

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

Edge Public

The Buyers Edge Platform Brand Ecosystem

Edge Public 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, Edge Public 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 Edge Public 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

Logo

Lockup

The Edge Public 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.

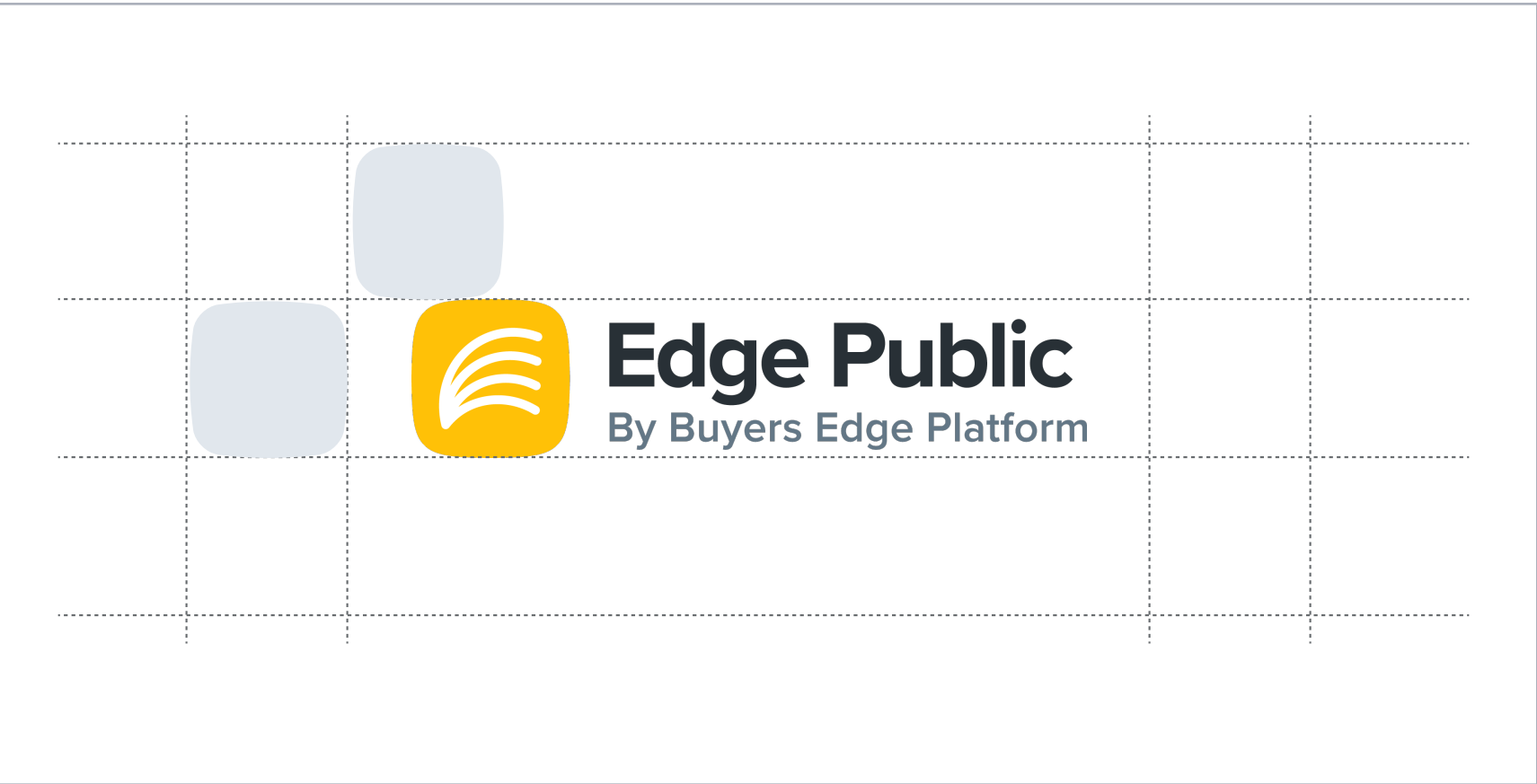
Colorways:

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.

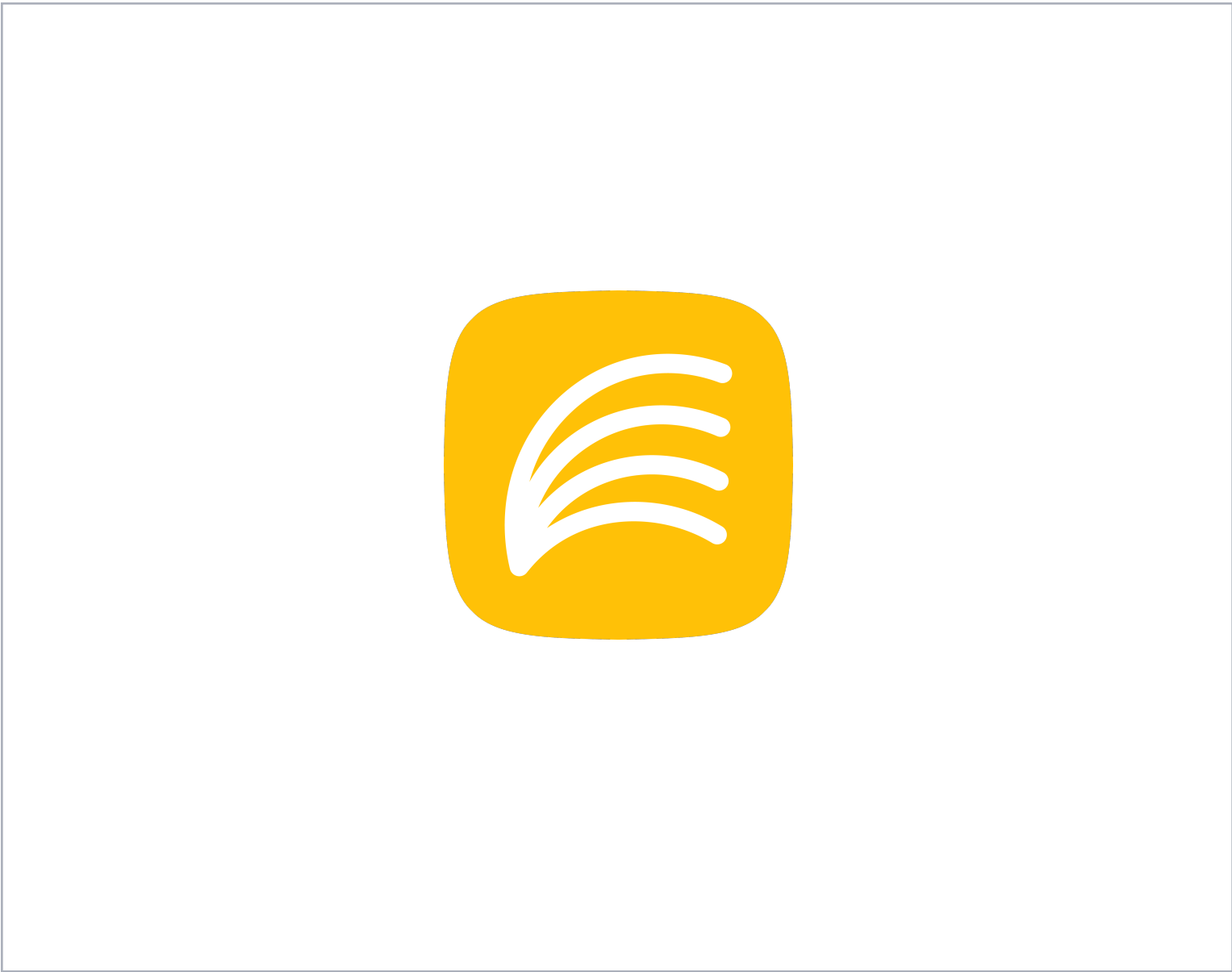
Colorways:

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

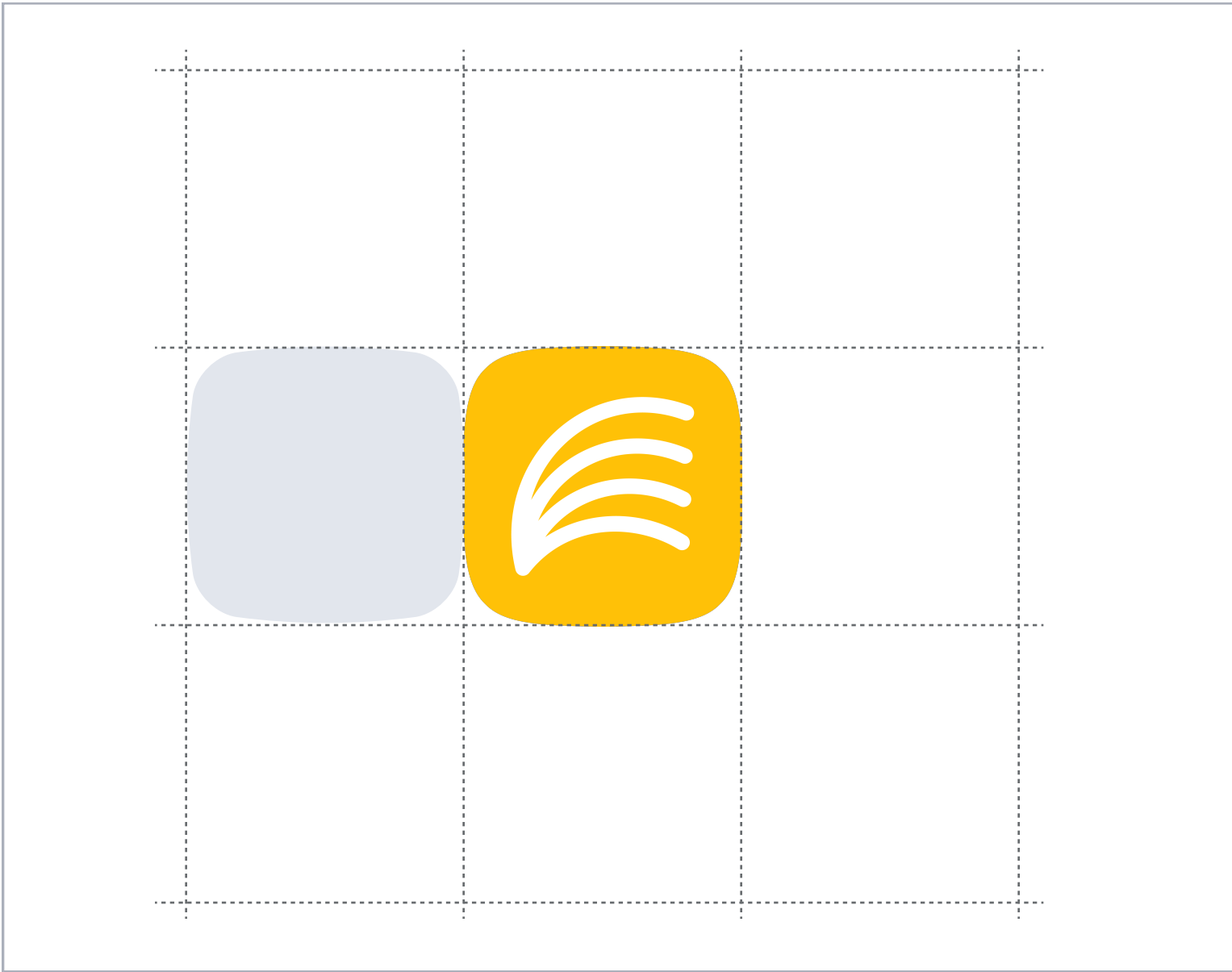
A note on avatars:

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.

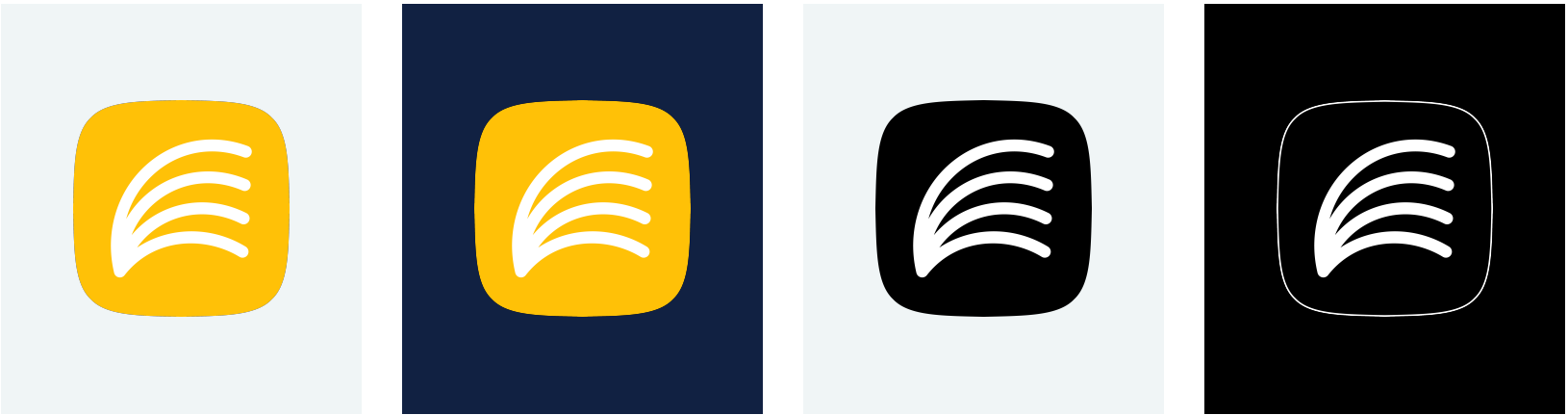
Lockup



Exclusion Zones



Colorways



Full Color Dark

Full Color Light

Black

White

Avatars



Section 2

Color

Color

Palette

Primary Palette



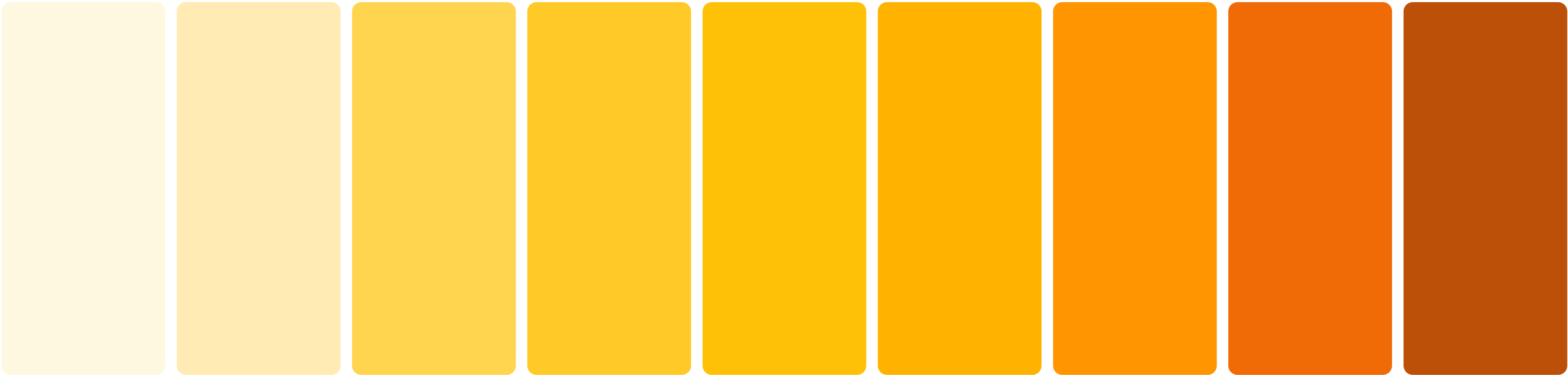
Grain 400
Hex FFC107
RGB 255, 193, 7
CMYK 0, 25, 99, 1
PANTONE 7548 C



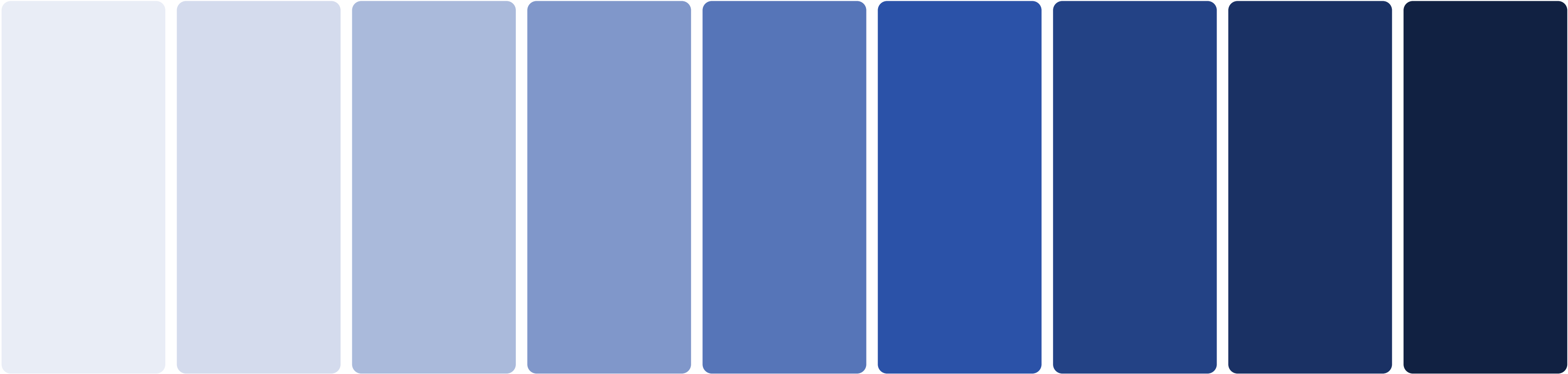
Elderberry 800
Hex 122143
RGB 18, 33, 67
CMYK 100, 95, 45, 42
PANTONE 2766 C

Color

Extended Shades



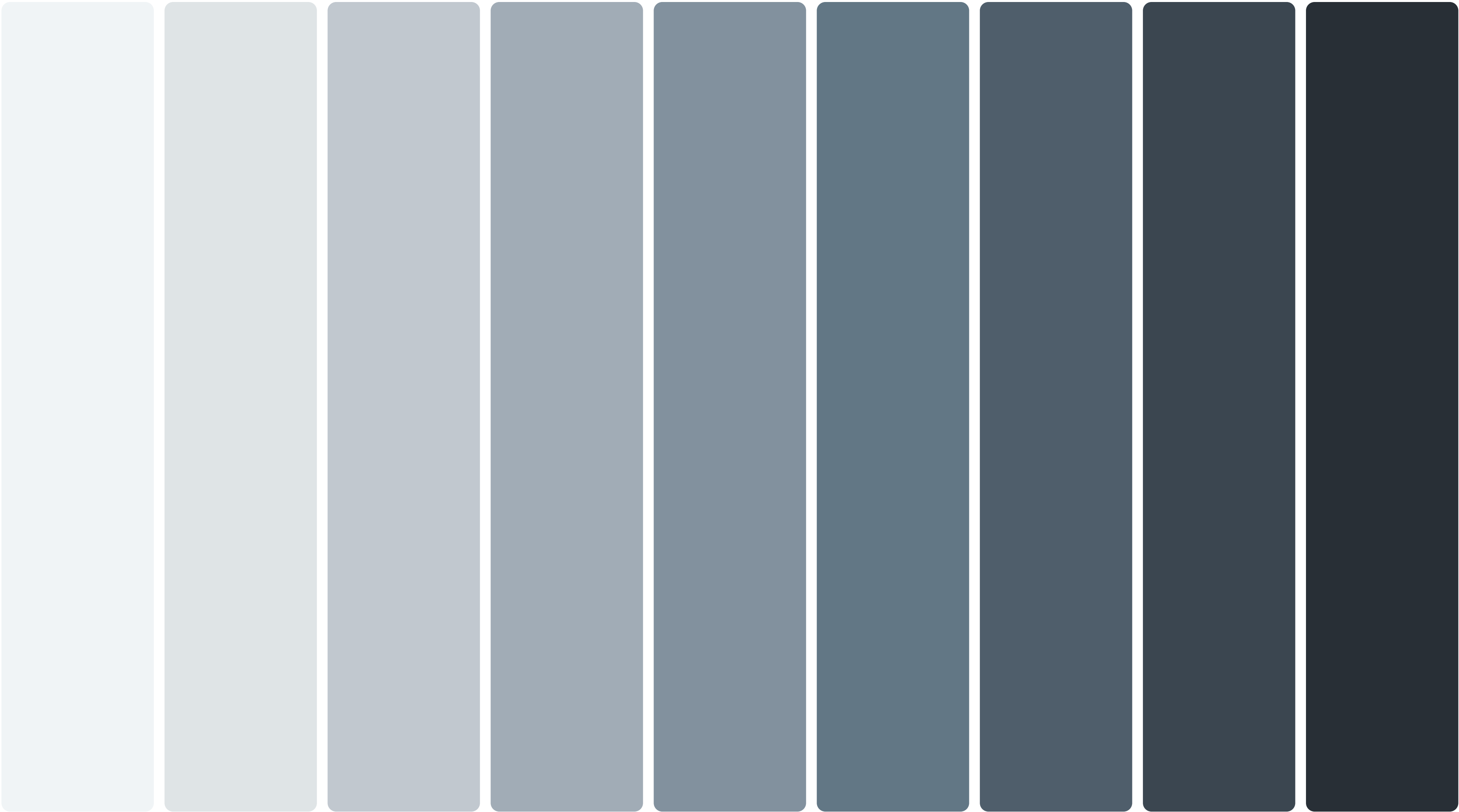
Grain 50 Hex FFF8E1 RGB 255, 248, 225 CMYK 0, 2, 14, 0	Grain 100 Hex FFECB3 RGB 255, 236, 179 CMYK 0, 6, 38, 0	Grain 200 Hex FFD54F RGB 255, 213, 79 CMYK 0, 16, 87, 0	Grain 300 Hex FFCA28 RGB 255, 202, 40 CMYK 0, 22, 98, 0	Grain 400 Hex FFC107 RGB 255, 193, 7 CMYK 0, 25, 99, 1	Grain 500 Hex FFB300 RGB 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, 0	Grain 800 Hex BE5108 RGB 190, 81, 8 CMYK 14, 82, 100, 14
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Elderberry 50 Hex EAE EF6 RGB 234, 238, 246 CMYK 9, 4, 1, 0	Elderberry 100 Hex D5DC EE 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
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Color

Neutrals



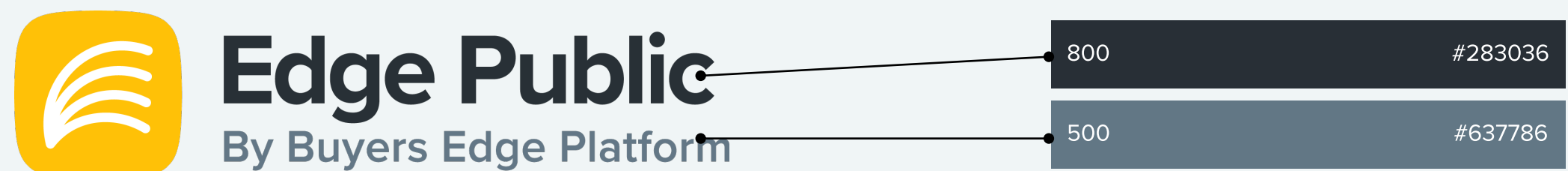
Slate 50 Hex F1F4F7 RGB 241, 244, 247 CMYK 6, 2, 2, 0	Slate 100 Hex E0E4E7 RGB 224, 228, 231 CMYK 13, 7, 7, 0	Slate 200 Hex C1C9CF RGB 193, 201, 207 CMYK 27, 15, 14, 0	Slate 300 Hex A1ADB6 RGB 161, 173, 182 CMYK 42, 24, 22, 1	Slate 400 Hex 82929E RGB 130, 146, 158 CMYK 54, 33, 28, 5	Slate 500 Hex 637786 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
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Color

Color Usage

Light Mode

Logos



Lockup-Full Color or Black

Type color

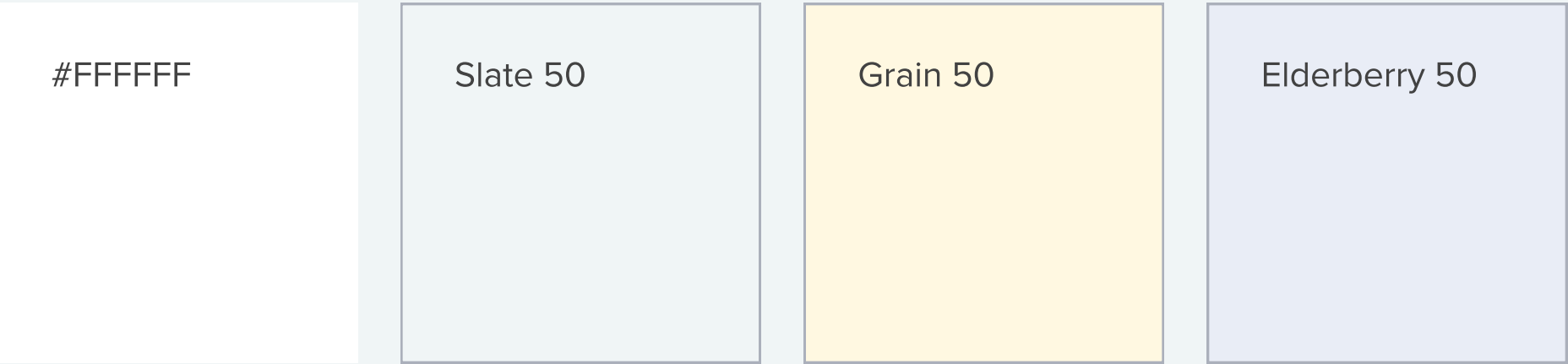
At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

#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



Edge Public

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

Grain 800

Elderberry 800



Official Buyers Edge Platform Ecosystem Guidelines

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