

The ICAR Brand Story

The name and current logo were established by ICAR's founders over sixty years ago. These reflected well ICAR's scope and the mission at the time: the recording of *production traits* of farm animals. However, we have been busy over the last twenty years and today the mission of ICAR has evolved to reflect the expanded activities of its members including: the identification and registration of farm animals, recording of a wide range functional traits, and genetic evaluations for many traits for many breeds.

ICAR's activities have expanded to include the certification of identification products and a certificate of quality, which focuses on compliance with ICAR Guidelines. Our Guidelines have also expanded to cover these fields and we face a substantial demand to provide even wider coverage, for example to cover the challenges related to climate change and population pressures. It was these developments that led the ICAR Board to the conclusion that its branding, including its logo, needed to be more actively managed and updated.

We have worked to sharpen the brand, focusing on what makes ICAR unique.

The new logo represents the core idea of international cooperation, the regional overlapping circles forming one large circle (the world); with a stylized double helix as a symbol of our role in facilitating genetic improvement of farm animals and capturing the benefit of new understandings (the reference to DNA).

The new descriptor 'Network. Guidelines. Certification.' summarises our core deliverables and our strapline 'The Global Standard for Livestock Data' captures the essence of our role, which is to facilitate worldwide standards for data relating to animals.

In today's competitive world, it's more crucial than ever to tell our story in clear and compelling terms. A strong brand can help us stay focused on our long-term goals, while strengthening ICAR's internal cohesion and capacity as a global organisation.