

Created April 2025

Buyers Edge Platform Ecosystem Guidelines

the full range

The Buyers Edge Platform Brand Ecosystem

The full range (tfr) 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, The full range 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 The full range 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

The Concept



Connection & Reliability

The central form of the logo is a simplified bridge, symbolizing the full range’s role as a connector — bringing together people, systems, suppliers, and insights across the foodservice industry.



Food at the Core

The upward extension of the bridge creates the image of a fork, placing food and foodservice at the center of the brand. It symbolizes that everything the full range does ultimately supports what happens on the plate.



Strength & Foundational Support

The four pillars at the base of the logo represent the strength, stability, and foundational support the full Rrange provides to its clients.



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 The full range 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

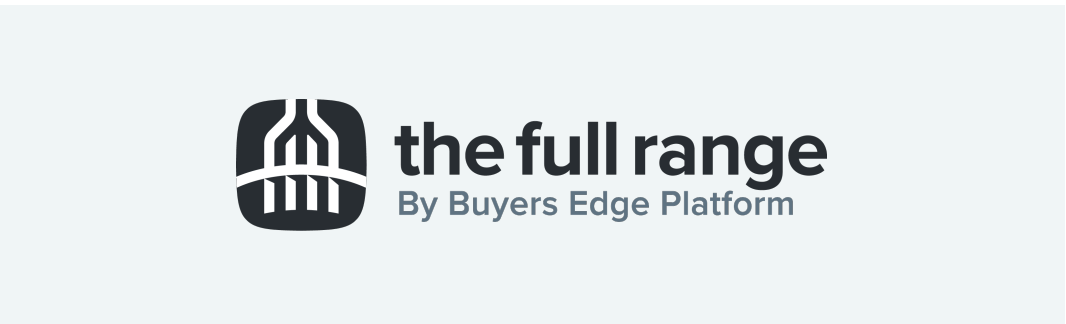
Lockup



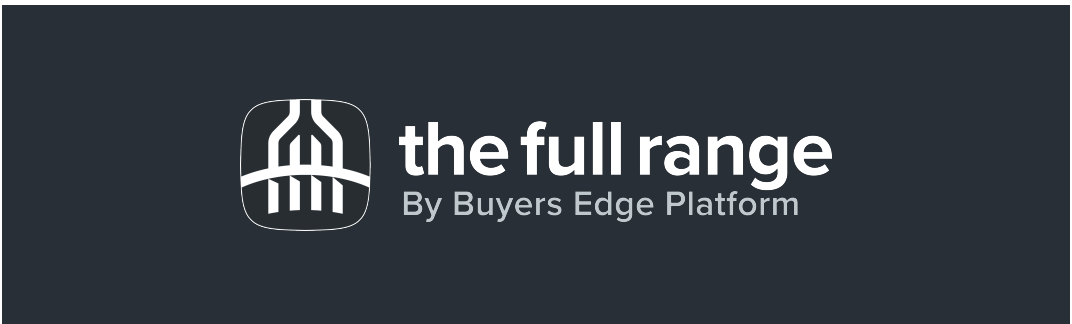
Exclusion Zones



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 presenented here

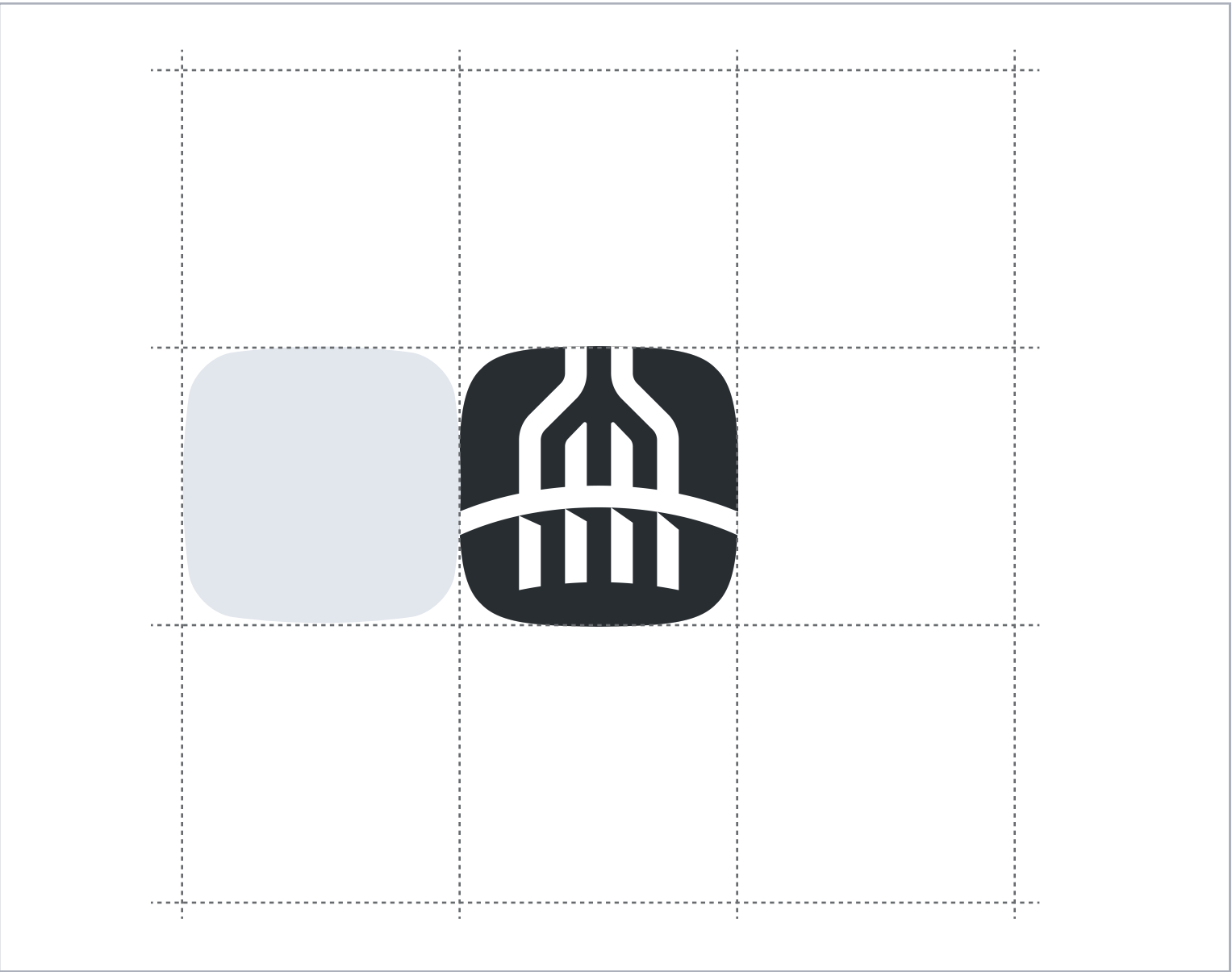
A note on avatars:

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.

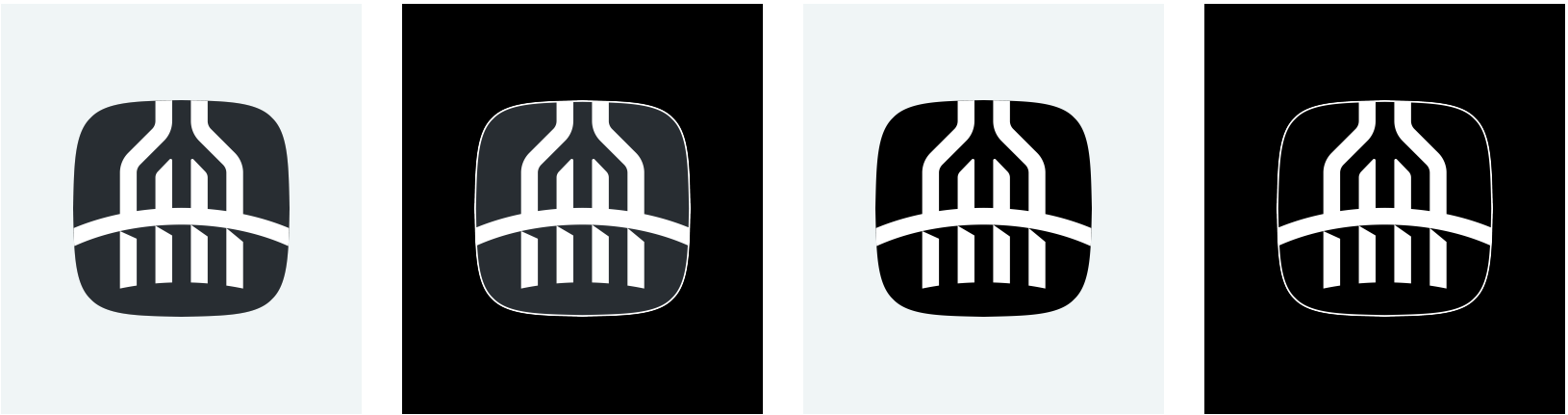
Lockup



Exclusion Zones



Colorways



Full Color Dark Full Color Light Black White

Avatars



Section 2

Color

Color
Palette

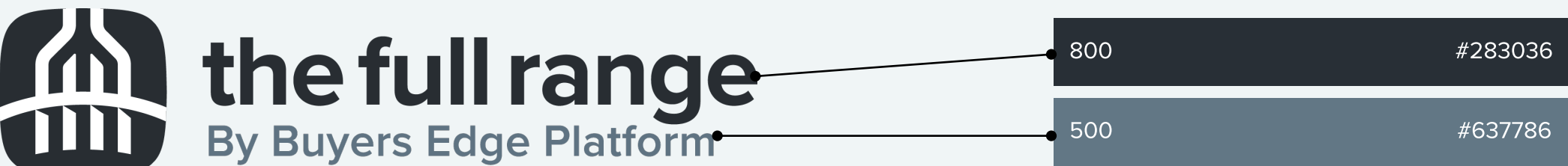
Slate 50 Hex F1F4F7 RGB 241, 244, 247 CMYK 6, 2, 2, 0	Slate 100 Hex E0E4E7 RGB 224, 228, 231 CMYK 13, 7, 7, 0	Slate 200 Used for Brand Attribution Light Hex C1C9CF RGB 193, 201, 207 CMYK 27, 15, 14, 0 PANTONE 428 C	Slate 300 Hex A1ADB6 RGB 161, 173, 182 CMYK 42, 24, 22, 1	Slate 400 Hex 82929E RGB 130, 146, 158 CMYK 54, 33, 28, 5	Slate 500 Used for Brand Attribution Dark Hex 637786 RGB 99, 119, 134 CMYK 66, 42, 33, 12 PANTONE 6221 C	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 Used for Brand Symbol and Wordmark Hex 283036 RGB 40, 48, 54 CMYK 82, 65, 56, 60 PANTONE 532 C

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



the full range

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



Official Buyers Edge Platform Ecosystem Guidelines

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