



# COUNCIL ON DAIRY CATTLE BREEDING BRAND & VISUAL IDENTITY

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## ***MARK GUIDELINES***

Updated: September 2024

*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 the CDCB marks across various platforms and mediums by collaborators, media partners, researchers, and the greater global dairy industry. Consistent application of the CDCB marks is crucial for maintaining brand identity and data transparency for dairy producers.

## 2. MARK OVERVIEW

There are three marks maintained by the Council on Dairy Cattle Breeding. Each serves a distinct purpose in the visual representation of the 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.

## 5. POWERED BY CDCB



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

Producers and the industry can be confident in the results attached to the Powered by CDCB mark through the knowledge that the 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.

Powered by CDCB acknowledges the industry-wide commitment to genetic improvement that begins at the farm, includes industry collaborators, and is fostered by the CDCB. Information describing the cooperation at work that fuels the Powered by CDCB mark is available here: <https://uscddb.com/cdcb-marks/>

### When and how to use the Powered by CDCB mark:

- Placed on digital and print resources displaying genetic evaluation results from the CDCB.
- Included 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.)

The preference is that the Powered by CDCB mark is included in all materials. However, the CDCB recognizes that an additional brand mark in marketing materials or on individual reports may not always be possible. In such cases, publishers/providers of the information have the option to include the following statement and the Powered by CDCB mark on a supplemental page in printed materials and/or on a webpage associated with the distribution of the evaluations instead.

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://uscddb.com/cdcb-marks/>

A third option for acknowledging genetic evaluations that are Powered by CDCB, is text-based.

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

## 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 the CDCB as a partner in research projects.
- When highlighting a formal strategic partnership that is in place with the CDCB.
- When the 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](mailto:katie.schmitt@uscddb.com).