

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

# Hiller & Associates

# The Buyers Edge Platform Brand Ecosystem

Hiller & Associates 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, Hiller & Associates 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 Hiller & Associates 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](mailto:gillian.gleason@buyersedgeplatform.com) with any questions.



Section 1

Logo

# Logo

# Lockup

The Hiller & Associates 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

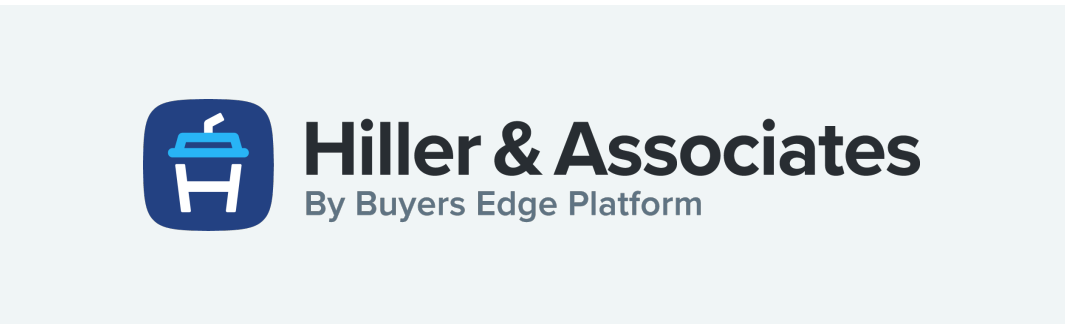
Lockup



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.

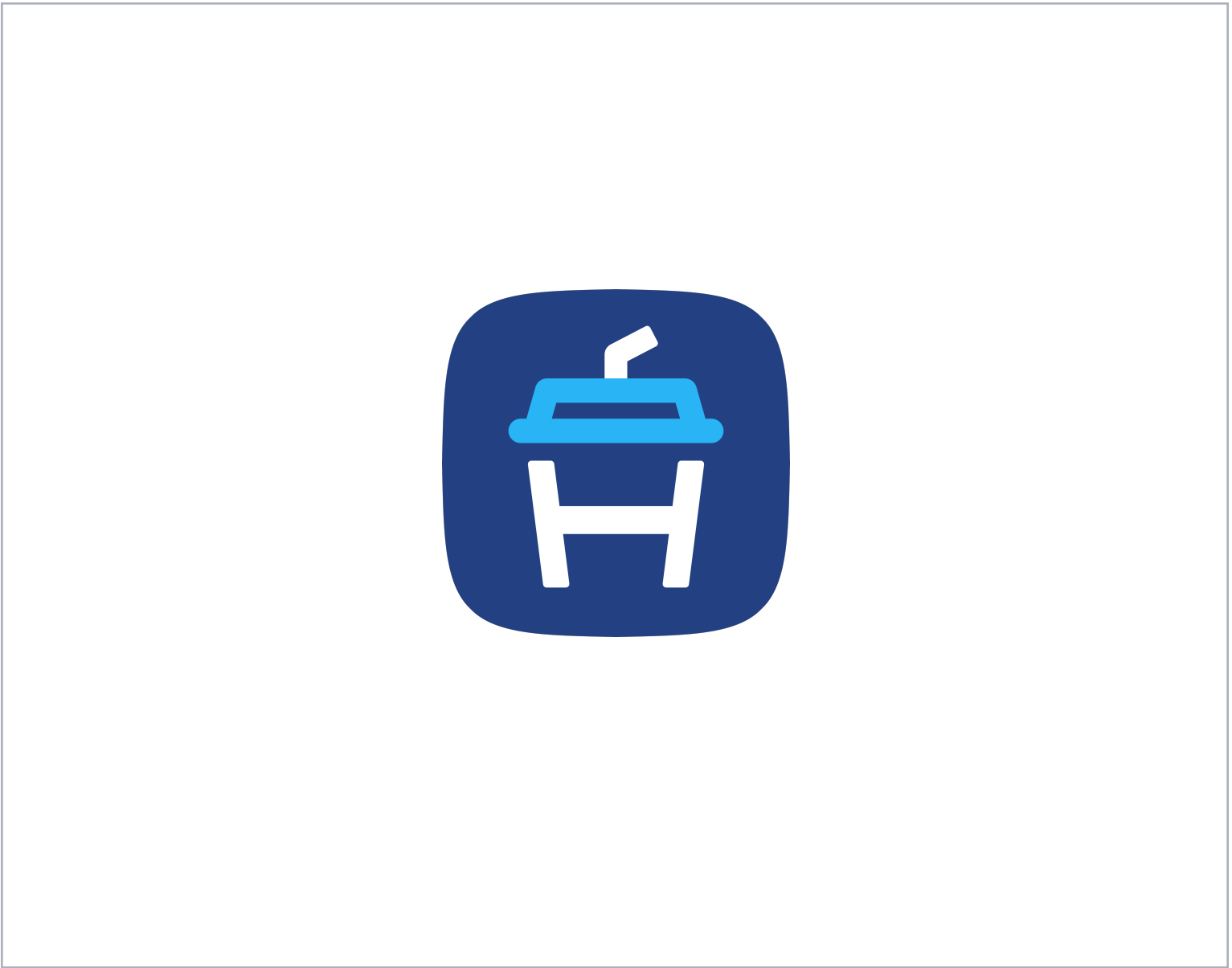
Colorways:

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

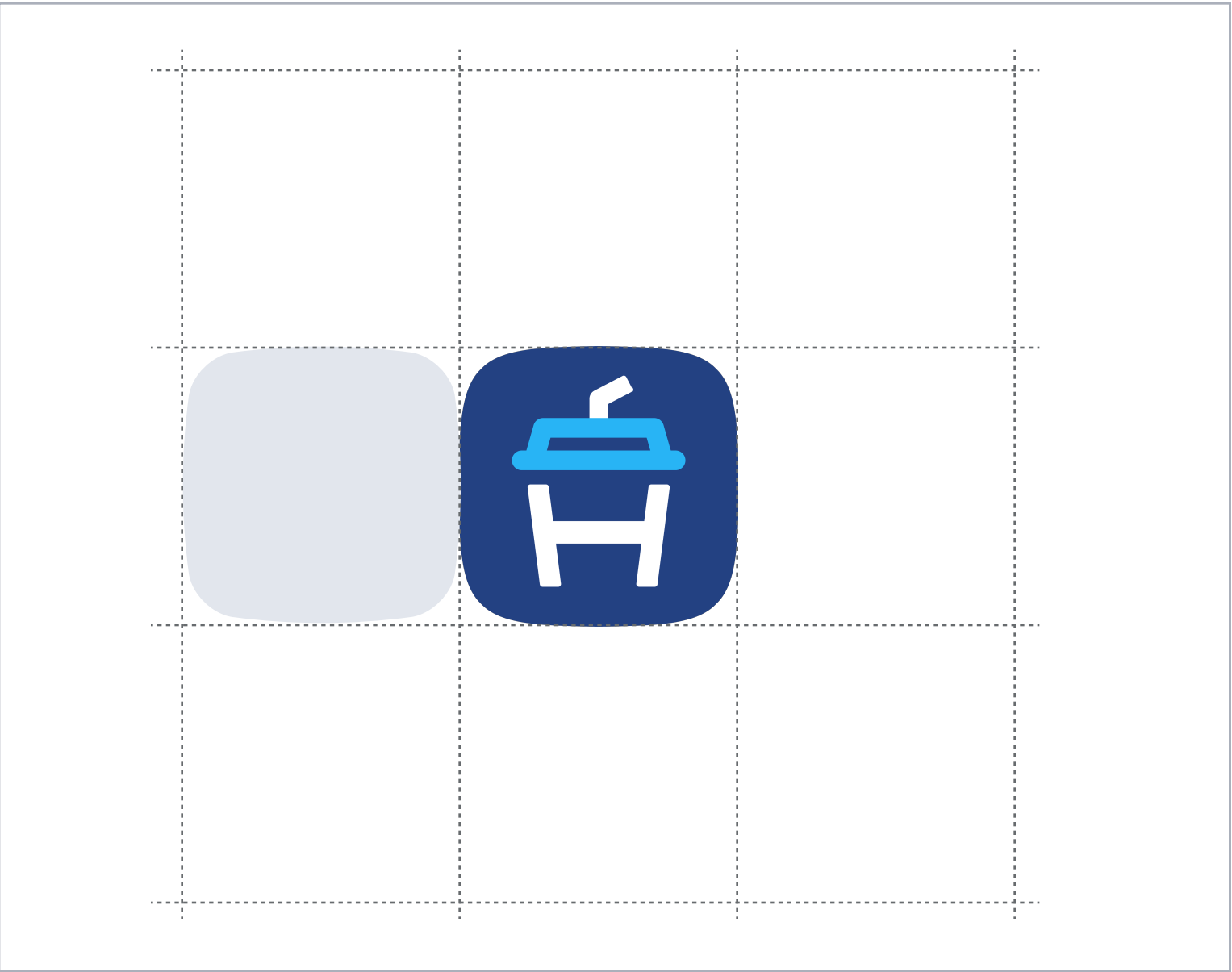
A note on avatars:

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.

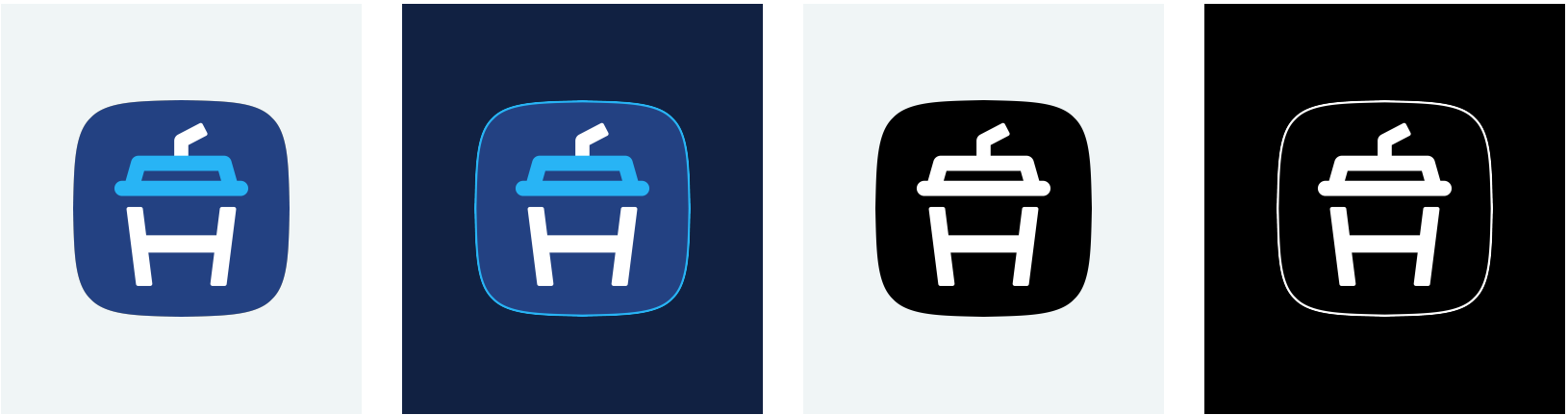
Lockup



Exclusion Zones



Colorways



Full Color Dark

Full Color Light

Black

White

Avatars



Section 2

Color

Color

Palette

Primary Palette



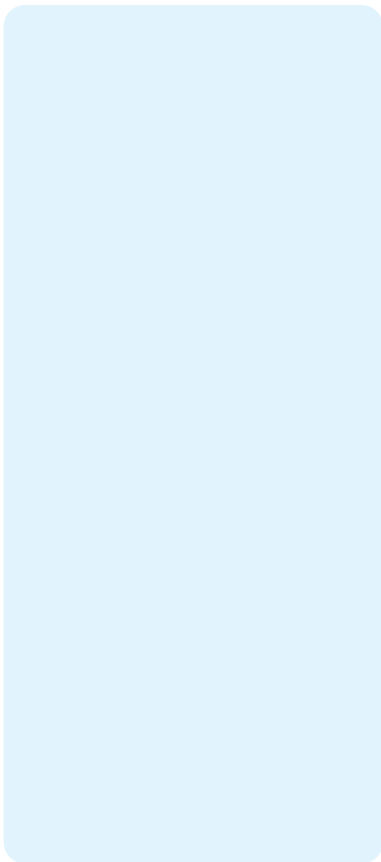
**Blueberry 400**  
Hex 29B6F6  
RGB 41, 182, 246  
CMYK 74, 3, 0, 0  
PANTONE 298 C



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

Color

# Extended Shades



**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



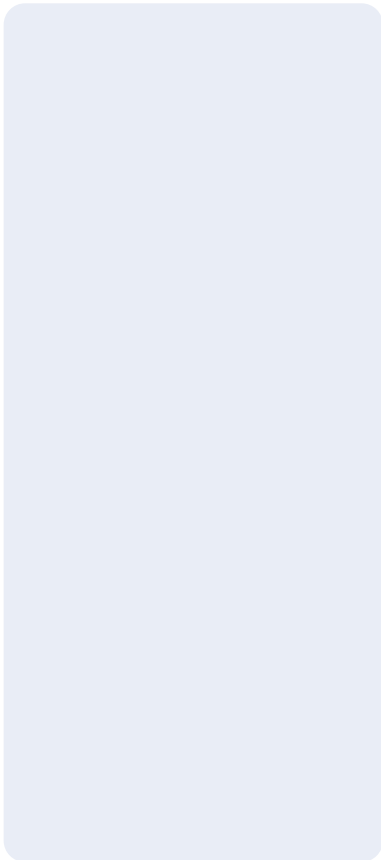
**Blueberry 600**  
Hex 0288D1  
RGB 2, 136, 209  
CMYK 85, 31, 0, 0



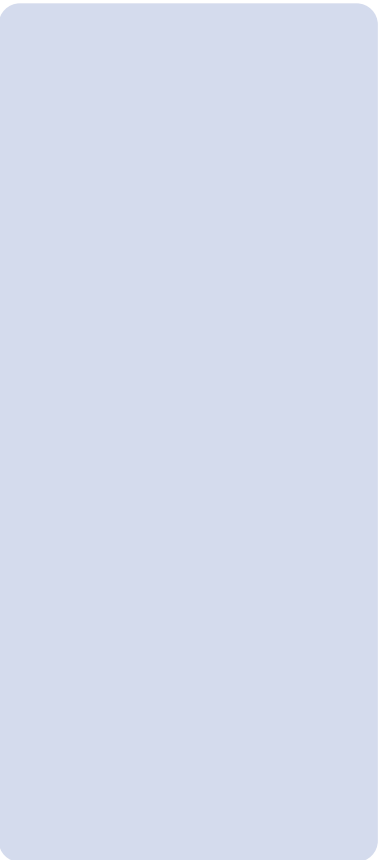
**Blueberry 700**  
Hex 0C6FA9  
RGB 12, 111, 169  
CMYK 93, 46, 7, 1



**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

# Color Usage

## Light Mode

Logos



Lockup-Full Color or Black

Type color

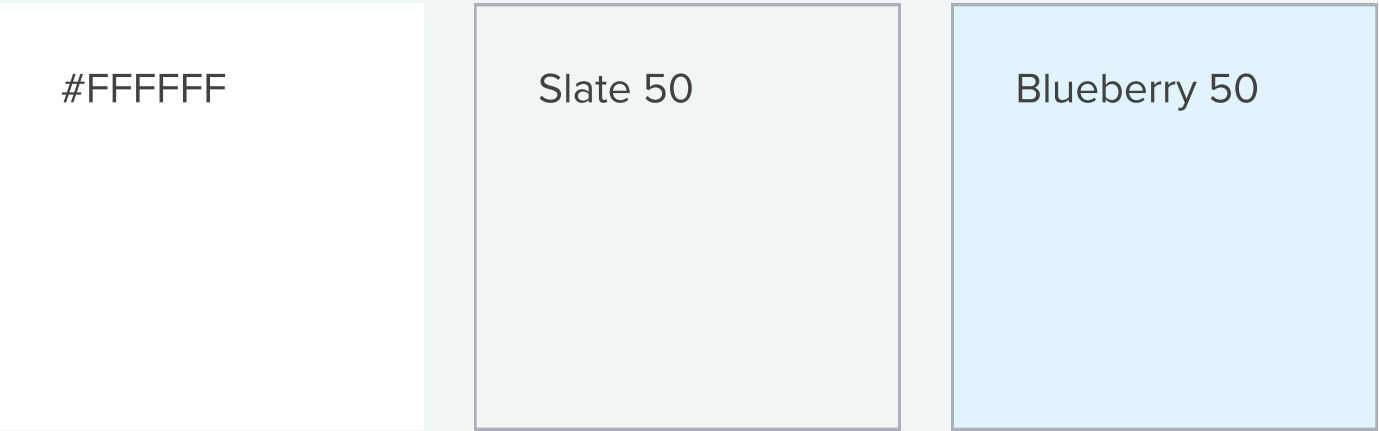
At vitae hendrerit  
metus sit egestas.  
Tellus nisl augue.

#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



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





# Official Buyers Edge Platform Ecosystem Guidelines

All logo and color files can be found at [buyersedgeplatform.com/brand-logos](https://buyersedgeplatform.com/brand-logos)