



COUNCIL ON DAIRY CATTLE BREEDING BRAND & VISUAL IDENTITY

MARK GUIDELINES

*Providing premier dairy genetic information
services and industry collaboration.*

1. INTRODUCTION

Welcome to the Council on Dairy Cattle Breeding Mark Guidelines. This document serves as a comprehensive resource for ensuring consistency and integrity in the use of CDCB marks across various platforms and mediums by collaborators, media partners, researchers, and the greater global dairy industry. Consistent application of CDCB marks is crucial for maintaining brand identity and data transparency for dairy producers.

2. MARK OVERVIEW

There are two marks maintained by the Council on Dairy Cattle Breeding. Each serves a distinct purpose in the visual representation of CDCB's brand identity. This document outlines the individual use guidelines for each of the marks associated with CDCB.



3. COLORS

- Each mark is available in full color and monochrome versions.
- The full-color mark should be used whenever possible.
- When color printing is not available, the monochrome version of the mark should be used.
- Two colors are utilized in all three marks:



CDCB Blue
 Pantone 2755 C
 C:100 M:100 Y:26 K:27
 R:37 G:32 B:94
 #25205E



CDCB Red
 Pantone 187 C
 C:22 M:100 Y:89 K:15
 R:171 G:30 B:44
 #AB1E2C

4. MARK MISUSE

To maintain the integrity of the CDCB brand, it's important to avoid any unauthorized modifications or distortions of the marks. Misuse includes, but is not limited to:

- Altering the proportions of the mark.
- Changing the colors of the mark.
- Adding visual effects or filters to the mark.
- Rotating or skewing the mark.
- Sizing mark below levels of legibility.

6. QTURN BY CDCB

The QTurn by CDCB mark 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 is also not stored in the National Cooperator Database as the ancestry and animal information has not been verified.



More information about the [QTurn service is available here](#).

How to use the QTURN by CDCB mark:

- Include mark on all printed and/or digital QTurn results distributed to owners alongside the disclaimer outlined in the *CDCB End User Terms and Conditions Agreement for your use of Quick Turnaround Genomic Predictions*.

7. CDCB CORPORATE BRAND MARK

The Corporate CDCB mark is for use in promoting strategic partnerships with the Council on Dairy Cattle Breeding. This mark should not be used to promote a service.



Below are acceptable scenarios to utilize the CDCB corporate mark:

- When acknowledging CDCB as a partner in research projects.
- When highlighting a formal strategic partnership that is in place with CDCB.
- When CDCB is a sponsor of an event, project, or program.

8. ADDITIONAL QUESTIONS

Questions about mark files, these use guidelines, and use scenarios not covered within, can be submitted through Redmine or by contacting Katie Schmitt at katie.schmitt@uscddb.com.