

Network. Guidelines. Certification.

ICAR Brand 2016

Version 0.1

1-6-2016 Martin Burke, CE ICAR.



The ICAR Brand 2016 - Plan

ICAR	April		May	June	July	August	September	October	November	December
Branding project / plan for action / 25-5-2016										
action										
oction .										
fundament for recognition										
logo evolution										
design Identity (house style) & key touch points										
Word templates for office										
slogan / descriptor										
general presentation & ICAR story										
ICAR leaflet - general (one language)				A						
ICAR leaflet - emerging markets (two languages)				lack						
ICAR presentation deck										
web continous improvement										
ICAR story online - webdesign				lack						
Navigation- filtering guidelines online							<u> </u>			
activating the brand, creating awareness										
Chili meeting marketing support										
Present at seminars in related fields										
Present at seminars in related fields Press at events, interviews/articles in journals										
internal comms										
digital newsletter format (via Mailchimp)					Δ					
launch										
implement deadline (Leaflets, Website 1.0, documents, ppt)										
launch staff Rome										
launch members & asssociate members										
launch external: chile										
	▲ B	eview by 'Sch	niphol Group'							



The ICAR Brand e.g. Website 1.5



Network, Guidelines, Certification.



ICAR: Who we are and what we do

Welcome to the ICAR homepage

The International Committee for Animal Recording (ICAR) strives to be "the" international guideline reference for animal identification, recording systems, data analysis and genetic evaluation. Through the application of best recording, breeding and management information practices ICAR wants to help build a sustainable and resilient food supply for tomorrow's world.

What's new

This page presents the main achievements and the latest news from ICAR: The reports of the ICAR [...]

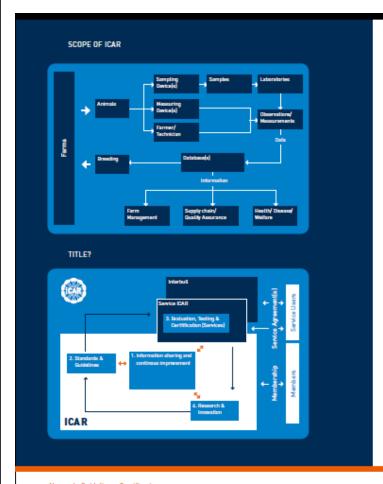
Read more

ICAR Certifications

According to ICAR standards, ICAR certifies ear tags, RFIDs, milk meters and genetic laboratories. ICAR [..]



The ICAR Brand e.g. Leaflet – ICAR Story / Services



CONTACT ICAR

Are you interested in ICAR?

Contact us to find out more about (associate) membership our guidelines or our services:

CAR www.icar.o

Via Savoia 78 Direct Tol.: +39 06 85237 231 and +39 06 85237 237 sc. A int. 3 Fax: +39 06 2333 1553

sc. A int. 3 Fax: +39 06 2333 1553 00198 Roma E-mail: icar@icar.org

Chief Operational Officer: Martin Burke (martin@icar.org)

About our services

Evaluation Services? Certification Services?

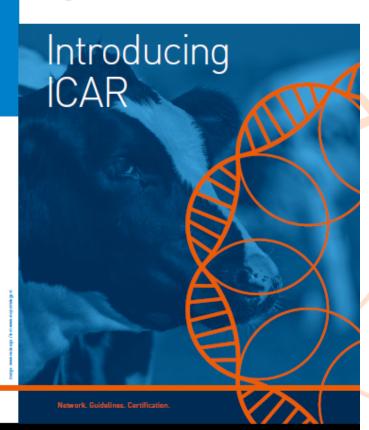
Interbee

Equi quiandis que re dit lania vollaborum litibus ma dit autemvelibea nobitiam, sed quo iunt asimilis dolorit etur? Tem eat eture estiur maximol uptatum re ped moluptas non pelicta quate sequide bitatamet dolorro et et exernatius. Molupta nulloris eum, ipsandis dellab ipicium delitem quidi nam que sed quas quidest rumquam il ipiciunit volorup iciunt, emnimuscia doluptat.

Interbul

Interbull provides international exchange of dairy breeds information to develop more effective methods of genetic evaluation for cattle. Interbull's scientific approach is based on national genetic evaluation data provided by ICAR members. Trade in semen, embryos and livestock over the years has naturally led towards breeders wanting to make accurate comparisons between animals performing both within and across countries. With the international genetic evaluation data, Interbull has improved data performance comparison and stimulated open international markets.

THE GLOBAL STANDARD FOR LIVESTOCK DATA



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The ICAR Brand e.g. Leaflet – ICAR Story / Services



ACTING RESPONSIBLY

ICAR is composed of 117 Members from 59 countries. With our guidelines and services ICAR wants to help creating quality based animal production systems around the world: connected eveterns that are beneficial to both our 87 full members, our 30 associate members as well as farmers, legislators and

This way ICAR wants to contribute to a sustainable food chain, while keeping in mind what is beneficial to the open markets long term. We believe that an unbiased eclentific approach provides the right fundament for

We do our work with the highest respect to human and animal integrity and welfare.

. Formed on March 9th, 1951, in Rome

- ICAR is composed of 117 Members from

• ICAR has 30 Associate Members from

 The ICAR activities are managed by 4 Sub-Committees and 15 Working

19 countries, who supply services to our

IMPROVING CONTINUOUSLY

With the continuous improvement of animal production systems ICAR wents to help its so they can provide relevant services to their stakeholders (primarily farmers and ultimately

We focus on groundbreaking innovations by facilitating and discussing research, thinking of new technologies and their impact on our guidelines and services (either provided by ICAR or another party).

FOR WHOM?

ICAR is there for its members, both in developed and emerging markets: farm and breeding organizations facilitating 'their' local. farmers in data-recording and evaluation of production animals. Ultimately this data should help farmers.

to make management (including breeding) decisions and produce healthy, safe and sustainable food in a valuable way. Therefore ICAR cooperates closely with those organizations that provide products and services to our members in the recording and genetic process and in farm management

ICAR's core produces and services

- Certification Services · Seminare and workshops
- Animal identification
- Animal data management, ultimately for management (including breeding)









Network, Guidelines, Certification,

CREATING SYNERGY

ICAR, an International Non-Governmental Organization (INSO), provides an open yet secure network to share with Joan from and interact with fellow members and related stakeholders in global animal production. By cooperating, sharing and enabling ICAR strives to stimulate animal production around the clobe that is more sustainable and efficient

than the sum of the individual contributions



7 REASONS TO WORK WITH ICAR ICAR faces sheets

- . ICAR: The International Committee for An open platform for best practices and shared development
 - A shared system for the benefit of all in quality based livestock
 - Helping to keep up with speed of innovation
 - Services to validate quality and to stimulate open markets
 - A neutral body for open international markets and a level playing field
 - Working for equal opportunities for all, also in emerging markets
 - A roadmap to professional breeding programs



Summary ICAR Brand 2016

- Main goal: present 'revamped' ICAR in Chile. 24-28 October 2016
- Minimum requirements to launch:
 - Leaflets
 - Website 1.5 'Paint job'
 - Newsletter July
 - letterheads in new look and feel
- Notify internal staff timely: before launching to members >
 soft launch end Aug beginning of September
- Before going external: involve members, associated members, wg, sc;'s, all involved in Interbull and Interbeef. e.g share brand story via newsletters and official board letter.
 - September October 1st



ICAR Brand 2016 - Plan?

Feedback?

Challenges?

