Buyers Edge Platform Ecosystem Guidelines

Fresh Alliance

The Buyers Edge Platform Brand Ecosystem

Fresh Alliance 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, Fresh Alliance 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 Fresh Alliance 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 Concept

Boots on the ground

A hill, a mound, a plot. This half circle serves as the base for the lettermark. All agricultural production starts on the ground, with the end product sprouting from it. This is the seed of the logo and a strong representation of the agriculture industry.

A fresh nod to our current mark

The current logo is a script wordmark. We wanted to explore that form in the new symbol. This customized lettermark script F is a fresh and balanced update. The swooping script forms are fun and inviting without feeling kitchy, and there are vibes of a farmstand type treatment while remaining professional and trustworthy

Beautiful balance

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 Fresh Alliance Lockup is the face of our brand. Our Lockup should never be modified in any way.
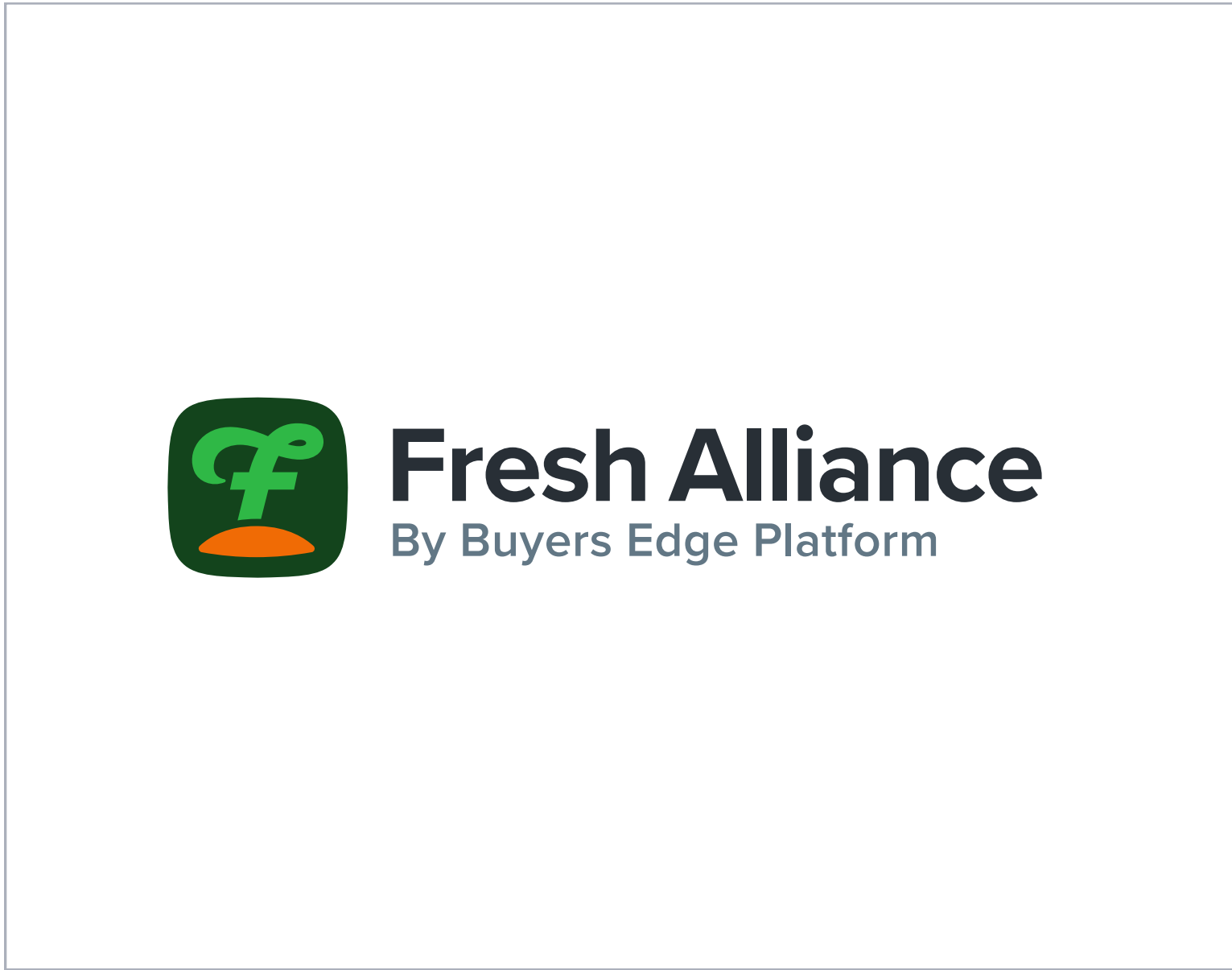
Exclusion zones:

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.
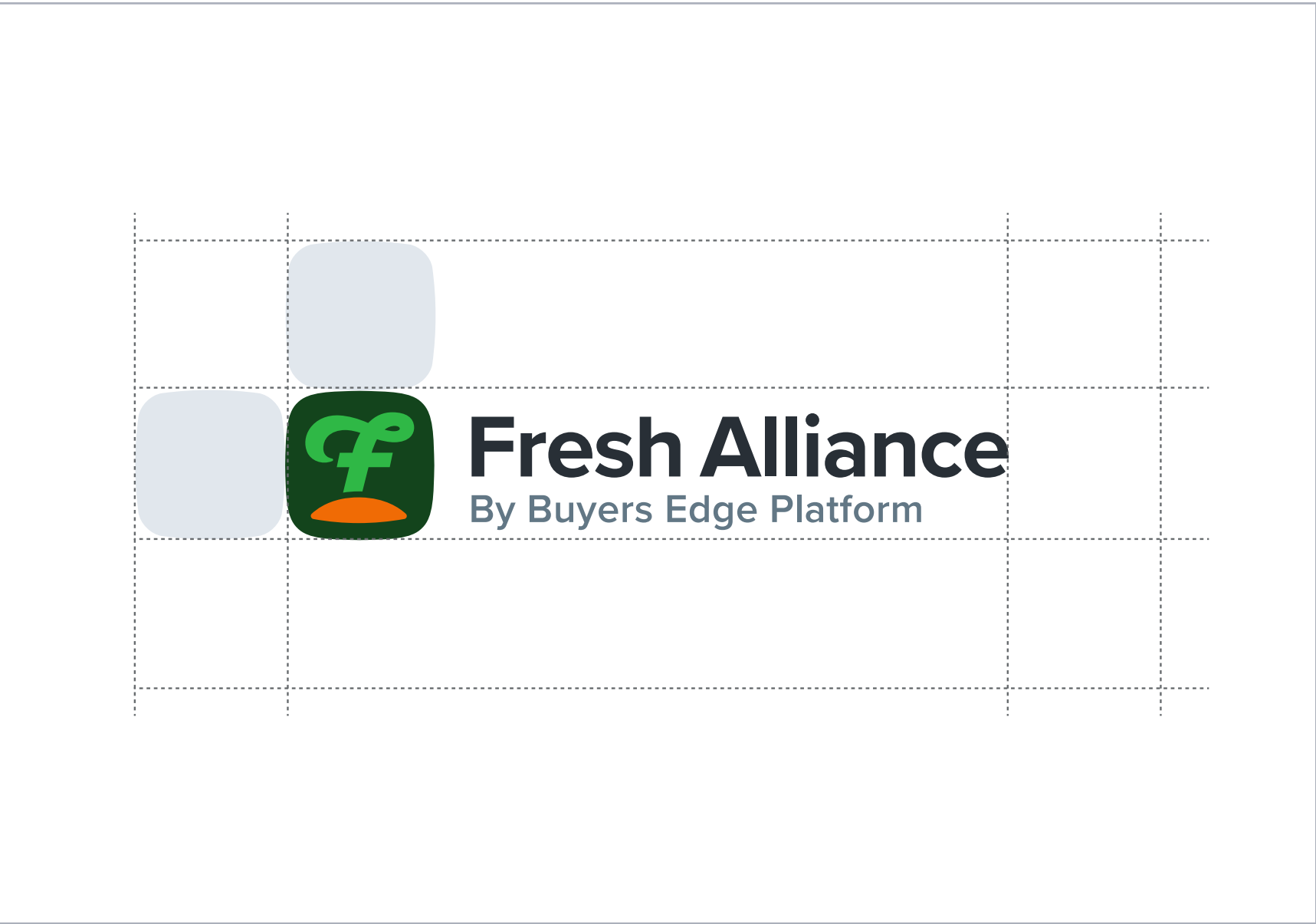
Colorways:

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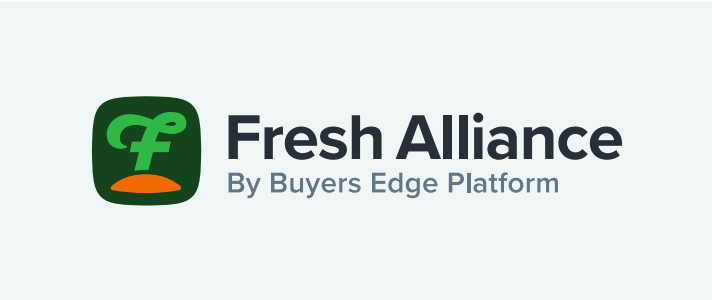
Lockup

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 presenented 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

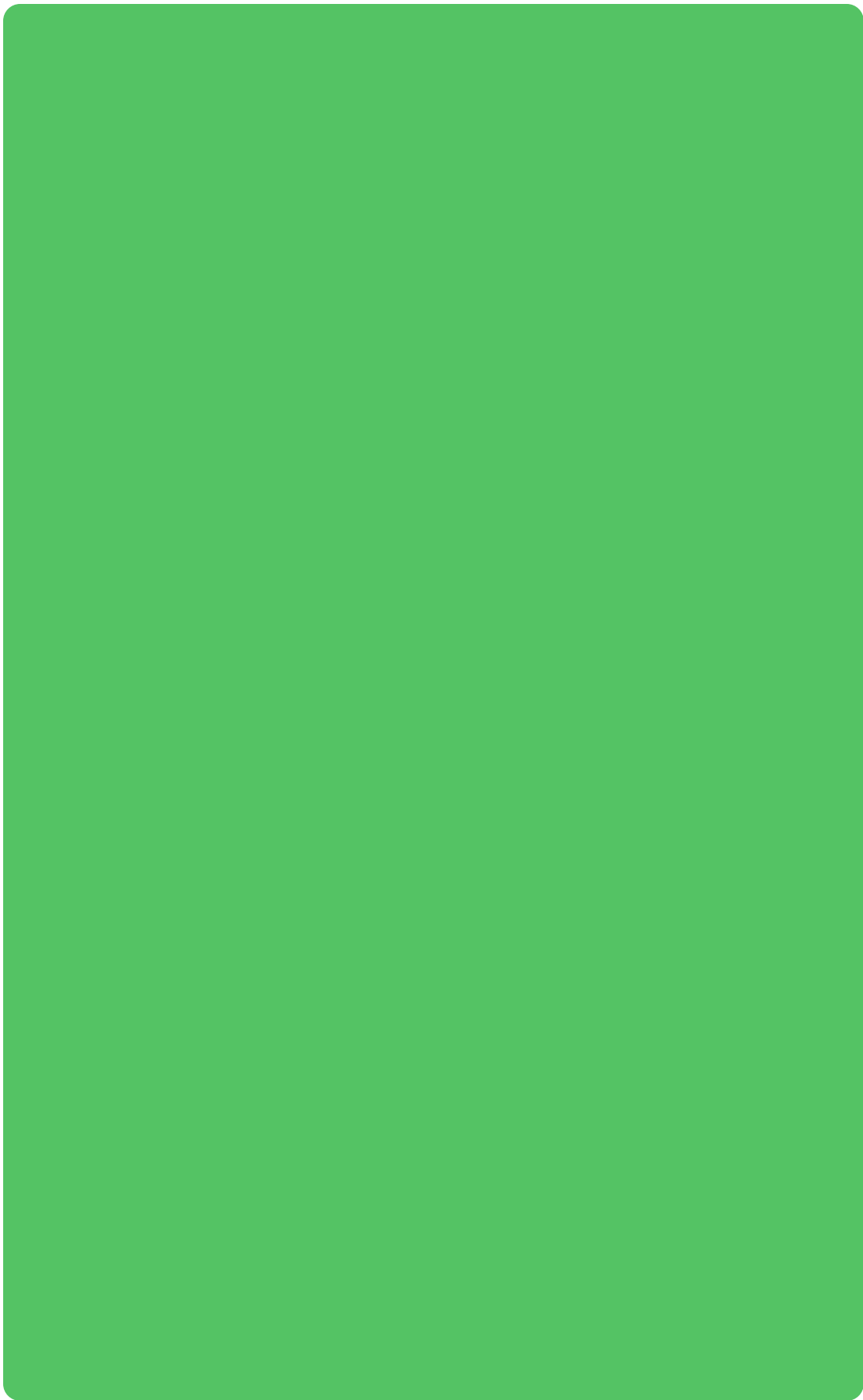Full Color Dark   Full Color Light   Black   White

Avatars

Section 2

Color

Color
Palette

Primary Palette

Apple 400
Hex 55C464
RGB 85, 196, 100
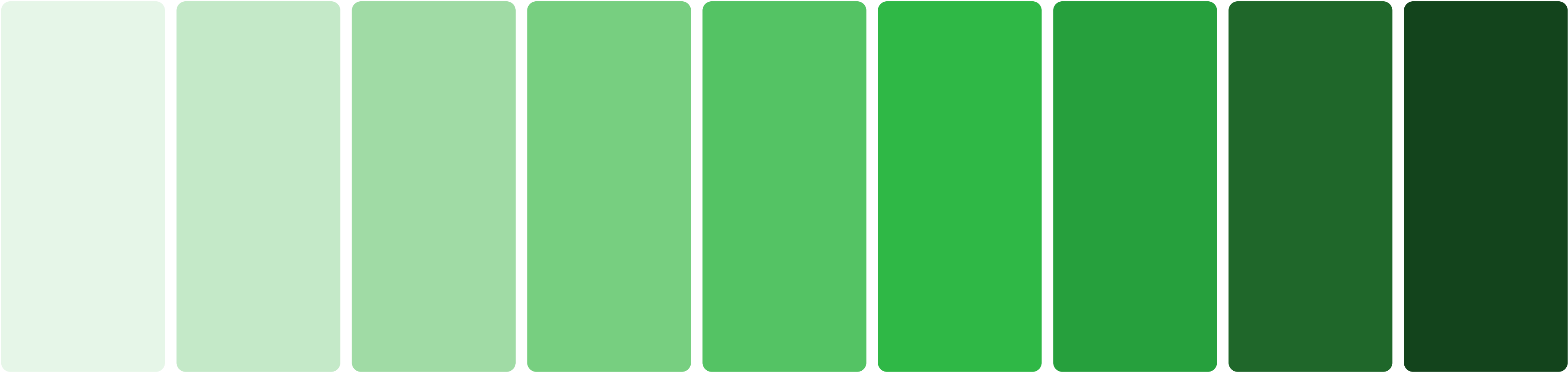CMYK 72, 0, 83, 0
PANTONE 2256 C

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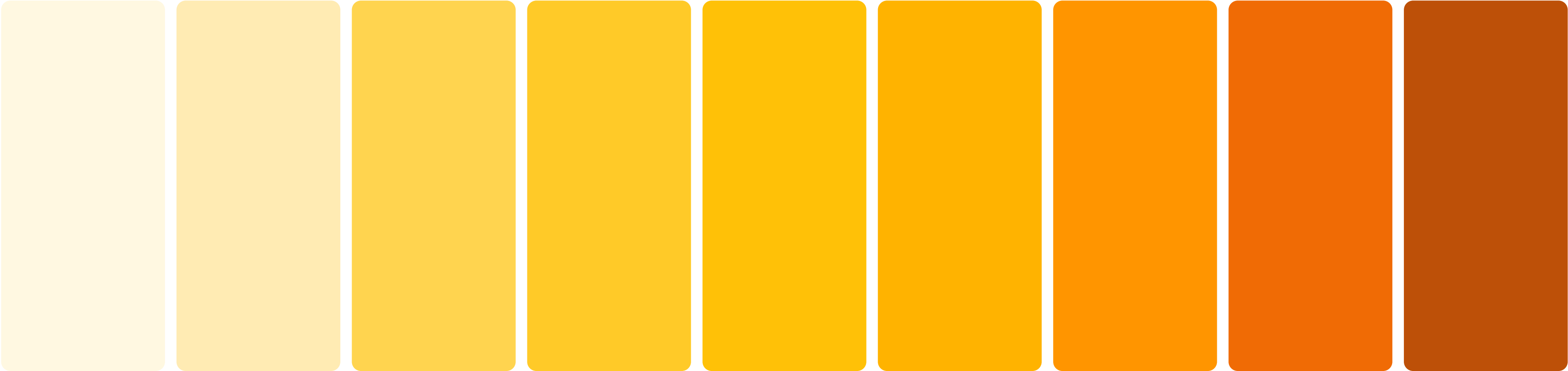Hex 14441C
RGB 20, 68, 28
CMYK 91, 43, 100, 50
PANTONE 2411 C

Grain 700
Hex F16C06
RGB 241, 108, 6
CMYK 0, 72, 100, 0
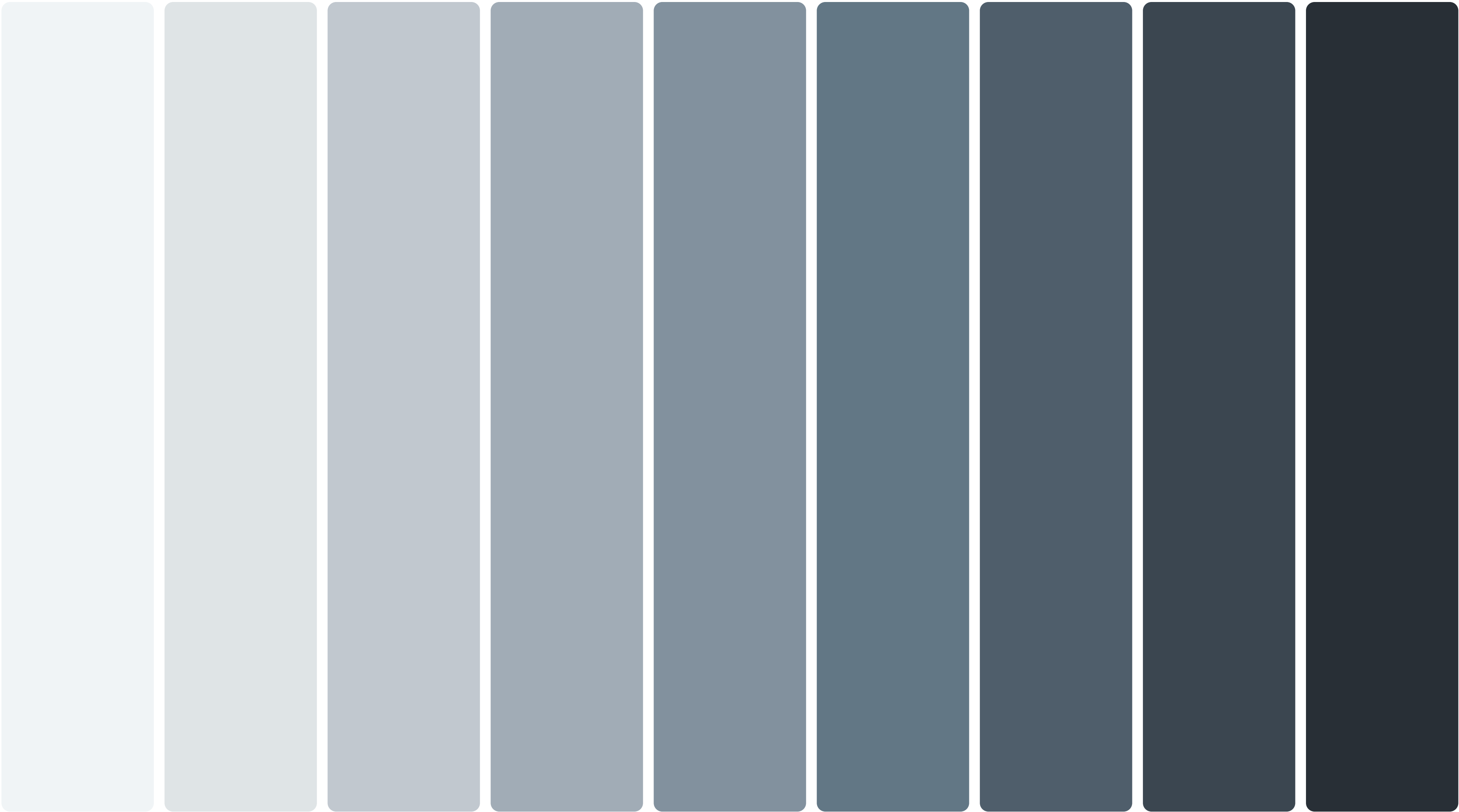PANTONE 6019 C

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, 8

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

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

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

Fresh Alliance
By Buyers Edge Platform

| 800 | #283036 |
| 500 | #637786 |

Lockup-Full Color or Black

Type color

At vitae hendrerit metus sit egestas. Tellus nisl augue.

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 Semibold for headlines
56px / 100% / -2px

#181919 / Proxima Nova Normal for body copy
28px / 140% / -1px

Background Colors

| #FFFFFF | Slate 50 | Apple 50 | Grain 50 |
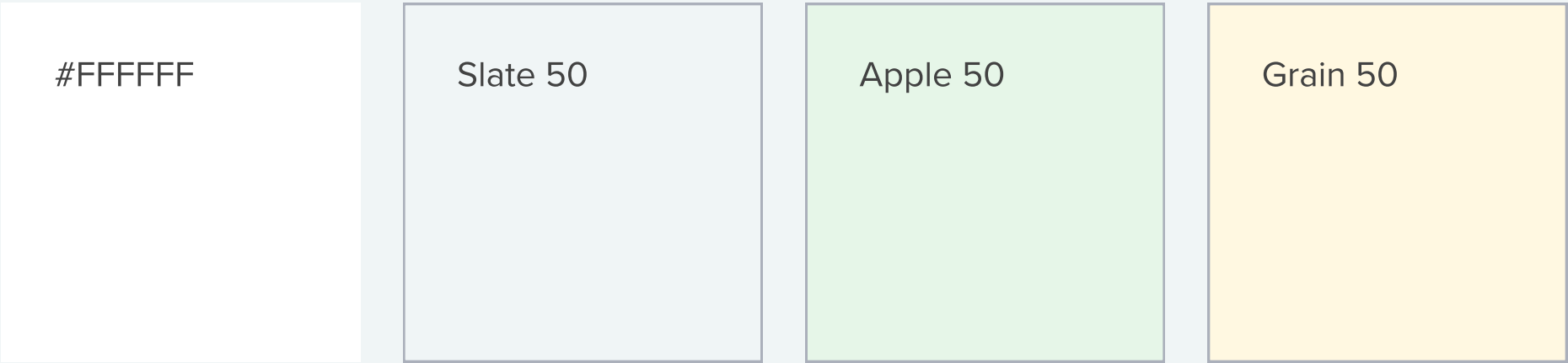
Color

Color Usage Dark Mode

Logos

Fresh Alliance
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.

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 Semibold for headlines
56px / 100% / -2px

#FFFFFF / Proxima Nova Normal for body copy
28px / 140% / -1px

Background Colors

#000000	Slate 800	Apple 800	Grain 800

Official Buyers Edge Platform Ecosystem Guidelines

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