Buyers Edge Platform Ecosystem Guidelines

Prime Services

The Buyers Edge Platform Brand Ecosystem

Prime Services 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, Prime Services 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 Prime Services 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

The Concept

Lettermark
A strong lettermark P for the Prime Services brand. Its sturdy, trustworthy, and appropriate.

Sparkle shapes
"Sparkle" is a clever and versatile noun for Prime Services. The shape can be representative of "Prime", "Quality, or "Excellence"

Beautiful balance
The final form is a strong, memorable shape that fits cleanly into the ecosystem orb. Creating balance in spacing and size, and color relationships.

Logo
Lockup

The Prime Services Lockup is the face of our brand. Our Lockup should never be modified in any way.
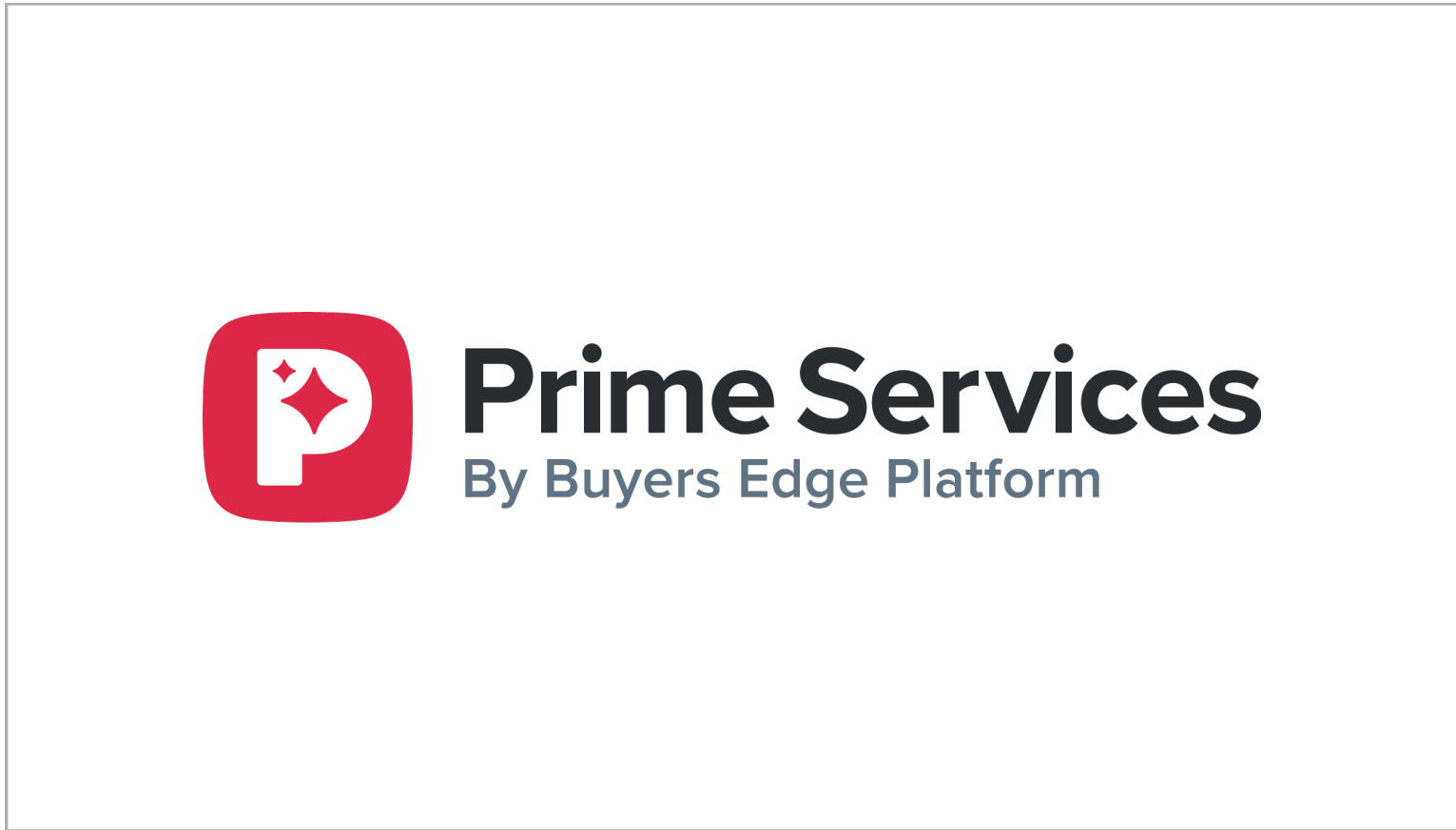
Exclusion zones:

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.
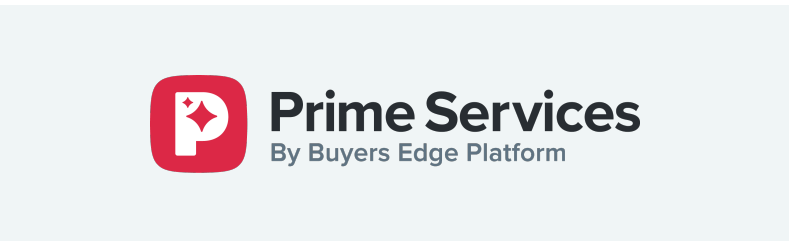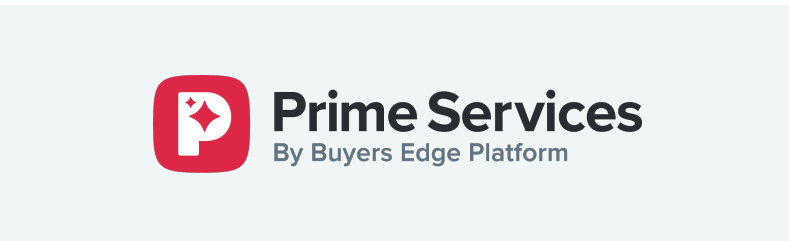
Lockup

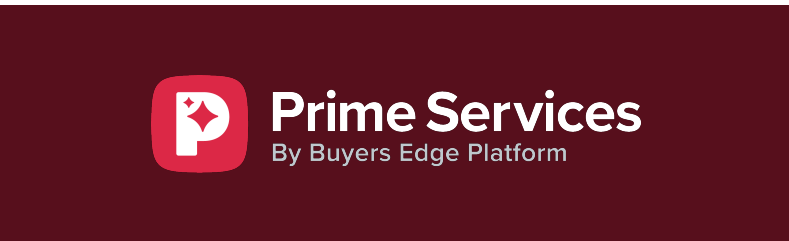## Exclusion Zones

Colorways
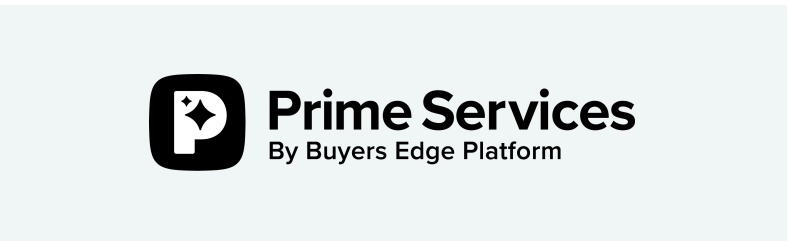

Full Color Dark

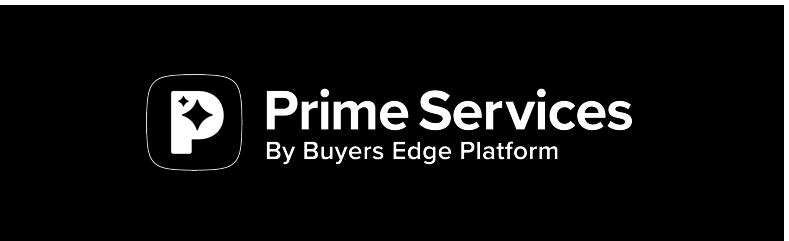Full Color Dark - Cherry 700

Full Color Light

Full Color Light - Cherry 700

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.
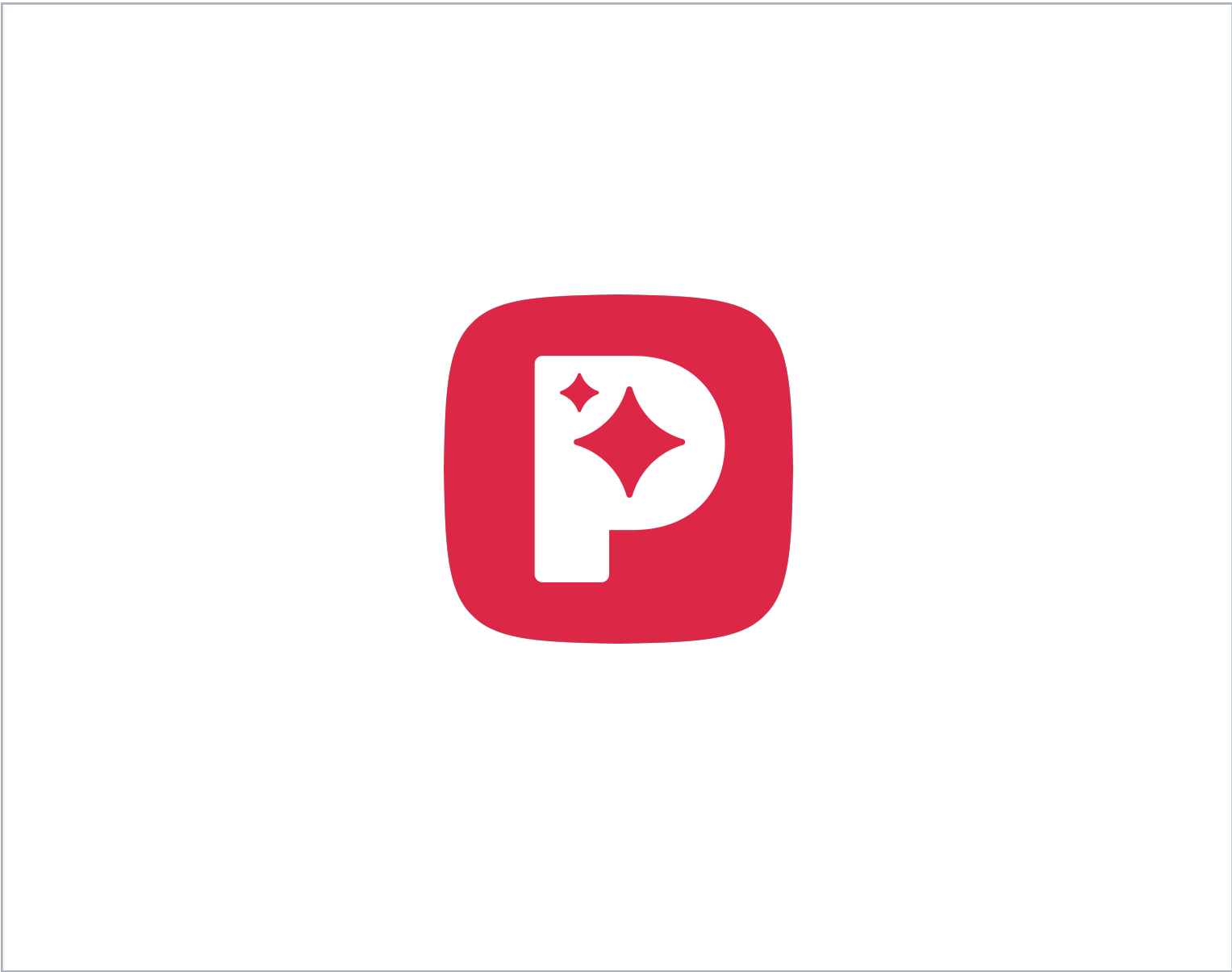
Colorways:

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.
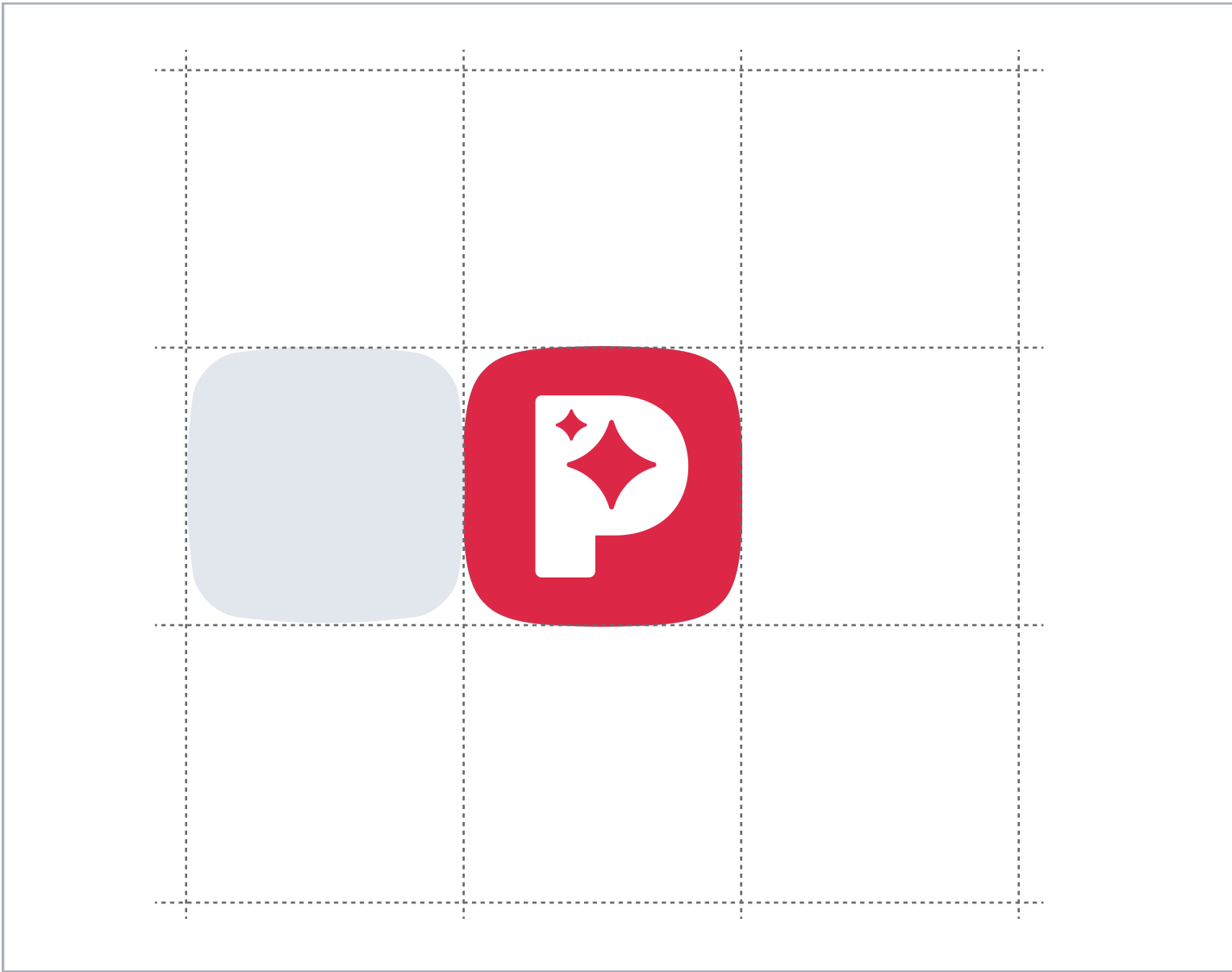
A note on avatars:

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.
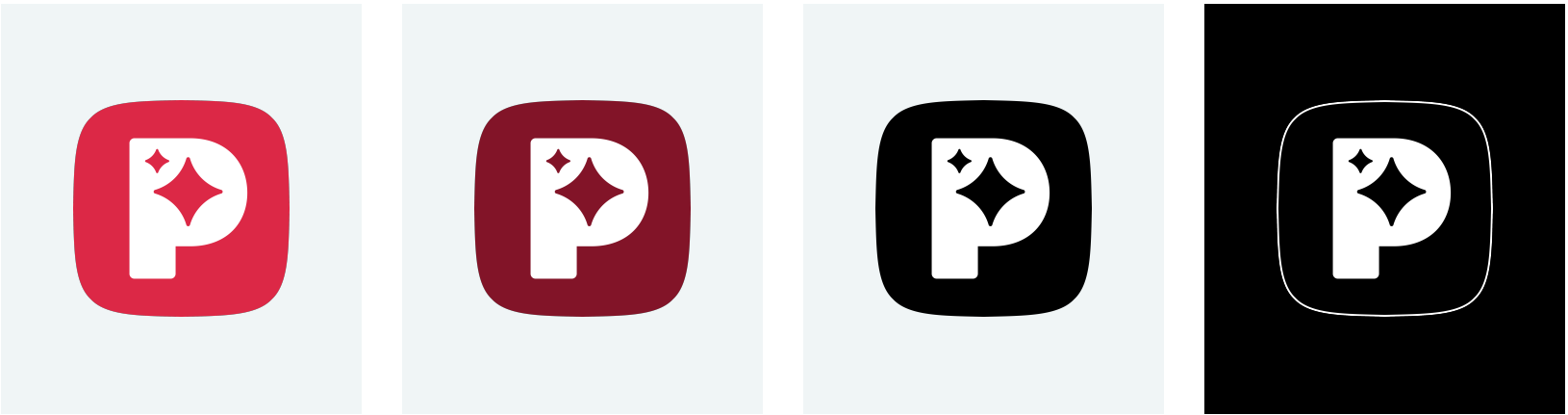
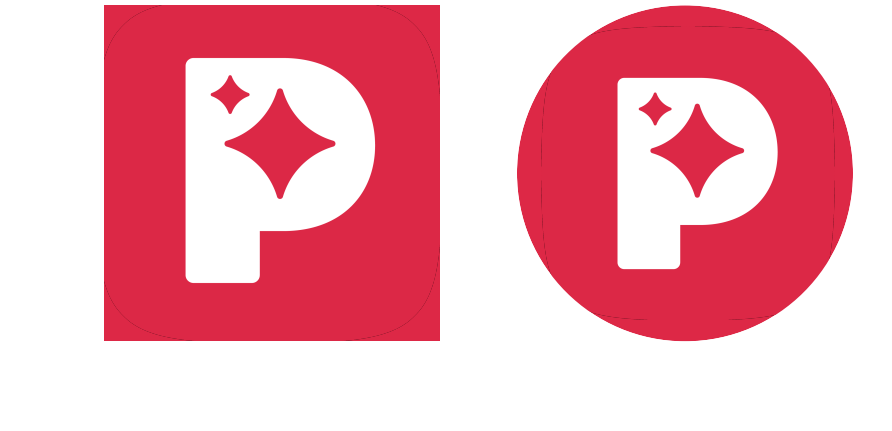**Lockup**

Exclusion Zones

Colorways

Full Color

Full Color
Cherry 700

Full Color
Cherry 700 - Dark

White

Avatars

Section 2

Color

Color
Palette

Primary Palette

Cherry 500
Hex DD2846
RGB 221, 40, 70
CMYK 0, 100, 62, 0
PANTONE 1795 C

Cherry 700
Hex 84182A
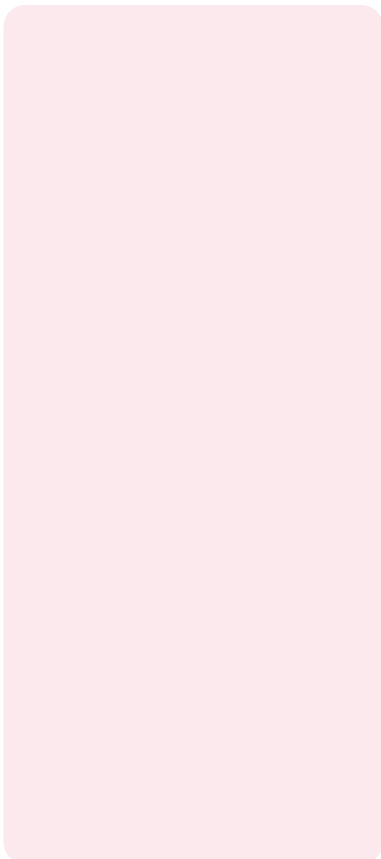RGB 132, 24, 42
CMYK 25, 100, 76, 29
PANTONE 1955 C

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

Color

Extended Shades

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
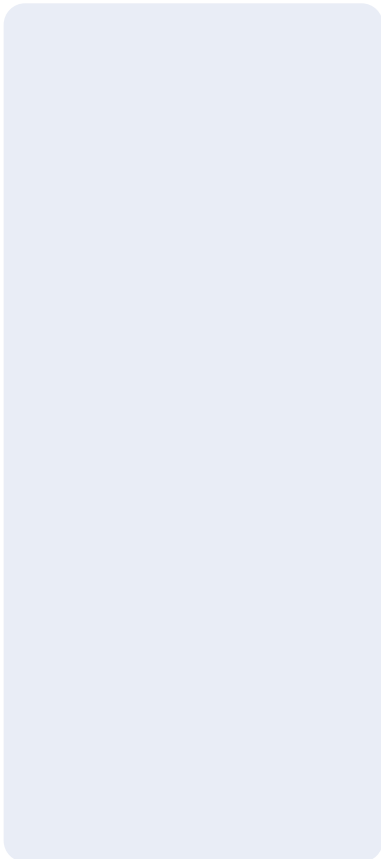Hex DD2846
RGB 221, 40, 70
CMYK 0, 100, 62, 0

Cherry 600
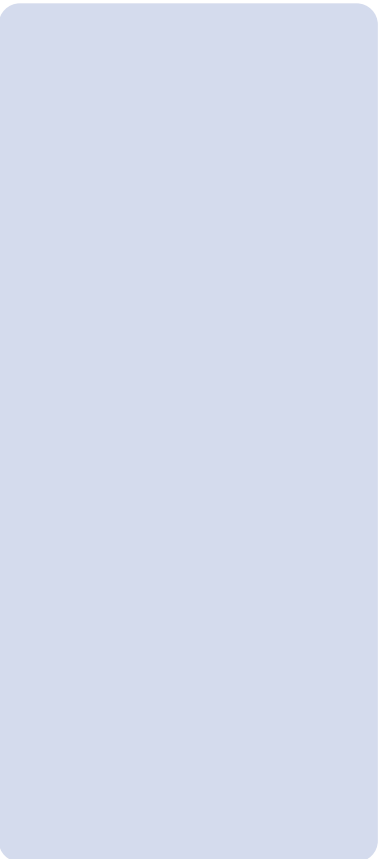Hex B12038
RGB 177, 32, 56
CMYK 16, 100, 73, 7

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
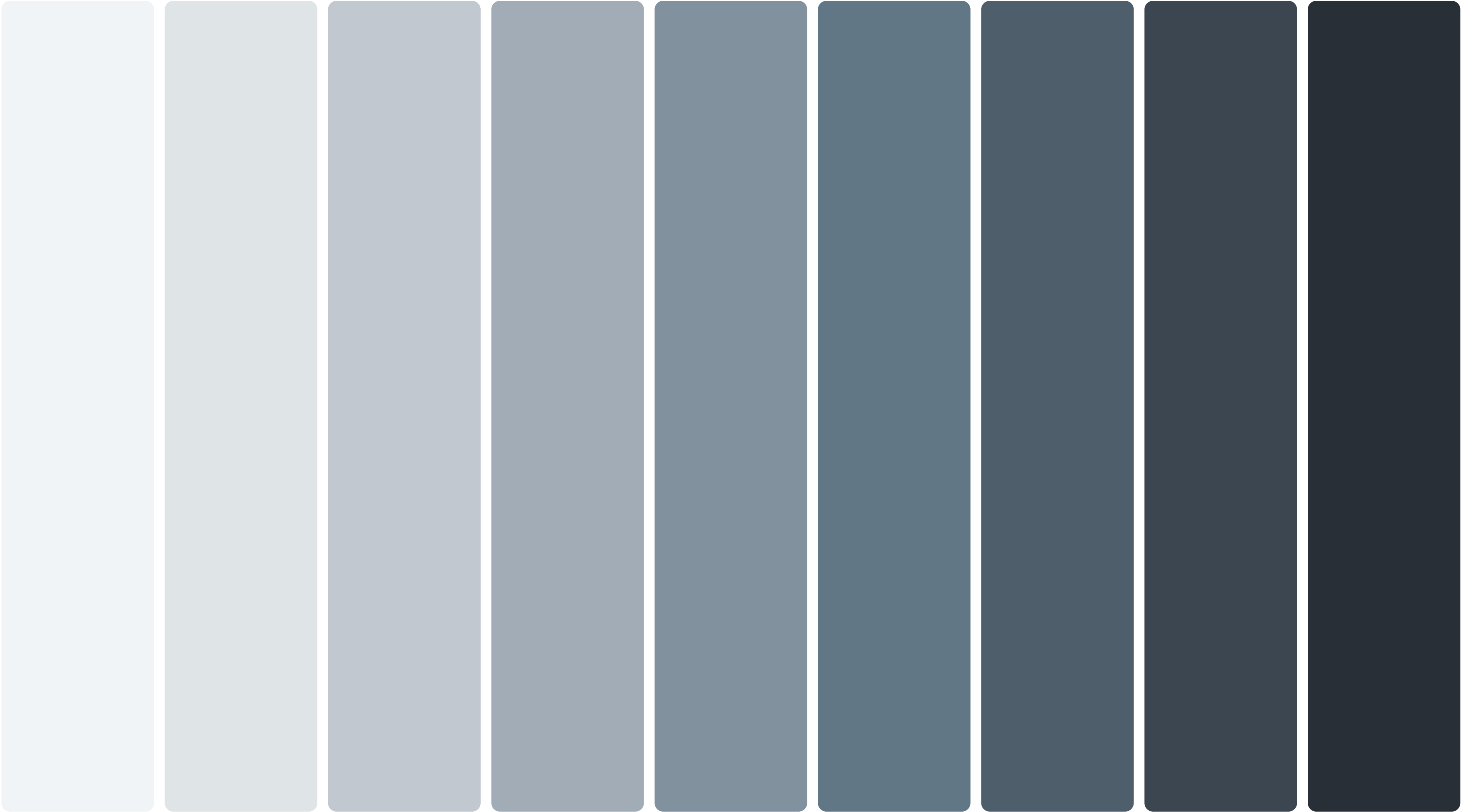Hex 234286
RGB 35, 66, 134
CMYK 98, 82, 8, 1

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

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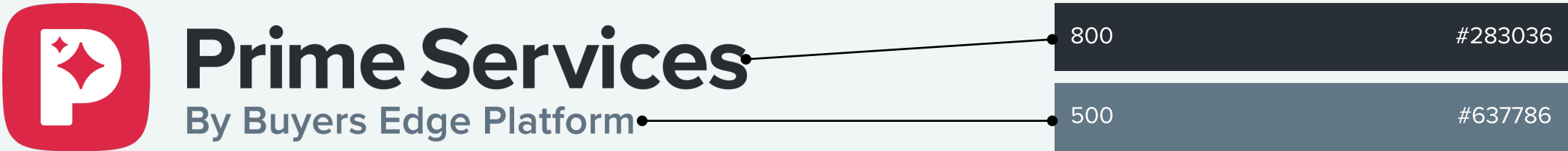RGB 18, 33, 67
CMYK 100, 95, 45, 42

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

Color

Color Usage Light Mode

Logos

Prime Services
By Buyers Edge Platform

800	#283036
500	#637786

Lockup-Full Color or Black

Type color

At vitae hendrerit metus sit egestas. Tellus nisl augue.

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 Semibold for headlines
56px / 100% / -2px

#181919 / Proxima Nova Normal for body copy
28px / 140% / -1px

Background Colors

#FFFFFF	Slate 50	Cherry 50	Elderberry 50

Color

Color Usage Dark Mode

Logos

Prime Services
By Buyers Edge Platform

White	#FFFFFF
Slate 200	#C1C9CF

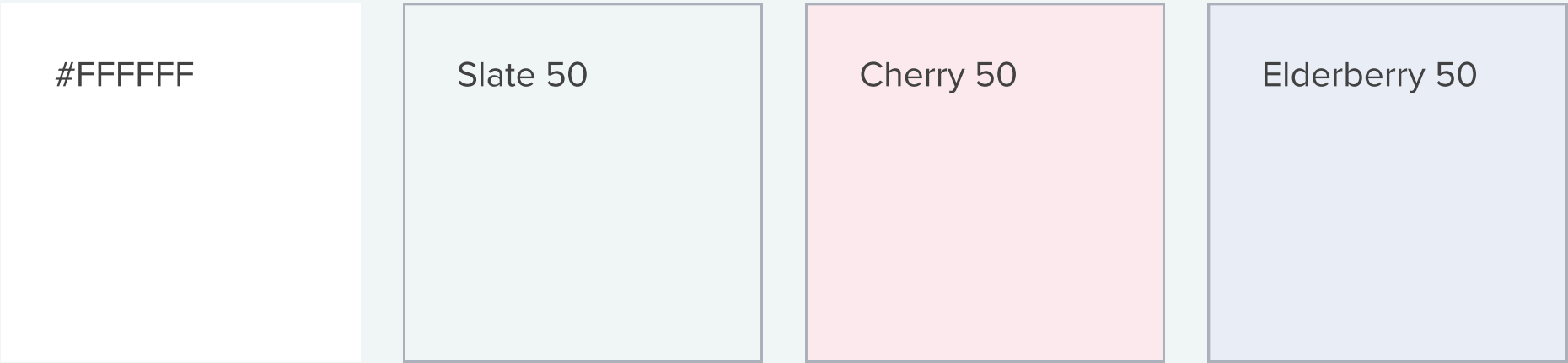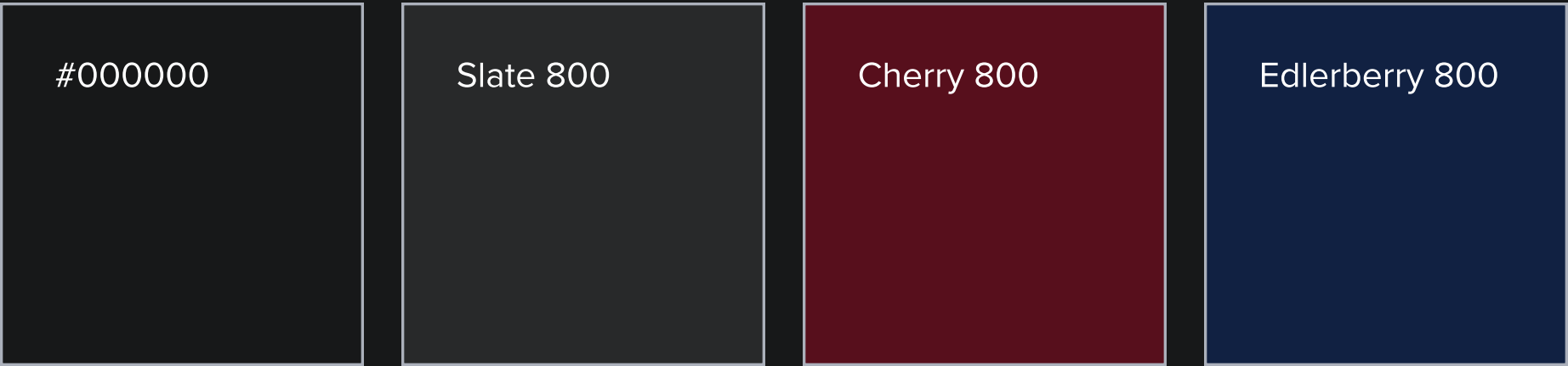Lockup Full Color Light or White

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	Cherry 800	Edlerberry 800

Official Buyers Edge Platform
Ecosystem Guidelines

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