

# CDCB Logo Use Guidelines

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**CDCB Genomic Nominator and  
Laboratory Workshop**



# Logo Use Guidelines





The corporate CDCB logo is for use in promoting general organization activity and strategic partnerships with the Council on Dairy Cattle Breeding. This logo should not be used to promote a service or a general certification.

When to use the corporate CDCB logo:

- When acknowledging CDCB as a partner in research projects
- When highlighting a formal strategic partnership with CDCB
- When CDCB is a sponsor of an event, project, or program
- On general CDCB communications or materials like the website and Activity Report, and in the CDCB Connection newsletter
- For general organizational identification, such as clothing, other merchandise, letterhead, business cards, and email signatures



When to use the QTURN by CDCB mark:

- Include this logo on all printed and digital QTurn results distributed to owners, alongside the disclaimer outlined in the CDCB End User Terms and Conditions Agreement for use of Quick Turnaround Genomic Predictions.

The QTurn by CDCB logo is only permitted for use by certified providers of this service. Quick Turnaround evaluations are a snapshot of genomic predictions for traits of high importance as deemed by the genomic nominating organization providing the service to customers. These results are expedited.

The genetic information tied to this service is not stored in the National Cooperator Database, as the ancestry and animal information is not verified.



To add transparency for producers, genetic evaluations produced by the Council on Dairy Cattle Breeding must be accompanied by the “Powered by CDCB” logo in all print and digital materials.

Producers and the industry can be confident in the results branded with Powered by CDCB, knowing that CDCB is validated by Interbull, functions in a pre-competitive space, and works on behalf of producers as a non-profit organization stewarding the National Cooperator Database.

When to use the Powered by CDCB logo:

- On digital and print resources displaying genetic evaluation results from CDCB
- On individual digital and printed genetic evaluation results distributed to owners
- When reproducing CDCB evaluation results in printed or digital materials (i.e. magazines, marketing materials, digital dashboards, digital reports, bull listings, etc.)

**This logo should only be applied to the product/service of genetic evaluations.**

**Included on a supplemental page in printed materials and/or on a website page associated with the distribution of the evaluations alongside the Powered by CDCB mark.**

# Text Alternative #1

The genetic evaluations contained within this report, unless otherwise noted, are provided by the Council on Dairy Cattle Breeding as the steward of the National Cooperator Database. The National Cooperator Database houses producer-owned yield, management, ancestry, type, and genotype data for the use in genetic evaluations and independent research. Data included in the National Cooperator Database is submitted through certified organizations for data quality and integrity. As such, individual traits – along with Lifetime Net Merit \$, Cheese Merit \$, Fluid Merit \$, and Grazing Merit \$ - are Powered by CDCB, unless otherwise noted, such as Holstein type traits. For more information about evaluations Powered by CDCB and the industry collaboration that fuels them, visit <https://uscdcb.com/cdcb-marks/>

## Text Alternative #2

- A text alternative of “Powered by CDCB” can also be printed alongside the evaluation information.
- Collaborators who choose this option may be asked to justify its use during their annual CDCB audit.

# Key Points

- Know which brand mark is appropriate for the product.
- During your 2027 audit, you will be asked to provide samples of evaluations that incorporate the Powered by CDCB branding.
- If your reports reference USDA, remove and replace with Powered by CDCB.
- We want to work with you all to find solutions for clear branding.