

Created April 2025

Buyers Edge Platform

Brand Ecosystem Guidelines

Section 1

The Ecosystem Lockups

The Ecosystem Template

The Orb

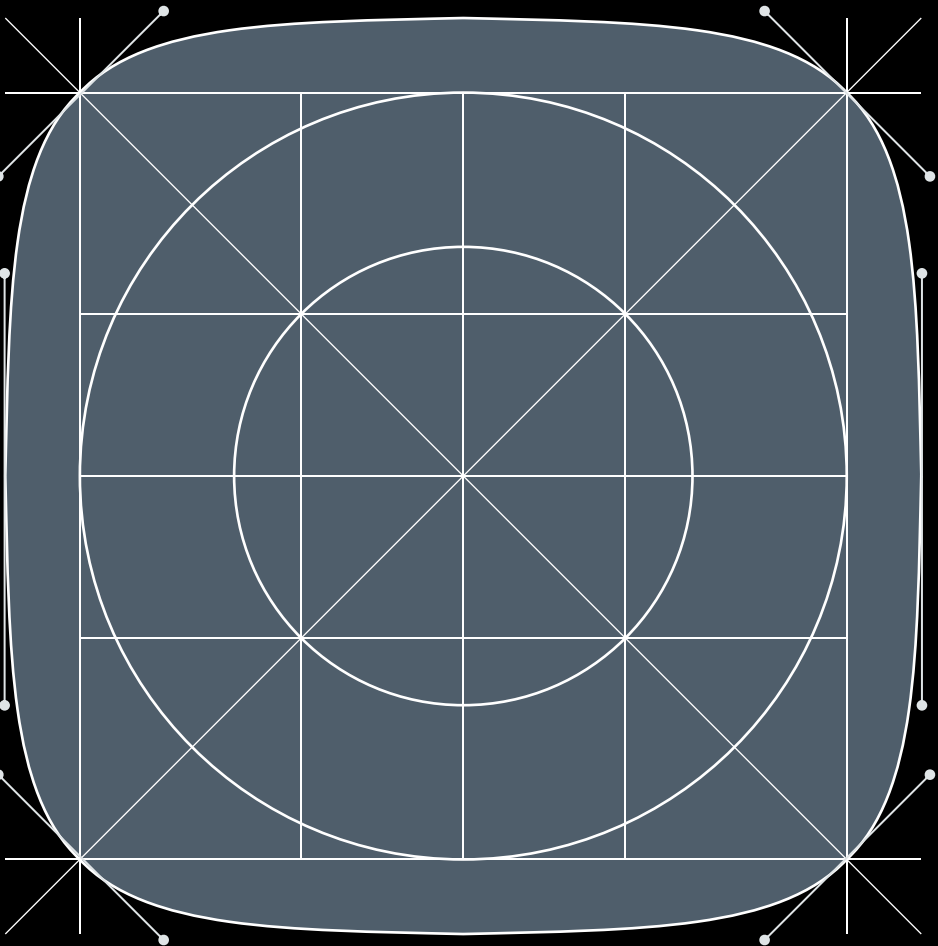
All of our ecosystem brands use the same containment shape for their logo marks. We call this shape The Orb. This shape is one of the primary elements that hold our consistency among all brands.

The guides:

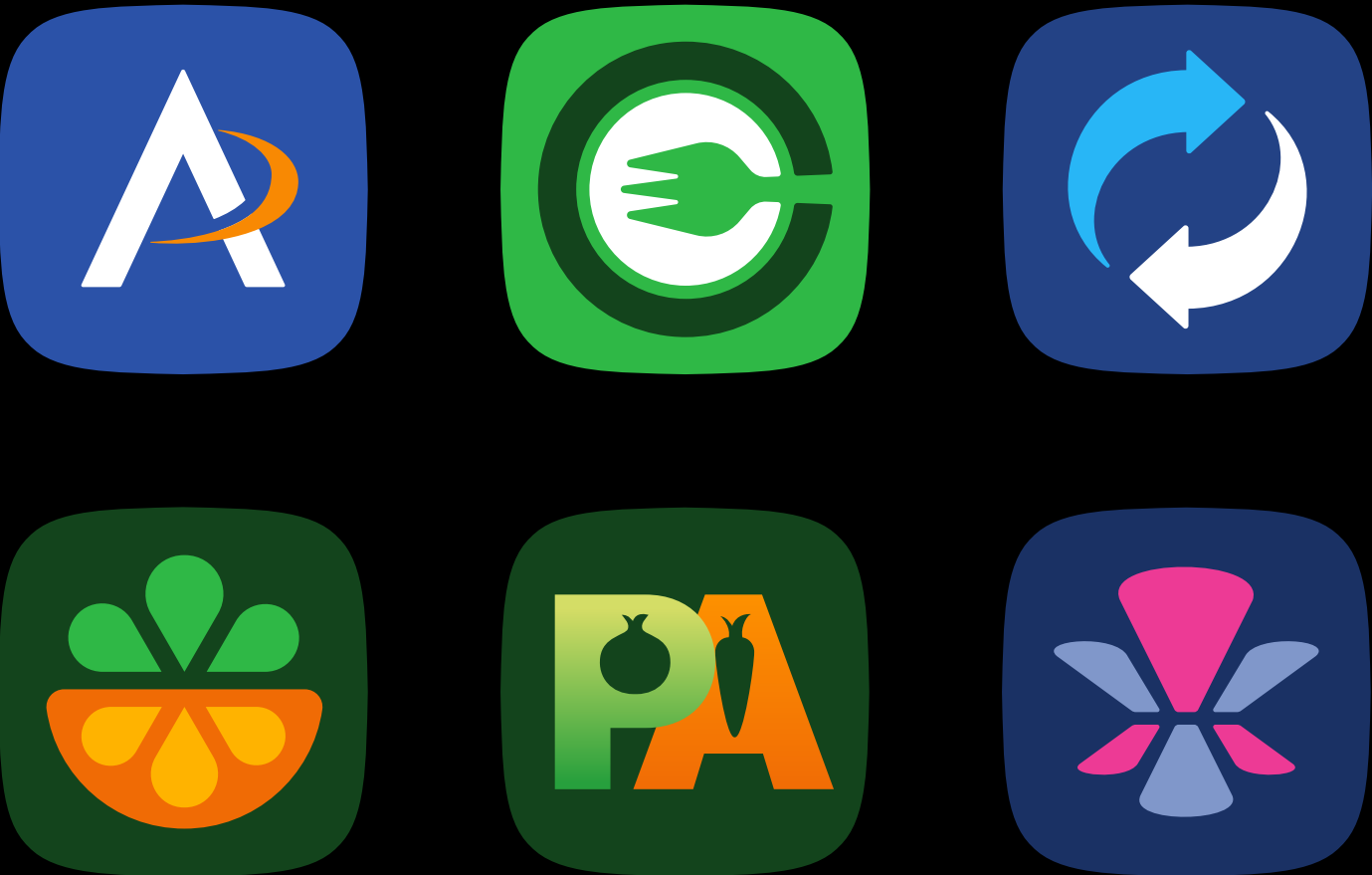
The Ecosystem Lockup Build Starter Template contains the guides shown on this page. These guides serve as a general spacing and positioning tool when crafting or inserting new logo marks.

The Orb

The standardized frame shape that makes up the “symbol” of the BEP Ecosystem lockup



Examples



The Ecosystem Template

The Lockup

The newly developed BEP house of brands standardized Ecosystem Lockup template. Consisting of The Orb framed symbol and a wordmark. All streamlined to feel clean, connected, and in the same family.

Our ecosystem lockup is the standard structure used for every brand in the Buyers Edge Platform family. This lockup structure is built using our brand font, Proxima Nova, and our Ecosystem Orb containment shape.

The Grid:

The spacing for the wordmark and attribution is constructed using a base 10x10 grid around the Ecosystem Orb.

Using the template:

Our lockup comes in two builds. With and without attribution.



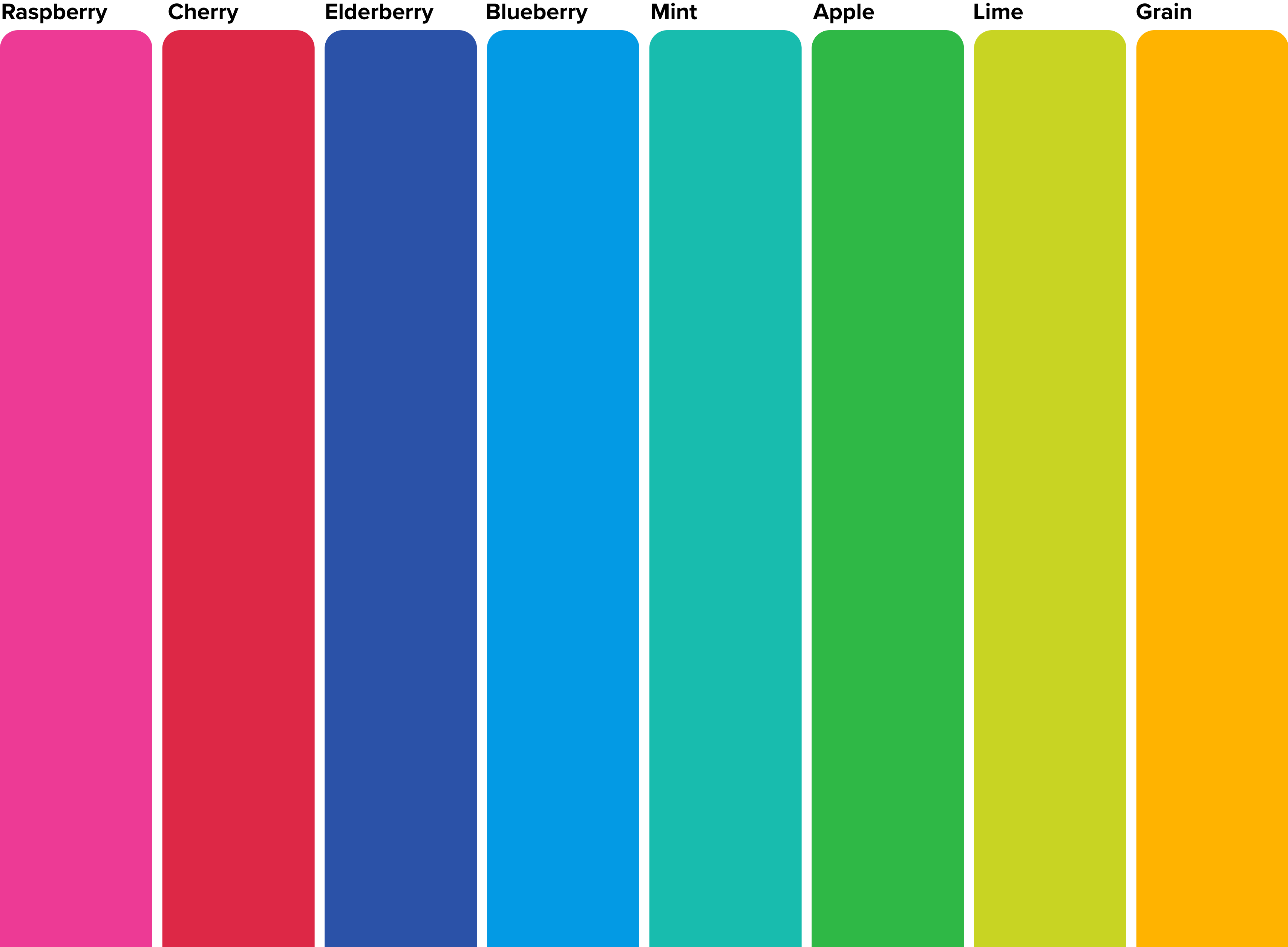
Section 2

The Ecosystem Palette

The Ecosystem Palette

Primaries

The BEP Ecosystem Palette was built using a family of streamlined, cohesive, and appropriate color hues. Starting with our Buyers Edge Raspberry, and referencing existing brand family colors, we created a cohesive palette that can be used across all current and future brands in the BEP Ecosystem



The Ecosystem Palette

Full Families

We expanded the palette into full range of 9 shades per base color. These are named sequentially from 50-800. The Primary of each shade is 500.

Using the palette for new brands:

Our Ecosystem palette can be used in many ways. Its primary use case is to transition existing or new brands into our family palette. We recommend matching the current brand colors as closely as the set allows.

Raspberry		#ED3A96
50		#FDEBF5
100		#FBD8EA
200		#F8B0D5
300		#F489C1
400		#F161AC
500		#ED3A96
600		#C92A6E
700		#8E235B
800		#6B1345

Cherry		#DD2846
50		#FCEAED
100		#F8D4DA
200		#F1A9B5
300		#EB7E90
400		#E4536B
500		#DD2846
600		#B12038
700		#84182A
800		#58101C

Elderberry		#2C52A8
50		#EAEEF6
100		#D5DCEE
200		#ABBADC
300		#8097CB
400		#5675B9
500		#2C52A8
600		#234286
700		#1A3165
800		#122143

Blueberry		#039BE5
50		#E1F5FE
100		#B3E5FC
200		#81D4FA
300		#4FC3F7
400		#29B6F6
500		#039BE5
600		#0288D1
700		#0C6FA9
800		#0D4C7E

Spearmint		#18BCAE
50		#E8F8F7
100		#D1F2EF
200		#A3E4DF
300		#74D7CE
400		#46C9BE
500		#18BCAE
600		#13968B
700		#0E7168
800		#0A4B46

Apple		#30B947
50		#E7F7E9
100		#C5EAC8
200		#A0DCA5
300		#77CF80
400		#55C464
500		#30B947
600		#27A03D
700		#1F672A
800		#14441C

Lime		#C9D424
50		#FAFBE9
100		#F4F6D3
200		#E9EEA7
300		#DFE57C
400		#D4DD50
500		#C9D424
600		#A1AA1D
700		#797F16
800		#50550E

Grain		#FFB300
50		#FFF8E1
100		#FFECB3
200		#FFD54F
300		#FFCA28
400		#FFC107
500		#FFB300
600		#FF9500
700		#F16C06
800		#BE5108

The Ecosystem Palette

Neutrals

Our Palette also requires a set of neutrals. Used thoughtfully, these neutral tones establish visual harmony, reinforce our brand’s credibility, and provide a flexible canvas for brand storytelling. We named this set of colors our “Slate” Palette. It is used in our lockup for the wordmark and attribution

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

The Ecosystem Palette

All Codes

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
Cherry 50 Hex FCEAED RGB 252, 234, 237 CMYK 0, 11, 2, 0	Cherry 100 Hex F8D4DA RGB 248, 212, 218 CMYK 0, 23, 5, 0	Cherry 200 Hex F1A9B5 RGB 241, 169, 181 CMYK 0, 46, 12, 0	Cherry 300 Hex EB7E90 RGB 235, 126, 144 CMYK 0, 66, 21, 0	Cherry 400 Hex E4536B RGB 228, 83, 107 CMYK 0, 84, 37, 0	Cherry 500 Hex DD2846 RGB 221, 40, 70 CMYK 0, 100, 62, 0	Cherry 600 Hex B12038 RGB 177, 32, 56 CMYK 16, 100, 73, 7	Cherry 700 Hex 84182A RGB 132, 24, 42 CMYK 25, 100, 76, 29	Cherry 800 Hex 58101C RGB 88, 16, 28 CMYK 36, 100, 72, 57
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
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

Spearmint 50 Hex E8F8F7 RGB 232, 248, 247 CMYK 11, 0, 5, 0	Spearmint 100 Hex D1F2EF RGB 209, 242, 239 CMYK 22, 0, 10, 0	Spearmint 200 Hex A3E4DF RGB 163, 228, 223 CMYK 42, 0, 18, 0	Spearmint 300 Hex 74D7CE RGB 116, 215, 206 CMYK 59, 0, 27, 0	Spearmint 400 Hex 46C9BE RGB 70, 201, 190 CMYK 71, 0, 34, 0	Spearmint 500 Hex 18BCAE RGB 24, 188, 174 CMYK 80, 0, 41, 0	Spearmint 600 Hex 13968B RGB 19, 150, 139 CMYK 89, 10, 52, 1	Spearmint 700 Hex 0E7168 RGB 14, 113, 104 CMYK 94, 27, 62, 15	Spearmint 800 Hex 0A4B46 RGB 10, 75, 70 CMYK 96, 40, 67, 44
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
Lime 50 Hex FAFBE9 RGB 250, 251, 233 CMYK 3, 0, 11, 0	Lime 100 Hex F4F6D3 RGB 244, 246, 211 CMYK 7, 0, 22, 0	Lime 200 Hex E9EEA7 RGB 233, 238, 167 CMYK 13, 0, 47, 0	Lime 300 Hex DFE57C RGB 223, 229, 124 CMYK 18, 0, 68, 0	Lime 400 Hex D4DD50 RGB 212, 221, 80 CMYK 24, 0, 89, 0	Lime 500 Hex C9D424 RGB 201, 212, 36 CMYK 28, 0, 100, 3	Lime 600 Hex A1AA1D RGB 161, 170, 29 CMYK 43, 16, 100, 2	Lime 700 Hex 797F16 RGB 121, 127, 22 CMYK 53, 31, 100, 15	Lime 800 Hex 50550E RGB 80, 85, 14 CMYK 62, 44, 100, 40
Grain 50 Hex FFF8E1 RGB 255, 248, 225 CMYK 0, 2, 14, 0	Grain 100 Hex FFECE3 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 FFC428 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
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

The Ecosystem Palette

Color Usage

Light Mode

Our color palette at the individual brand level can work in both light and dark. The examples shown here use Raspberry to represent the primary brand color. This would be swapped for the primary colors for the actual brand in use, but the same principles will apply.

Logos



Primary Full Color according to brand guideline

Type color

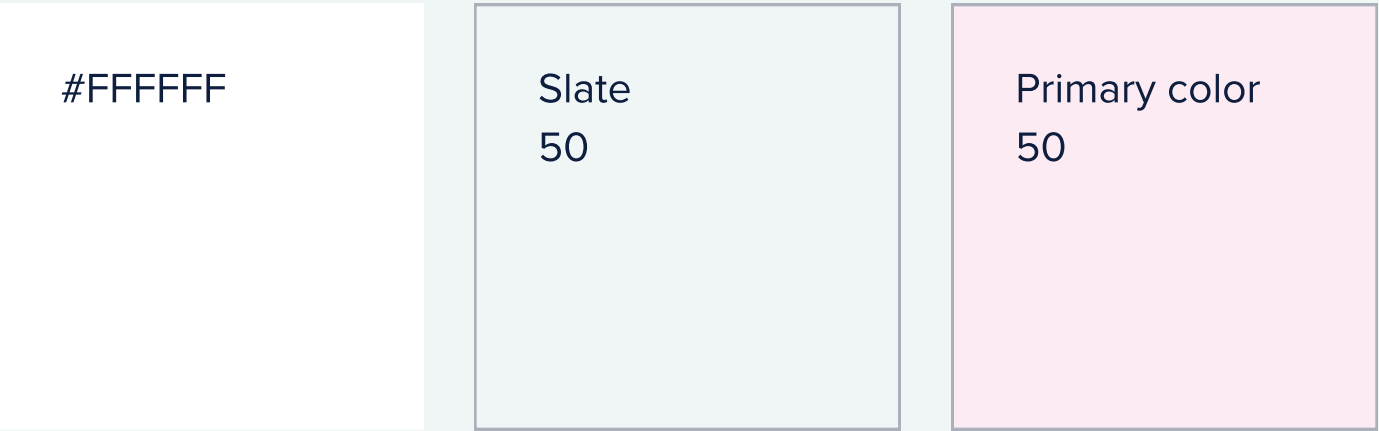
At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

Slate 800 or black
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.

Slate 600-800
Proxima Nova Normal for body copy
28px / 140% / -1px

Background Colors



The Ecosystem Palette

Color Usage
Dark Mode

Our color palette at the individual brand level can work in both light and dark. These examples use Raspberry to represent the primary brand color. This would be swapped for the primary colors for the actual brand in use, but the same principles will apply.

Logos



Primary Dark Mode Color according to brand guideline

Type color

At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

White
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.

White or Slate 50-100
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