

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

InsideTrack

The Buyers Edge Platform Brand Ecosystem

InsideTrack 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, InsideTrack 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 InsideTrack 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

Building the mark



Nod to current logo
The **three foundation shapes** of this form are **reminiscent of our past logo**. A strong hit of legacy injected into the new form



Into the future
The top portion of this form pushes off and up, metaphorically into **the future**. Illustrating forward momentum, **forward thinking**, and **forecasting**. Three strong shapes over the **foundation** also portray themes of **strength** and **leadership**.



A beacon
The combined shapes, pushing from top and bottom form a **beacon**. With "light" protruding from the center point.



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 InsideTrack Lockup is the face of our brand. Our Lockup should never be modified in any way.

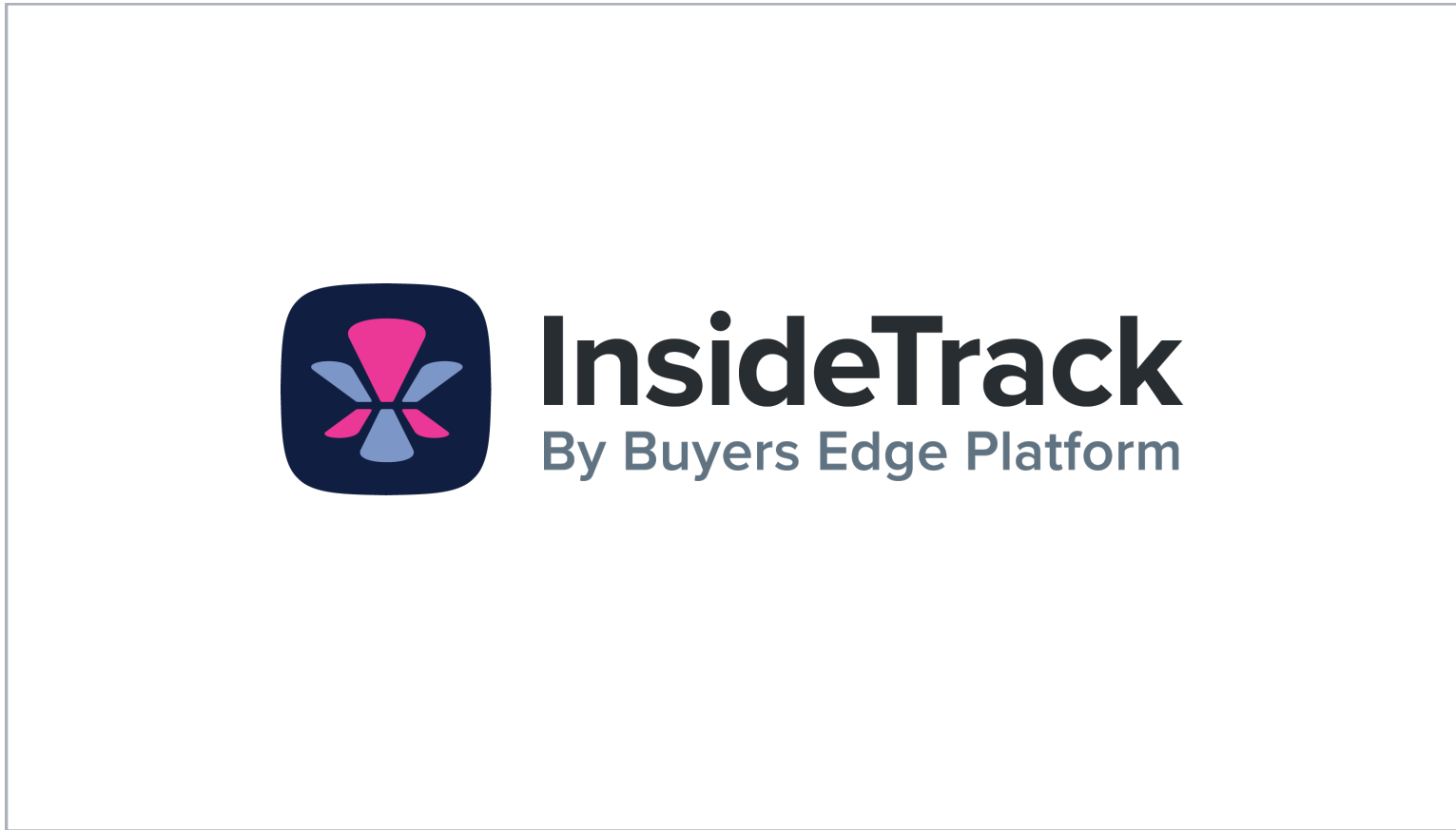
Exclusion zones:

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.

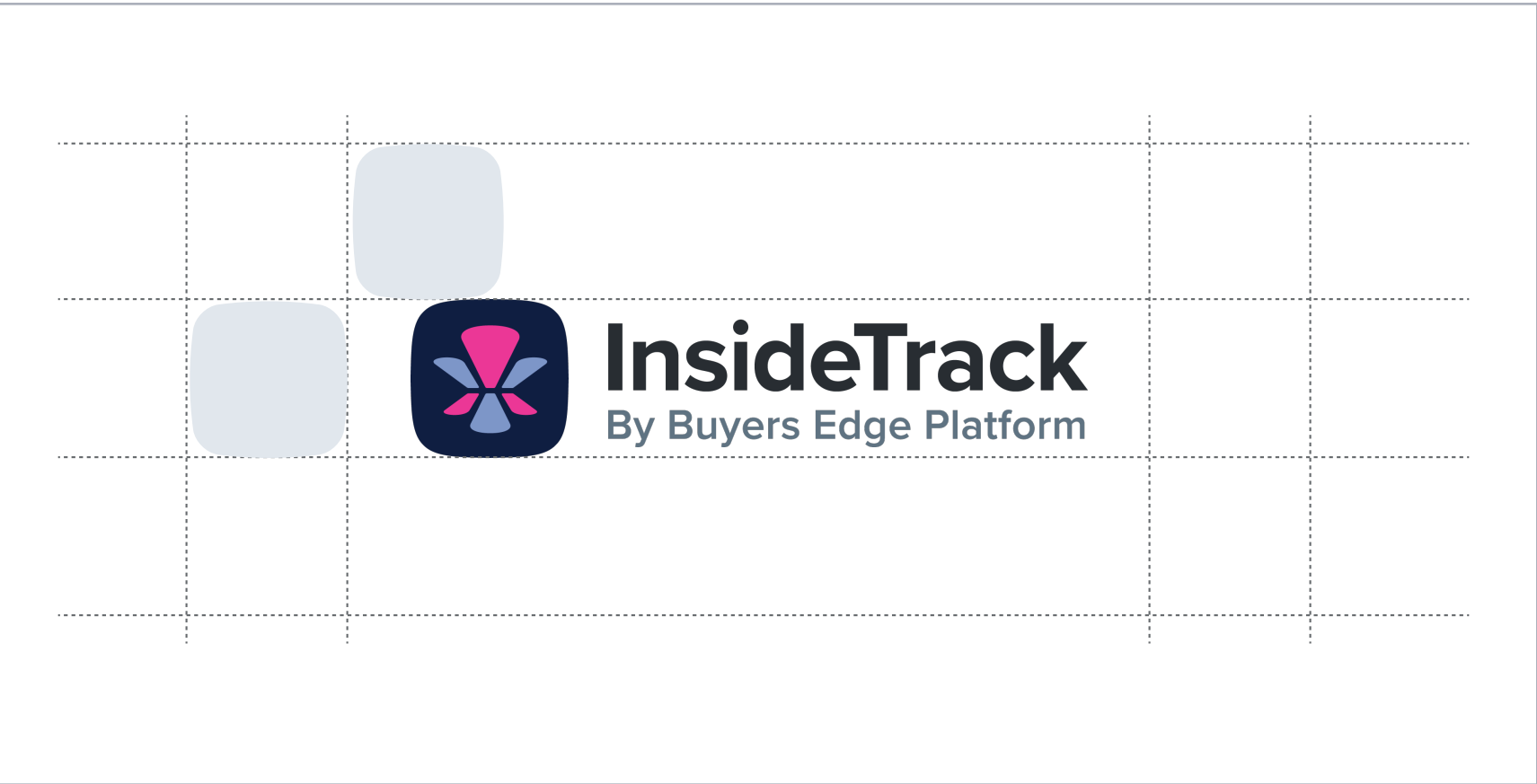
Colorways:

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.

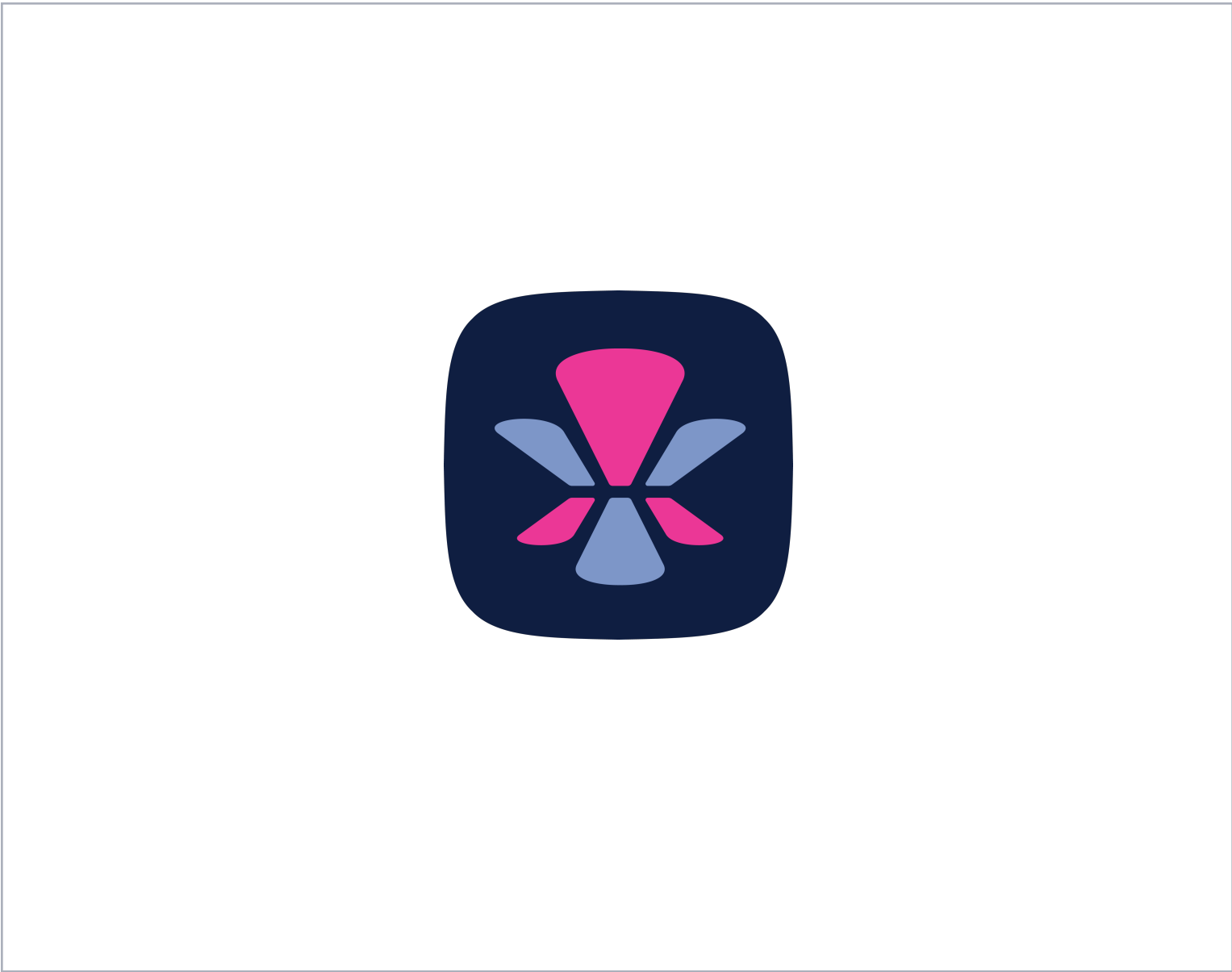
Colorways:

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

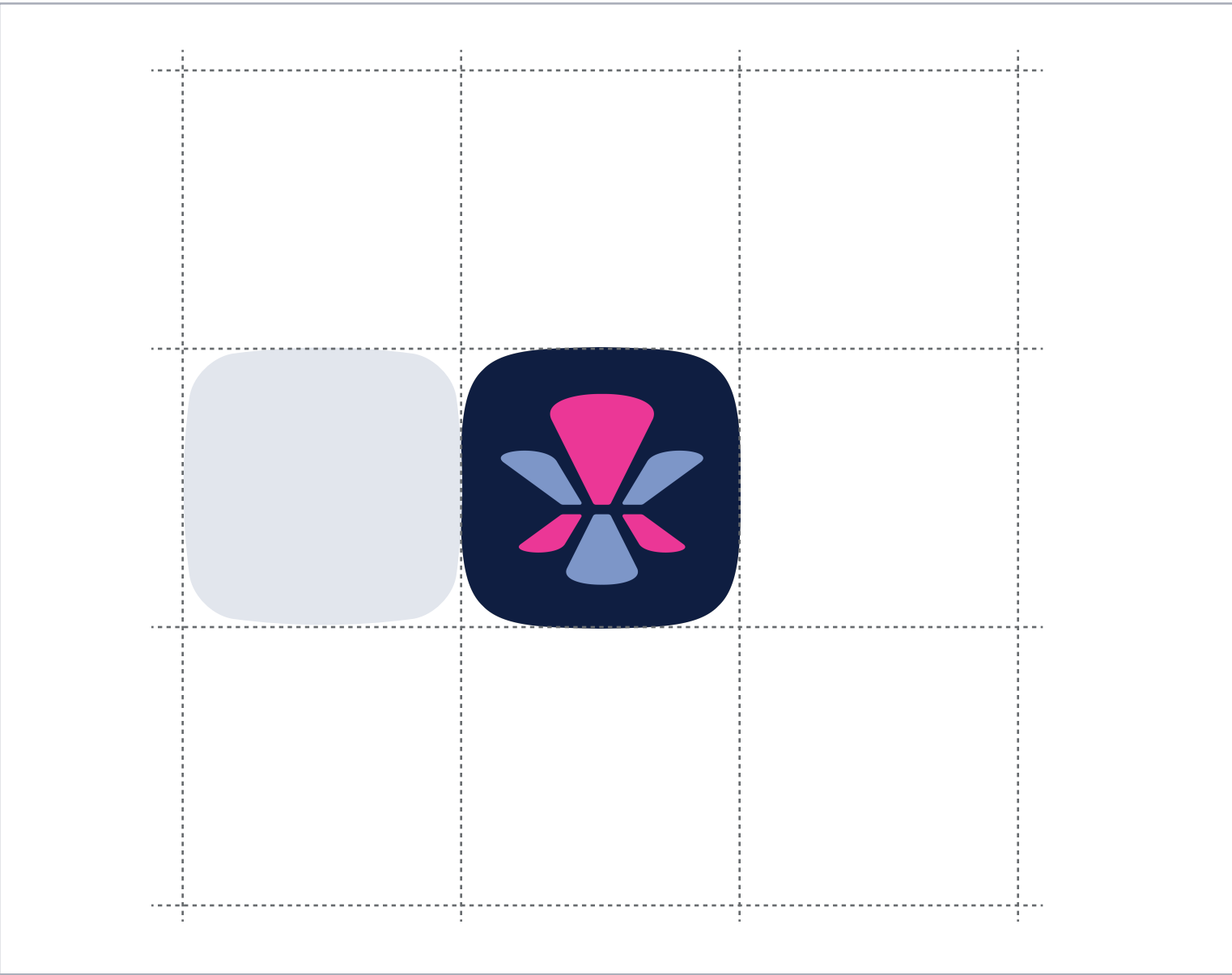
A note on avatars:

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.

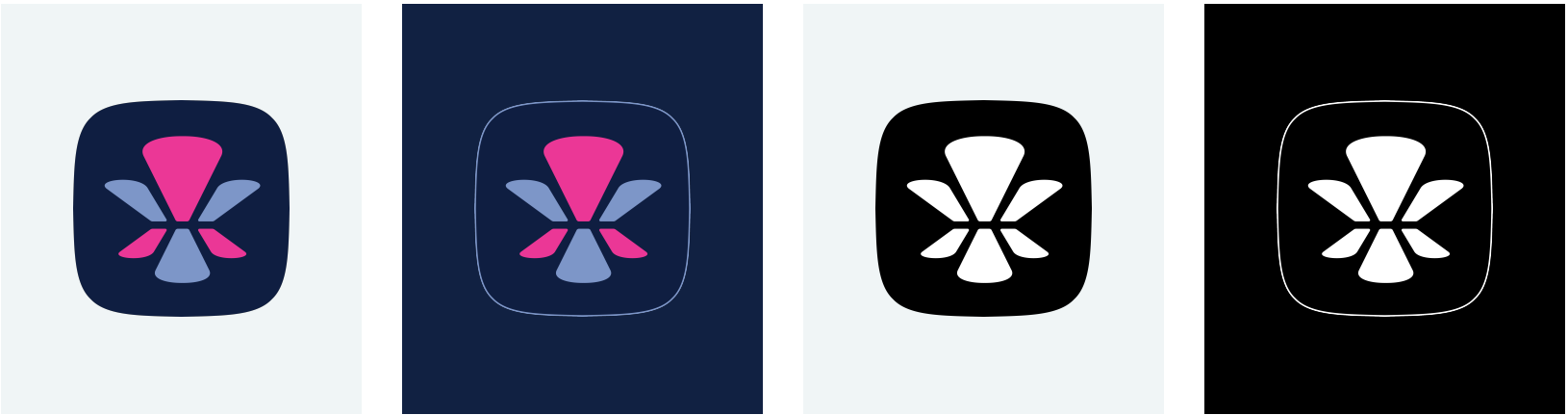
Lockup



Exclusion Zones



Colorways



Full Color Dark Full Color Light Black White

Avatars



Section 2

Color

Color

Palette

Primary Palette



Raspberry 500
Hex ED3A96
RGB 237, 58, 150
CMYK 0, 88, 0, 0
PANTONE 2039 C



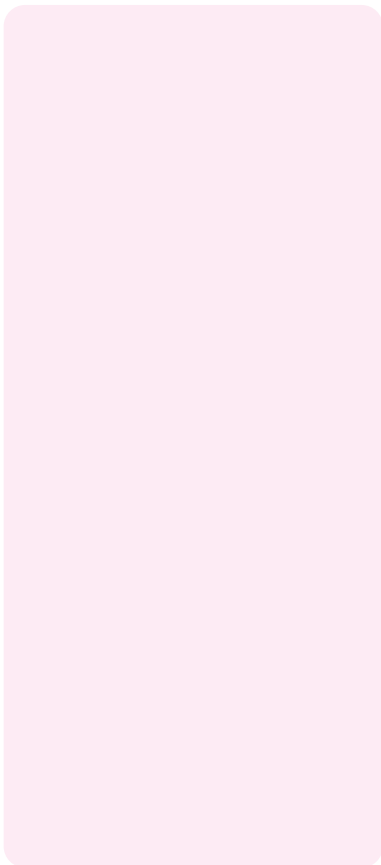
Elderberry 300
Hex 8097CB
RGB 128, 151, 203
CMYK 56, 34, 0, 0
PANTONE 2114 C



Elderberry 800
Hex 122143
RGB 18, 33, 67
CMYK 100, 95, 45, 42
PANTONE 2766 C

Color

Extended Shades



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



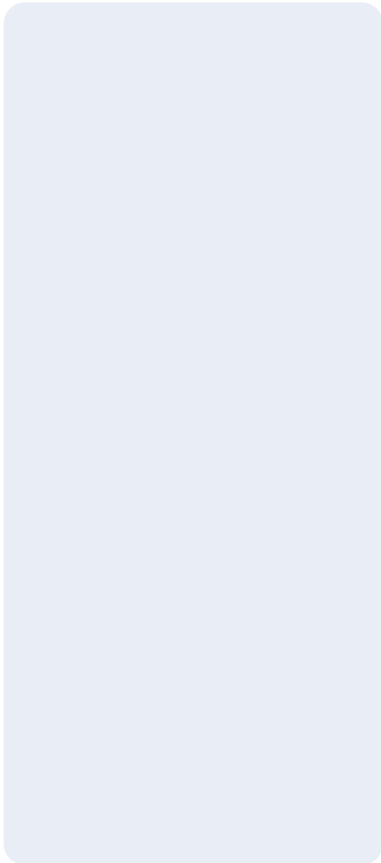
Raspberry 600
Hex C92A6E
RGB 201, 42, 110
CMYK 7, 100, 17, 1



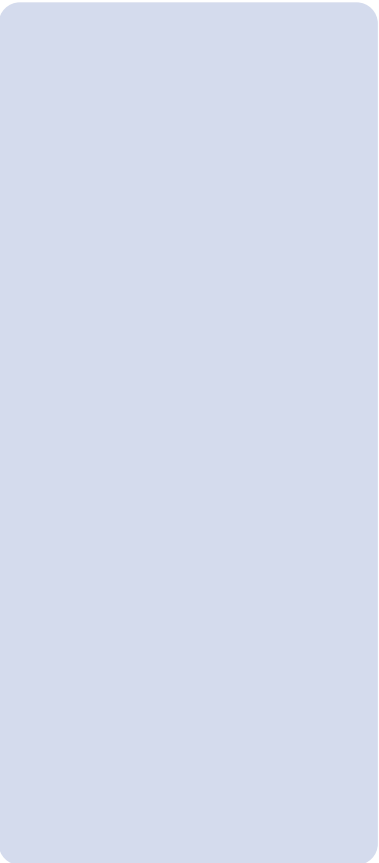
Raspberry 700
Hex 8E235B
RGB 142, 35, 91
CMYK 34, 100, 26, 13



Raspberry 800
Hex 6B1345
RGB 107, 19, 69
CMYK 43, 100, 33, 34



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



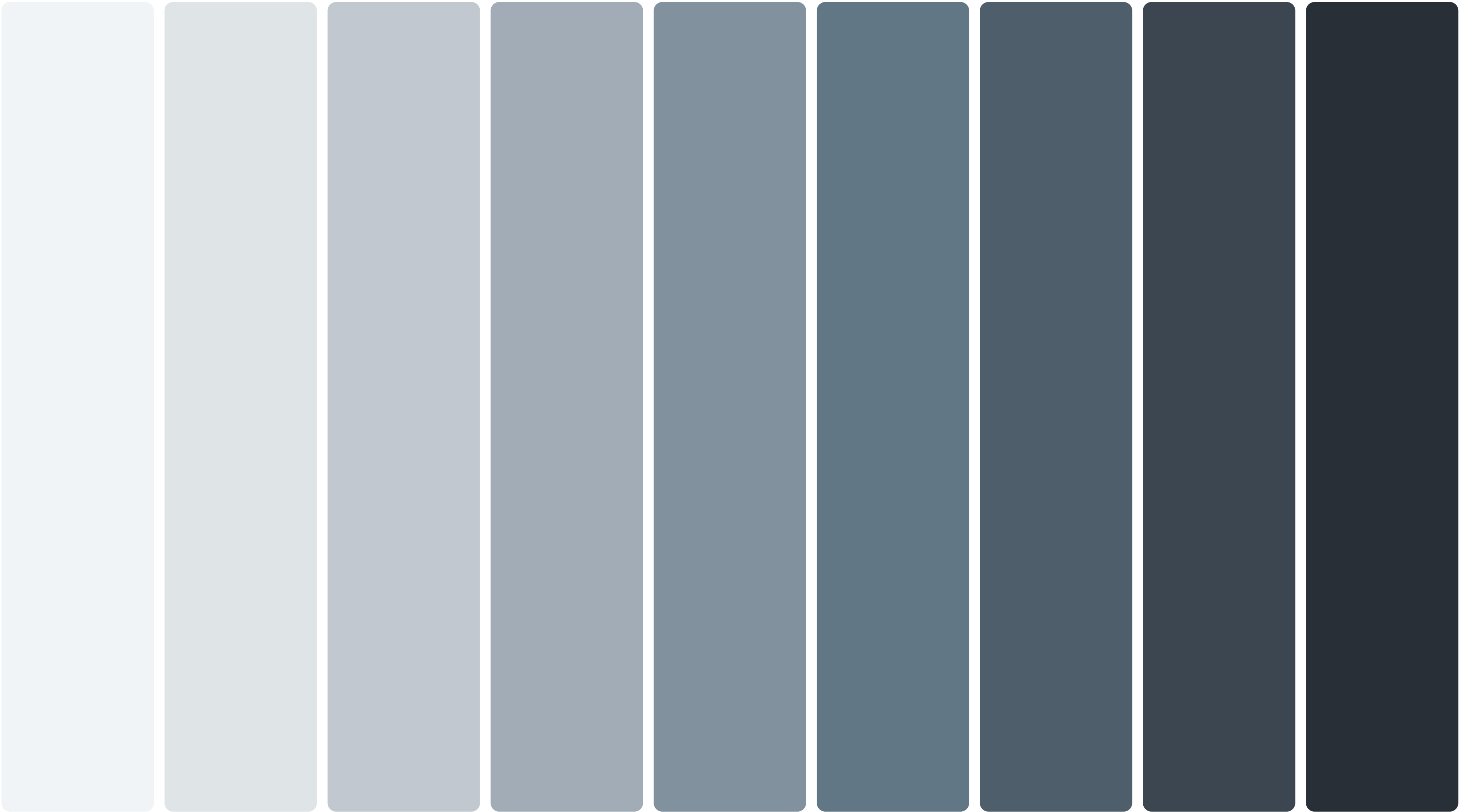
Elderberry 700
Hex 1A3165
RGB 26, 49, 101
CMYK 100, 91, 31, 14



Elderberry 800
Hex 122143
RGB 18, 33, 67
CMYK 100, 95, 45, 42

Color

Neutrals



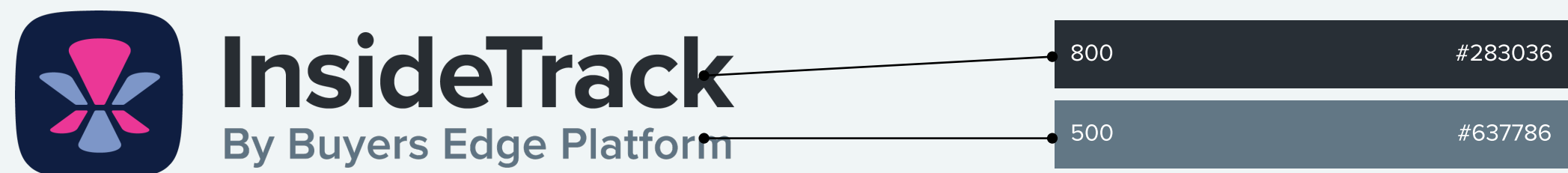
Slate 50 Hex F1F4F7 RGB 241, 244, 247 CMYK 6, 2, 2, 0	Slate 100 Hex E0E4E7 RGB 224, 228, 231 CMYK 13, 7, 7, 0	Slate 200 Hex C1C9CF RGB 193, 201, 207 CMYK 27, 15, 14, 0	Slate 300 Hex A1ADB6 RGB 161, 173, 182 CMYK 42, 24, 22, 1	Slate 400 Hex 82929E RGB 130, 146, 158 CMYK 54, 33, 28, 5	Slate 500 Hex 637786 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

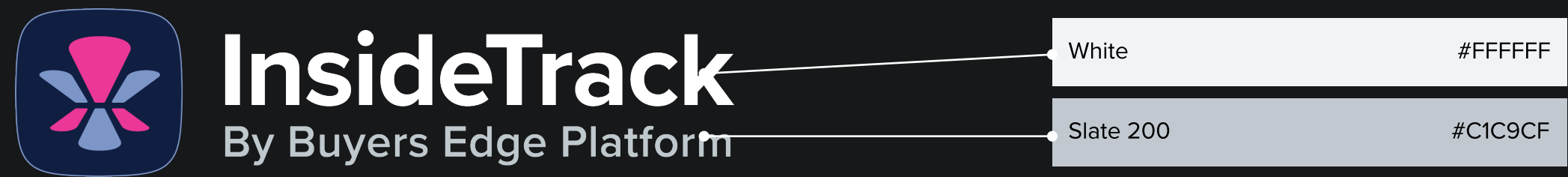
Background Colors



Color

Color Usage
Dark Mode

Logos



Lockup Full Color Light or White

Type color

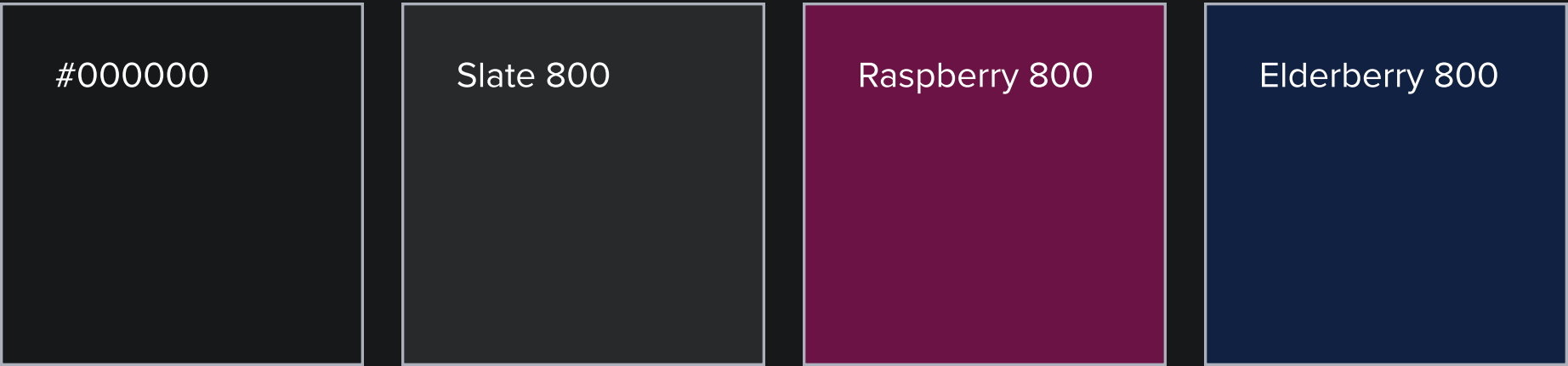
At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

#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