



## **Guidelines for Use of the PADA-ICoFA brand and Logo**

PADA-ICoFA – Personality Assessment for 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-ICoFA and ICoFA Logos**

Whenever the PADA-ICoFA 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-ICoFA Brand**

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

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

### **3. Certified PADA-ICoFA Teams**

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

- Example: It is not permitted to register domains, create websites, or use company names that imply the team owns PADA-ICoFA.
- Teams must correctly identify themselves as "certified by ICoFA Community or PADA-ICoFA to provide PADA services."



#### **4. Landing Page Offer for Certified PADA-ICoFA Teams**

To support certified PADA-ICoFA teams who wish to have their own web presence, PADA-ICoFA offers the option to create dedicated websites hosted by [pada-icofa.com](https://pada-icofa.com).

This solution allows teams to present their services while maintaining alignment with the PADA-ICoFA 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](mailto: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-ICoFA brand.

Thank you for respecting these guidelines.  
Best regards,  
The ICoFA Team

Email: [post@icofa-community.com](mailto:post@icofa-community.com)

<https://pada-icofa.com/contact#guidelines-pada-brand>