

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

My Purchasing Partner

The Buyers Edge Platform Brand Ecosystem

My Purchasing Partner 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, My Purchasing Partner 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 My Purchasing Partner 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 with any questions.



Section 1

Logo

Logo

Lockup

The **My Purchasing Partner Lockup** is the face of our brand. Our Lockup should never be modified in any way.

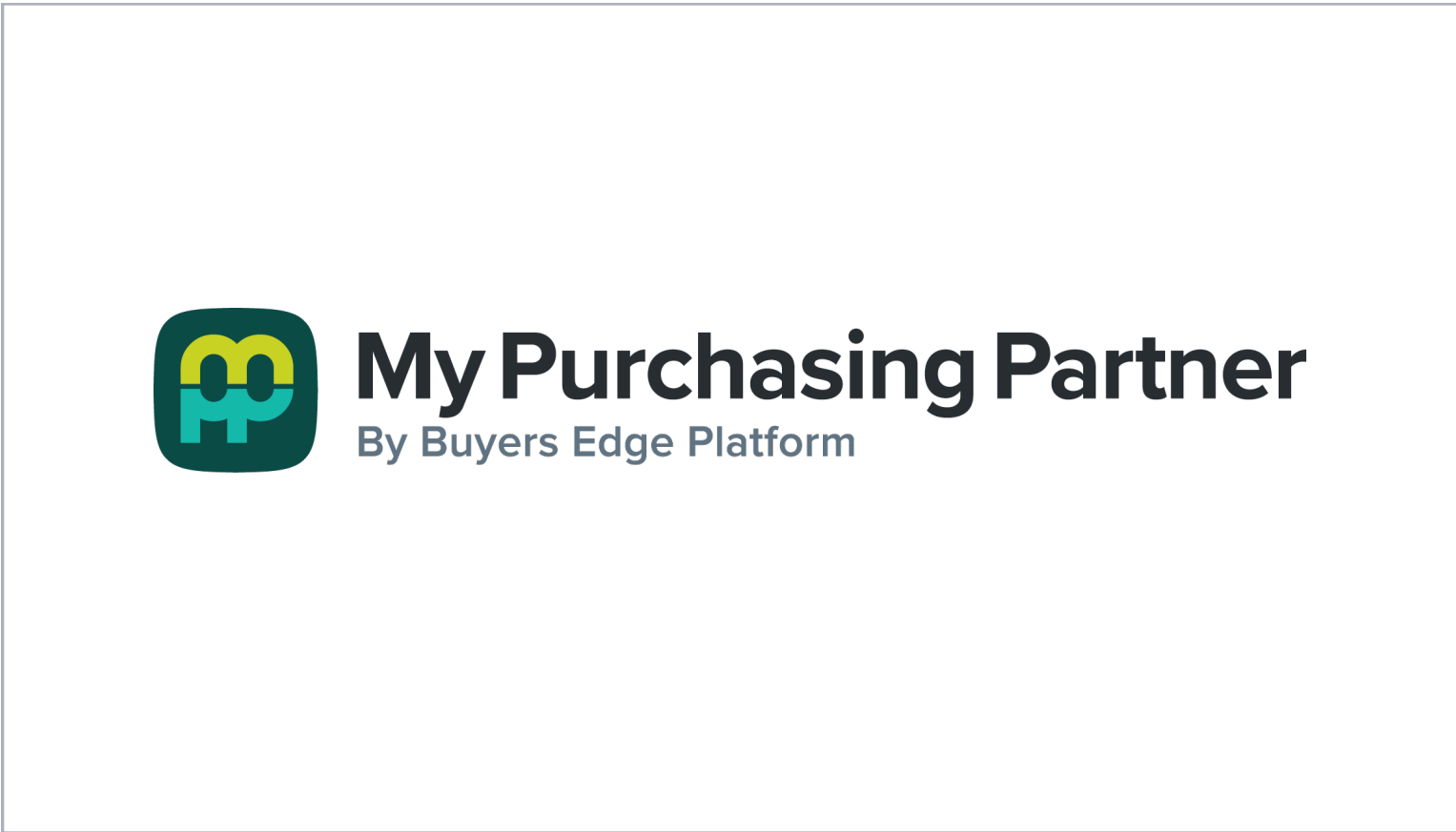
Exclusion zones:

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.

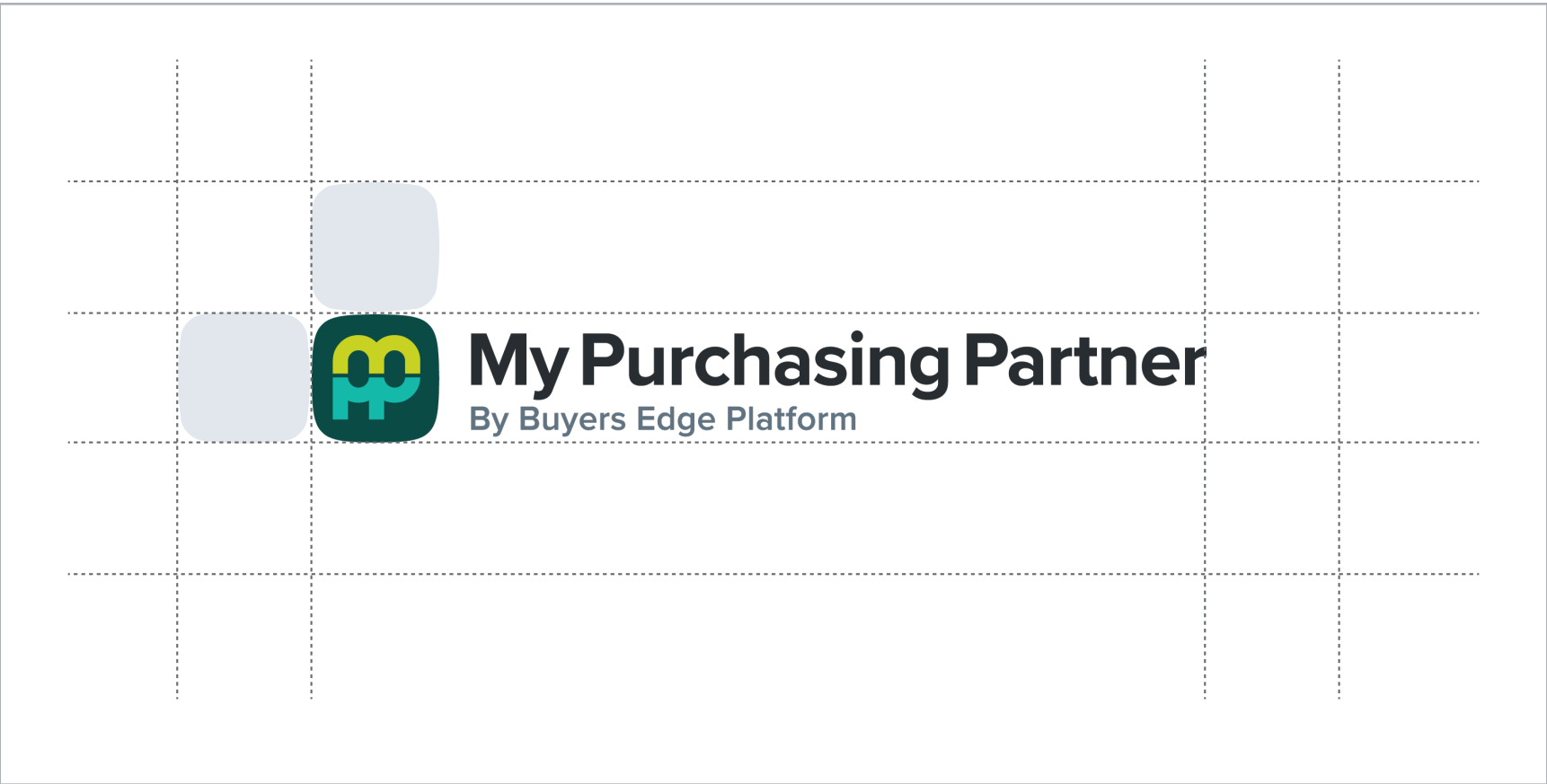
Colorways:

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

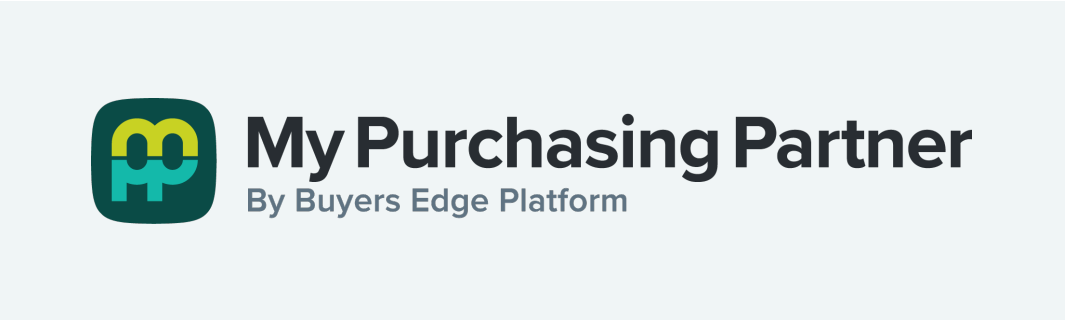
Lockup



Exclusion Zones



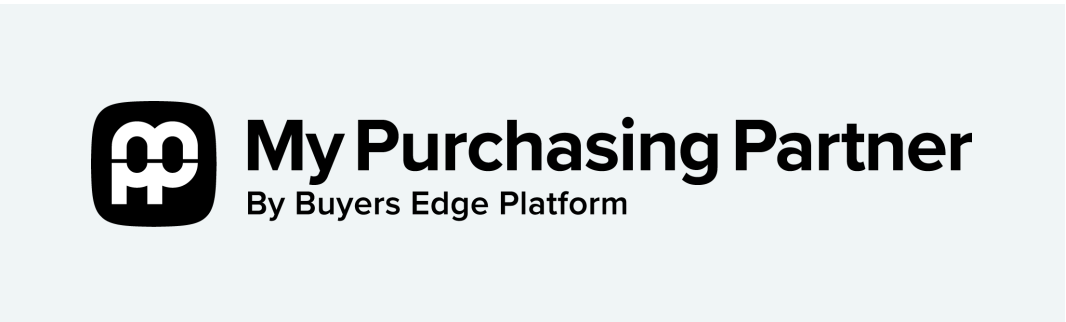
Colorways



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.

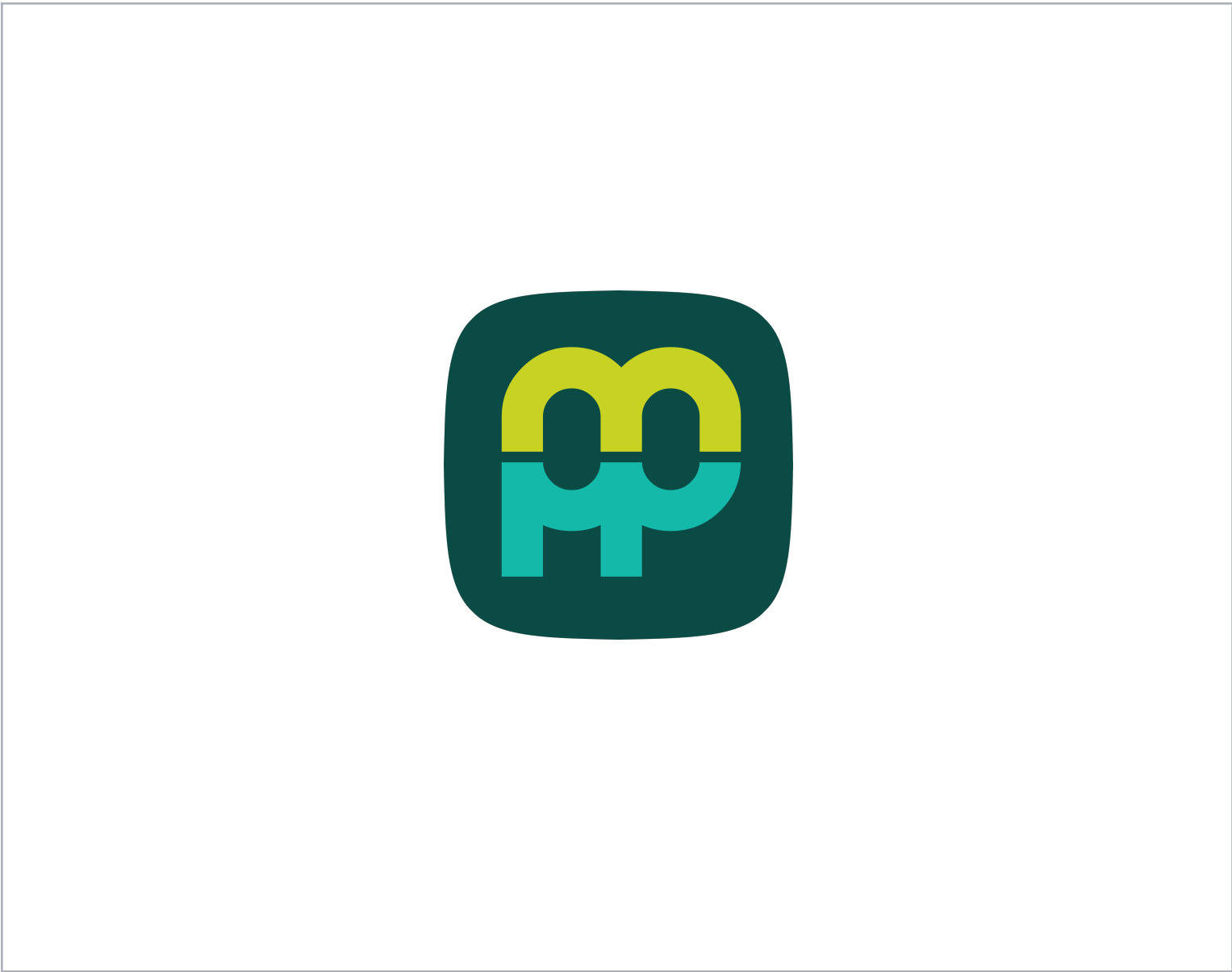
Colorways:

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



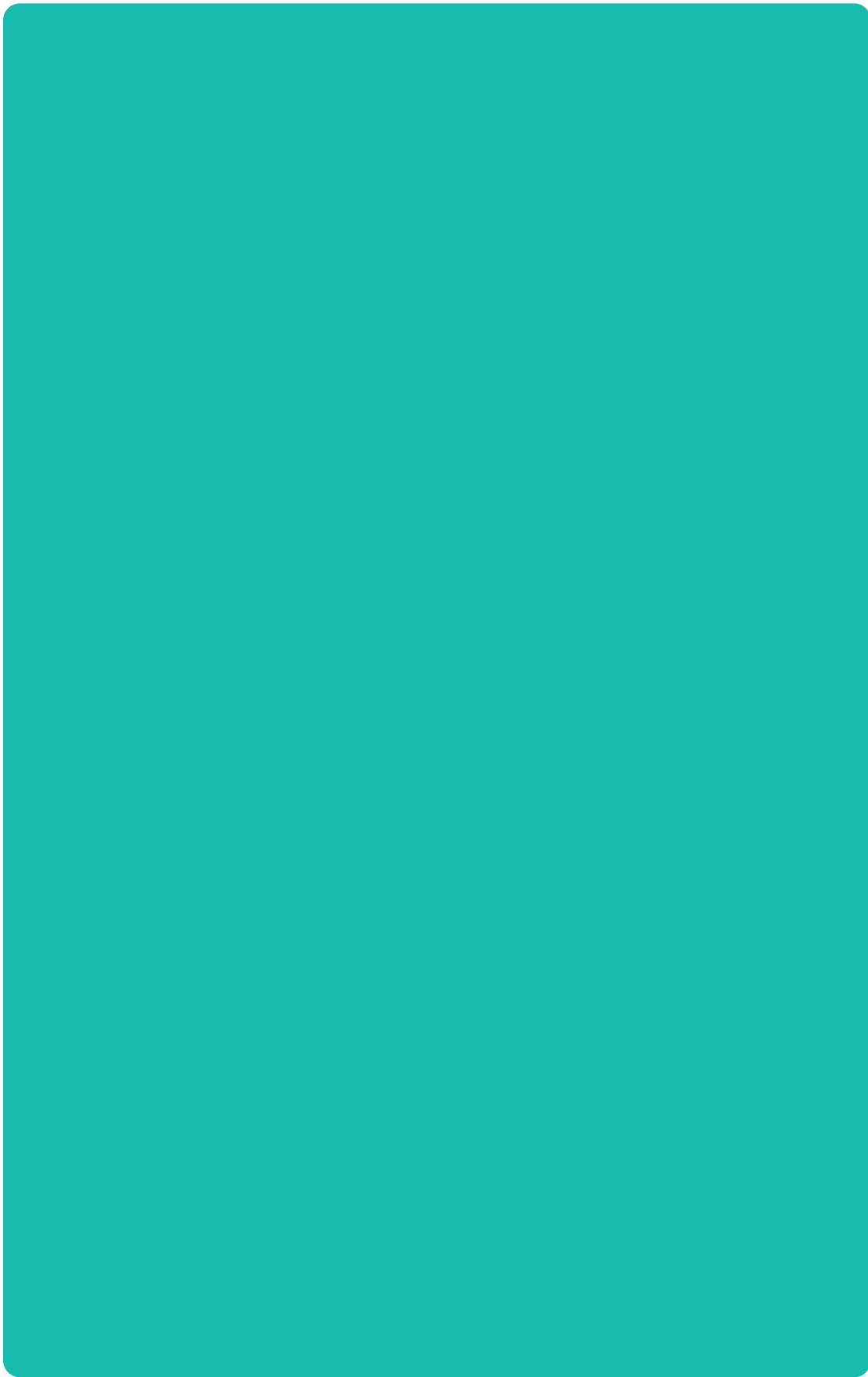
Section 2

Color

Color

Palette

Primary Palette



Spear mint 500
Hex 18BCAE
RGB 24, 188, 174
CMYK 80, 0, 41, 0
PANTONE 3262 C



Spear mint 800
Hex 0A4B46
RGB 10, 75, 70
CMYK 96, 40, 67, 44
PANTONE 3302 C



Lime 500
Hex C9D424
RGB 201, 212, 36
CMYK 28, 0, 100, 3
PANTONE 6193 C

Color

Extended Shades



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
--	--	--	--	---	---	--	---	---



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
---	--	---	---	--	---	--	---	---

Color

Color Usage

Light Mode

Logos



Lockup-Full Color or Black

Type color

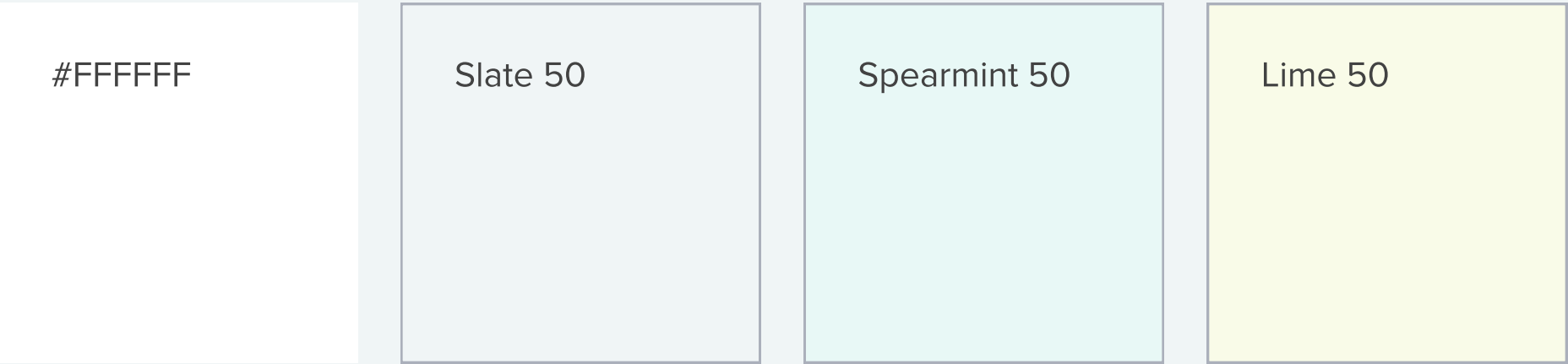
At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

#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



My Purchasing Partner
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	Spearmint 800	Lime 800
---------	-----------	---------------	----------



Official Buyers Edge Platform Ecosystem Guidelines

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