

Created Oct 2025

Buyers Edge Platform Ecosystem Guidelines

MM&C

The Buyers Edge Platform Brand Ecosystem

MM&C 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, MM&C 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 MM&C 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 MM&C 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.

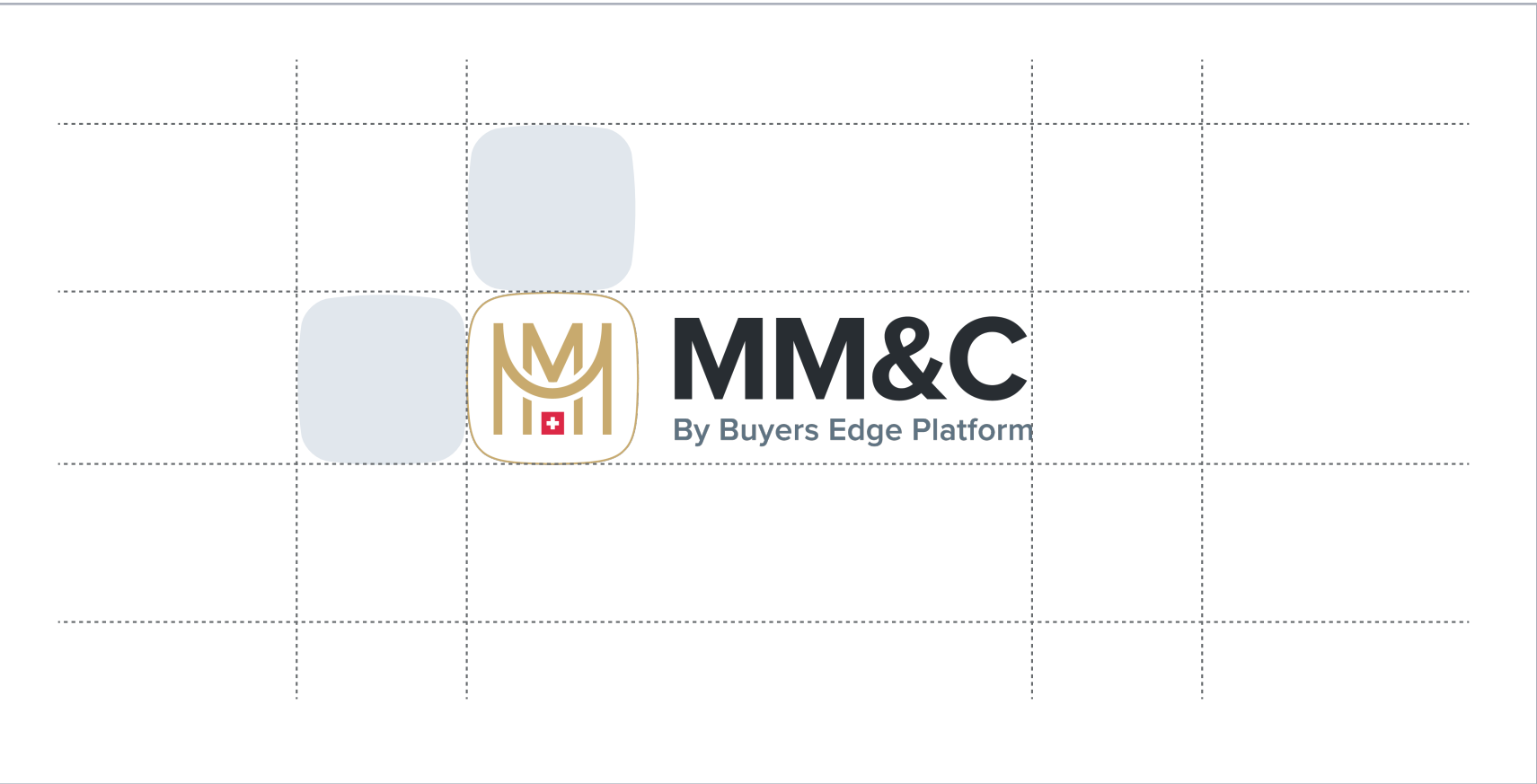
Colorways:

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

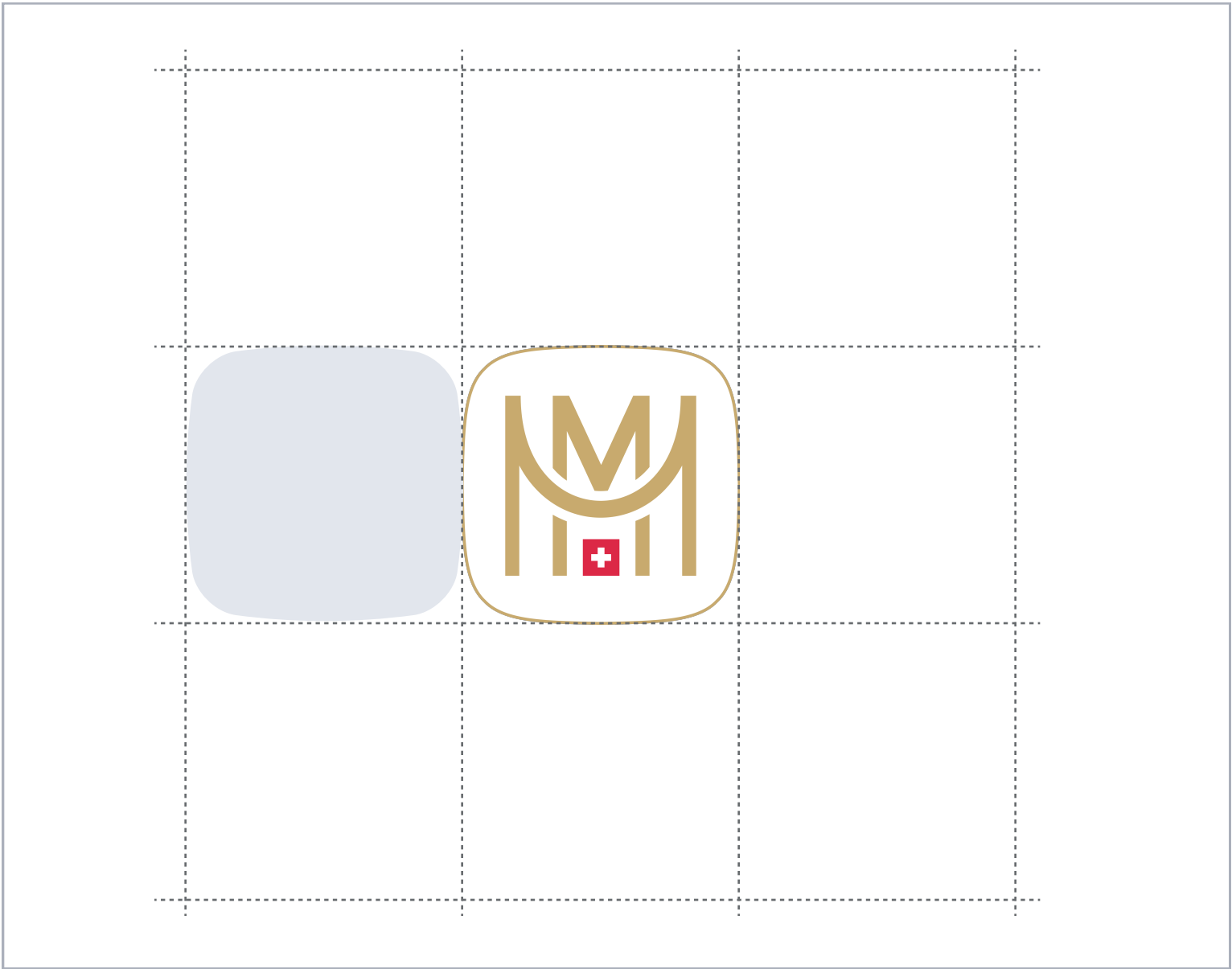
A note on avatars:

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.

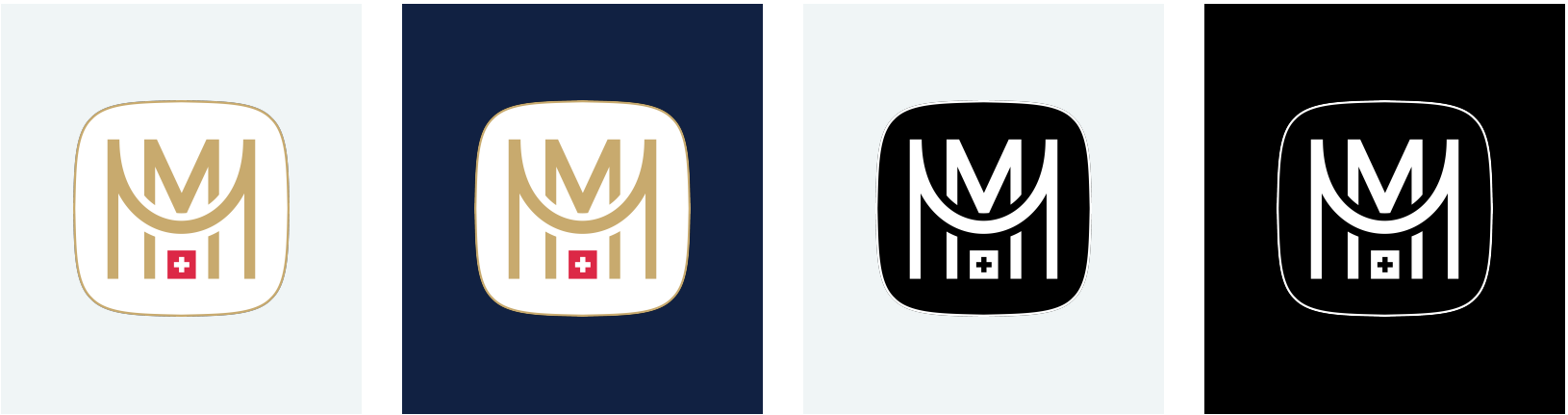
Lockup



Exclusion Zones



Colorways



Full Color Dark Full Color Light Black White

Avatars



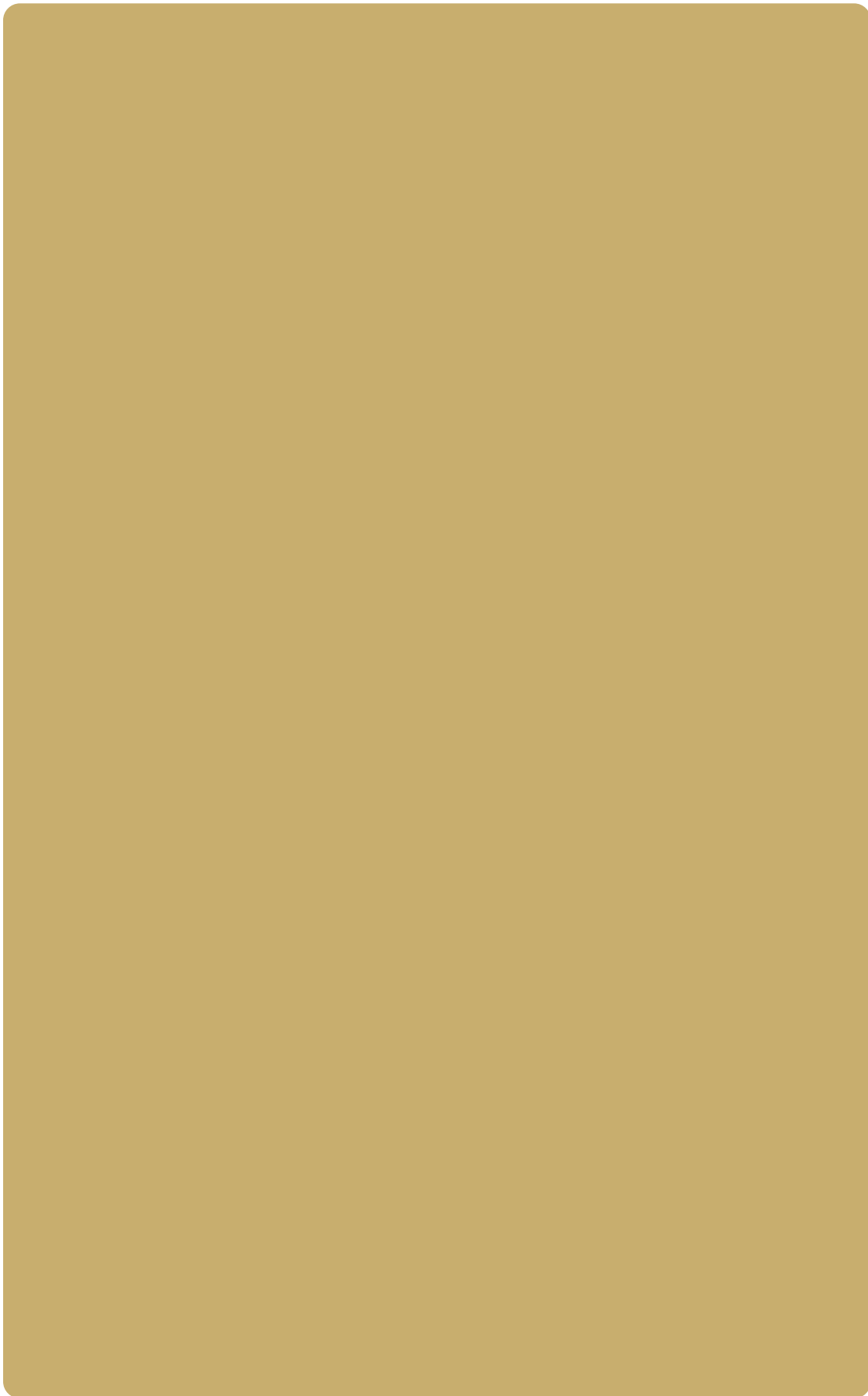
Section 2

Color

Color

Palette

Primary Palette



MM&C Legacy Gold
Hex C9AE6E
RGB 201, 174, 110
CMYK 18, 26, 60, 10
PANTONE 4026C



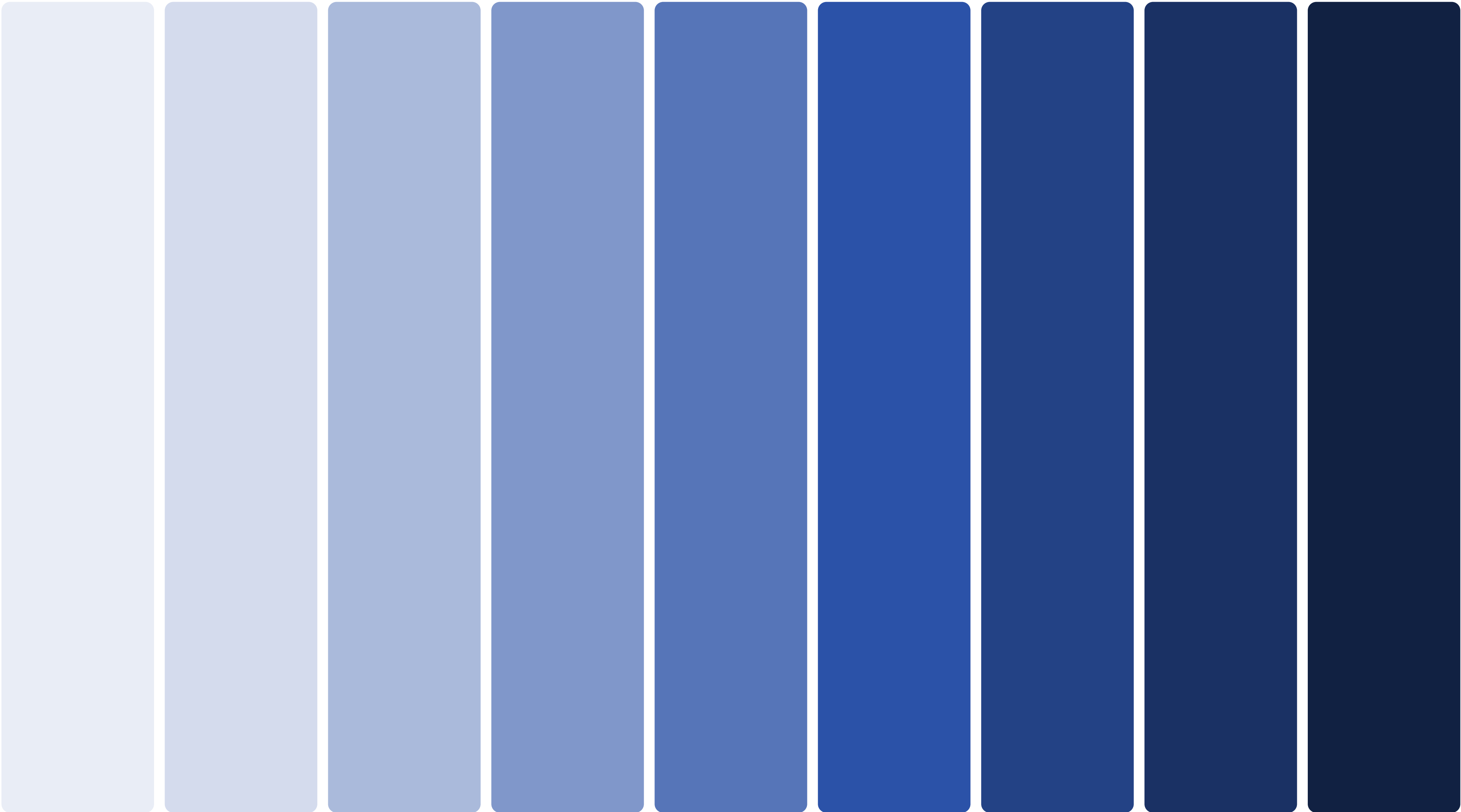
MM&C Legacy Dark Gold
Hex CE973E
RGB 188, 140, 68
CMYK 7, 37, 79, 17
PANTONE 131 C



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

Color

Extended Shades



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

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