



## 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](http://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>