

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

# Fresh Finds Logistics

# The Buyers Edge Platform Brand Ecosystem

Fresh Finds Logistics 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 Finds Logistics 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 Finds Logistics 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](mailto:gillian.gleason@buyersedgeplatform.com) with any questions.



Section 1

Logo

# The Concept



## A Leaf

The Leaf represents freshness, sustainability, and the natural origin of the goods being moved—emphasizing Fresh Finds' connection to quality, perishable products and clean logistics.



## The Road

The Road Lanes symbolize movement, direction, and reliability—a visual nod to the freight network, multi-pickup efficiency, and the smooth delivery paths managed by the Fresh Finds Logistics team.



## 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 Fresh Finds Logistics 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:

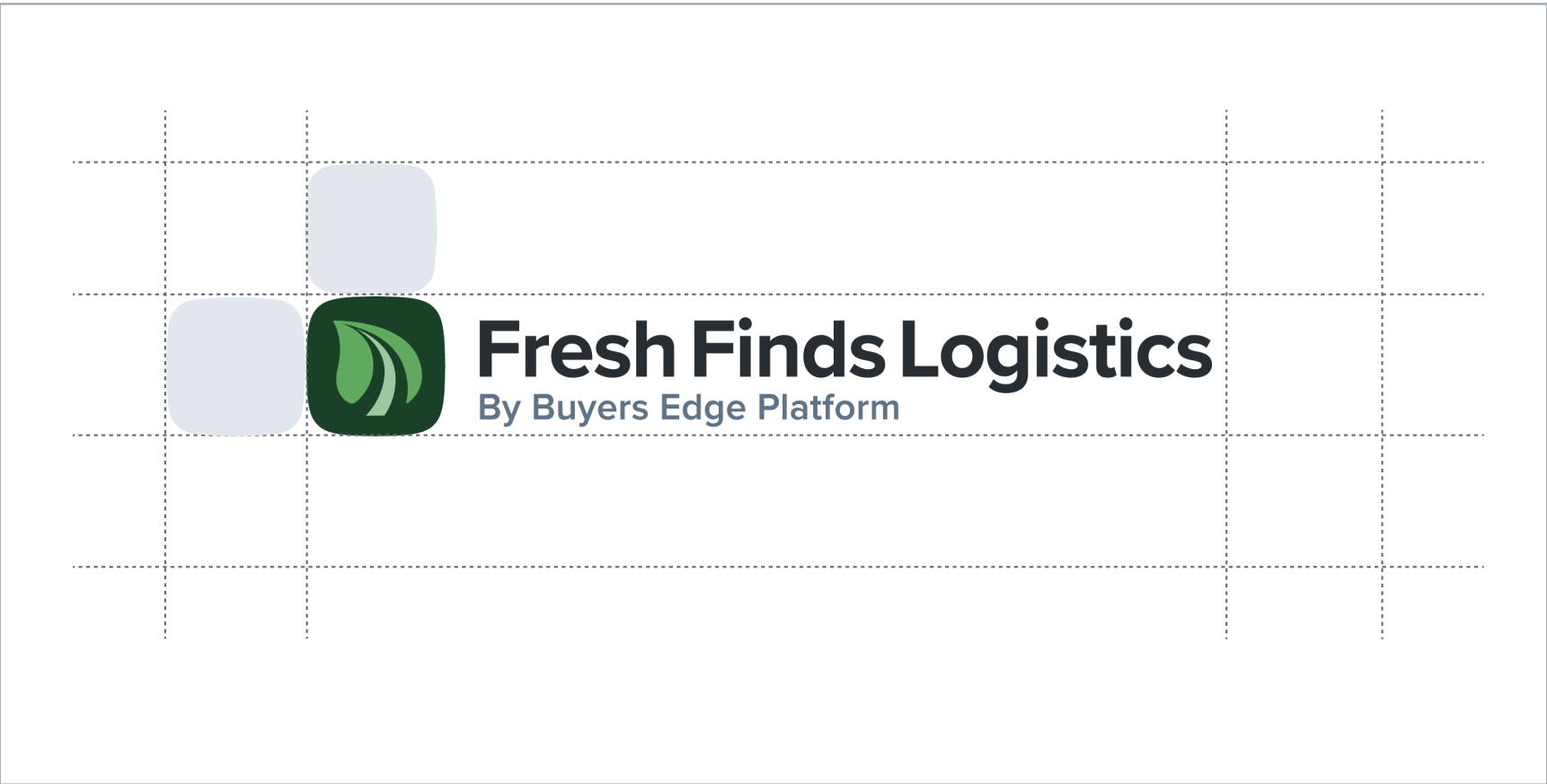
When using color, our Lockup should only be used in the colorways presented here.

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.

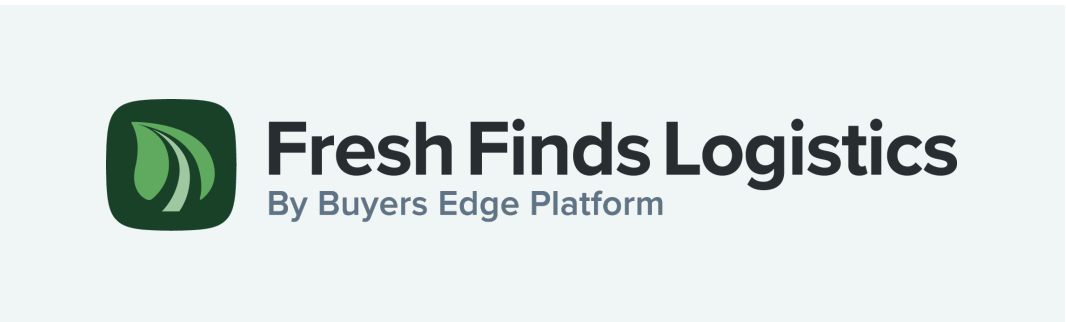
Lockup



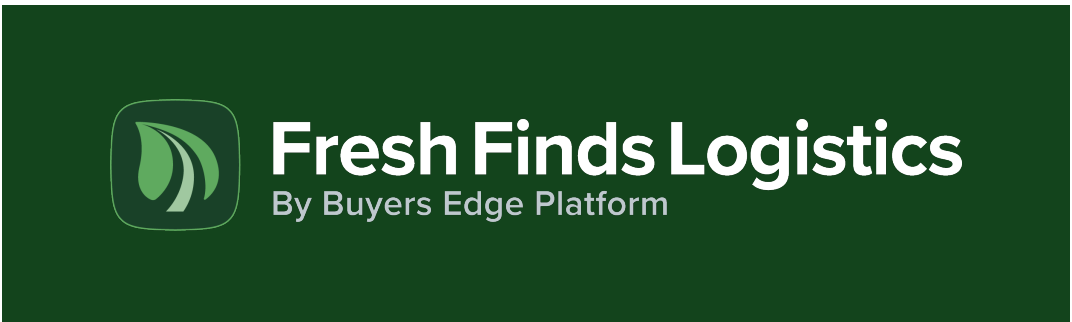
Exclusion Zones



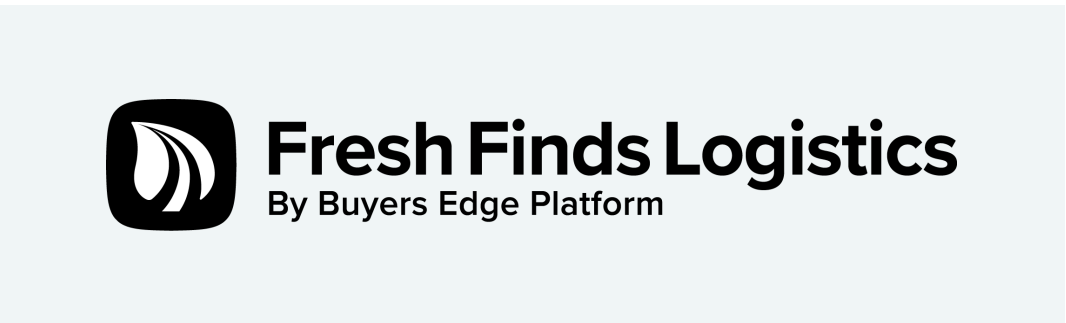
Colorways



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.

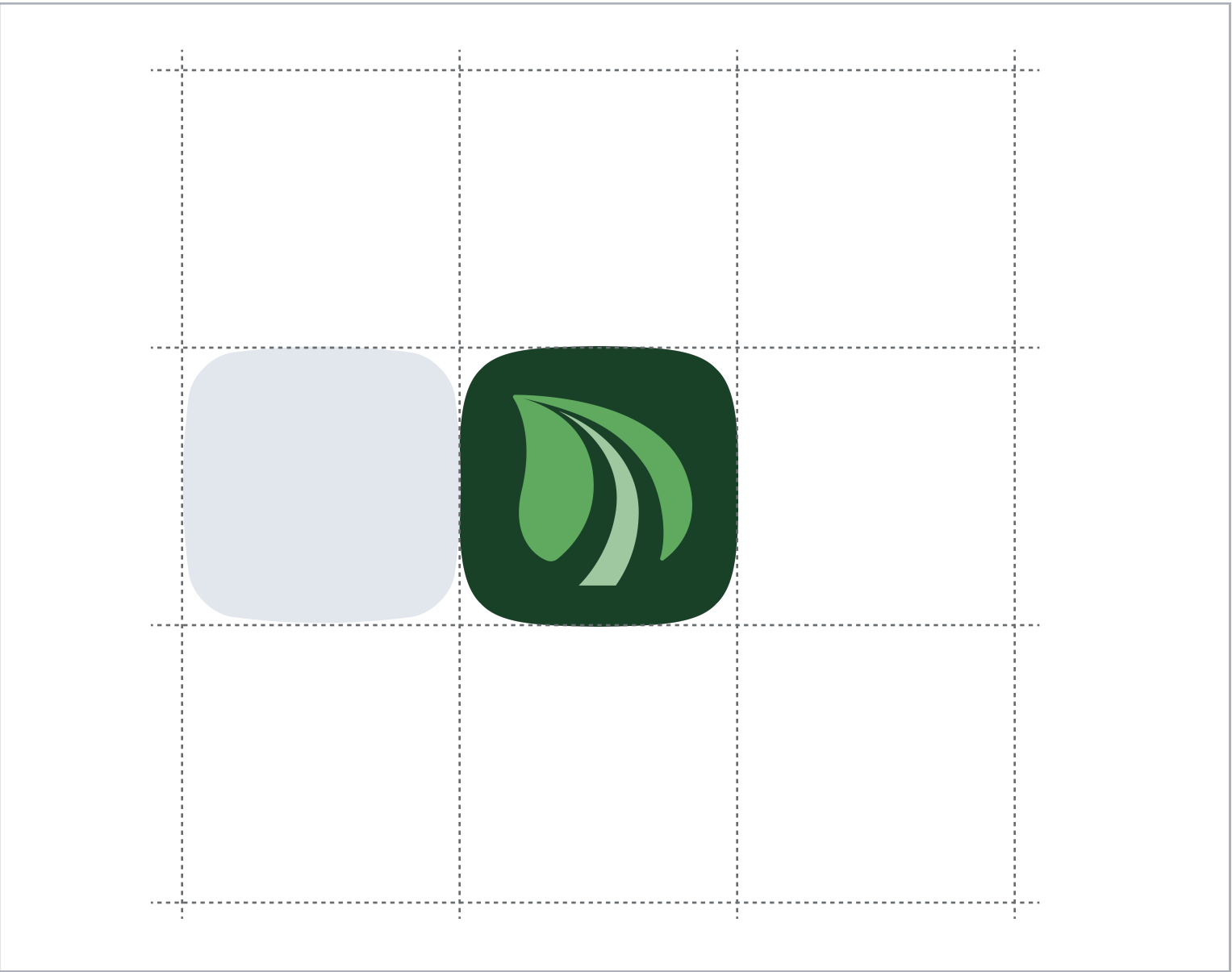
A note on avatars:

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.

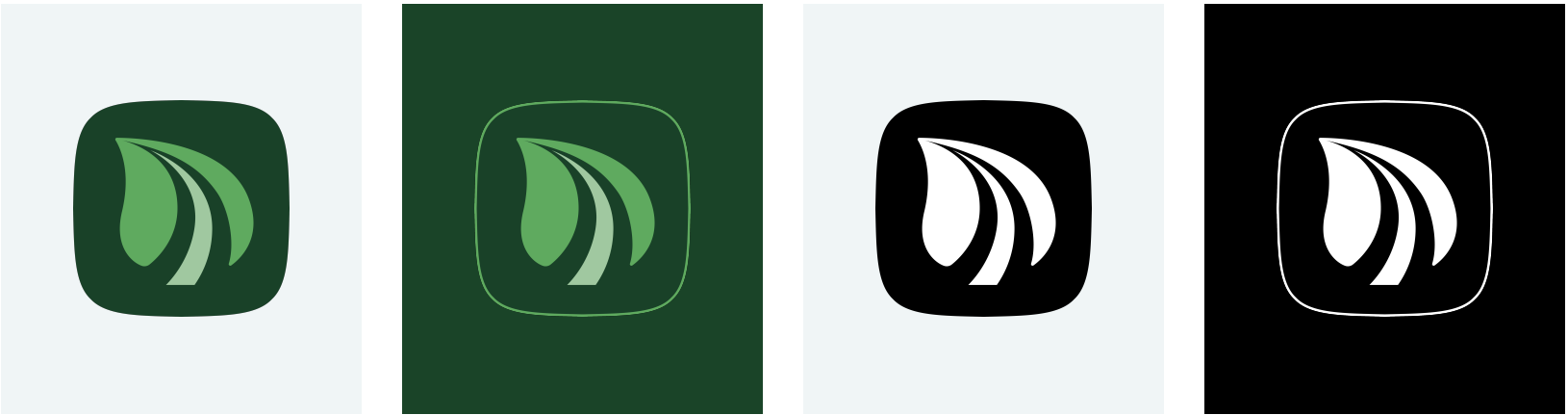
Lockup



Exclusion Zones



Colorways



Full Color Dark      Full Color Light      Black      White

Avatars



Section 2

# Color

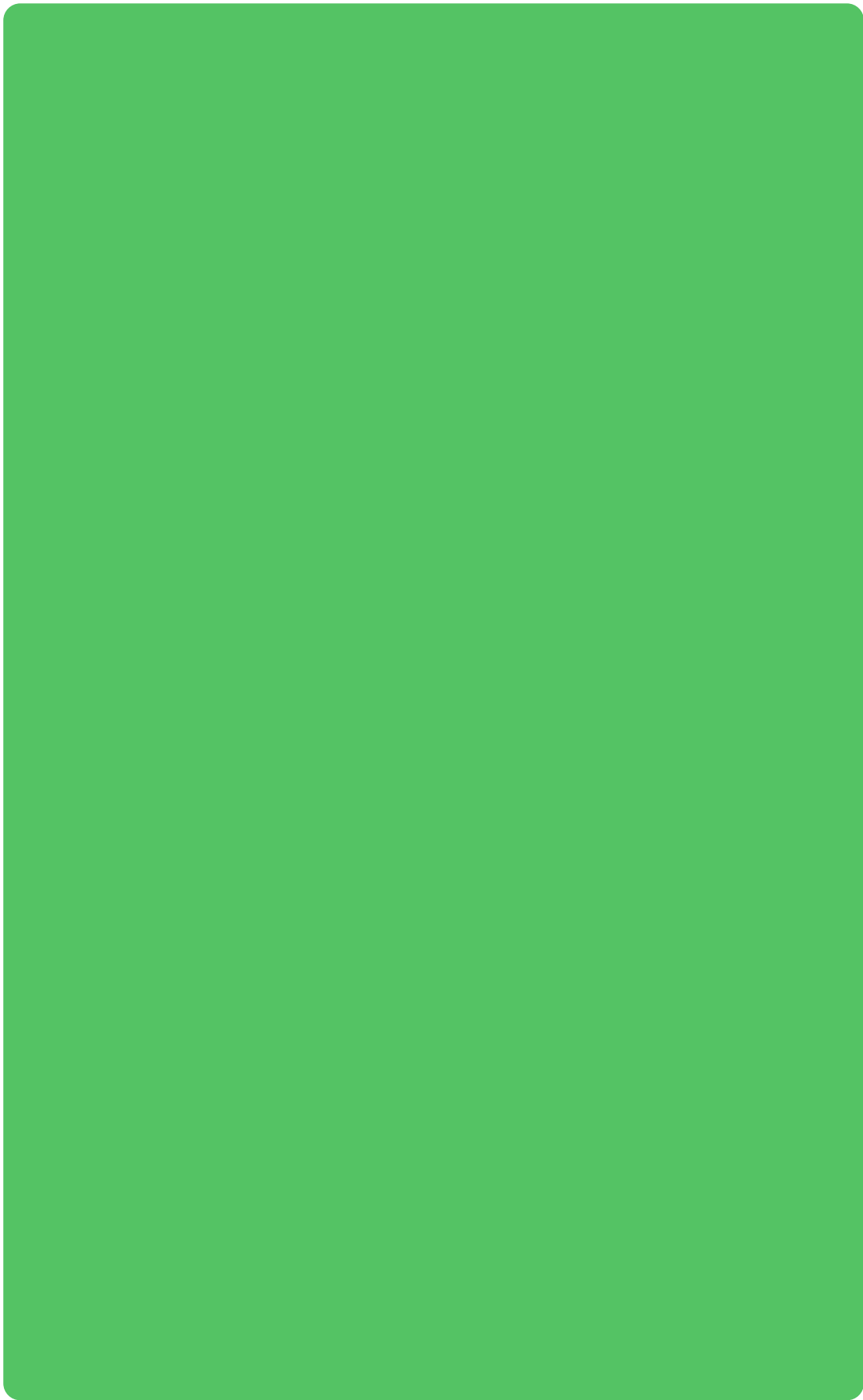
Color

Palette

Primary Palette



**Apple 200**  
Hex A0DCA5  
RGB 160, 220, 165  
CMYK 46, 0, 47, 0  
PANTONE 344 C



**Apple 400**  
Hex 55C464  
RGB 85, 196, 100  
CMYK 72, 0, 83, 0  
PANTONE P 142-6 U

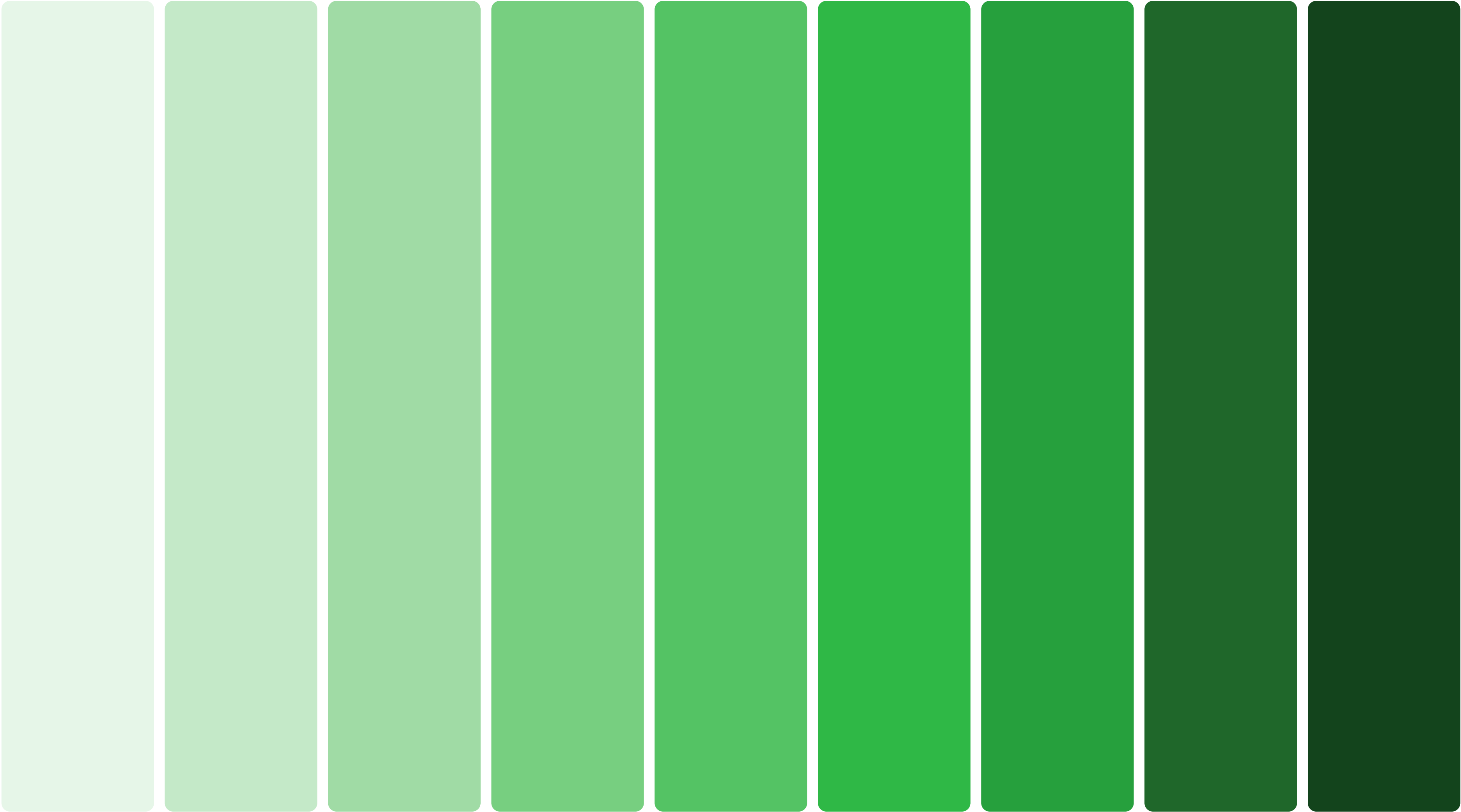


**Apple 800**  
Hex 14441C  
RGB 20, 68, 28  
CMYK 91, 43, 100, 50  
PANTONE 2411 C



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

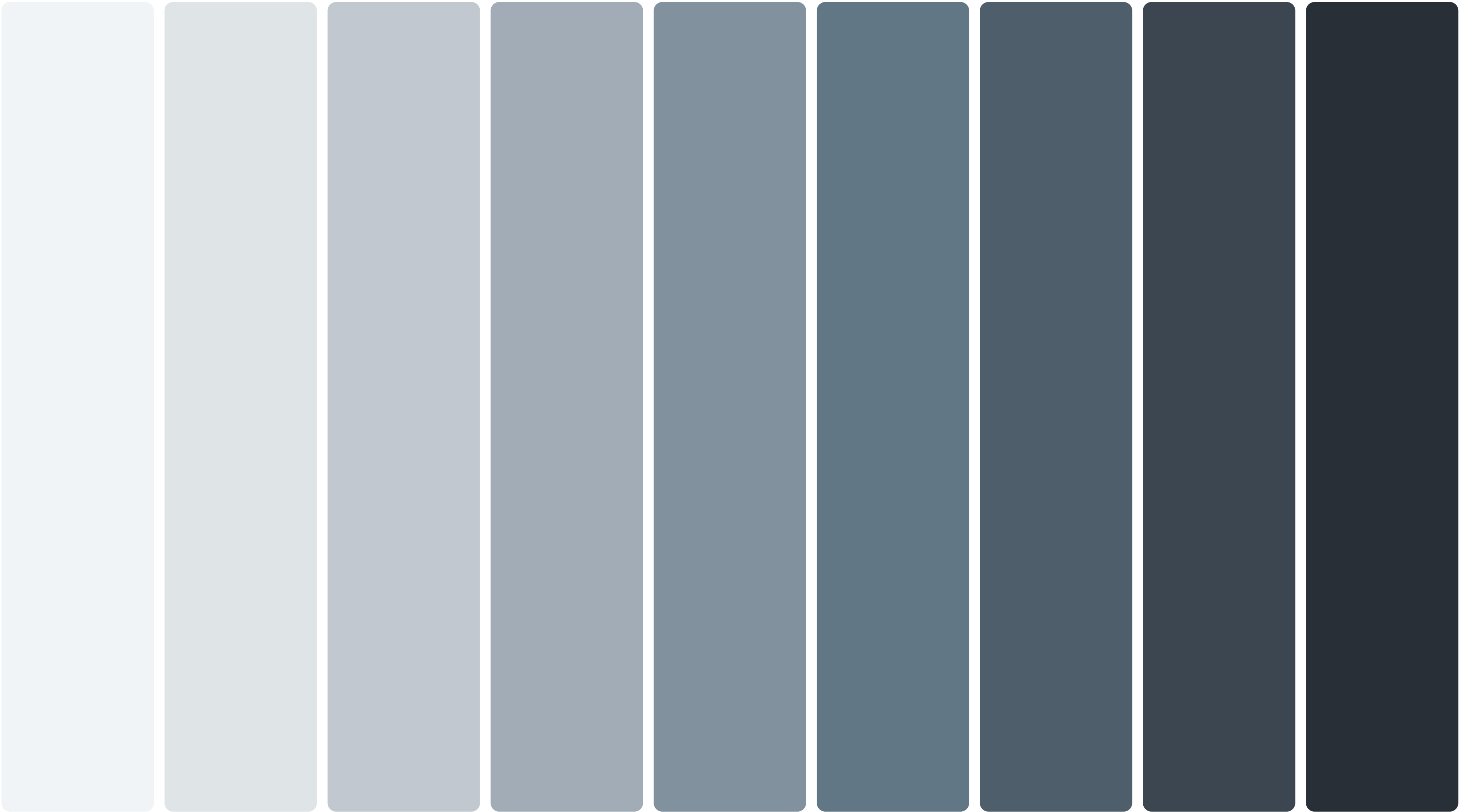
**Apple 600**  
Hex 27A03D  
RGB 39, 150, 139  
CMYK 85, 0, 100, 8

**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

Color

# Neutrals



<b>Slate 50</b> Hex F1F4F7 RGB 241, 244, 247 CMYK 6, 2, 2, 0	<b>Slate 100</b> Hex E0E4E7 RGB 224, 228, 231 CMYK 13, 7, 7, 0	<b>Slate 200</b> Hex C1C9CF RGB 193, 201, 207 CMYK 27, 15, 14, 0	<b>Slate 300</b> Hex A1ADB6 RGB 161, 173, 182 CMYK 42, 24, 22, 1	<b>Slate 400</b> Hex 82929E RGB 130, 146, 158 CMYK 54, 33, 28, 5	<b>Slate 500</b> Hex 637786 RGB 99, 119, 134 CMYK 66, 42, 33, 12	<b>Slate 600</b> Hex 4F5F6B RGB 79, 95, 107 CMYK 72, 50, 41, 24	<b>Slate 700</b> Hex 3B4750 RGB 59, 71, 80 CMYK 77, 58, 49, 40	<b>Slate 800</b> 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



**Fresh Finds Logistics**  
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](https://buyersedgeplatform.com/brand-logos)