

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

RealTime Solutions

The Buyers Edge Platform Brand Ecosystem

RealTime Solutions 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, RealTime Solutions 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 RealTime Solutions Brand and Marketing teams to build upon this foundational guideline with an pre-established, or newly-developed brand devises, patterns, layout structures, etc.

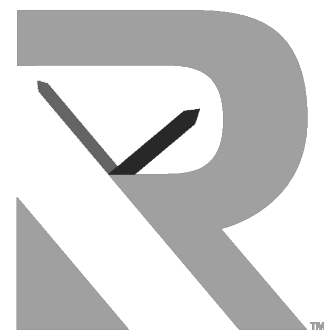
Reach out to gillian.gleason@buyersedgeplatform.com with any questions.



Section 1

Logo

Concept 1: Rebuilding the symbol



The previous symbol

We recommend a few tweaks to the current symbol to help it scale better and feel more cohesive. Specifically the small lines in the clock hands may be lost at smaller scales.



Cleaning up lines

We streamlined the stroke weights for a cleaner look



Spacing and form

Swapped in a more recognizable stem for the R. This helps spacing feel more cohesive



Clock arms

We thickened up the clock arms to feel more cohesive and help with scaling. We also added some subtle angles to give them their own style.



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

Exclusion zones:

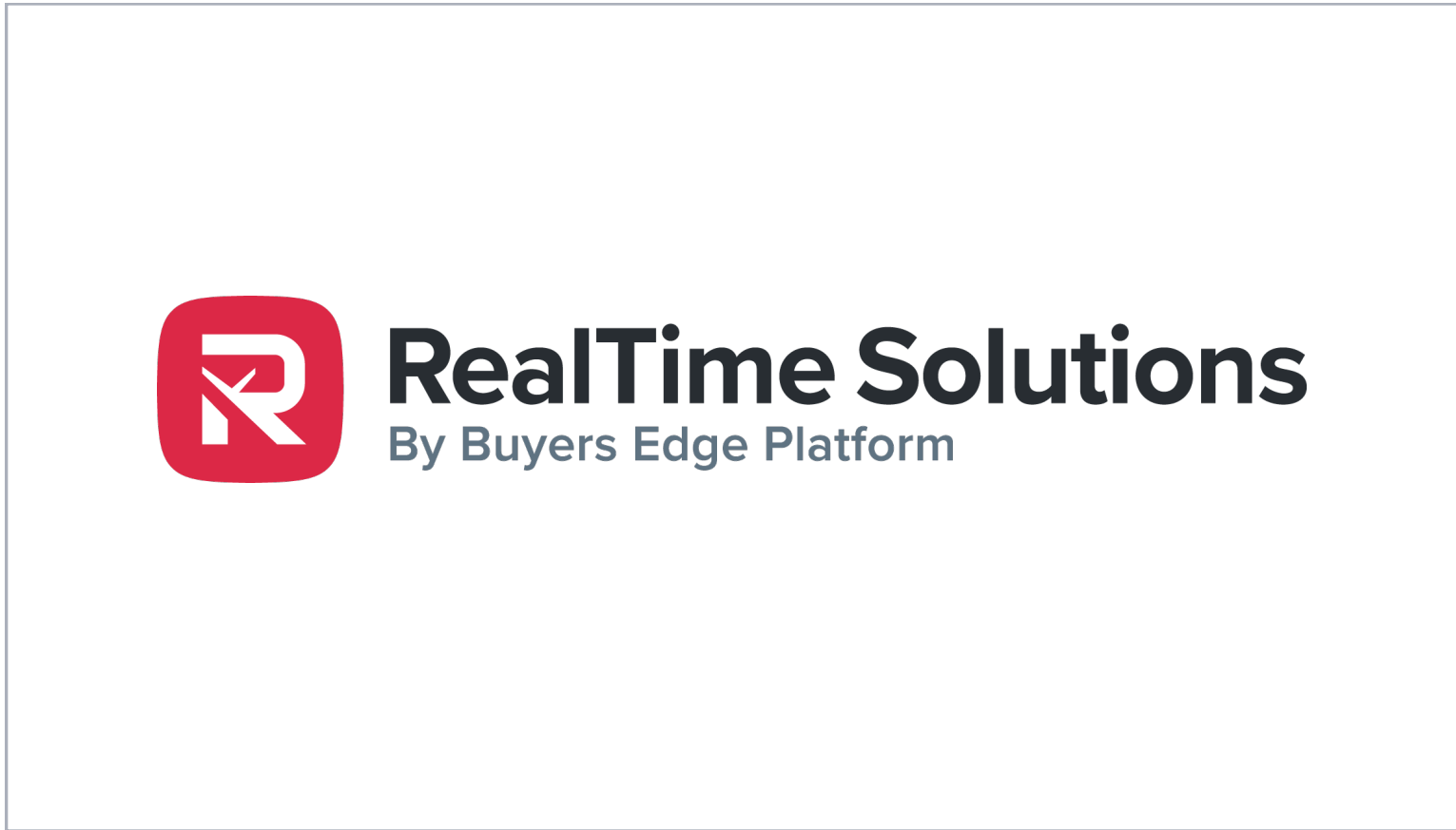
Exclusion zones define the minimum amount of clear space you need around the mark. The diagram on the right will help you judge whether you’ve given it enough space. In general, try to give the logo as much room to breathe as you can.

Colorways:

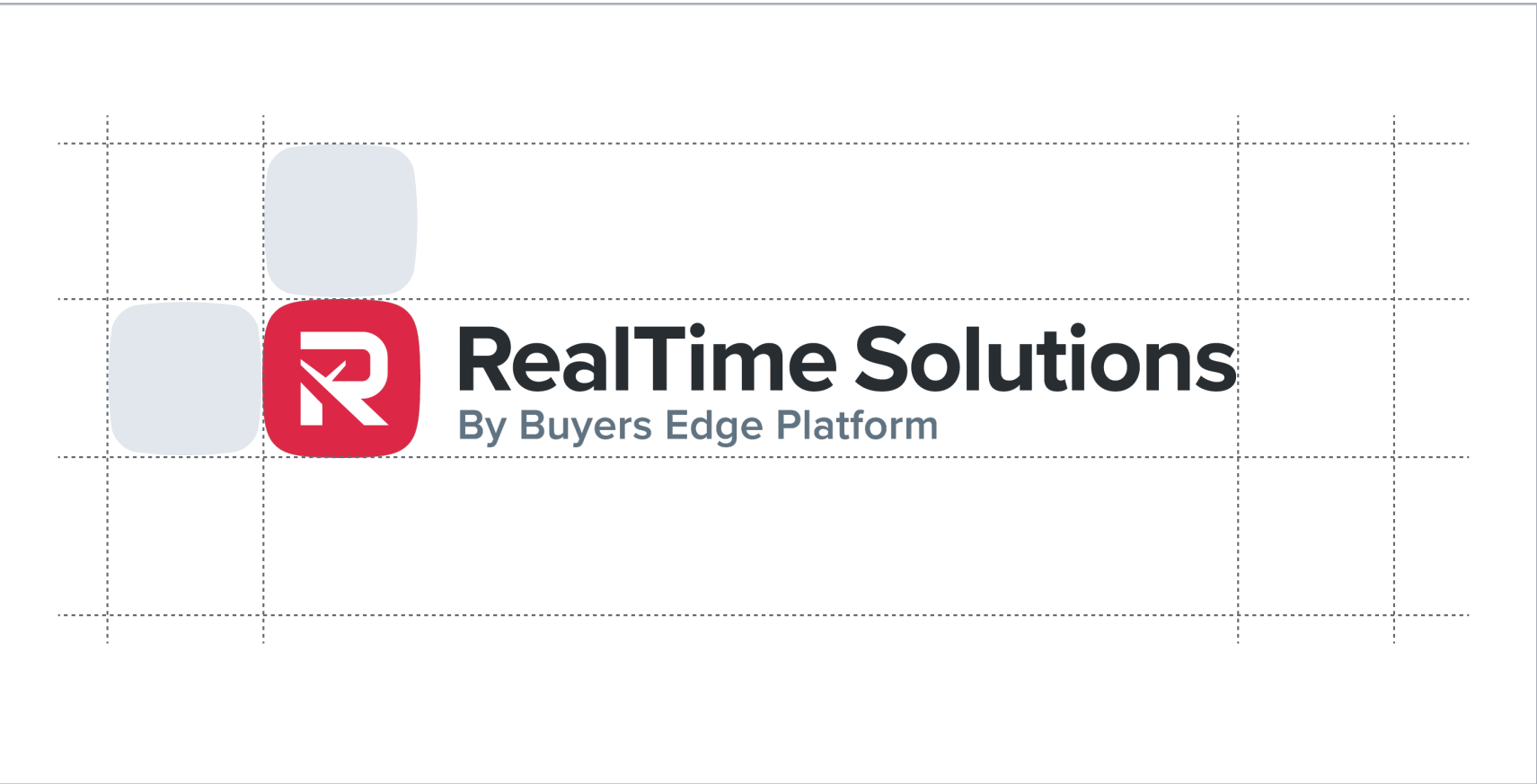
When using color, our Lockup should only be used in the colorways presented here.

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.

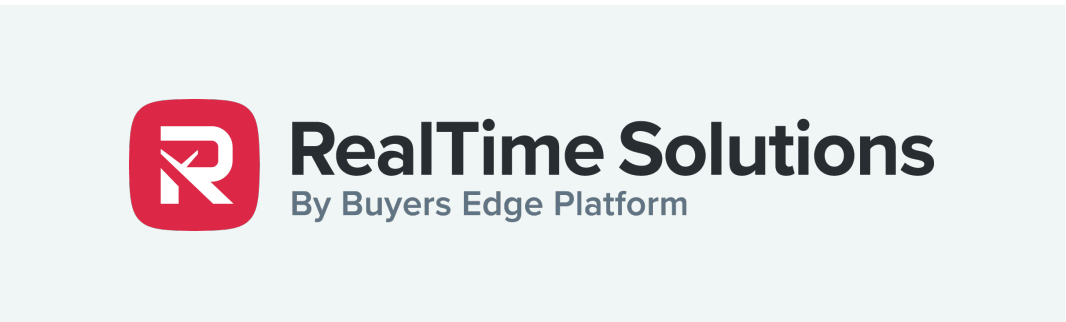
Lockup



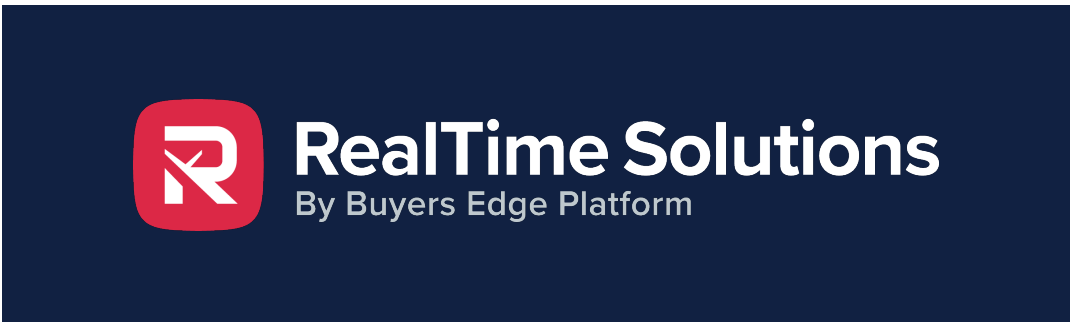
Exclusion Zones



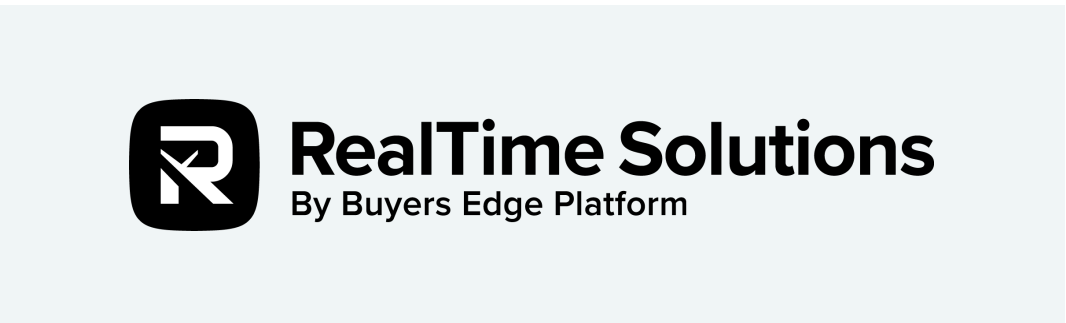
Colorways



Full Color Dark



Full Color 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.

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.

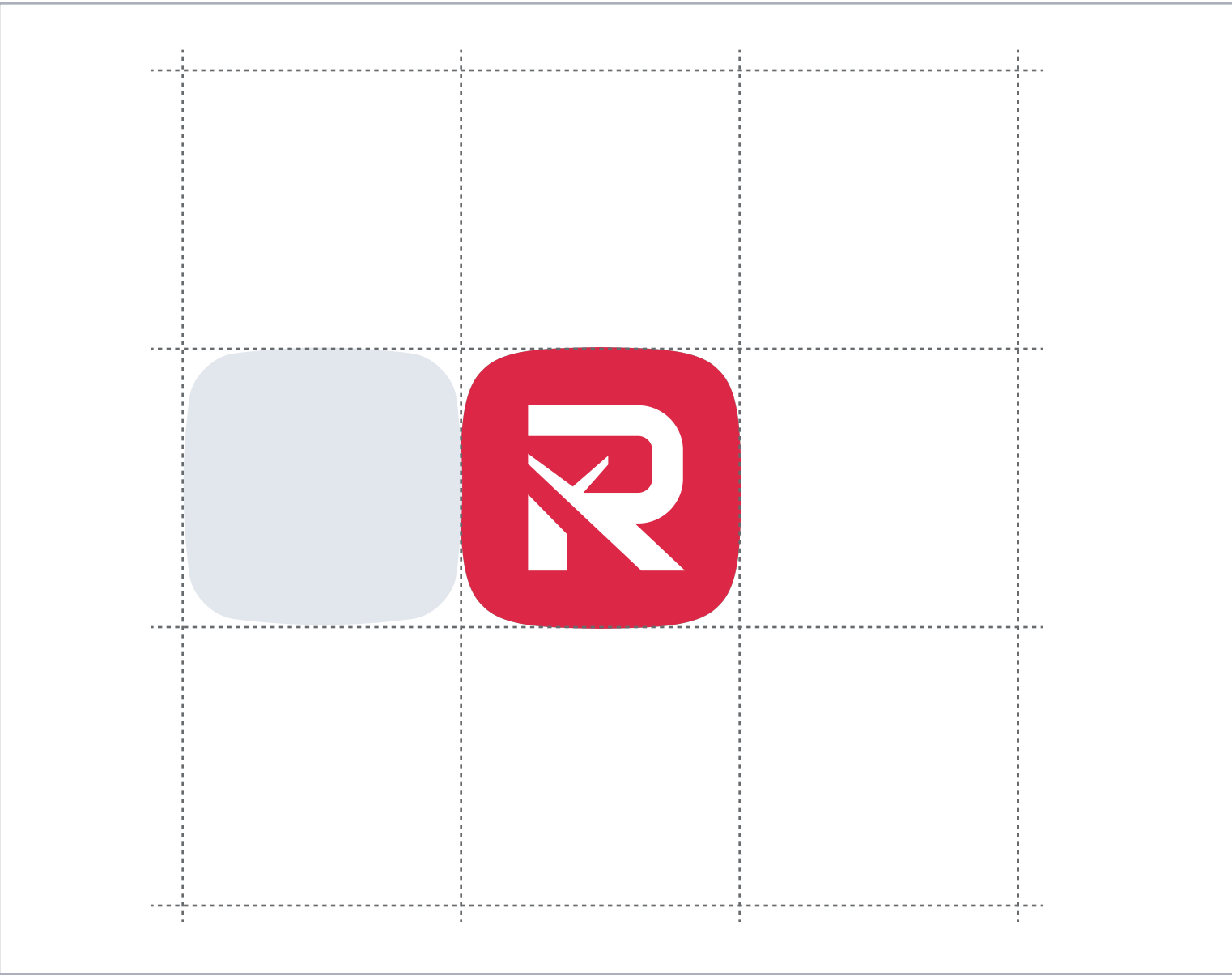
A note on avatars:

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.

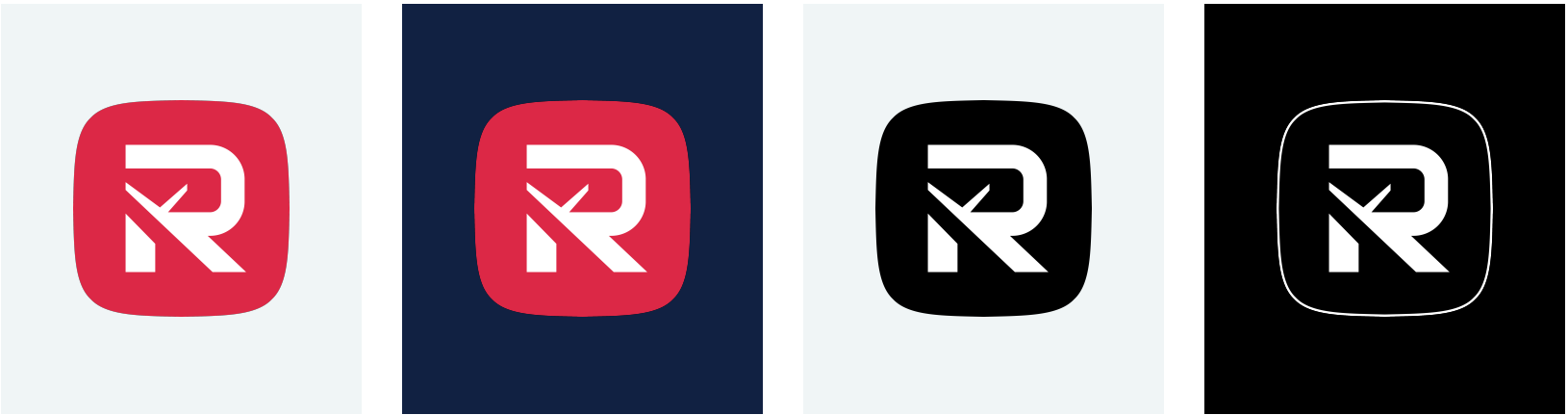
Lockup



Exclusion Zones



Colorways



Full Color Dark

Full Color Light

Black

White

Avatars



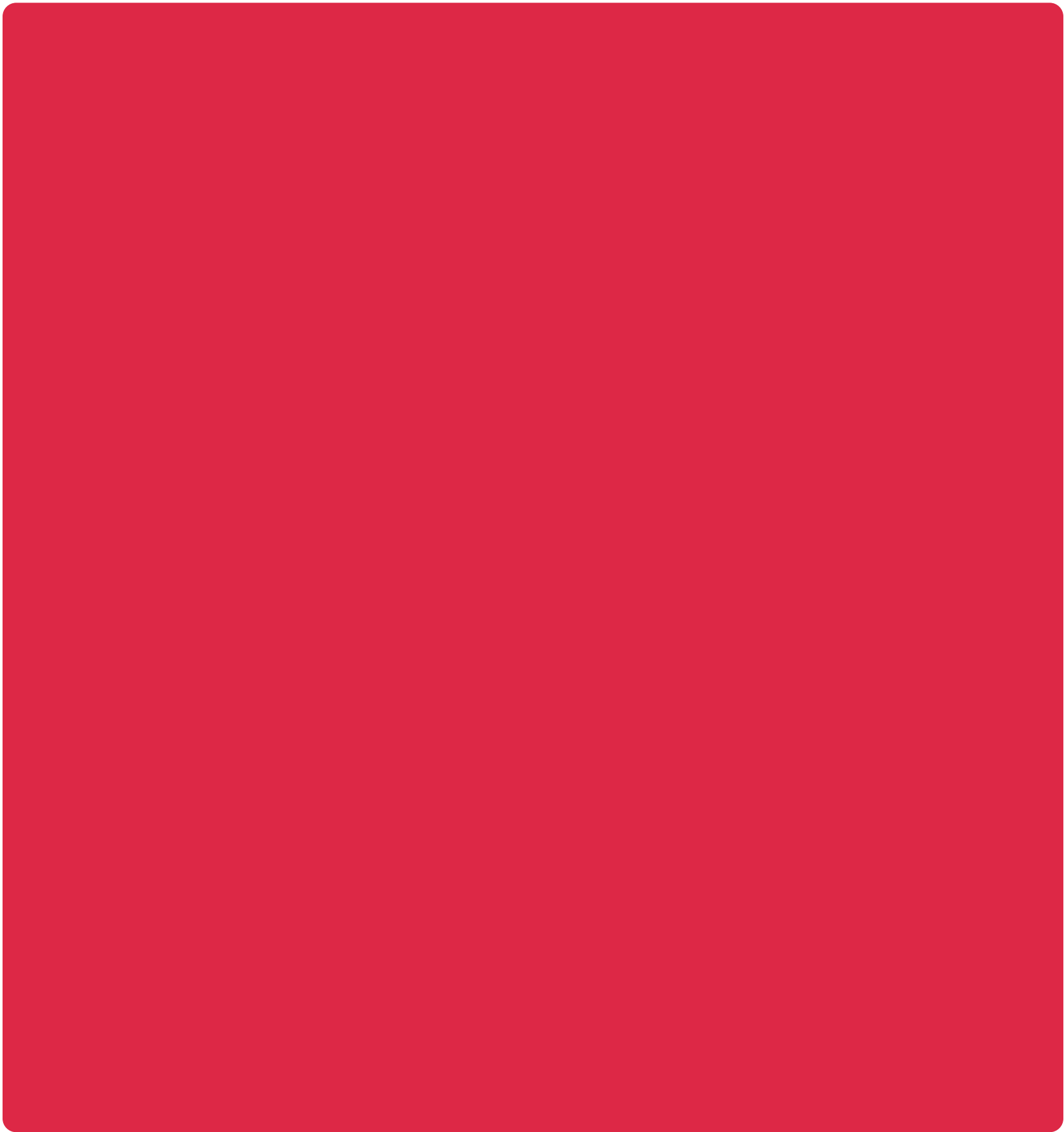
Section 2

Color

Color

Palette

Primary Palette



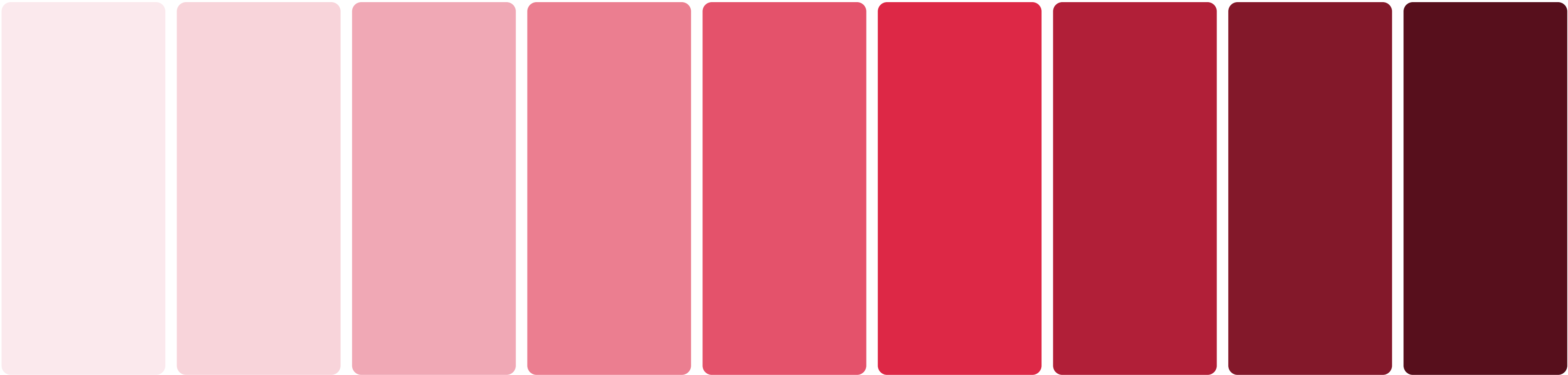
Cherry 500
Hex DD2846
RGB 221, 40, 70
CMYK 0, 100, 62, 0
PANTONE 1795 C



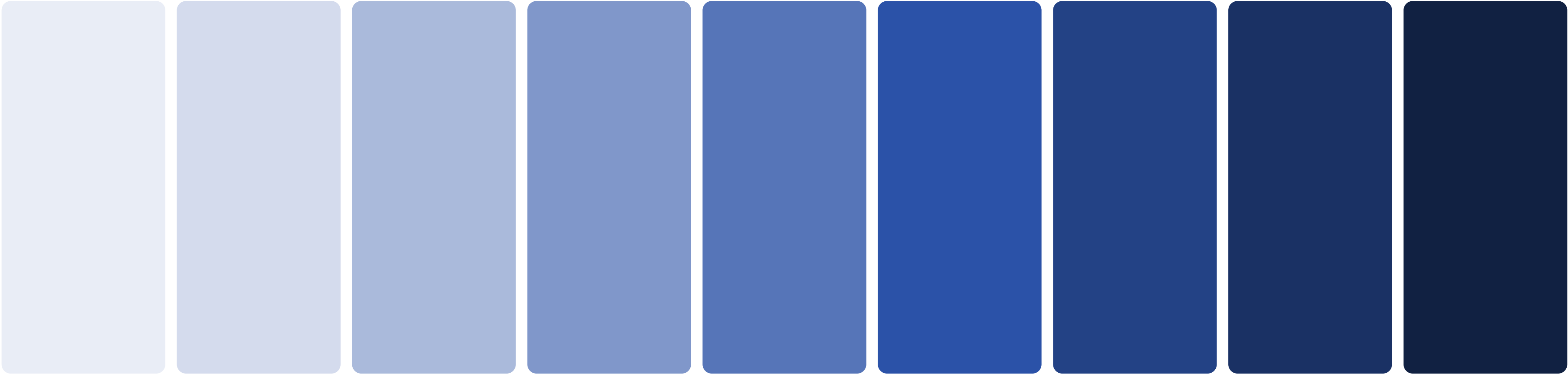
Elderberry 800
Hex 122143
RGB 18, 33, 67
CMYK 100, 95, 45, 42
PANTONE 2766 C

Color

Extended Shades



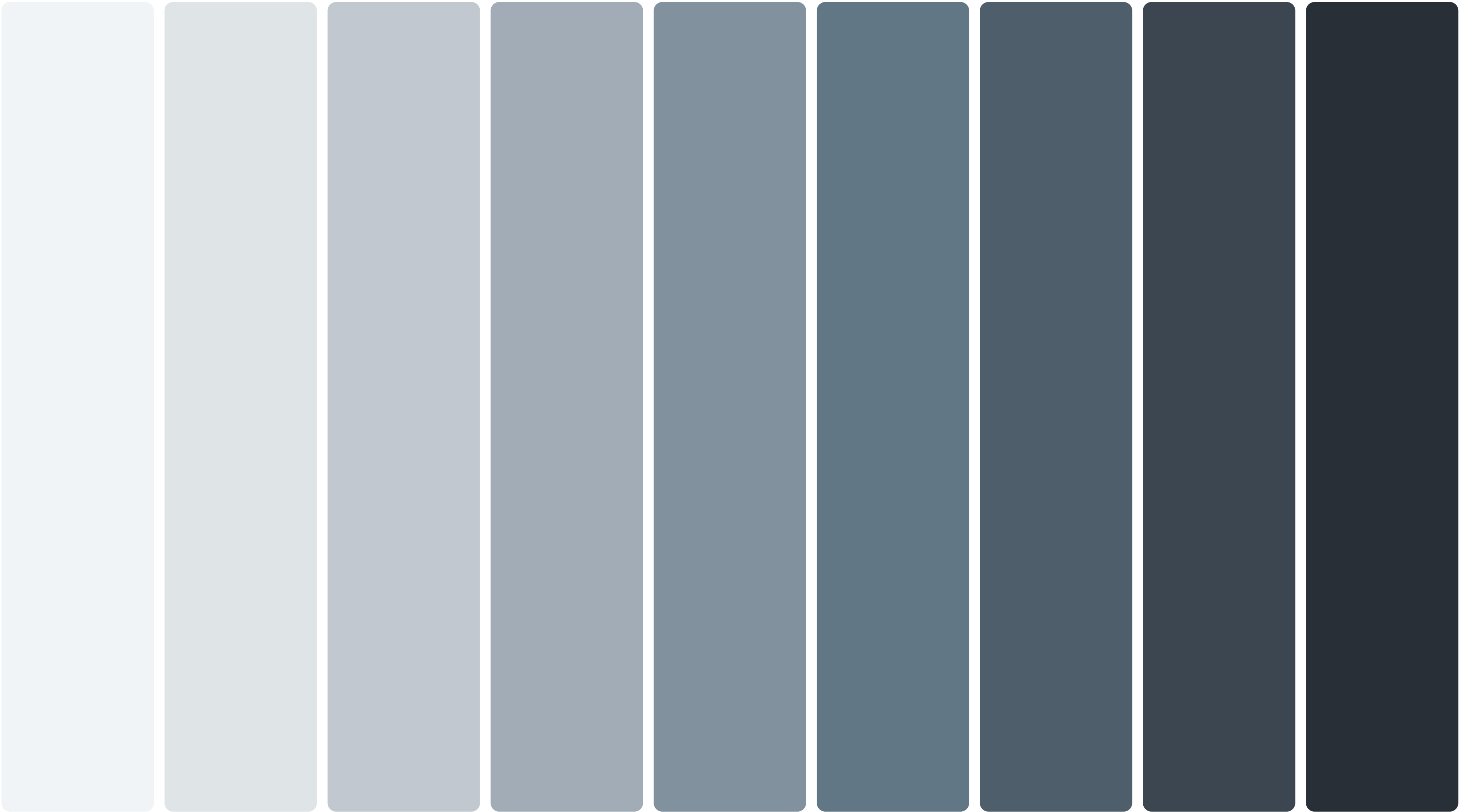
Cherry 50 Hex FCEAED RGB 252, 234, 237 CMYK 0, 11, 2, 0	Cherry 100 Hex F8D4DA RGB 248, 212, 218 CMYK 0, 23, 5, 0	Cherry 200 Hex F1A9B5 RGB 241, 169, 181 CMYK 0, 46, 12, 0	Cherry 300 Hex EB7E90 RGB 235, 126, 144 CMYK 0, 66, 21, 0	Cherry 400 Hex E4536B RGB 228, 83, 107 CMYK 0, 84, 37, 0	Cherry 500 Hex 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
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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
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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

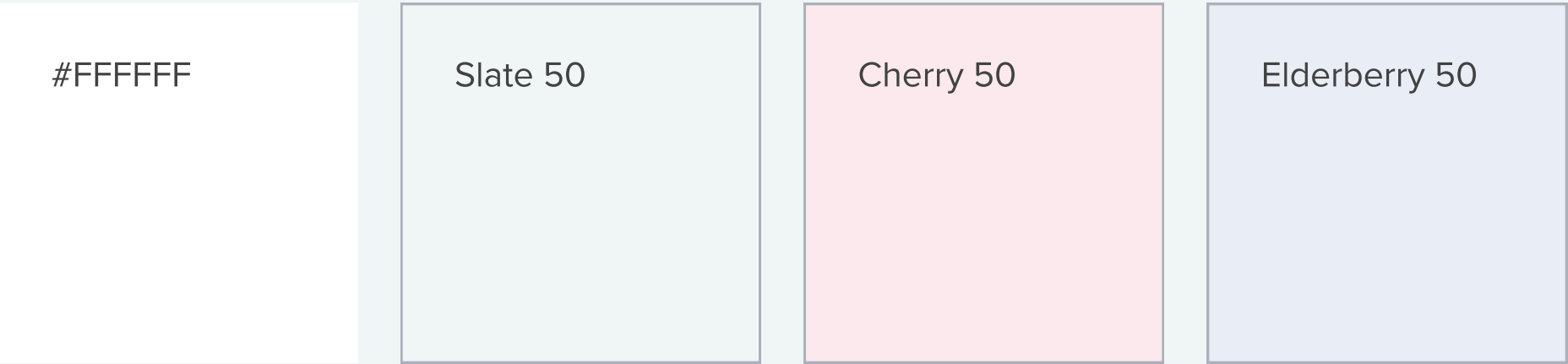
At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

#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



White	#FFFFFF
Slate 200	#C1C9CF

Lockup Full Color Light or White

Type color

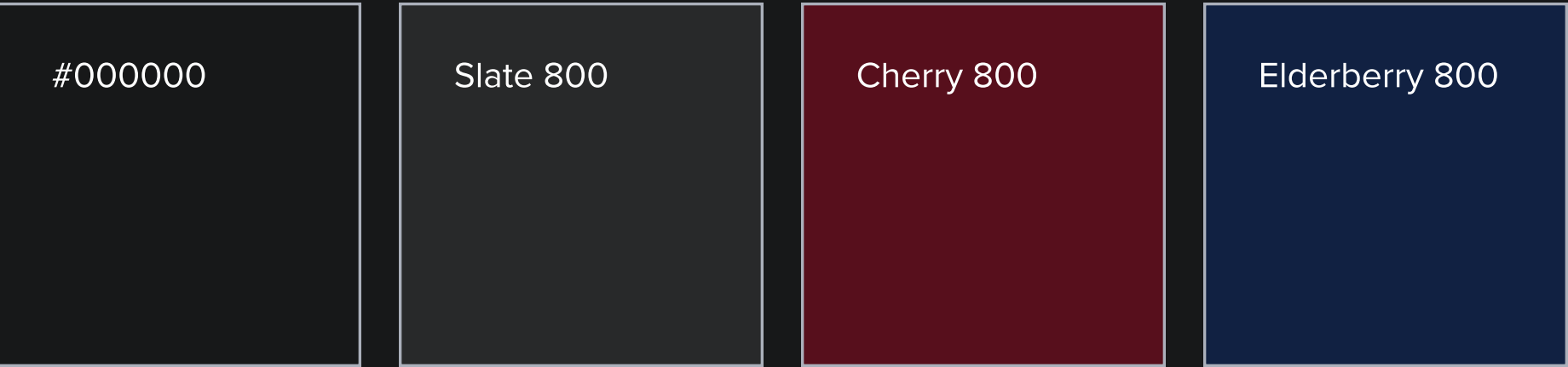
At vitae hendrerit
metus sit egestas.
Tellus nisl augue.

#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