

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

Foodservice Rewards

The Buyers Edge Platform Brand Ecosystem

Foodservice Rewards (FSR) 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, Foodservice Rewards 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 Foodservice Rewards Brand and Marketing teams to build upon this foundational guideline with any 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 Concept

The FSR logo is a modern, stylized fusion of a chef's hat and an award/trophy, creating a sleek, professional symbol that honors culinary excellence without feeling outdated or literal. The chef's hat represents skill, professionalism, and foodservice expertise, while the trophy form evokes achievement, recognition, and reward — perfectly aligning with the purpose of the loyalty program. A balanced, scalable mark that maintains a corporate, trustworthy tone while still being rooted in foodservice culture and awards.



Logo

Lockup

The Foodservice Rewards 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.

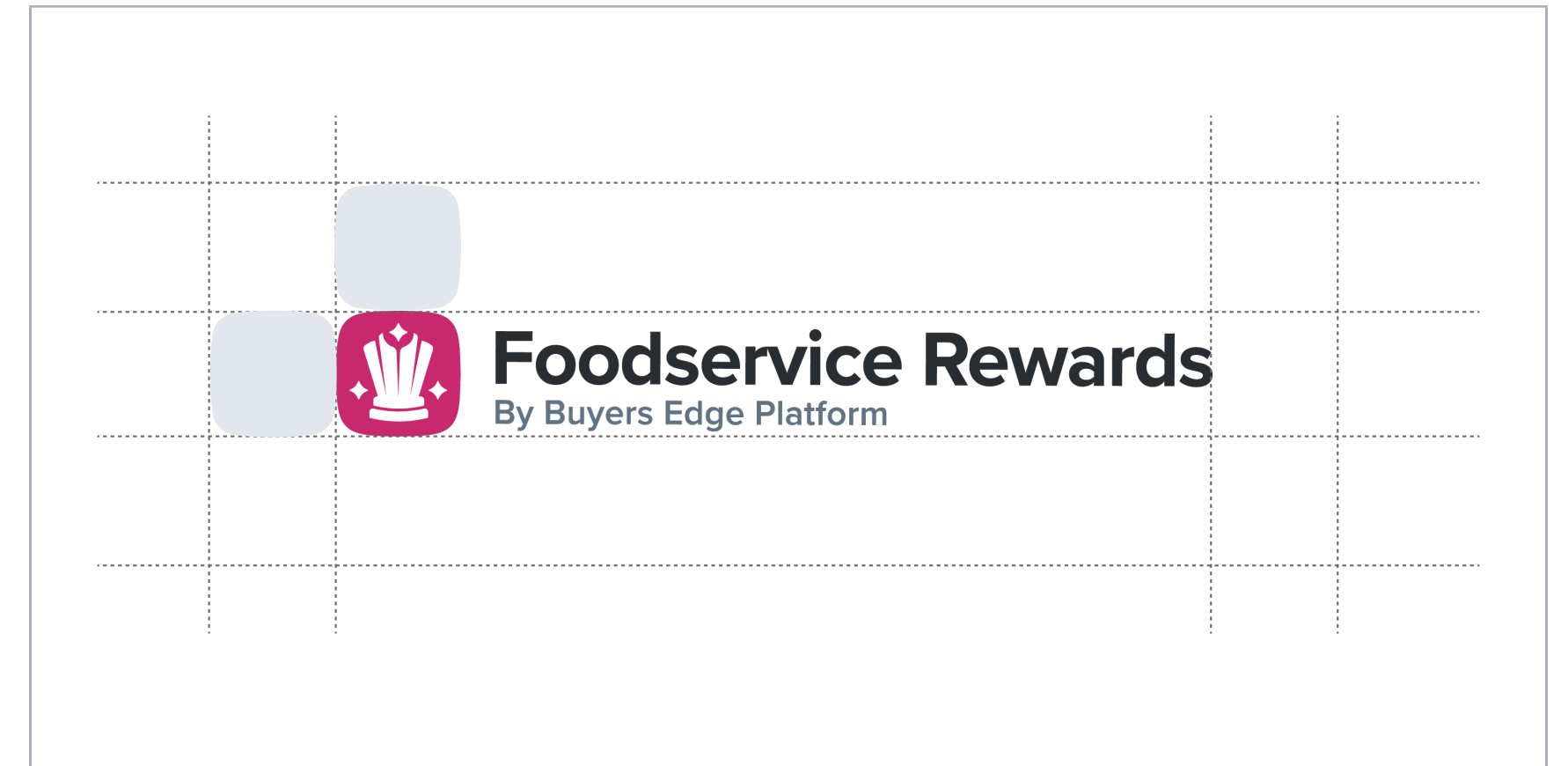
Colorways:

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

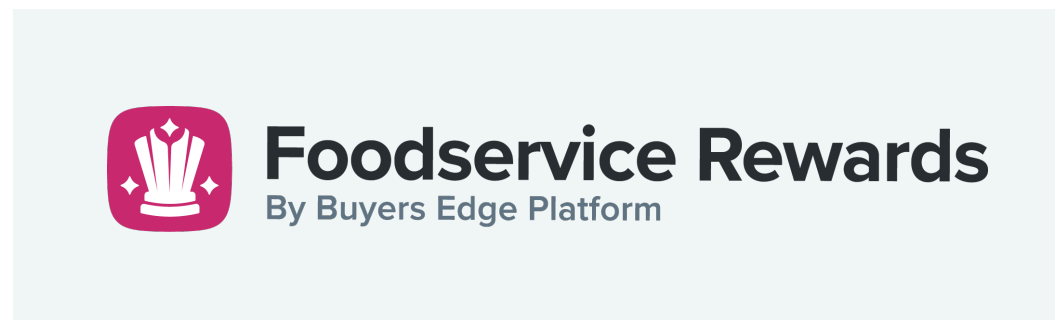
Lockup



Exclusion Zones



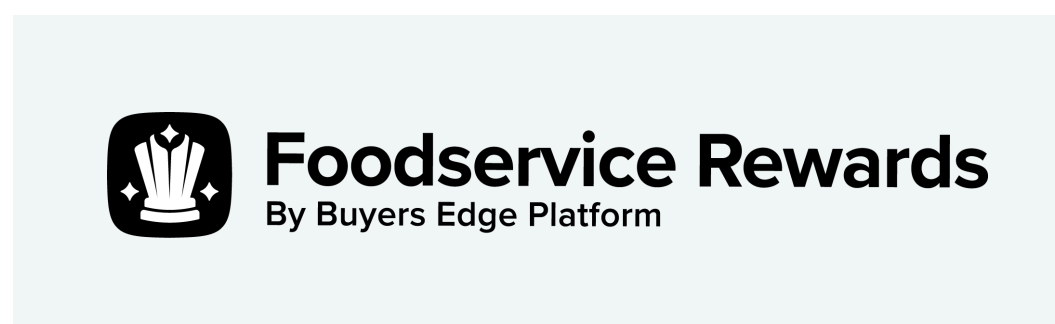
Colorways



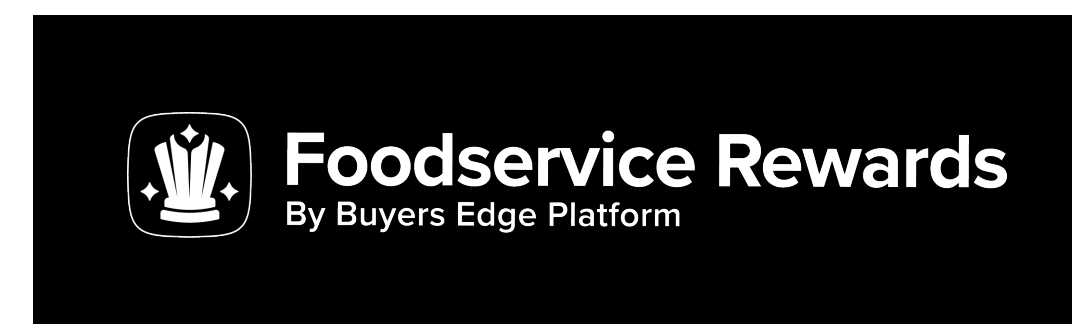
Full Color Dark



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.

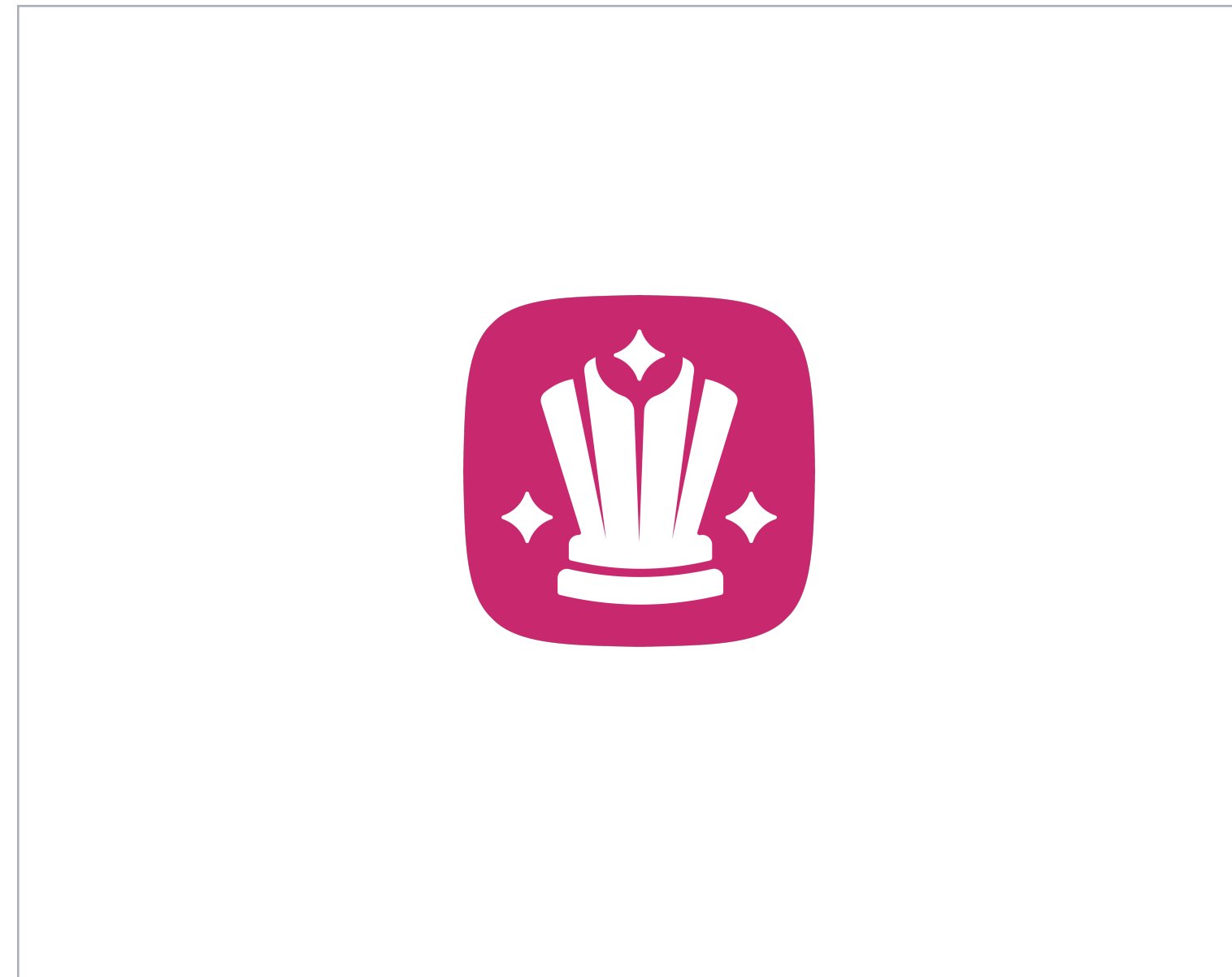
Colorways:

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

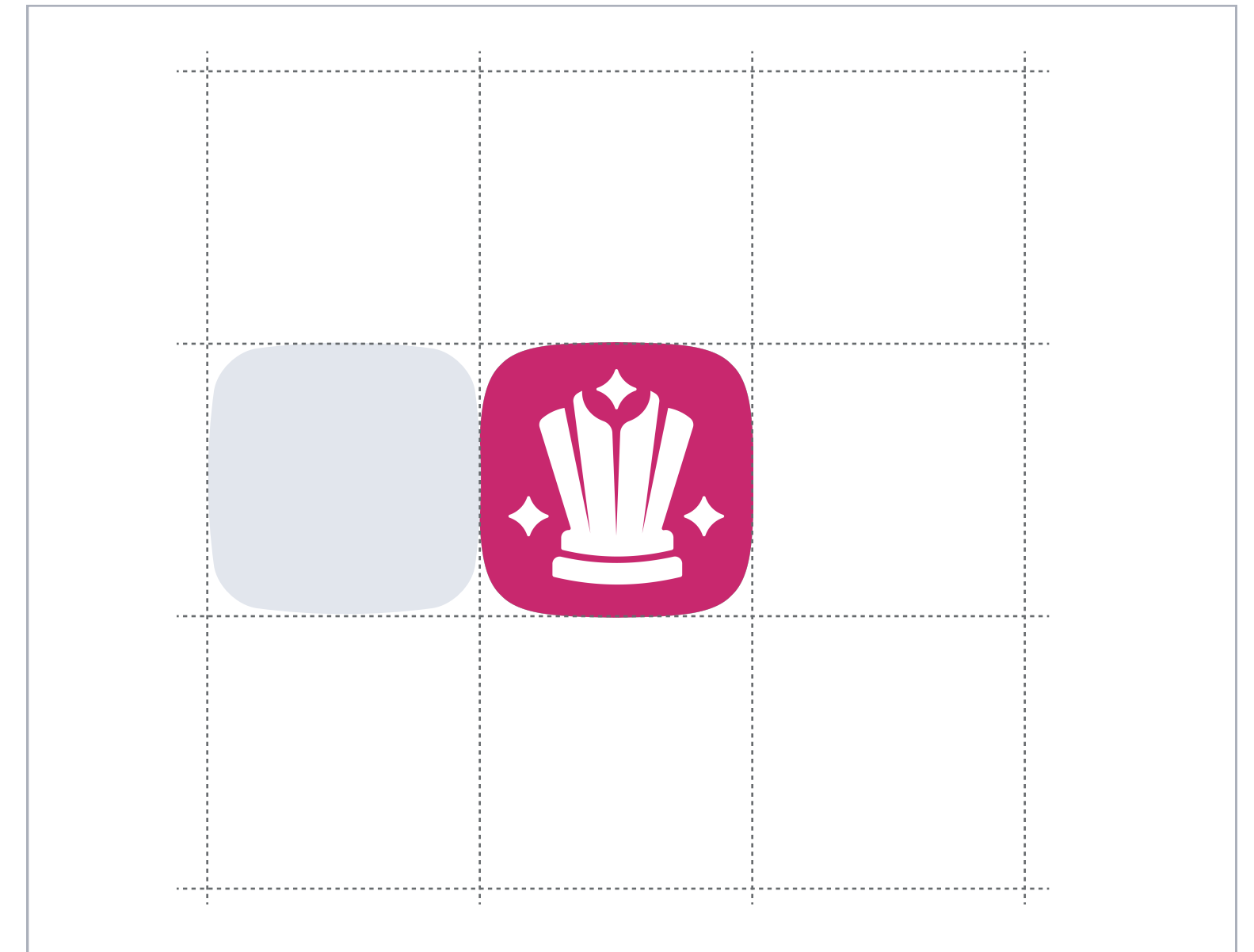
A note on avatars:

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.

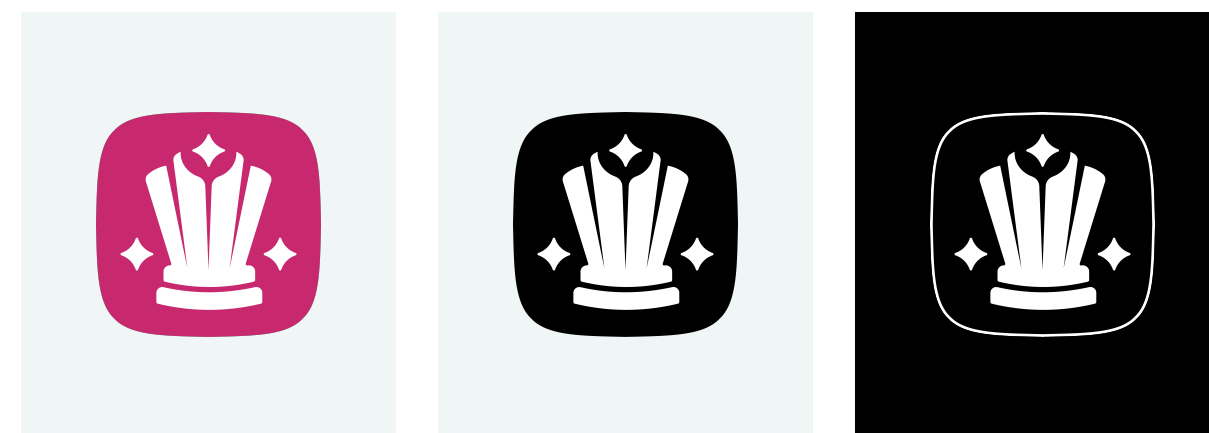
Lockup



Exclusion Zones



Colorways

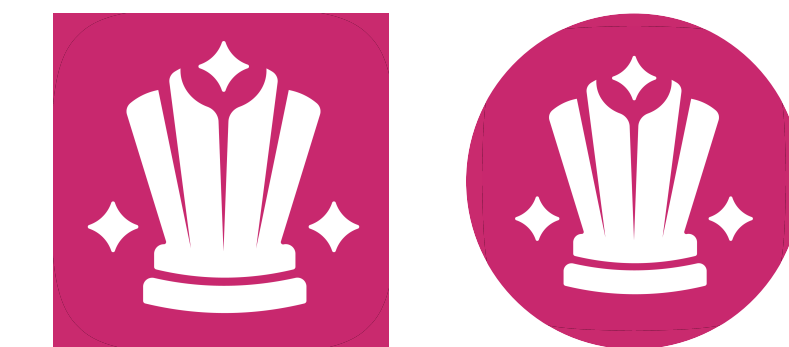


Full Color Dark

Black

White

Avatars



Section 2

Color

Color Palette

Primary Palette



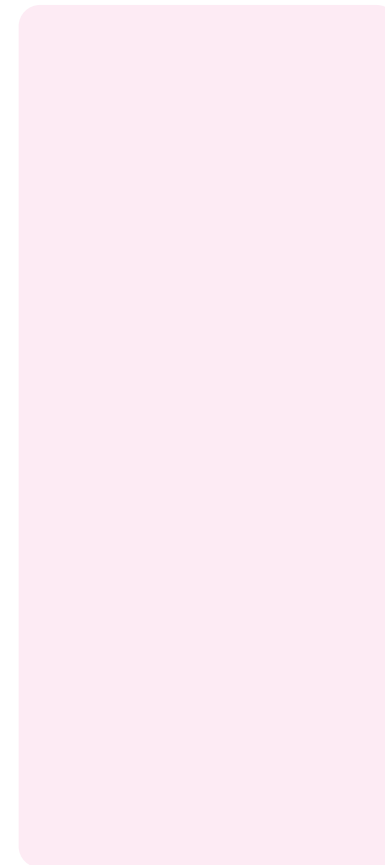
Raspberry 600
Hex C92A6E
RGB 201, 42, 110
CMYK 7, 100, 17, 1
PANTONE 2452 C



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

Color

Extended Shades



Raspberry 50
Hex FDEBF5
RGB 253, 235, 245
CMYK 0, 11, 0, 0



Raspberry 100
Hex FBD8EA
RGB 251, 216, 234
CMYK 0, 22, 0, 0



Raspberry 200
Hex F8B0D5
RGB 248, 176, 213
CMYK 0, 42, 0, 0



Raspberry 300
Hex F489C1
RGB 244, 137, 193
CMYK 0, 60, 0, 0



Raspberry 400
Hex F161AC
RGB 241, 97, 172
CMYK 0, 76, 0, 0



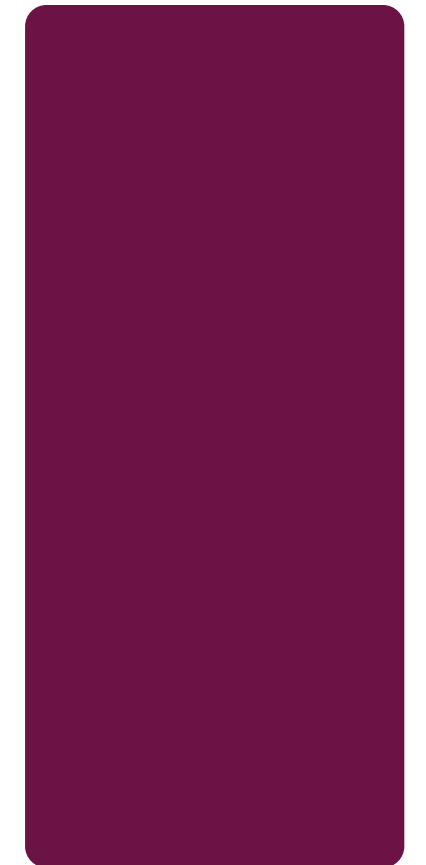
Raspberry 500
Hex ED3A96
RGB 237, 58, 150
CMYK 0, 88, 0, 0



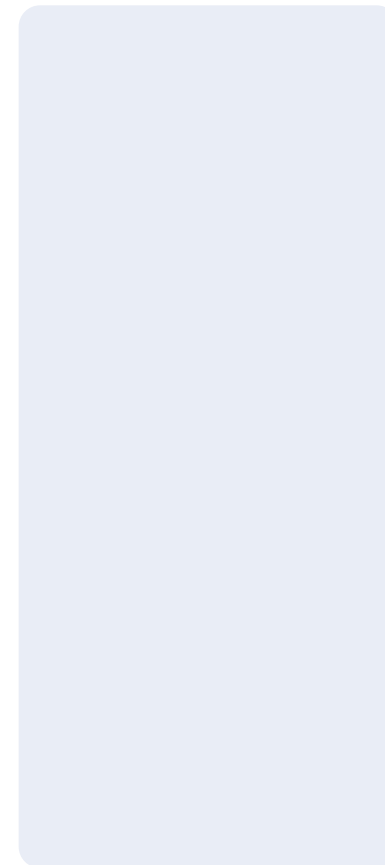
Raspberry 600
Hex C92A6E
RGB 201, 42, 110
CMYK 7, 100, 17, 1



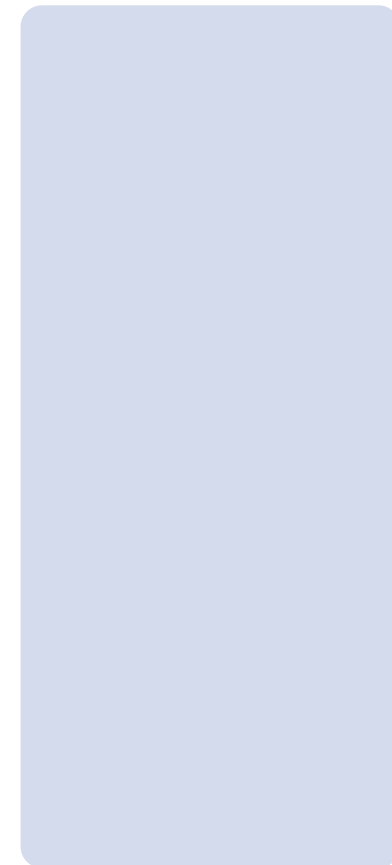
Raspberry 700
Hex 8E235B
RGB 142, 35, 91
CMYK 34, 100, 26, 13



Raspberry 800
Hex 6B1345
RGB 107, 19, 69
CMYK 43, 100, 33, 34



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

Color Name	Hex	RGB	CMYK	Pantone	Usage
Slate 50	F1F4F7	241, 244, 247	6, 2, 2, 0		
Slate 100	E0E4E7	224, 228, 231	13, 7, 7, 0		
Slate 200	C1C9CF	193, 201, 207	27, 15, 14, 0	428 C	Used for Brand Attribution Light
Slate 300	A1ADB6	161, 173, 182	42, 24, 22, 1		
Slate 400	82929E	130, 146, 158	54, 33, 28, 5		
Slate 500	637786	99, 119, 134	66, 42, 33, 12	6221 C	Used for Brand Attribution Dark
Slate 600	4F5F6B	79, 95, 107	72, 50, 41, 24		
Slate 700	3B4750	59, 71, 80	77, 58, 49, 40		
Slate 800	283036	40, 48, 54	82, 65, 56, 60	532 C	Used for Brand Wordmarks

Color

Color Usage Light Mode

Logos



Lockup-Full Color or Black

Type color

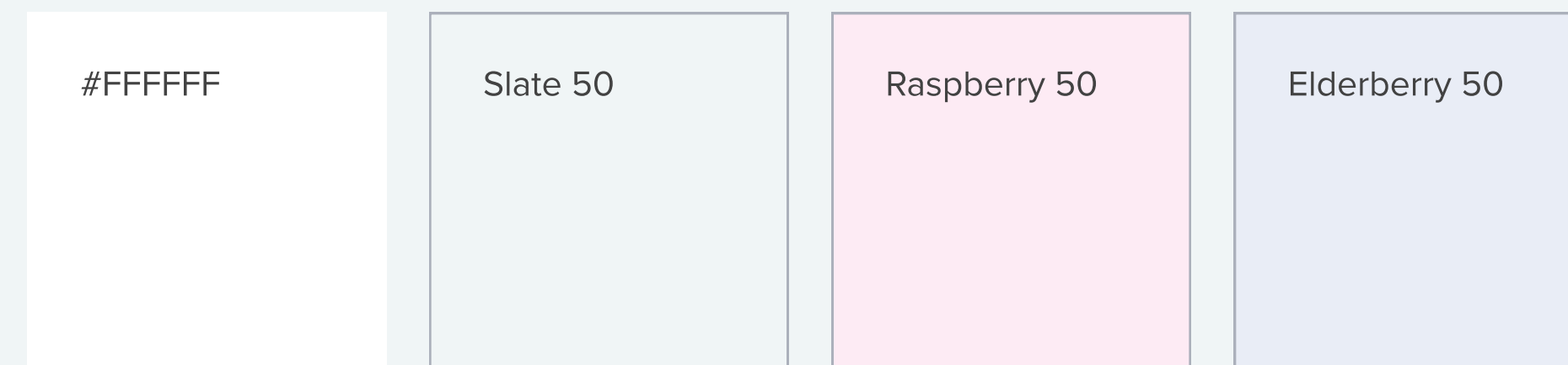
**At vitae hendrerit
metus sit egestas.
Tellus nisl augue.**

#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

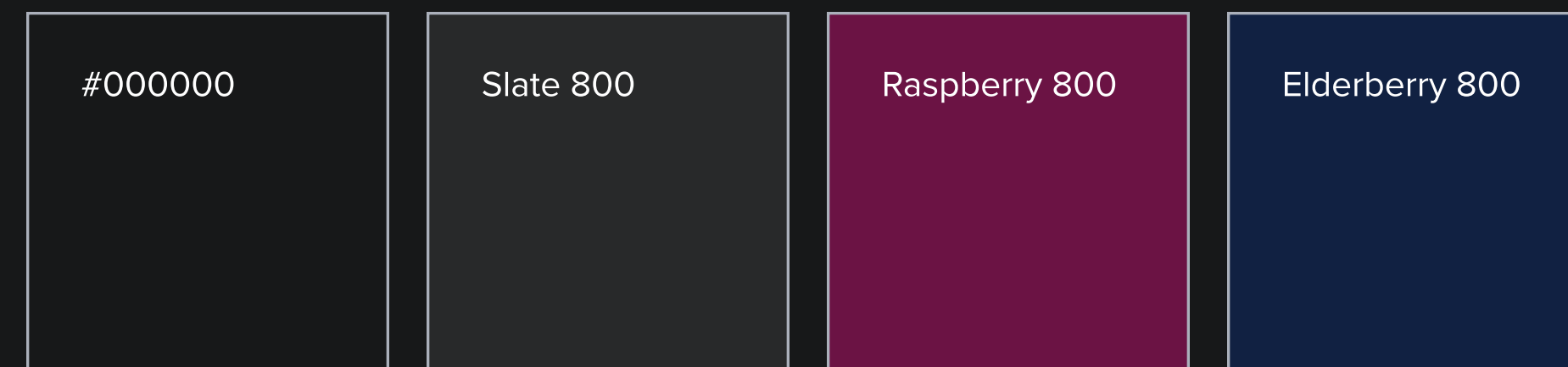
**At vitae hendrerit
metus sit egestas.
Tellus nisl augue.**

#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