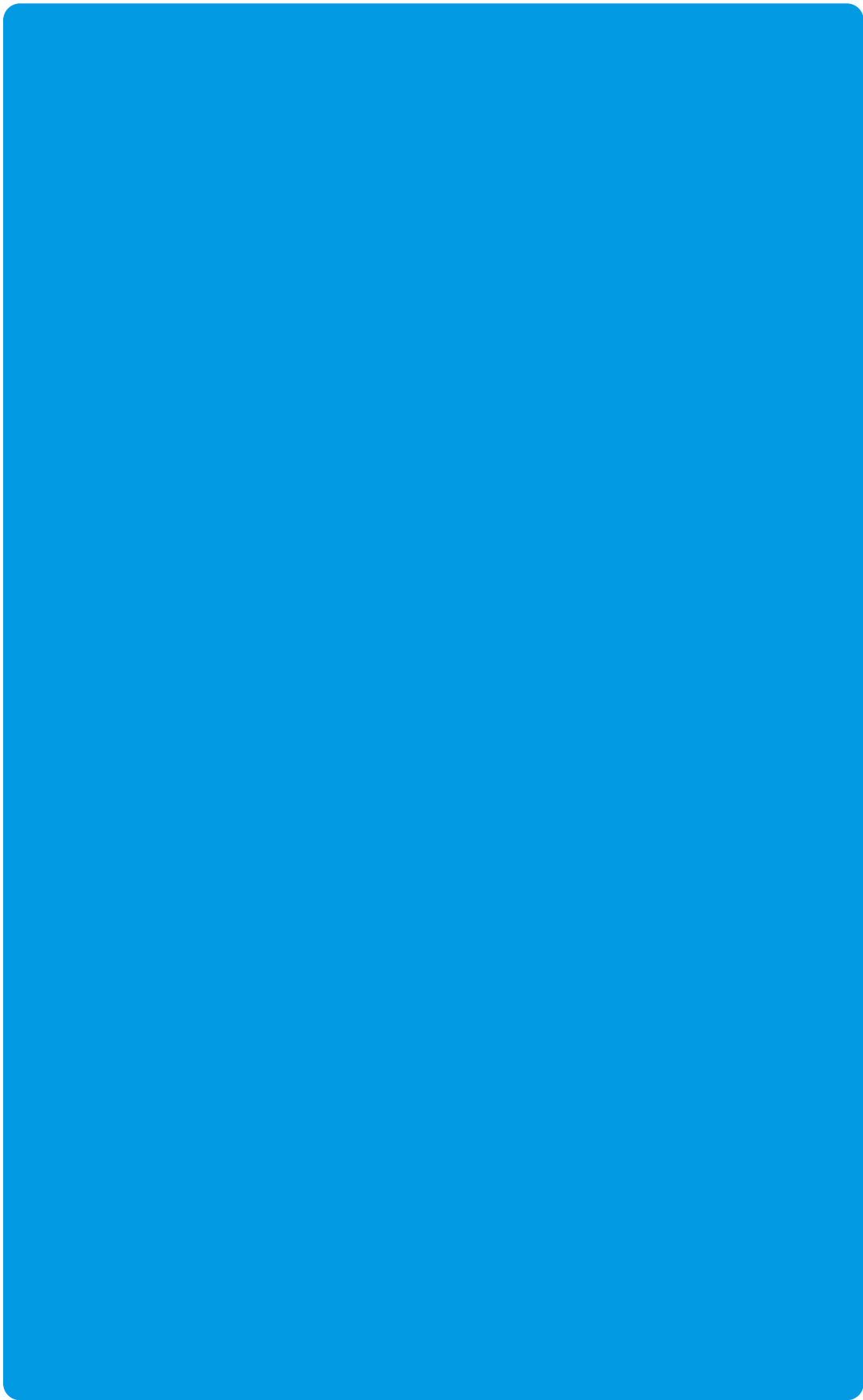Full Color Dark   Full Color Light   Black   White

Avatars

Section 2

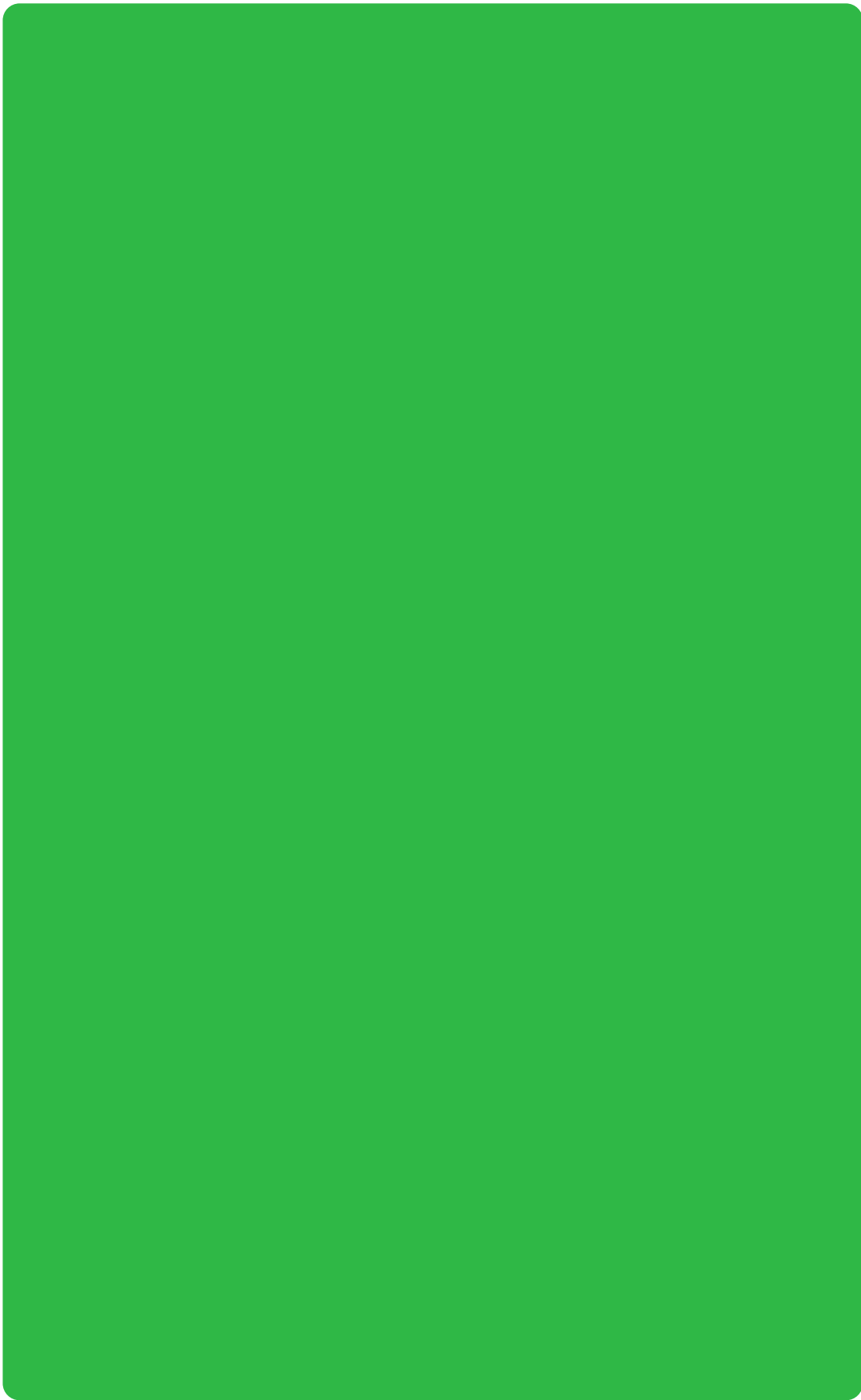# Color

Color
Palette

Primary Palette

Blueberry 500
Hex 039BE5
RGB 3, 155, 229
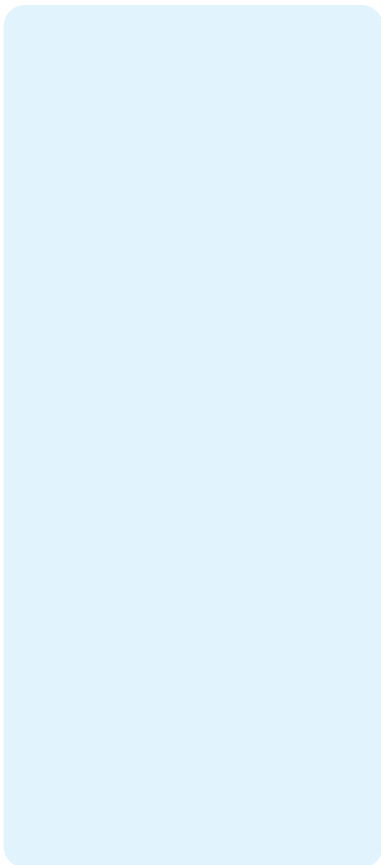CMYK 81, 20, 0, 0
PANTONE 2925 C

Blueberry 800
Hex 0D4C7E
RGB 13, 76, 126
CMYK 100, 70, 22, 6
PANTONE 2186 C

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

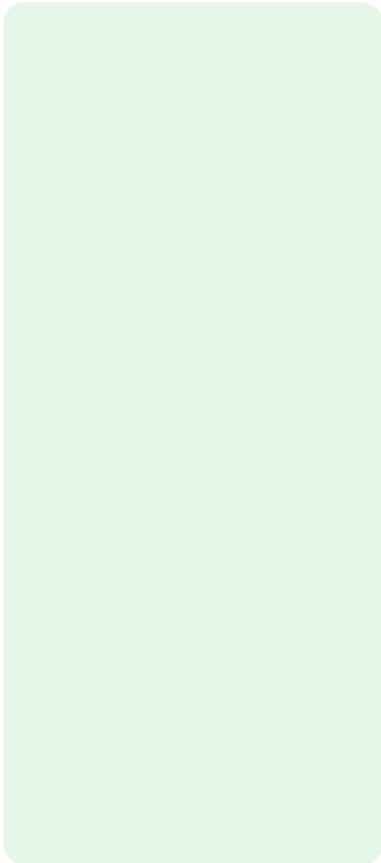**Blueberry 500**
Hex 039BE5
RGB 3, 155, 229
CMYK 81, 20, 0, 0

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

Apple 50
Hex E7F7E9
RGB 231, 247, 233
CMYK 12, 0, 12, 0

Apple 100
Hex C5EAC8
RGB 197, 234, 200
CMYK 28, 0, 29, 0

Apple 200
Hex A0DCA5
RGB 160, 220, 165
CMYK 46, 0, 47, 0

Apple 300
Hex 77CF80
RGB 119, 207, 128
CMYK 62, 0, 68, 0

Apple 400
Hex 55C464
RGB 85, 196, 100
CMYK 72, 0, 83, 0

Apple 500
Hex 30B947
RGB 48, 185, 71
CMYK 80, 0, 100, 0
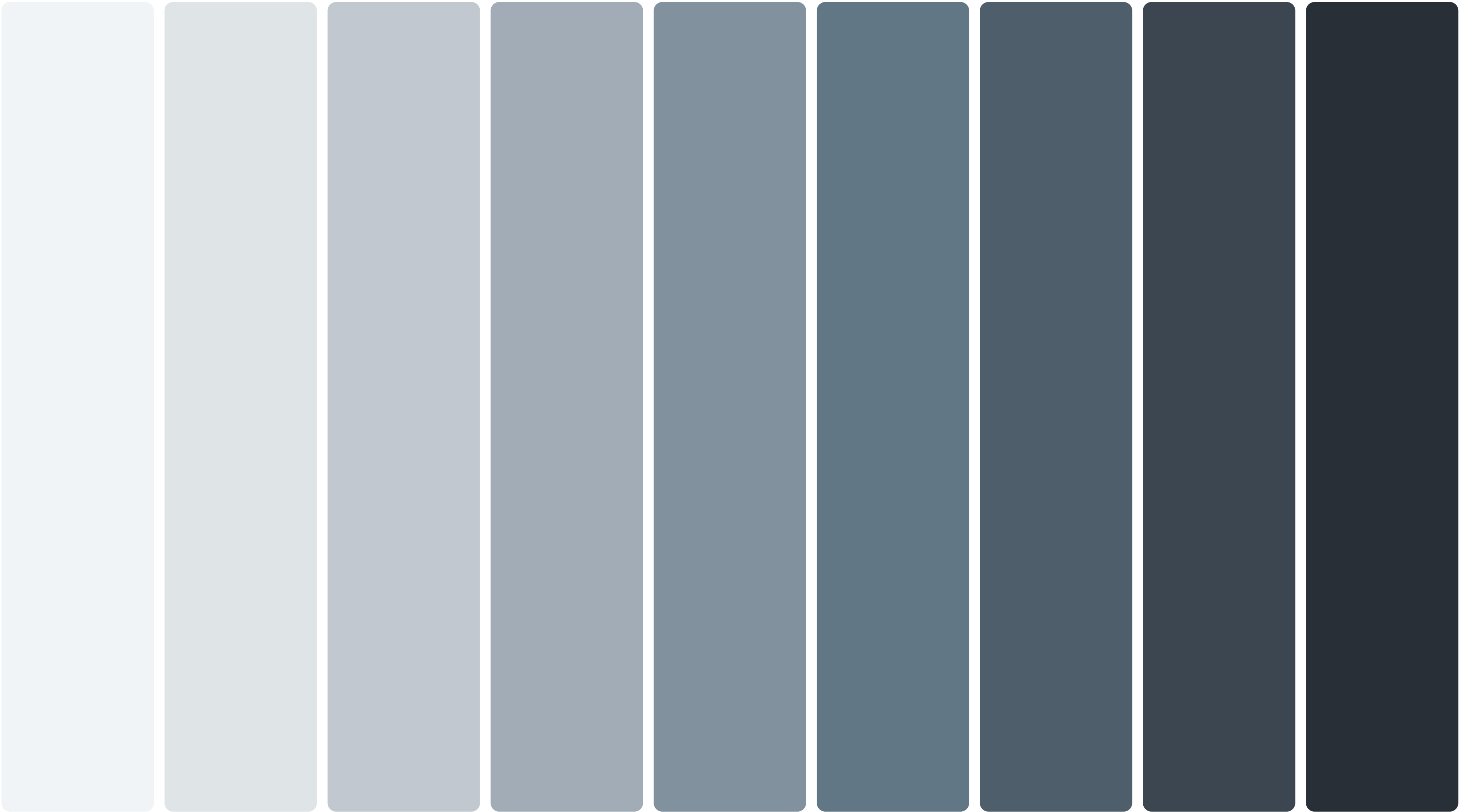
Apple 600
Hex 27A03D
RGB 39, 150, 139
CMYK 85, 0, 100, 8

Apple 700
Hex 1F672A
RGB 31, 103, 42
CMYK 91, 30, 100, 22

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

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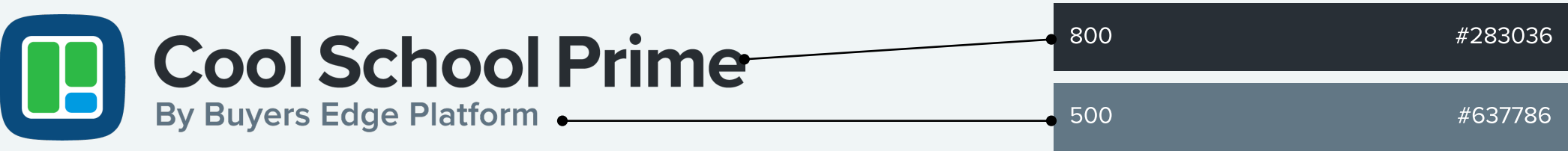
Slate 700
Hex 3B4750
RGB 59, 71, 80
CMYK 77, 58, 49, 40

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

Color

Color Usage Light Mode

Logos

800	#283036
500	#637786

Lockup-Full Color or Black
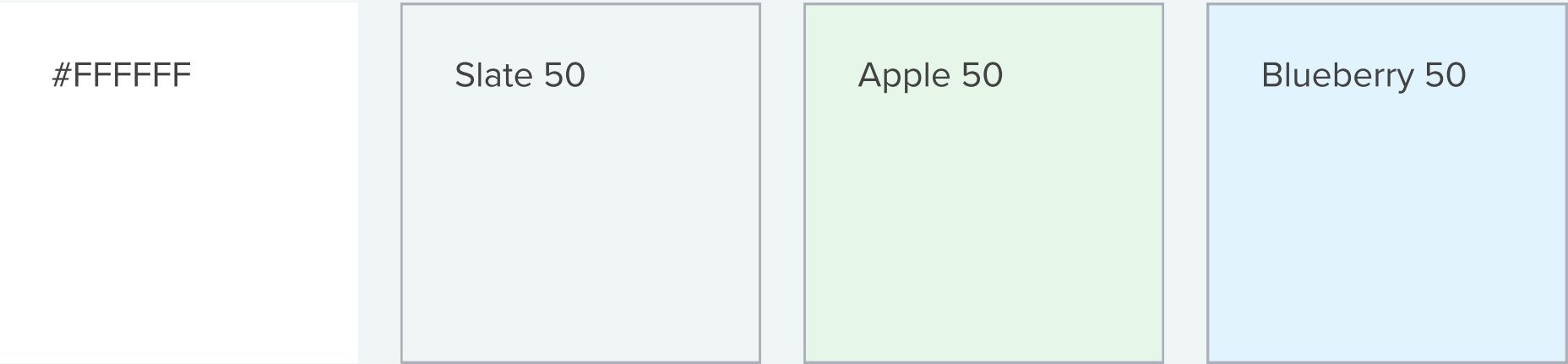
Type color

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

#FFFFFF	Slate 50	Apple 50	Blueberry 50

Color

Color Usage Dark Mode

Logos

Cool School Prime
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	Apple 800

Official Buyers Edge Platform Ecosystem Guidelines

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