



Professional Association of Therapeutic  
Horsemanship International

*Ensuring excellence and changing lives  
through equine-assisted services®*

## Brand Communication and Graphic Guidelines



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### Tagline

Ensuring excellence and changing lives through equine-assisted services.

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# THE PATH Intl. BRAND

## Mission

The Professional Association of Therapeutic Horsemanship International (PATH Intl.) promotes safety and optimal outcomes in equine-assisted services for individuals with special needs.

## What Is the PATH Intl. Brand?

The PATH Intl. brand is the association's promise, the lasting impression of certified professionals, members, participants, their families and all public consumers. It's the association's image and reputation that's a culmination of history, legacy, optimal participant outcomes, impressions left by each individual wearing a PATH Intl. logo, social media presence, thriving, sustainable centers, local news stories, humane treatment of equines and a lot of heart. It's people's long-term feelings about what PATH Intl. is and what it provides. Because of delivering on this promise over time, the PATH Intl. brand is a trusted, valued part of members' professional lives. It is recognized and respected by nonmembers, including vendors and partners, the press, universities, state and federal government as demonstrated by their consistent connecting with the association.

Every company or product's reputation starts somewhere. It was once just an idea that built its reputation, good or bad, over time. Consider a brand or product you think of as a household name. Now imagine what their beginnings might have looked like. It took time and a steady fulfillment of the brand promise, or lack thereof, to solidify the popular (or disreputable) image of that company or product.

The PATH Intl. brand is no different. How and when did the association name become synonymous with the word **STANDARDS**—

both literally and figuratively? Since 1969 the association's brand equity has been building. In and of itself the number of years the organization has been successfully operating is respectable. **PATH Intl. is a respected organization.** From the very start, the association was formed by individuals who wanted to ensure that equine-assisted services (EAS) were delivered safely and effectively, and the founders recognized there is power in numbers. **PATH Intl. is one of the largest, best-established organizations in EAS.** As time moved on, a need for consistent knowledge around the delivery of services, while never losing sight of the individual needs of participants, was identified. PATH Intl. certifications were developed to verify the knowledge, skills and abilities of applicants. **PATH Intl. Certified Professionals are considered knowledgeable and quite able.**



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## THE PATH Intl. BRAND

Continued

*The PATH Intl. Standards for Accreditation and Certification* were born of a desire to educate membership, center personnel and the public on best business practices plus safe, ethical, humane guiding principles around service delivery. PATH Intl. Center Members and Certified Professionals demonstrate a high level of standards and follow PATH Intl. standards.



The brand is communicated visually through the association's identity—including logos, colors, stationery, business cards, emails, signs, invoices... It is also conveyed through the association's written voice for internal and external dissemination, including member communications, conference presentations, advertisements, collateral materials, online education, etc. The brand can be communicated verbally in casual and more professional settings through positive interactions with staff and volunteers, interviews with the press and mentor to mentee conversations, just to name a few. The PATH Intl. brand personality is also communicated by the association's mission, core values, competitive advantage and value proposition that permeate the organization.



Building and maintaining a successful brand is a team effort requiring structure and creativity. For members and centers to feel the full benefits of being associated with the PATH Intl. brand, the essence of the brand must be embodied and celebrated at the local level. Much in the same way the organization celebrates the work being done in the field, take pride in including your PATH Intl. status in press releases and speak to its relevance to your center, profession and industry. As part of volunteer orientation, perhaps explain what the association is and how center employees exemplify the center's mission and that of PATH Intl. and its promises to the public. During the participant intake process with families, maybe take a moment to explain why being aligned with PATH Intl. is important to them. Always include the appropriate logo on center electronic and printed materials and wear your PATH Intl. logo wear with pride. When someone asks what's on your shirt, your passion for EAS will shine through in your response and that passion will become an increasingly evident component of the brand too. The brand should stay fresh while remaining true to its core elements and themes.

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## THE PATH Intl. BRAND

Continued

Consistent communications create a recognizable look, feel and tone of voice unique to PATH Intl. Through this, professional credentials hold more value, health and wellness providers recognize a center's commitment to being a part of a larger industry and for following the *PATH Intl. Standards for Certification and Accreditation*, and grantors are impressed by the trust associated with the brand.

PATH Intl. regularly examines several areas of the association's brand: brand strategy, brand identity, brand management and brand experience. As managers and guardians of the PATH Intl. brand, it is the association's responsibility to protect it. Every misuse of a logo dilutes the brand's clarity and every time an individual inadvertently misrepresents themselves by using incorrect language around their affiliation with the association, it degrades the brand's significance. Therefore educating key stakeholders about correct use of brand components is a proactive step toward protecting the brand for all interested parties.

To that end, the purpose of this guide is to help individuals understand the policies surrounding the PATH Intl. brand identity elements and how they apply to individual members, certified professionals, member center staff and others. This guide is designed to address the most common usage requirements for internal and external communications. Questions concerning scenarios not covered in these guidelines should be directed to [marketing@pathintl.org](mailto:marketing@pathintl.org).



## THE PATH Intl. BRAND

### Competitive Advantage

Our tested and proven credentialing and standards promote peace of mind for you and your center, the participants and families and the equines who partner with you in your work.

### PATH Intl. Value Proposition

PATH Intl. is a thriving community of dedicated professionals who seek and promote credentialing, learning and mentoring to advance the practice of equine-assisted services.

- Our rigorous credentialing program enhances the professional credibility of PATH Intl. professionals and centers.
- We offer exceptional learning experiences and share our knowledge with the profession.
- We connect professionals and centers to the relationships, resources and tools they need.
- We collaborate both inside and outside our industry to advocate for recognition and advancement.



### Core Values

**Access and inclusion** – promoting diversity and opportunity in equine-assisted services.

**Compassion and caring** – providing a culture of safety, understanding and ethical treatment of humans and horses engaged in equine-assisted services.

**Cooperation and collaboration** – connecting and partnering with those who share the PATH Intl. vision in a mutually beneficial manner.

**Education** – sharing valued knowledge with our constituents to facilitate their success.

**Excellence** – promoting quality in all undertakings.

**Innovation** – encouraging and supporting creativity, inquiry and cutting-edge research.

**Integrity and accountability** – ensuring that all business is based on ethical principles and conducted with transparency.

**Professionalism** – enhancing the value and credibility of the industry.

**Service** – providing effective and responsive information and programs to our constituents.

**Holism** – promoting an awareness of body, mind and spirit in equine-assisted services.

## THE PATH Intl. BRAND

### What's in a name?

Everything.

#### Everything is in the name.

The very descriptive and literal use of each word in the association's name and acronym (PATH Intl.) was painstakingly researched and tested for comprehension and retention. With such a long name it's easy to see why one might wish to truncate it. However, the names **Professional Association of Therapeutic Horsemanship International<sup>®</sup>, PATH International<sup>®</sup>, PATH Intl. CTRI<sup>®</sup> and PATH International Equine Services for Heroes<sup>®</sup> are federally registered trademarks.**

The association name is the property of PATH Intl. Any violation of acceptable use is strictly prohibited and use privileges may be revoked. Use of ® indicates trademarks are recognized in the United States, Canada, the European Union under the Madrid Protocol (Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK), Japan, South Korea and Turkey.

Businesses rely on their trademarks to identify their products and services and distinguish them from those of their competitors. The public relies on marks to help distinguish competing products and services, and registering a trademark helps protect a brand and intellectual property. Trademark infringement lawsuits may be filed in federal court and registered trademarks are listed in the United States Patent and Trademark

Office's (USPTO's) database. The public record of a mark helps deter others from using it.

To distinguish the Professional Association of Therapeutic Horsemanship International (PATH Intl.) from any number of the probably hundreds of organizations using the PATH acronym worldwide (with legal protection or without), it is imperative to correctly use the name. Consider PATH, a network of underground pedestrian tunnels, elevated walkways, and at-grade walkways connecting the office towers of Downtown Toronto, Ontario, Canada; or PATHS<sup>®</sup>, a comprehensive program of social emotional learning curriculum that is used around the world; or PATH-The Port Authority of NY & NJ; or PATH<sup>®</sup> a nonprofit global health organization with more than 70 offices around the world, just to name a few.

While PATH Intl. had little obstruction in registering the name, it did have one official opposition the legal team had to address. The team was very mindful in declaring the important distinctions through listing the classes and services specific to equine-assisted services and by reiterating the word 'international' as a dissimilarity. These distinctions were sufficient for PATHS<sup>®</sup> to formally withdraw the opposition they had filed to the registration of the name PATH Intl.<sup>®</sup> and hopefully illustrates the magnitude of the importance of using the accurate association name.

# THE PATH Intl. BRAND

## Acceptable and Unacceptable Uses



### Acceptable written and verbal uses of the association name

Professional Association of  
Therapeutic Horsemanship  
International®

PATH International®

PATH Intl.

(The shortest permissible use. And for those who have wondered, it's punctuated as such, instead of Int'l, to mirror and engrain in the minds of users the association's official domain name, web address: pathintl.org.)



### Unacceptable written and verbal uses of the association name

PATH

PATHI

Professional Association of  
Therapeutic Horsemanship  
(no International)

Path

Path International

Path Int'l

PATH, Intl

P.A.T.H. Intl.

NARHA or North American  
Riding for the Handicapped  
Association



### Acceptable written and verbal uses of the PATH International Equine Services for Heroes® name

PATH International Equine  
Services for Heroes®



### Unacceptable written and verbal uses of the PATH International Equine Services for Heroes® name

PATH Intl. Equine  
Services for Heroes®

(In order to receive the registered trademark, in this instance the word International must always be spelled out, not abbreviated.)

Equine Services for Heroes

ES4H

PATH Intl. Horses for Heroes



## LOGO COLORS

The PATH Intl. logo is rendered in **PMS 541U** (trustworthy blue) or black.

The complementary colors are **PMS 377U** (sage green) and **PMS 144U** (natural orange).



# PMS 541U

c100 m84 y30 k15 | r9 g60 b113 | #093c71

white

black

377U

c60 m27 y97 k8  
r113 g143 b63  
#718f3f

144U

c0 m41 y97 k0  
r243 g139 b60  
#d08d49

The PATH Intl. logo is rendered in **PMS 541U** (trustworthy blue) or black, as specified by the Pantone Matching System (PMS). The logo should never be reproduced in colors other than 541U (its CMYK or RGB equivalent), black or reversed out in black. This specific corporate blue (541U) is often used to represent elegance, authority, intelligence, security and stability. A blue color scheme is used in many corporate logos because its meaning evokes a feeling of professionalism and loyalty. People trust the color blue.

The complementary color of **PMS 377U** (sage green) is used frequently on PATH Intl. corporate pieces such as business cards and letterhead with the PATH Intl. logo. The green color was chosen to complement the familiar blue. Green in graphic design typically represents growth, peace, health, nature, environment and trust. The word sage is defined as a profoundly wise person—someone who is venerated for their wisdom, judgment and experience. Sage green is, thus, a color that can express wisdom and also trust. The secondary complement, **PMS 144U**, is a muted orange, symbolizing optimism, confidence and warmth.

If the logo must be used on a dark, solid-colored background, it must be “reversed” out of the background color so that all elements of the logo that would normally appear in color will appear in white.



**The PATH Intl. logo is the centerpiece of the association's identity system.**

It is the most prominent element of the visual brand and its usage must always conform to the guidelines set forth in this policy. PATH Intl. has several logo treatments, all are federally registered trademarks. Use of ® indicates trademarks in the United States of America and elsewhere.

**Clear policies and regulated use of the logos are in place to protect and preserve the integrity of the mark for the sake of everyone who has earned and qualified for the permission to use it. Above all, these graphic standards are meant to preserve and enhance the PATH Intl. brand while adding value for its members, products, services and business relationships.**

PATH Intl. logos are the property of PATH Intl. Any violation of acceptable use is strictly prohibited and use privileges may be revoked. The logos fall into several categories including corporate use only, center member use only, certified instructor use and sponsor use only. Please read the permissions that follow.

**Regardless of the category, the following brand compliance rules apply to all logos.**

- ⊗ When using the logos no alterations to the logos may be made.
- ⊗ The logo may not be rotated and must remain horizontal.
- ✓ The following colors are acceptable: Pantone 541U (blue), 100% black or white.
- ⊗ The logo must not be touching or overlaid onto other text, a photo or artwork.

Please familiarize yourself with member permissions, acceptable use and sample violations of the brand policy for each. The center member, premier accredited center, certified professional, higher education member, and PATH International Equine Services for Heroes® logos may be requested from [marketing@pathintl.org](mailto:marketing@pathintl.org). **Please note: There is no logo use permission granted for non-instructor individual members.**

# LOGO USAGE POLICIES

## Corporate Logo

### Standard Logo

- standard logo with tagline and full name
- standard logo without tagline
- standard logo without full name or tagline



These logos may only be used by the PATH Intl. office.

**Approved use: PATH Intl. corporate communications only, unless otherwise approved.**

**Exception:** Logo merchandise produced by association approved merchandise providers.

**Sample violations:** Use by individual members, use by center members, use by the public, use for any non-approved sponsors.



# LOGO USAGE POLICIES

## Corporate Logo

- Education Logo



CORPORATE USE ONLY

**Approved use: PATH Intl. corporate communications only, unless otherwise approved.** For use only on PATH Intl. created, approved or delivered educational content.



CENTER  
LOGO

**Sample violations:** Use by private education providers, use by conference presenters and individual members, use by center members, use for any non-approved association fundraising, use by advertisers or sponsors, use by the public.

## LOGO USAGE POLICIES

### Corporate Logo

- Sponsor Logo



Professional Association of Therapeutic  
Horsemanship International

**Approved use:** PATH Intl. sponsor use *only*.



**Sample violations:** Use by non-sponsor, use by conference exhibitors, advertisers, use by individual members, use by center members, use for any non-approved association fundraising, use by the public



CENTER  
LOGO

Professional Association of Therapeutic  
Horsemanship International

# LOGO USAGE POLICIES

## PATH Intl. Center Member Logo



PATH

INTERNATIONAL

Professional Association of Therapeutic  
Horsemanship International

CENTER MEMBER

**Approved use:** PATH Intl. Center Members in good standing.

**Sample uses:** Center websites, signage, brochures, letterhead

The PATH Intl. Center Member logo must always be used in conjunction with a center logo and must never precede the center logo.\* A good rule of thumb is for the PATH Intl. Center Member logo to be at least 20% smaller in size than the center logo.



\* For example, if a center adds the center member logo to their website, it's appropriate when the center's own logo is larger on the pages and its position is more prominent than that of the PATH Intl. Center Member logo.

**Sample violations:** Use by individual members, use by non-member centers, use for any non-approved association fundraising, use by the public.



## LOGO USAGE POLICIES

### PATH Intl. Premier Accredited Center (PAC) Logo



Professional Association of Therapeutic Horsemanship International



**Approved use:** PATH Intl. Premier Accredited Centers only

**Sample uses:** PATH Intl. Premier Accredited Center websites, signage, brochures, letterhead

PATH Intl. Premier Accredited Center logo must always be used in conjunction with a center logo and never preceding the center logo. The PATH Intl. Premier Accredited Center logo must always be smaller in size than the center logo. A good rule of thumb is for the PATH Intl. Premier Accredited Center logo to be at least 20% smaller than the center logo.



**Sample violations:** Use by individual members, use by non-PATH Intl. Premier Accredited Centers, use by the public.



## LOGO USAGE POLICIES

### PATH International Equine Services for Heroes® Logo



Professional Association of Therapeutic Horsemanship International

EQUINE SERVICES FOR HEROES™

**Approved use:** PATH Intl. Center Members in good standing that have developed or are in the process of developing a program serving military veterans and wounded service personnel.

**Sample uses:** PATH Intl. Center Member websites, signage, brochures, letterhead

The PATH International Equine Services for Heroes® logo must always be used in conjunction with a center logo and never preceding the center logo. The PATH International Equine Services for Heroes® logo must always be smaller in size than the center logo. A good rule of thumb is for the PATH International Equine Services for Heroes® logo to be at least 20% smaller than the center logo.



**Sample violations:** Use by individual members, use by non-PATH Intl. Center Members, use by the public.



(without center logo)



John Smith,  
PATH Intl.  
Individual Member



# LOGO USAGE POLICIES

## Certified Professional Logo

- PATH International Certified Professional Logo



Professional Association of Therapeutic  
Horsemanship International

CERTIFIED  
PROFESSIONAL

**Approved use:** PATH Intl. Certified Therapeutic Riding, Driving, Interactive Vaulting Instructors of all levels, PATH Intl. Certified Equine Specialists in Mental Health and Learning. The certified professional logo should always be tied to an individual's name.



NAME OF  
CERTIFIED  
PROFESSIONAL



**Sample violations:** Use by individual members, use by center members (there is a center-specific logo available), use by non-member centers, use by instructors in training, use by non-compliant or expired certified professionals, use by the public. If a non-member center has a PATH Intl. Certified Professional in good standing on staff, and wishes to indicate that fact by using the logo on a website for example, the logo must be directly tied to that person's name. The logo may not be used on any other webpage or the center's home page.



NONMEMBER  
CENTER  
LOGO



## LOGO USAGE POLICIES

### Higher Education Logo



Professional Association of Therapeutic  
Horsemanship International

HIGHER EDUCATION  
MEMBER

**Approved use:** PATH Intl. Higher Education  
Colleges and University Members *only*.



**Sample violations:** Use by any non-PATH Intl.  
Higher Education Members.



CENTER  
LOGO

# LOGO USAGE POLICIES

## Protected Space

## Print and Web Usage



### Protected Space

The logo's impact and readability are enhanced when surrounded by an appropriate amount of white space. All uses of the logo must include ample protected space on all sides of the logo. For instance, since the center member logo will be used in small spaces such as newsletters and websites and also large formats like signage, a good rule of thumb is to always include at least  $\frac{1}{2}$  the size of the lettering portion of the logo in protected space around the entire circumference of the mark. Certified professionals may choose to include the certified professional logo on a business card, for example. The same protective space must be observed.

Member centers that choose to pair the PATH Intl. Center Member logo with the center's logo must not violate the protected area of either logo. The center logo must be used first, followed by the PATH Intl. Center Member logo.

### Print and Web

Print specifications are at least 300 dpi. All standard rules for logo usage apply when using PATH Intl. logos on the web.

The logo should never be reproduced smaller than  $\frac{3}{4}$  inch high.

# LOGO VIOLATIONS

For the purpose of these examples the standard logo is being used. However, the rules apply to ALL logos including the center member and certified professional logos.



**DO NOT distort or stretch**



**DO NOT cut**



**DO NOT use unapproved colors or gradients**



**DO NOT change the typeface**



**DO NOT violate protected space**



**DO NOT use larger than or preceding any member center name or logo**



**DO NOT separate mark from name**



**DO NOT place over photo**

## CREDENTIALS

For maximum benefit to the holders of credentials, the following correct terminology should be used in all instances.

### CERTIFIED PROFESSIONALS IN GOOD STANDING

#### ✓ Approved verbal and written terminology use

I am a PATH Intl. Certified Equine Specialist or Equine Specialist in Mental Health and Learning.

I am a PATH Intl. Certified Therapeutic Riding/Driving/Interactive Vaulting Instructor.

I am an advanced/master therapeutic riding/driving/interactive vaulting instructor certified by PATH Intl.

I am a PATH Intl. CTRI®

I was certified as a PATH Intl. level 1 driving instructor in 2012.

Email signature example:

Jane Doe

PATH Intl. Certified Advanced Therapeutic Riding Instructor, ESMHL and Mentor

#### ✗ Unacceptable terminology use

I am a PATH therapy instructor, I do horse therapy for PATH.

I am a PATH Instructor.

I'm an accredited PATH Intl. instructor.

I am a PATH Intl. CTRI (trademark symbol is not used making this unacceptable)

### CENTERS MEMBERS IN GOOD STANDING

#### ✓ Approved verbal and written terminology use

Our center is a member center of PATH Intl.

The center is a member of PATH Intl.

Our center is a PATH Intl. Center Member.

#### ✗ Unacceptable terminology use

Our center is PATH.

XYZ center is certified.

Our center is certified by PATH Intl.

The center is accredited by PATH Intl. (reserved solely for PATH Intl. Premier Accredited Centers).

### PREMIER ACCREDITED CENTERS IN GOOD STANDING

#### ✓ Approved verbal and written terminology use

XYZ center is a PATH Intl. Premier Accredited Center.

Our center is accredited by PATH Intl.

#### ✗ Unacceptable terminology use

Our center is a PATH Premier Center.

PATH Intl. Premiere (extra e) Accredited Center.

### NON-MEMBER CENTERS WITH OR WITHOUT A PATH INTL. CERTIFIED PROFESSIONAL ON STAFF

#### ✓ Approved verbal and written terminology use

Lessons at the center are taught by a PATH Intl. Certified Instructor.

All instructors at XYZ Center are certified by PATH Intl.

#### ✗ Unacceptable terminology use

A PATH Intl. certified professional employed by a non-member center warrants no brand use of the PATH Intl. brand related to the center. Under no circumstances would the following be permissible. Violations of the policy will be managed under the intellectual property laws associated with the registered trademarked names and logos.

XYZ Center is a PATH Intl. Member Center.

XYZ Center is PATH Intl. Certified.

XYZ Center is a PATH Intl. Center.

XYZ Center is a PATH Intl. Member.

XYZ Center is a PATH center.

XYZ center is accredited with/by PATH Intl.

## IMAGE USE



Rider wearing a properly fitted helmet, safety stirrups in use, lead rope not wrapped around horse leader's hand, rider and volunteers are wearing activity appropriate clothing, etc.



These artist renderings show a wide array of PATH Intl. standards violations that would make a photo noncompliant and unusable by the association.

Photographic images help PATH Intl. convey its unique brand personality and more specifically the equine-assisted services profession. PATH Intl. uses photographic images in print or electronically that comply with PATH Intl. standards.

PATH Intl. members, certified professionals and center members are asked to share this same practice. It elevates the entire industry when time is taken to review the quality of images being used. For example, if a PATH Intl. Center Member logo was noticed on a website next to a helmetless rider, the logo use privilege may be revoked if the photo wasn't removed.

## CONCLUSION



Following PATH Intl. brand policy is a simple way for everyone to build recognition for their achievements and to derive the benefits of being associated with such a trusted, enduring brand known for promoting safety and optimal outcomes in equine-assisted services. A well-managed brand, even one that began building equity in 1969, becomes increasingly more valuable the less it is diluted by unintentional misuse and illegal use. Clarifying the policies through this guide is another step in that direction. Thank you.