



Eagala

The Global Standard for Equine Assisted
Psychotherapy & Personal Development

BRANDING GUIDE

How to effectively brand your Eagala certification

THE EAGALA BRAND OVERVIEW



Eagala is the global leader for equine-assisted psychotherapy and personal development. The purpose of this guide is to clearly outline Eagala's brand to its members in order to deliver a consistent and recognizable message. Straightforward branding strategies will help us align our marketing practices and create a successful, highly professional experience for all who interact with Eagala.

Your Eagala certification is a critical part of your practice or organization's brand. An Eagala Certified professional designation sends a strong message to clients, referral sources, and funders that you offer a professional service with high ethical standards aligned with a vast global network.



The Global Standard for
Equine Assisted Psychotherapy
& Personal Development

PRIMARY MESSAGE

Eagala's tagline on the logo communicates our primary message - the global standard. It focuses on what makes Eagala stand out:

Industry leadership

Professional standards

Distinctive model

Collaborative global network

Our vision is that we are working to ensure every person around the world has access to Eagala Model services. Your program is part of that vision – making an impact changing lives globally through providing highly professional services.

The goal is to create visuals and messaging that reflects the professionalism and power of the work being provided by Eagala programs worldwide. The global standard.

There are additional talking points to support the primary messaging which you can review in the [Eagala Messaging Guide](#).

EAGALA BRAND RECOGNITION

There are a growing number of services and approaches being provided in the equine-assisted world. To differentiate the work you do as Eagala practitioners it is important to highlight that you provide Eagala services.

It is our vision that Eagala becomes a brand recognized worldwide and associated with our reputation as the global standard. Similar to the branding success of “Google” (we “Google” something means we browse the internet) or “Coke” (to mean a soda), we want to utilize the word “Eagala” to identify our services.

The following provides some examples:

“The client will start Eagala sessions today.”

“We provide Eagala Model services.”

“Our program provides Eagala Model equine-assisted psychotherapy services.”

“The client’s outcomes after completing the Eagala sessions included...”

EDITING DISTINCTIONS FOR MESSAGING CONSISTENCY

DO'S

Eagala - Eagala is to be written with a capital E with the rest of the word lowercase "Eagala". The visual Eagala logo utilizes all lowercase (eagala) letters for the imagery look. However, in paragraph text, utilize Eagala with a capital E.

Equine-assisted - Hyphenate "equine-assisted." The exception to this is in Eagala's full legal name (Equine Assisted Growth and Learning Association) or in the tagline associated with the Eagala logo.

Eagala Model - Capitalize Model when it is used in conjunction with Eagala, i.e., "Eagala Model". If it is not utilized as this specific title of the model, then "model" is lowercase. For instance, "Utilizing a model such as Eagala..." and "The Eagala Model has been utilized with diverse populations..."

Eagala Certified - Eagala Certified is capitalized when it is utilized as the designation title. However, the word "certified" is not capitalized if not used specifically

as the title of the designation. For instance, "She is Eagala Certified..." and "She obtained her certification through Eagala..."

#WeAreEagala - For social media, our primary hashtag is #WeAreEagala. It is also acceptable to use #eagala. But whenever possible include both or only the primary hashtag (#WeAreEagala).

DONT'S

Equine therapy - Do not use the term "equine therapy" as it is too broad. Doing so can indicate you are providing therapy on horses and it can be problematic with insurance reimbursement as it is associated with hippotherapy which is commonly excluded. Instead utilize "Eagala Model equine-assisted _____" (fill in the blank with a description of your service) to describe the work you do.

Equine-assisted psychotherapy - The phrase "equine-assisted psychotherapy" does not need to be capitalized. Utilize it in lower case.



VISUAL DISTINCTIONS FOR MESSAGING CONSISTENCY

Sending the message that Eagala's work is different than typical horsemanship, following these visual distinctions will provide powerful imaging consistent with our brand.

DO'S

- Include movement of horses and / or people
- Utilize a scenic background - ideally recognizable to your region
- Provide an uncluttered space with one focal point per picture
- Include groups as well as individuals
- Focus on interactions between people and horses
- Utilize non-traditional things such as sticky notes, hula-hoops, pool noodles, etc.

DONT'S

- Avoid showing horses with common horsemanship equipment, such as halters and lead ropes, bridles, saddles, etc.

RESEARCH MESSAGING

Research and evidence are important parts of messaging and our professionalism. This can be messaged as: Research on Eagala Model equine-assisted psychotherapy is growing. Even though equine-assisted psychotherapy is a relatively new discipline, Eagala is committed to building a body of evidence-based, peer-reviewed research. With 20 years in the field, the Eagala Model is tested and subject to ongoing study and development. For a listing of research and studies on the Eagala Model, please visit www.eagala.org/research. [Name of your program] is committed to professional, evidence-supported practice. We participate in collecting outcome data through client report and validated assessments to provide program feedback and measurable results on all the services we provide. (Make sure you are providing pre and post measurements and evaluation forms for clients to complete – contact the Eagala Research committee, research@eagala.org – with any questions).



YOUR EAGALA DESIGNATION

It is important to properly and consistently identify your Eagala certification. There are two certification designations which are identified as:

Eagala Certified
Eagala Advanced Certified

Utilize the above as a title to share your Eagala certification designation. For instance: Jane Doe, Eagala Certified. Your designation may also be written in sentence format, such as:

[Name] has been certified by Eagala in equine-assisted psychotherapy since 2015.

As a certified member, you may indicate you provide the Eagala Model. For example: [Name] provides Eagala Model equine-assisted mental health services for children, families, and veterans addressing grief and trauma issues in their lives.

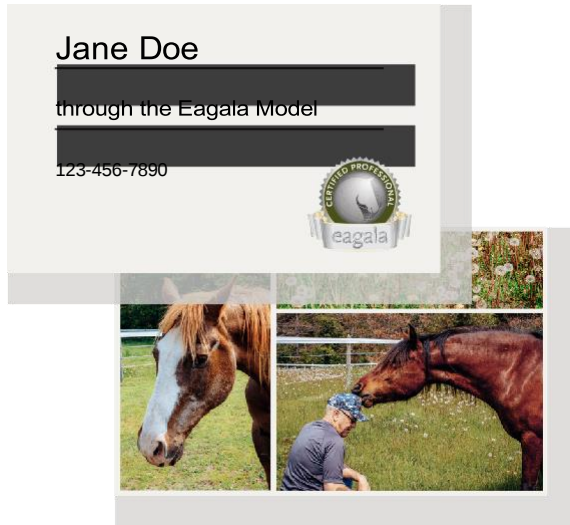
(Note: Do not reproduce the logos from this page.
Use the download link below the logo images for original logo files.)

CERTIFICATION LOGO

The certification logo may be placed on your marketing materials as a visual of your designation. Examples of suggested uses include:

- As a co-brand image on practice or organization brochures and printed materials and letterhead
- On the back of your business card
- On your homepage and Facebook page
- On signs and banners

Use of the certification designation and logo may only be utilized while your Eagala certification is active. If your Eagala certification expires, this information must be removed from all marketing and identifying materials.



Example of certification logo on a business card

THE EAGALA LOGO

VERTICAL LOGO



HORIZONTAL LOGO



Recommended text to include in overall text at or near the logo:

Eagala is the leading international nonprofit association for professionals incorporating horses to address mental health and personal development needs. [Your organization name] is part of the growing Eagala global network of certified mental health professionals and equine specialists in over 40 countries committed to collaboration and dedicated to the vision of every person around the world having access to Eagala Model services. The Eagala Model is an innovative, ethical set of best practices that builds on the human/horse connection to help people learn more about themselves and to use that learning to change their lives.

(Note: Do not reproduce the logos from this page. Use the download link original logo files.)

[Click here to download file formats of the Eagala logo](#)

THE EAGALA LOGO

The logo may be placed on light or dark backgrounds. If on a light background, utilize black type. If on a dark background, utilize white type. When using the logo on a photo or other background texture, be sure it remains legible. Do not “box” the logo within a tight shape or make a box or circle around it.



Light Logo on Photo



Dark Logo on Photo
The background should not exceed 20% black



Logo on Dark Background



Minimum Logo Clear Zone | Grey “boxes” illustrate blank area let free of other elements.

EAGALA LOGO USE POLICY

*The Eagala logo is trademarked (™) and may only be used as authorized by Eagala.

As a certified Eagala member, you may use the Eagala logos to indicate your current membership and certification in Eagala and provision of Eagala Model services on your marketing materials under the following conditions:

- The Eagala logo must be used intact in its original state with no alterations.
- The Eagala logo is to be used in marketing materials that offer Eagala Model services. Other types of programs cannot be associated with the Eagala logo.
- The Eagala logo may not be used to imply that the program, person, or business featured in the marketing piece is in any way an authority or representative of Eagala, its policies, procedures, or views.
- The Eagala logo may not be used to imply sanction or approval of the program, person or business featured in the marketing piece. It is only to be used to indicate certification membership and provision of Eagala Model services.
- The Eagala logo must be used in that portion of the marketing piece that explains or identifies Eagala or Eagala Model services. It is not to be used in a way that could confuse the consumer or observer that the Eagala organization is administratively associated with the person or organization in the promotional piece. The Eagala logo may not be used near the name or logo of the business or person(s) associated with the business, or near the business address or other contact information, which may cause this confusion.
- The Eagala logo may not be used in a way that implies Eagala endorsement or approval of an activity of which there has not been that approval.
- The Eagala logo may not be scanned or copied from another source other than Eagala and its official representative.
- The Eagala logo must be reproduced in the same proportions as the original logo.
- The Eagala logo may only be used for the purpose for which it was approved. Any additional, unauthorized use may result in copyright violation prosecution.

TYPOGRAPHY

Font type is part of a consistent look in branding. The following fonts are utilized in Eagala marketing: The Eagala logo is: Scala Sans – this is not to be changed or altered. The Eagala tagline when part of the visual logo is: Scala Sans – this is not to be changed or altered. The primary typefaces for text for Eagala materials is: Gotham. The typeface for headings is: Scala Sans.

Aa

Gg

PRIMARY TYPEFACE GOTHAM

LIGHT | BOOK | BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;_*)

[CLICK HERE TO DOWNLOAD](#)

HEADING TYPEFACE SCALA SANS

LIGHT | REGULAR | BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 (&?!/,:;_*)

[CLICK HERE TO DOWNLOAD](#)

BRAND COLOR PALETTE

A slight shade or filter of the listed hex colors are acceptable uses of the Eagala brand color palette.



A young woman with dark hair in a ponytail, wearing a blue hoodie, is petting a light-colored horse. A child in a grey shirt is also visible, standing behind the woman and petting the horse. The horse is light-colored with a white blaze on its face. They are in an outdoor paddock with a fence and trees in the background.

CONTACT US

For questions or to discuss specific usage issues and ideas, contact equine@eagala.org. Also log into My Eagala – Resources page on the Eagala website for access to sample flyer and powerpoint templates.