

Marketing with ASBV Logos



As a ram breeder involved in LAMBPLAN or MERINOSELECT the use of the relevant ASBV logo is essential in the promotion of your business. The ASBV logo indicates your participation in genetic evaluation backed by strong quality assurance procedures. A buyer can be confident of selecting objectively measured animals based on genetic merit.

The use of the LAMBPLAN or MERINOSELECT ASBV logo in your marketing materials indicates that you are performance recording and allowing buyers to select the best possible animals for their individual breeding programs.

When an ASBV logo is displayed the following can be certain:

- Animals are reported with ASBVs and can be compared across flock
- Meet minimum standards for across flock linkage
- Meet minimum standards for quality assurance
- Meet minimum standards for trait accuracy
- Have released accuracy information

The ASBV logos can be displayed in many situations - anywhere you mention details of your performance recorded animals that meet the requirements to receive ASBVs.

Examples include:

- Sale catalogues
- Pen cards—*see example to right*
- Websites
- Brochures
- Newsletters
- Advertisements

Lot no.	Tag	Traits and Accuracies					Index
		%	%	%	%	%	%
		%	%	%	%	%	%
		%	%	%	%	%	%

SHEEP GENETICS Analysis Date: _____
Sheep Genetics ASBVs are calculated from raw data collected by breeders and accredited Sheep Genetics operators. Sheep Genetics is part of Meat & Livestock Australia and Australian Wool Innovation Limited. Sheep Genetics does not own or audit the collection of this data and therefore does not accept any responsibility for the accuracy of the information in this document.

Tips for using the logos:

- Use the logos as jpeg files at 300dpi for best resolution and printing quality
- Do not alter the logos in anyway as it will reduce their quality i.e. stretch them, change their colour
- Make sure that when reproducing the logos the following colours are used:
 - PMS: Blue PMS 661
 - CYMK: Blue C100 M72 Y0 K6 and Black R0 G0 B0
 - RGB: Blue R0 G64 B134 and Black R0 G0 B0
- Try to keep logos to a standard size, the provided logos can be resized to suit your needs

Please contact the office to request and electronic copy of the logos to use in your marketing material.

SHEEP GENETICS



PO Box U254, UNE ARMIDALE NSW 2351
P: 02 6773 2948 F: 02 6773 2707
E: info@sheepgenetics.org.au
W: www.sheepgenetics.org.au

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