



PACT Logo Usage Policy

Last updated 02/07/2023

Introduction

PACT Dogs Ltd are keen for its Full Members to use our logo on websites or in marketing materials, but we wish to ensure this is done in a consistent and professional manner.

Both the PACT® and Dogx® logos are registered Trademarks in the UK, you must obtain permission from PACT Dogs Ltd before use. Failure or breach of adherence to the 'PACT Logo Usage Policy' will likely result in action taken against the offending party, potentially including legal action.

Trademark Status

The PACT and Dogx logos are legally registered trademarks with the Patent Office for Great Britain and Northern Ireland (for operating purposes known as the Intellectual Property Office or IPO). This status will remain in place (unless renewed) until May 2033.

Although we are sure that most logo usage will follow this policy, the Trademark status will strengthen the legal tools available to us. The main driver for this is to protect the logo, should people masquerade as PACT Full Members.

Please Note: Whilst it is illegal to use ® on a logo that is not officially registered, in the UK ™ can be applied to any logo, it is purely symbolic and carries no legal weighting.

PACT (Reg UK00003887839)

Dogx (Reg UK00003887842)



Who can use the standard PACT logos

There are a wide range of PACT logos with and without straplines, but also in a variety of colours.

Please Note: There are some very specific exceptions to this relating to clothing, badges and social media frames after this section.



Dual colour with transparent background strapline



Dual colour with transparent background no strapline



Single colour with transparent background strapline



Single colour with white background strapline

Staff

Members of the PACT team may use the logo as required in documentation and marketing as necessary for official PACT business purposes. Staff can only use PACT logos from a personal perspective if they are also a Full Member (See below).

Full Members of PACT

Individual Full Members of PACT holding an active membership who have been accepted as meeting the criteria of membership are entitled to use the PACT logos (such as those above, or below) on their website, social media and personal stationary (e.g. profiles, business cards, vehicle signage, email signoff etc). The 'member' logo **cannot be used** within a company email signoff, unless **all** employee's carrying out training are Full Members of PACT.



Students

Students are **not permitted** to use the main PACT logos until they have confirmation of passing both assessments and become a Full Member (Limited exceptions below).

Whilst someone is an active student member they can:

- State in text on their website/facebook business page that they are “Working towards Full PACT Membership” and include a link to the website/relevant social media account(s).
- Post the Student Logo (see below) via Social media (you are permitted to use several platforms with the same post), these posts **must** include text stating that you have started a PACT course and are “Working towards Full PACT Membership” and include a link to the website/relevant social media account(s).



Advocates (Formerly Associates)

Associates are **not permitted** to use any standalone PACT logos, but can use the Advocate logo with the current year of their membership (Limited exceptions below).

Whilst someone is an active Advocate they can:

- Post the Associate Logo **one time** via Social media (you are permitted to use several platforms with the same post) these posts **must** include text to say that you have signed up to support PACT and include a link to the website/relevant

social media account(s).



Transferring from the old to the new PACT logo

Prior to June 2021 there was an older blue PACT logo, this has been retired and following an initial 1 year transitional period should now (July 2023) be completely replaced by the new logo.

Who can use the Dogx logo

The Dogx logo is only intended to be used in Black and White to differentiate it from the main PACT branding. This differentiation is purely to help people understand that whilst the conference is run by PACT, it is fully open to anyone to attend.

Staff

Members of the PACT team may use the Dogx logo as required in documentation and marketing as necessary for official PACT business purposes.

Speakers

Speakers may use the logo when promoting the conference.

Sponsors

Sponsors may use the logo when promoting the conference.

Attendees (or anyone not covered by the above)

Attendees and anyone not covered above are not permitted to use the Dogx logo.

How to correctly use PACT Logos

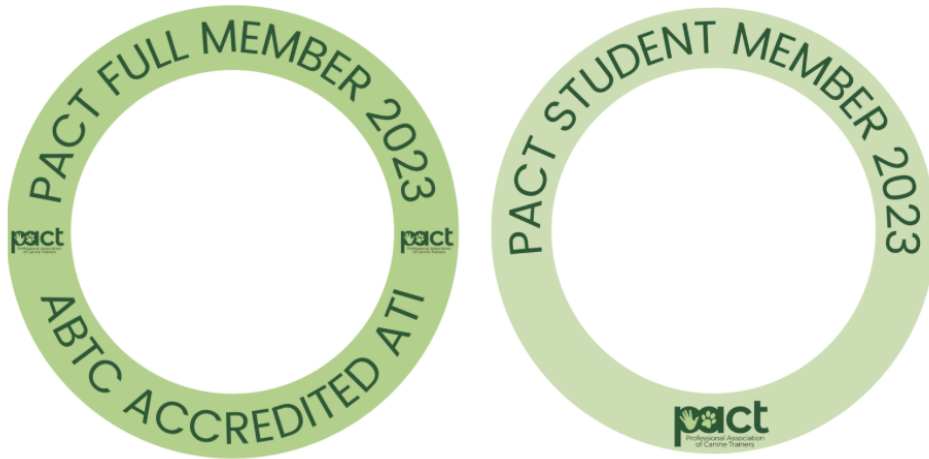
It is essential our logos are used correctly and consistently, as failing to do so will otherwise compromise and/or weaken our brand identity. Therefore:

- Always use an original version of the PACT logo and never create your own.
- Never alter the logo without permission
- Don't add effects like shadows, dimensions and/or gradients to the logo
- Don't stretch, compress or distort the logo
- Don't alter any of the colours, as by using PACT colours you will help to enhance recognition of our logo and reinforce our organisation identity
- Don't use another font within the logo
- Don't place the logo at an angle.

Other Logo Uses and limited exceptions to the above

Frames

A number of frames are available, both in High Resolution JPG, or as Canva templates. The respective versions can be used by Full Members and Students on social media profiles.



Whilst you can use editing software (such as photoshop) to create a neat frame logo, a similar effect can be made by simply placing an image behind the frame template either in Cava or Powerpoint.

N.b Example below of what the image looks (left) like and how it appears in your profile (right).



Clothing

PACT logos MUST only be used on clothing purchased via the Official PACT TeeMill shop. Whilst this helps maintain consistency and ensures the brand is used in coordination with an ethical supplier, it is primarily as **all profits** from PACT branded clothing are **donated to charity**.

Branded clothing is only intended for use by Full Members, Students, Staff & Volunteers (Access via the Members area of the Website). A wide range of clothing is available via the official PACT TeeMill site including t-shirts, jumpers, bags and hats (examples below). If you have any particular requests please contact office@pact-dogs.com

New



PACT black logo tie dye



PACT white logo womens tshirt



PACT mens fit tshirt tie dye



PACT mens fit tshirt black logo

Climate change logo



Climate change limited edition women jumper



Climate change limited edition women tshirt



climate t shirt



Climate limited edition

Patches, Stickers and Pin Badges

A range of PACT Patches, Stickers and Pin Badges are available for purchase via the Members area. These can be purchased and used by Full Members and Students.



Who can use the ABTC logo

The ABTC Registered Animal Training Instructor (ATI) logo can only be used by Full PACT Members who have paid up to date registration with the ABTC.



Who can use the B Corp logo

The PACT Dogs Ltd team has worked incredibly hard to become a registered B Corp and has permission to use the Certified B Corp logo (As below). This version of the PACT logo and any other iteration in combination with the B Corp logo can only be used for official PACT Dogs Ltd activities and is prohibited by anyone else.

There may be very specific exceptions to this (such as during presentation explaining who PACT are), if you feel this may be the case please contact office@pact-dogs.com



How to find high resolution versions of the PACT, ABTC & Dogx Logos

Full Members and Students

Visit the members are to obtain higher resolution jpeg versions of the PACT logos or if you have any questions relating to use of the PACT logo, please email:

Office@pact-dogs.com

Advocates

Please email: Office@pact-dogs.com

Dogx Logo

Please email: Office@pact-dogs.com

Updating this Policy

PACT Dogs Ltd reserves the right to amend and update this policy.