

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

Food & Supply Source

The Buyers Edge Platform Brand Ecosystem

Food & Supply Source 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, Food & Supply Source 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 Food & Supply Source 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

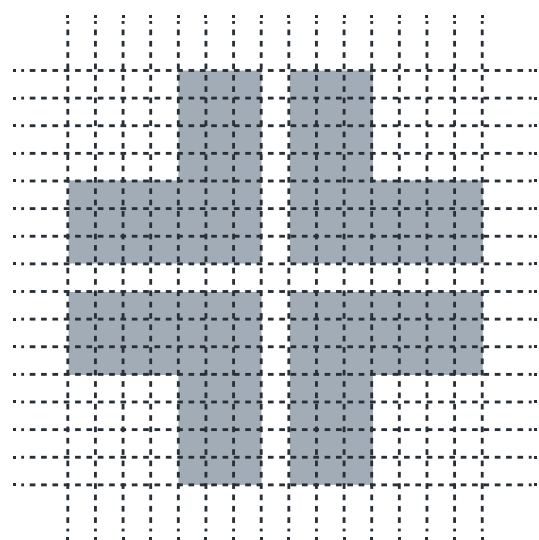
Logo

Rebuilding the symbol



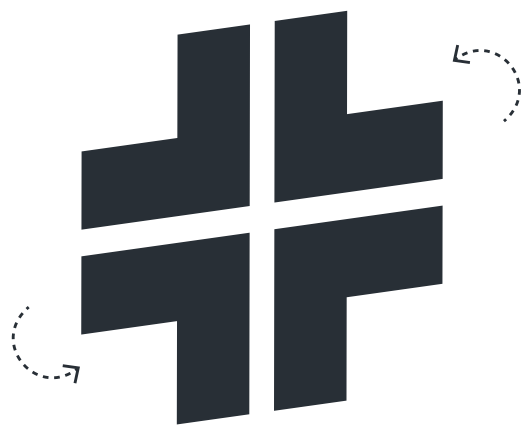
The current symbol

Memorable, Unique, and appropriate. But the drop shadows and flourishes hurt the functionality



Building with a grid

We recreated the same form with a grid system to ensure perfect alignment and symmetry



A little perspective

The current mark is on a slight perspective angle in z-space. We mirror this same angle, but without the extruded bevels that add too much complexity



Beautiful balance

Together, the forms build a strong, memorable shape that fits cleanly into the ecosystem orb shape. Creating balance in spacing and size, and color relationships.

Logo

Lockup

The Food & Supply Source 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



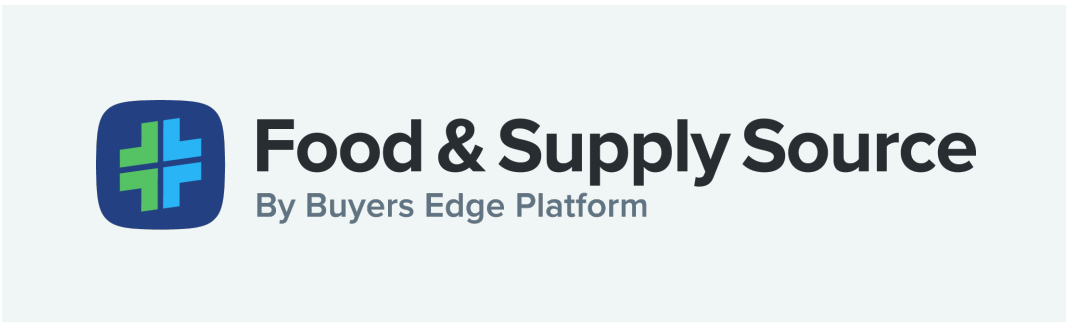
Exclusion Zones



Colorways



Full Color Dark



Full Color Flat



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.

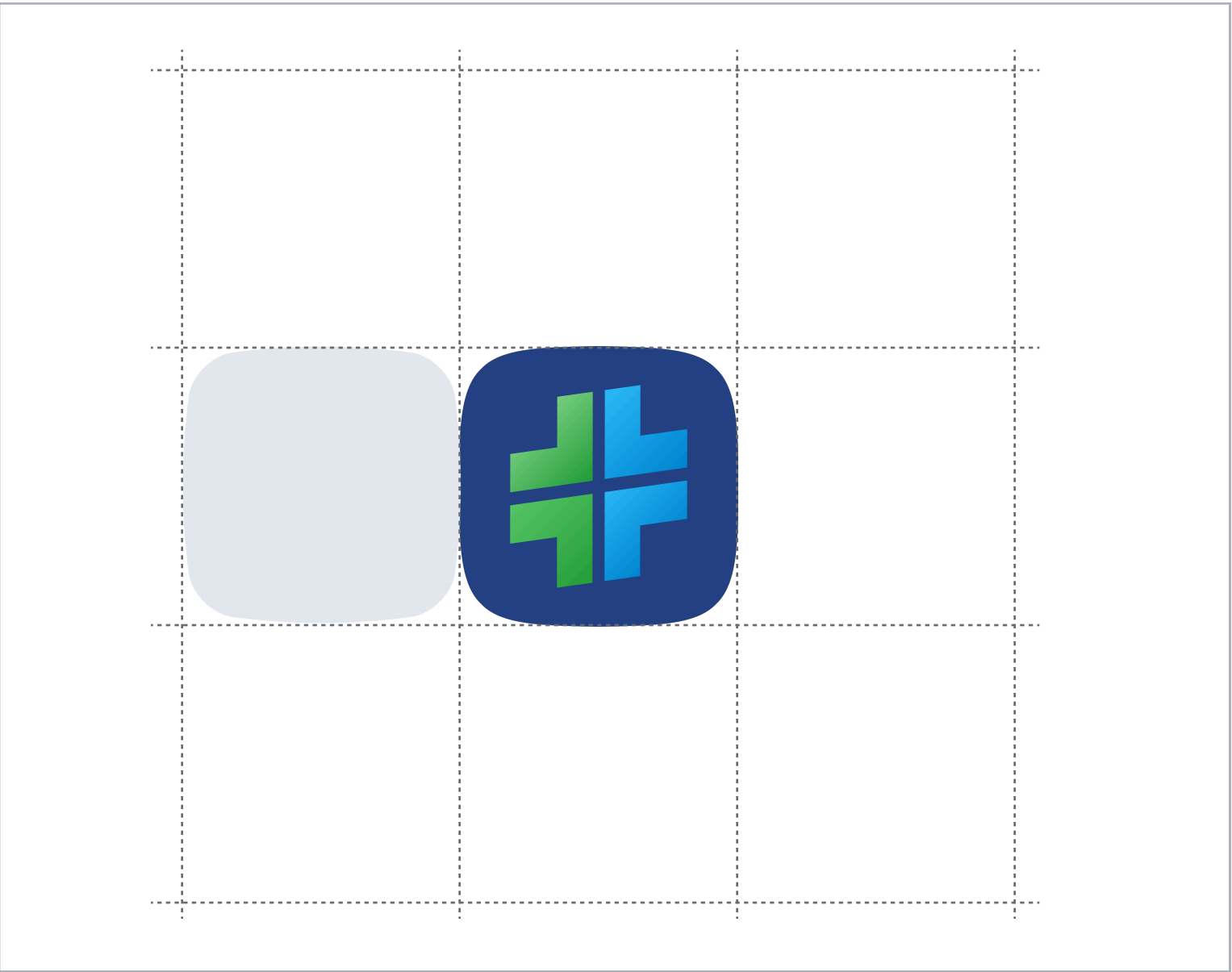
A note on avatars:

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

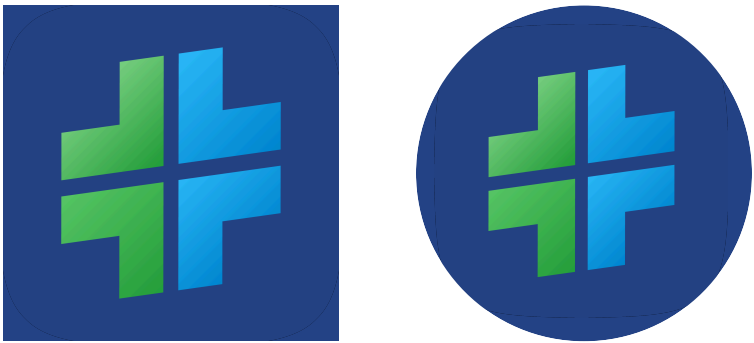
Full Color Flat

Full Color Light

Black

White

Avatars



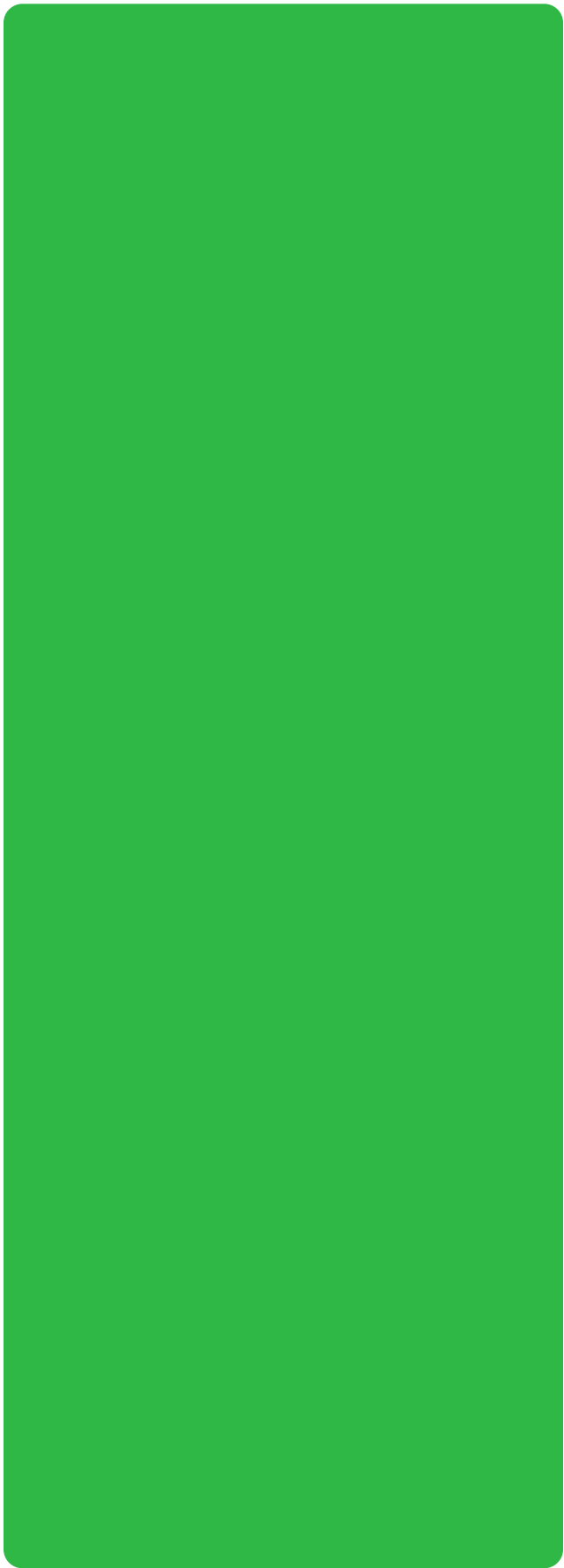
Section 2

Color

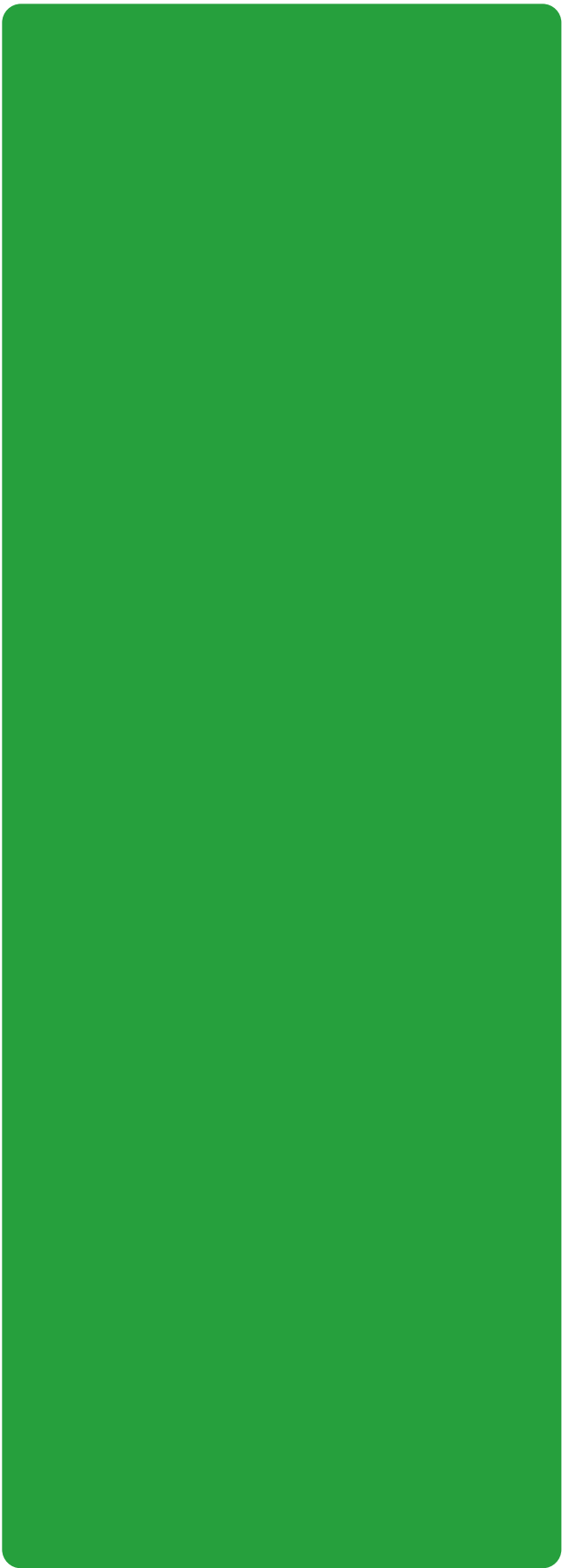
Color

Palette

Primary Palette



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



Apple 600
Hex 27A03D
RGB 39, 150, 139
CMYK 85, 0, 100, 8
PANTONE 7739 C



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



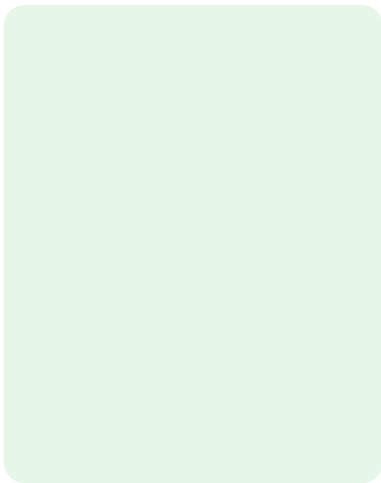
Blueberry 600
Hex 0288D1
RGB 2, 136, 209
CMYK 85, 31, 0, 0
PANTONE 2394 C



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

Color

Extended Shades



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



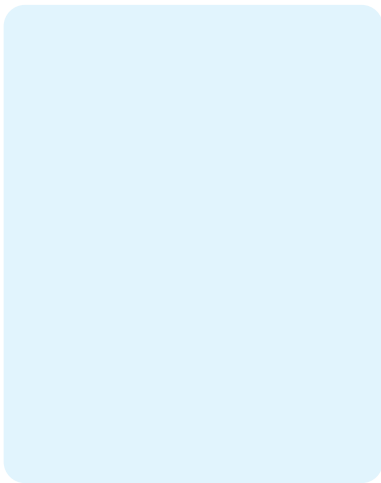
Apple 600
Hex 27A03D
RGB 39, 150, 139
CMYK 85, 0, 100, 8



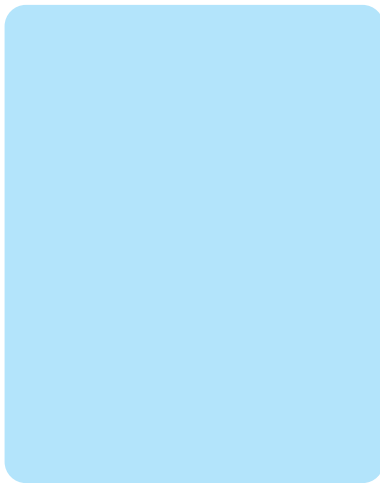
Apple 700
Hex 1F672A
RGB 31, 103, 42
CMYK 91, 30, 100, 22



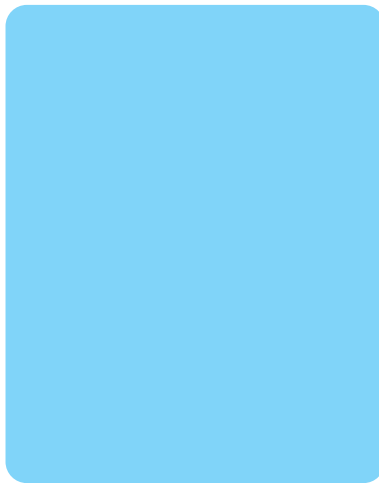
Apple 800
Hex 14441C
RGB 20, 68, 28
CMYK 91, 43, 100, 50



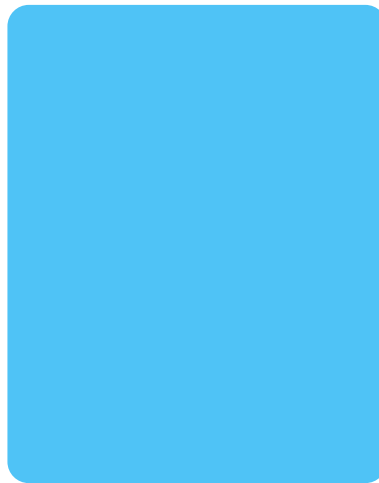
Blueberry 50
Hex E1F5FE
RGB 225, 245, 254
CMYK 14, 0, 1, 0



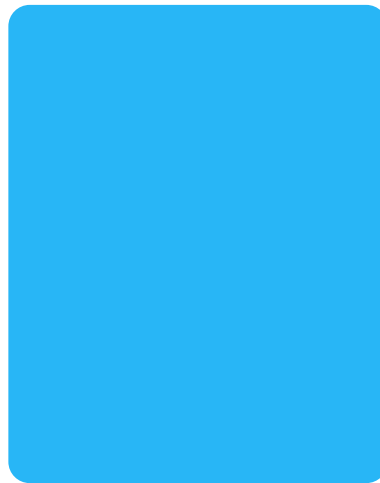
Blueberry 100
Hex B3E5FC
RGB 179, 229, 252
CMYK 34, 0, 1, 0



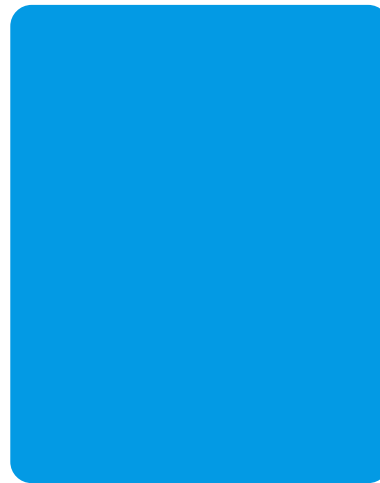
Blueberry 200
Hex 81D4FA
RGB 129, 212, 250
CMYK 53, 0, 1, 0



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



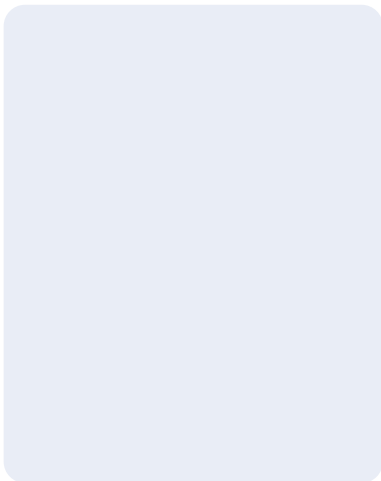
Blueberry 600
Hex 0288D1
RGB 2, 136, 209
CMYK 85, 31, 0, 0



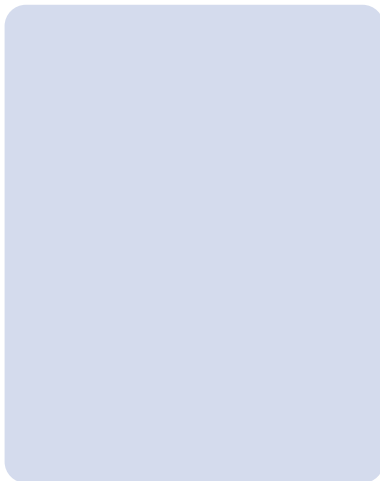
Blueberry 700
Hex 0C6FA9
RGB 12, 111, 169
CMYK 93, 46, 7, 1



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



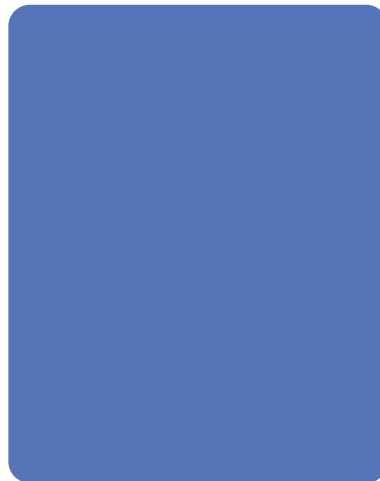
Elderberry 100
Hex D5DCEE
RGB 213, 220, 238
CMYK 18, 10, 0, 0



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



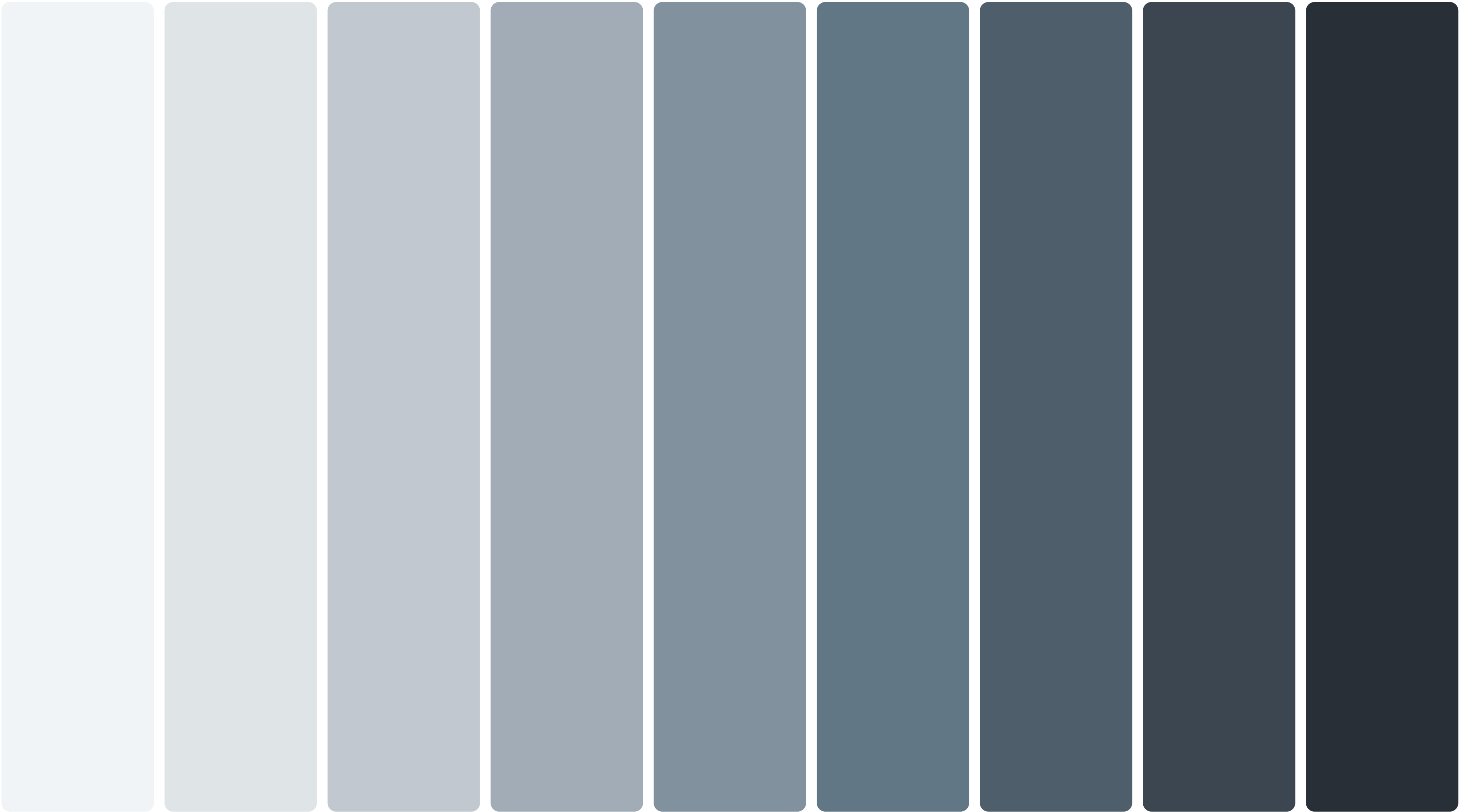
Elderberry 700
Hex 1A3165
RGB 26, 49, 101
CMYK 100, 91, 31, 14



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
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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



Food & Supply Source
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	Elderberry 800
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Official Buyers Edge Platform Ecosystem Guidelines

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