



CBUSA

Badge Guide

for builders



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CBUSA flyers

Advertise your partnership with CBUSA

Showcase your excellence

What is the CBUSA Badge?

The **CBUSA icon** is a digital icon you can showcase on your website, social media, emails and marketing materials. It's a symbol of trust that helps to promote you as a credible home builder who is part of the largest, most respected group purchasing organization in the residential construction industry.

As a CBUSA member, you have a competitive edge, leveraging collective buying power to secure better pricing, stronger vendor relationships and exclusive rebates. This means lower costs, increased profitability and access to top-tier products and materials. The CBUSA Badge shows clients and vendors that you're committed to quality, efficiency and financial success.

How does the CBUSA Badge work?

The CBUSA Badge is composed of two parts – a **phrase and icon** – that work together to showcase your excellence as a builder to other builders, brand partners, suppliers and clients.



The CBUSA icon stands as a powerful symbol of collaboration, strength and innovation in the residential construction industry.

At its core, the triangle icon represents the unity of innovation between builders, brand partners and the CBUSA team.



A digital badge built to fit your brand

Whether your brand colors are dark or light, we've got options that will blend right in.

Choose from our vibrant and bold badges or our single-color options to match the background of your website and marketing materials.

You can also choose to use our horizontal ribbon on slimmer website footers or email signatures – or opt for the rounded-style badge, which works best on larger areas.



Best practices

To ensure you're representing your company and CBUSA in the best way, please follow these guidelines when applying the badge to your assets.

Correct usage



Incorrect usage

Stretch or skew the badge



Use a photo where you cannot read it or change the layout



The CBUSA Badge can be used **anywhere.**

Whether it's digitally applied to your website, used on printed materials or as a decal, you can promote that you're a builder member with the leading construction group purchasing network in the nation.

Digital assets

Use the included **PNG or SVG files**, which will look crisp and bright when applied to an online asset.



Bright Red
#FE3E34
254, 62, 52

Dark Red
#B12922
188, 37, 38

Dark Blue
#001A43
0, 26, 67

Printed assets

Use the included **EPS file**, which is formatted specifically for printing. You can also send the file to your preferred printer to ensure your badge has the highest possible quality.



Bright Red
PMS 2350
C0 M86 Y78 K0

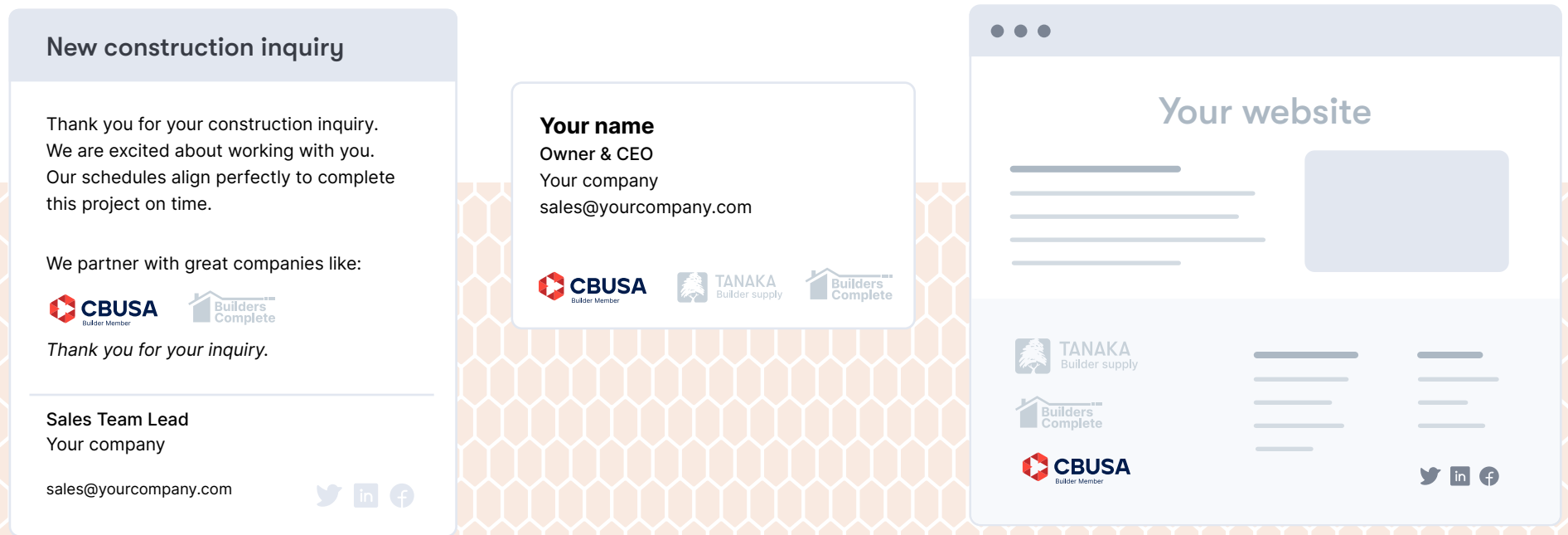
Dark Red
PMS 485
C19 M94 Y99 K9

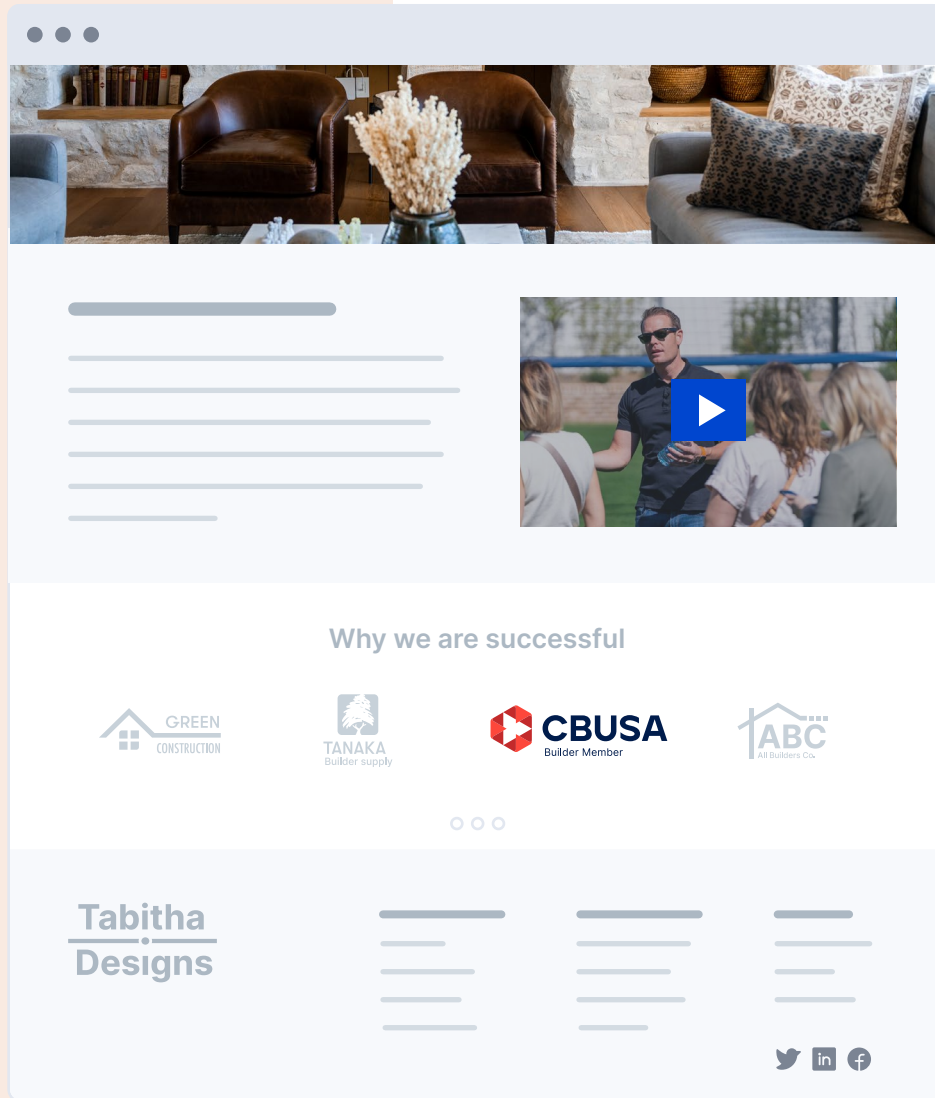
Dark Blue
PMS 2768 C
C100 M91 Y37 K45

Where to use the CBUSA Badge

We recommend one of these many options for sharing your badge.

- The footer of your website
- In your email signature
- On the back of your business cards
- As a post on your social media accounts





** A note for your developer:
The image will fill the width of the
HTML container it's placed in.*

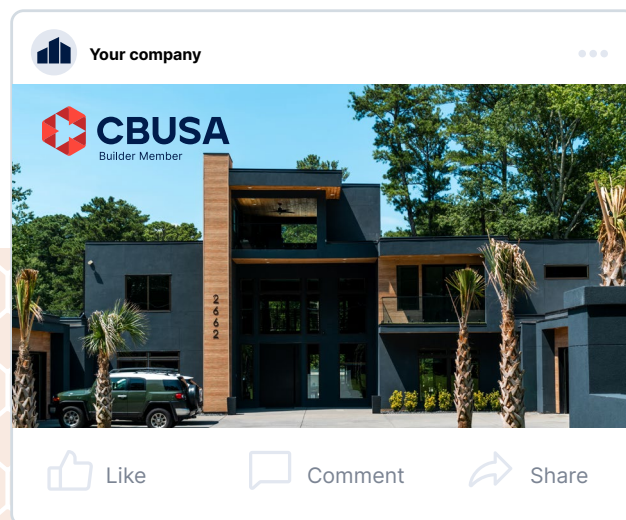
Add the badge to your website

1. **Copy the following code:**
 - For the full color badge:
(Add code here)
 - For the one-color badge:
(Add code here)
2. **Paste this into the footer section of your website.**
 - This can be identified as the area between the following elements labeled `<footer></footer>`
3. **If you prefer not to use code to embed the badge on your website, you can simply download and use the PNG image instead.**

Social media assets/graphics

Add the CBUSA Badge to your social media posts
– as shown in the examples below.

CBUSA is the leading group purchasing organization in construction offering home builders opportunity for growth. Help your company stand out as an industry leader by sharing about your CBUSA membership on social media.





Hashtags

#CBUSA
 #homebuilding
 #supplierpartnerships
 #gpo
 #buildingbettertogether

Social media content

Use these pre-made posts and hashtags on your social media channels to promote yourself as an industry leader and win more business.

Instagram

Post 1:

As a custom home builder, our mission is to provide a superior experience with the highest-quality products, at the best price, for our clients. One way we achieve that?

By working smarter – not harder – with CBUSA.

Partnering with CBUSA gives us access to exclusive savings that we're able to pass on to our clients, trusted partnerships and a network of like-minded builders. If you're looking for a way to build better and stay competitive, check out CBUSA.

Post 2:

As your home builder, we're committed to delivering exceptional quality, value and service – without compromise. One way we do that?

By being part of CBUSA, a network that helps us secure the best pricing on top-tier materials, ensuring you get the highest quality for your investment. Our trusted partnerships and smart purchasing power allow us to build your dream home efficiently and cost-effectively – without cutting corners.

When you build with us, you're getting more than just a house – you're getting the best value, backed by a network of industry leaders.

Facebook/ LinkedIn

Post 2:

We turn dreams into reality by creating homes where meaningful memories are made.

But delivering high-quality homes on schedule and on budget isn't something we do alone.

With CBUSA, we have access to exclusive savings on materials and trusted partnerships with top brands. It's all about building smarter to deliver the best home – at the best price – for our clients.

Post 2:

Your dream home deserves the best – top-quality craftsmanship, premium materials and thoughtful design, all within your budget.

That's why we partner with CBUSA, a network that gives us access to exclusive savings on high-quality materials and strong relationships with leading brands. This means we can build smarter, keeping costs down without compromising on quality.

For you, that means a better-built home, delivered on time and at the best price. Because your dream home should be nothing less than exceptional.