



Guidelines for Use of the PADA brand and Logo

January 2025

PADA – Personality Assessment of Domestic Animals is a product developed and owned by the ICofA International Community of Anthrozoology. To protect the brand and ensure proper use of the logo and name, the following guidelines must be observed:

1. Use of the PADA and ICofA Logos

Whenever the PADA logo is shared or used, it must always be accompanied by either:

The URL <https://www.icofa-community.com>,

The URL <https://www.pada-icofa.com>, or

The ICofA logo.

The logo cannot be altered, edited, or modified in any way.

2. Use of the PADA Brand

All public materials that use the PADA brand, including for marketing, selling services, or education, must be approved in advance by the ICofA Community.

The PADA brand and logo are copyright protected, and all use of the brand is restricted to prior approval by ICofA Community.

3. Certified PADA Teams

Certified PADA teams are authorized to provide services based on PADA but cannot identify as PADA (Personality Assessment of Domestic Animals).

Example: It is not permitted to register domains, create websites, or use company names that imply the team owns PADA.

Teams must correctly identify themselves as "certified by ICofA Community or PADA ICofA to provide PADA services."

4. Landing Page Offer for Certified PADA Teams

To support certified PADA teams who wish to have their own web presence, PADA ICofA offers the option to create dedicated websites hosted by pada-icofa.com.



This solution allows teams to present their services while maintaining alignment with the PADA brand guidelines and ensuring consistency across all materials.

For more information or to request a landing page, please contact us at post@icofa-community.com

5. Violations of Guidelines

Any breach of these guidelines may result in the loss of certification and legal action to protect the PADA brand.

Thank you for respecting these guidelines.

Best regards,
The ICofA Team

Email: post@icofa-community.com

