



CBUSA

Badge Guide

for suppliers



Table of contents

The CBUSA Badge

What is it?	3
Why use it?	4
How it's built to fit your brand	5
The dos and don'ts	6
Which badge file to use	7
Where to use it	8

Social media assets

Social media graphics.	10
Social media content	11

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 supplier who is part of the largest, most respected group purchasing organization in the residential construction industry.

As a supplier working with CBUSA, you gain access to a powerful network of top-tier builders who value quality, efficiency and long-term relationships. By aligning with CBUSA, you're reinforcing your commitment to competitive pricing, reliable service and industry excellence. The CBUSA Badge signals to builders that you're a trusted supplier dedicated to helping them succeed.

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 supplier to the best of the best home builders.





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.



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 supplier 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

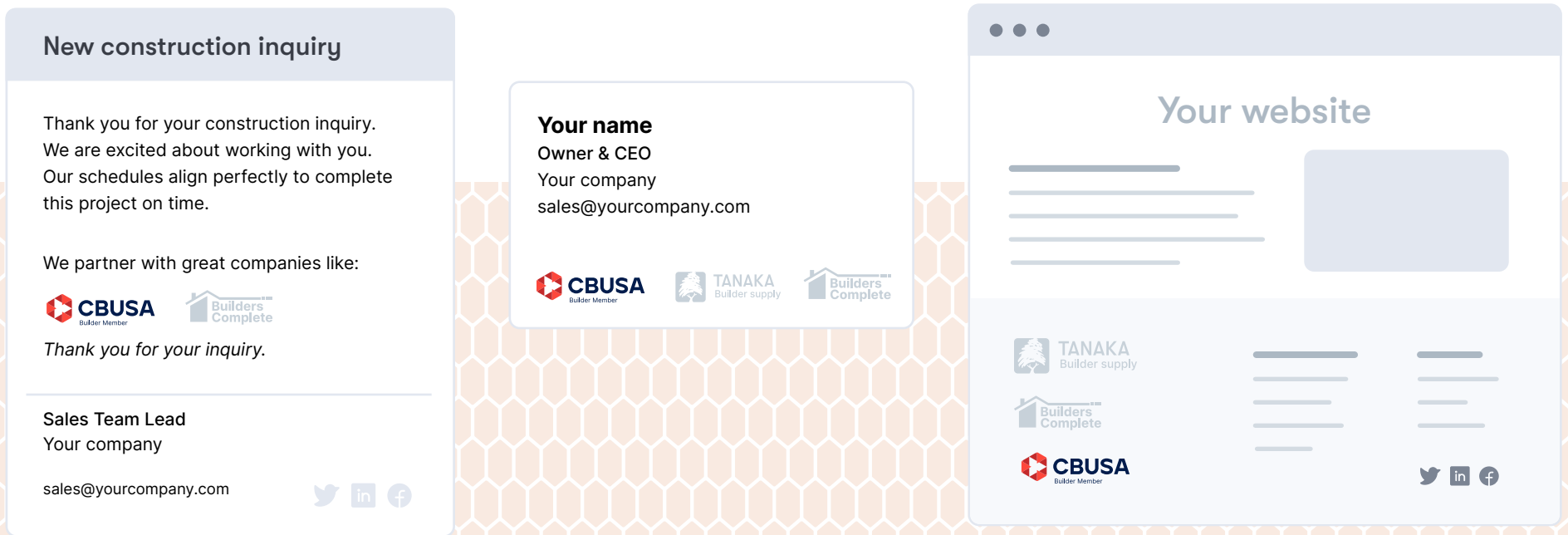
Dark Blue

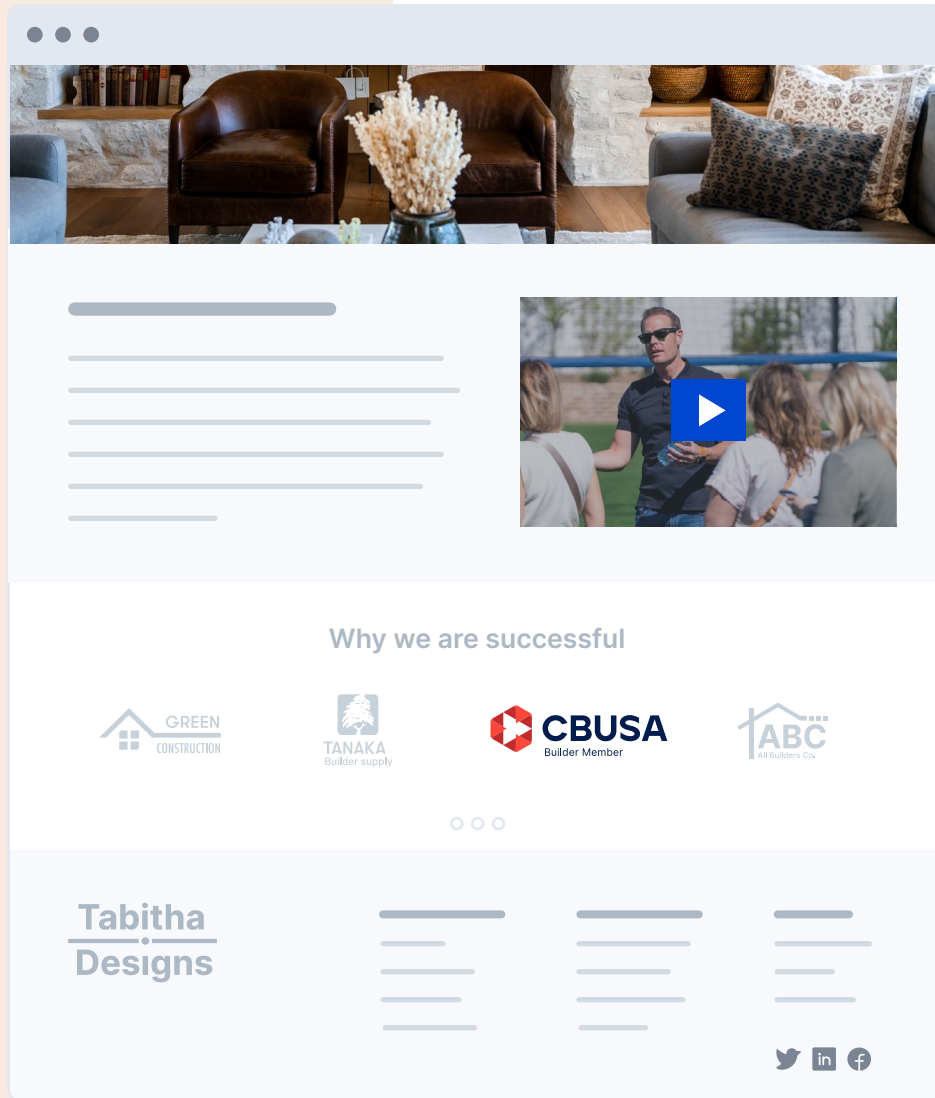
PMS 2768 C
C100 M91 Y37 K45

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.*

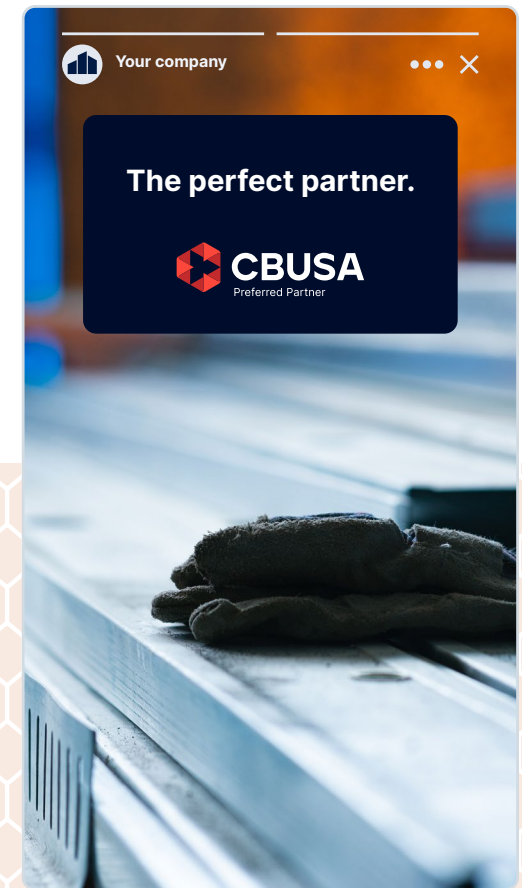
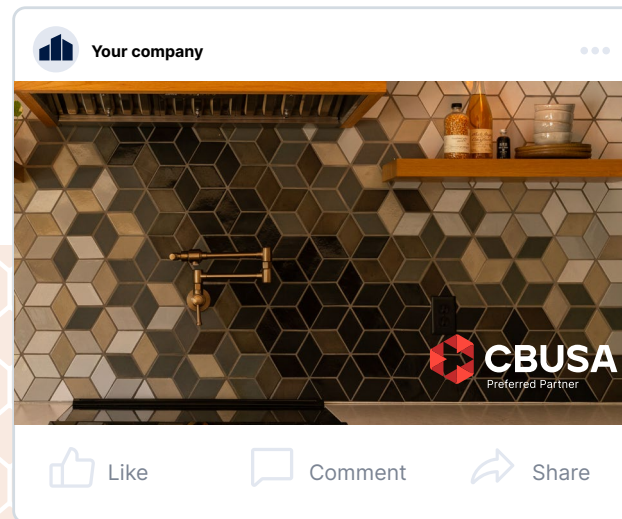
Add the badge to your website

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 suppliers the opportunity to work with the best home builders in the nation. Help your company stand out as an leading material supplier by sharing about your CBUSA partnership on social media.





Social media content

Use these pre-made posts and hashtags on your social media channels to promote yourself as a CBUSA partner and win more business.

Instagram

Post 1:

While some suppliers stick to outdated methods, we're proud to move forward with CBUSA. Through this partnership, we connect with a network of top-tier builders who are committed to quality.

CBUSA helps us streamline communication, build stronger relationships with builders and provide unparalleled value. By working together, we're raising the standard for the industry – and that's a win for everyone involved.

Post 2:

As a CBUSA supplier, we're connected with top-tier builders who are committed to quality, efficiency and long-term partnerships.

Through this partnership, we streamline communication, strengthen relationships and provide builders with the best pricing and top-quality materials. By working together, we're raising the standard for the industry – delivering greater value and reliability every step of the way.

Facebook/ LinkedIn

Post 2:

We take pride in helping builders bring high-quality homes to life – on time and on budget.

With the help of CBUSA's group purchasing organization, we make it easier for builders to access the best materials at competitive prices, streamline procurement and keep projects running smoothly. When builders partner with us, they know they're getting reliability, value and the support they need to deliver exceptional homes.

Post 2:

We love helping builders bring beautiful homes to life for their clients. And builders love partnering with us because we help them stay on schedule and on budget.

Thanks to CBUSA, we're able to streamline procurement processes and ensure we're delivering the quality and value builders need to provide a five-star experience.

Hashtags

#CBUSA

#homebuilding

#supplierpartnerships

#gpo

#buildingbettertogether