



Brand Protection and Guidance

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Protection Policy

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All Intellectual Property Rights in any derivative works, modifications, enhancements or improvements to the Athena Herd Foundation IPR (or related documentation) carried out by or on behalf of approved Training Centres and/or Learners shall be deemed to be Athena Herd Foundation IPR.

The Athena Herd Foundation grants individuals on the Accredited Practitioner Register™ (PSA), Accredited Practitioners (PSA), Registered Practitioners (Athena), those that have trained with the Athena Herd Foundation and are either Members or Practitioners, any Organisational Members, Training Centres and/or Recognised Training Centres a royalty free non-exclusive non-transferable licence to use material including logos, advertisements, online and printed prospectuses and marketing literature as directed by the Athena Herd Foundation. For the avoidance of doubt the recipient undertakes to not use, reproduce, or exploit any such Athena Herd Foundation IPR directly or indirectly for the purpose of starting, operating, advising or assisting a business that competes with the Athena Herd Foundation. Furthermore, the Athena Herd Foundation may also grant the use of the Concordia Equestrians™ and/or Concordia International Equestrian Magazine Concordia Equestrians™ logo pursuant to this Brand Protection Policy and Guidance.

Please note that the Athena Herd Foundation reserves all rights to monitor and check all use of the Concordia Equestrians™ and/or Concordia International Equestrian Magazine Concordia Equestrians™ logos, Athena Herd Foundation individuals on the Accredited Practitioner Register™(PSA), Registered Practitioners (Athena), those that have trained with the Athena Herd Foundation and are either Members or Practitioners, any Organisational Members, Training Centres and/or Recognised Training Centres and the general public advertising relating to the Athena Herd Foundation including reference to all Training Programmes and Qualifications (Unregulated or Regulated). This is to ensure that material including advertisements, online and printed prospectuses and marketing literature is consistent and accurate in its description and to avoid misleading information from being disseminated.

For Registrants of the Accredited Practitioner Register (PSA) who's advertising is reported to be inaccurate and/or misleading, the Professional Conduct Review Committee will carry out an investigation on behalf of the Register. Depending on the findings it may revoke this licence and require that the advertising is amended or withdrawn. Failure to do so may result in sanctions being in line with the Register's Sanctions Policy (available on request).

For those that have trained with the Athena Herd Foundation and are either Members or Practitioners or any Organisational Members, Training Centres and/or Recognised Training Centres who's advertising is deemed to be inaccurate and/or misleading this license may be revoked and require that the advertising is amended or withdrawn in line with the Athena Herd Foundation Sanctions Policy. For the avoidance of doubt, if membership is ended for any reason, at the full discretion of the Athena Herd Foundation no refund of membership subscriptions, products or services will be made.

The Athena Herd Foundation is the absolute legal and beneficial owner of the name "Athena®", "Athena Herd" "Athena Herd Foundation" "Accredited Practitioner Register (PSA)", "Accredited Practitioner PSA", Registered Practitioners (Athena), "Concordia Equestrians" "Concordia International Equestrian Magazine" and related logos and any other name or logo owned or used by the Athena Herd Foundation.

Organisational Logo

The Athena® Herd Foundation organisational logo is the cornerstone of our brand identity, representing Athena at the highest institutional level. It is the designated visual mark for all official documentation, main institutional web presences, general advertising, and any context where the entire Athena® Herd Foundation is being represented. Consistent and correct application of this logo is crucial.

Qualification-specific logo variations are provided to acknowledge specific achievements and are intended for use in contexts directly related to that particular qualification (e.g., certificates, specific program materials). These variations complement, but do not replace, the primary Athena® Herd Foundation organisational logo when representing the institution broadly. Please ensure all logos are used as per the detailed guidelines to maintain a strong and unified brand presence.



In specific instances where the Athena® Herd Foundation brand is already well-established or space is highly restricted, the "A" icon (the graphical element without the "ATHENA®" wordmark or "AWARDING | LEARNING | COMMUNITY" slogan) may be used independently. This is suitable for applications such as social media profile pictures, favicons, or as a subtle branding element where the full logo is not feasible. However, its use should be approved and ensure that the icon remains clearly recognisable and representative of the Athena® Herd Foundation. The icon should not be used in isolation if there is any risk of ambiguity or if the primary introduction of the brand is required.



Click to download
Complete Logo Pack

Organisational Font

The official brand typeface for the Athena® Herd Foundation is Montserrat. This contemporary sans-serif font has been carefully selected for its clean, geometric lines and exceptional readability across both digital platforms and printed materials. Montserrat's inherent versatility and modern aesthetic directly reflect our Foundation's commitment to clarity, accessibility, and forward-thinking engagement within our learning community.

Consistent application of Montserrat is key to reinforcing our visual identity. It should be the primary typeface used in all official communications, marketing collateral, website content, and presentations. To create clear visual distinction and guide the reader, different weights within the Montserrat family (such as Light, Regular, Medium, SemiBold, and Bold) should be thoughtfully employed. For instance, heavier weights are typically suitable for headlines, while lighter or regular weights are appropriate for body text, ensuring a harmonious and professional appearance.

By consistently utilising Montserrat, we ensure that all Athena® Herd Foundation materials are easily recognisable and maintain a cohesive, professional, and approachable brand voice. This considered approach to typography helps solidify our identity and supports the clear communication of our mission.

Aa Bb Cc Dd

Aa Bb Cc Dd

Aa Bb Cc Dd

Aa Bb Cc Dd

Aa Bb Cc Dd

Aa Bb Cc Dd

Aa Bb Cc Dd

Aa Bb Cc Dd



Click to download
Font Pack

Font License

Copyright 2024 The Montserrat.Git Project Authors (<https://github.com/JuliettaUla/Montserrat.git>)

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SIL OPEN FONT LICENSE Version 1.1 - 26 February 2007

PREAMBLE

The goals of the Open Font License (OFL) are to stimulate worldwide development of collaborative font projects, to support the font creation efforts of academic and linguistic communities, and to provide a free and open framework in which fonts may be shared and improved in partnership with others.

The OFL allows the licensed fonts to be used, studied, modified and redistributed freely as long as they are not sold by themselves. The fonts, including any derivative works, can be bundled, embedded, redistributed and/or sold with any software provided that any reserved names are not used by derivative works. The fonts and derivatives, however, cannot be released under any other type of license. The requirement for fonts to remain under this license does not apply to any document created using the fonts or their derivatives.

DEFINITIONS

"Font Software" refers to the set of files released by the Copyright Holder(s) under this license and clearly marked as such. This may include source files, build scripts and documentation.

"Reserved Font Name" refers to any names specified as such after the copyright statement(s).

"Original Version" refers to the collection of Font Software components as distributed by the Copyright Holder(s).

"Modified Version" refers to any derivative made by adding to, deleting, or substituting -- in part or in whole -- any of the components of the Original Version, by changing formats or by porting the Font Software to a new environment.

"Author" refers to any designer, engineer, programmer, technical writer or other person who contributed to the Font Software.



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Colour Palette

15% Tint: #E3EAD7

30% Tint: #C7D4AF

45% Tint: #ABBF87

60% Tint: #8FAA60

75% Tint: #739438

Primary Colour
Green leaf

Hex: #577F10

RGB: 87, 127, 16

CMYK: 49, 10, 97, 30

15% Shade: #486A0E

30% Shade: #39550A

45% Shade: #2B3F08

60% Shade: #1C2A06

75% Shade: #0D1504

15% Tint: #FBF7E3

30% Tint: #F9F0C8

45% Tint: #F8E8AD

60% Tint: #F5E091

75% Tint: #F3D975

Alternative Colour
Cream Can

Hex: #F0D15A

RGB: 240, 209, 90

CMYK: 4, 11, 76, 2

15% Shade: #C9AE4B

30% Shade: #A18B3C

45% Shade: #78682D

60% Shade: #50461E

75% Shade: #28230E

15% Tint: #F5ECDA

30% Tint: #EBD8B5

45% Tint: #E1C591

60% Tint: #D6B16C

75% Tint: #CC9E47

Alternate Colour
Nugget

Hex: #C28A22

RGB: 194, 138, 34

CMYK: 7, 37, 95, 15

15% Shade: #A2731C

30% Shade: #815C17

45% Shade: #614511

60% Shade: #412E0B

75% Shade: #201706

15% Tint: #DAD9D8

30% Tint: #B5B4B2

45% Tint: #908E8B

60% Tint: #6B6964

75% Tint: #46433E

Text Colour
Zeus

Hex: #211E17

RGB: 33, 30, 23

CMYK: 69, 68, 74, 68

15% Shade: #1B1913

30% Shade: #16140E

45% Shade: #0F0F0B

60% Shade: #0A0A09

75% Shade: #060505

Colour is a powerful and immediate way to communicate the essence of the Athena® Herd Foundation. Our carefully selected colour palette is integral to our brand identity, chosen to evoke a sense of natural wisdom, growth, and approachable sophistication. The palette is structured around a core **Primary Colour (Green Leaf)**, reflecting our connection to nature and development, complemented by versatile **Alternate Colours (Cream Can and Nugget)** that add warmth and depth. These are supported by a clear **Text Colour (Zeus)** range, ensuring legibility and a consistent visual hierarchy across all our communications. Together, these colours create a harmonious and recognisable visual language that reinforces the values and mission of the Athena® Herd Foundation.



Click to download
 Colour Swatch Palette Pack

Practitioner & Membership Logos

This section of the brand guide provides essential information on the specific logos available to individuals and organisations who have achieved recognised qualifications, membership grades, or registration statuses with the Athena® Herd Foundation.

Each logo signifies a distinct level of engagement, qualification, or professional standing within the Athena® Herd Foundation community. As you progress on your journey with us, from completing foundational certificates to achieving specialised practitioner status or organisational membership, there are designated logos to accurately represent your current affiliation.

The subsequent pages detail each specific logo, outlining its purpose and the context in which it should be used. Adherence to these guidelines, including the associated non-exclusive, non-transferable licence to use these marks, is crucial. Utilising the correct logo not only proudly displays your achievements and membership but also upholds the integrity and clear communication of the various levels of expertise and commitment within the Athena® Herd Foundation network. Please ensure you refer to the specific guidelines for the logo that corresponds to your current, officially recognised status.

Athena® Herd Foundation Member™

Those individuals that have successfully completed the Athena® Herd Foundation externally accredited Level 2 Foundation Certificate in Equine Assisted Services are subject to this Brand Protection Policy and Guidance and are granted a royalty free non-exclusive non-transferable licence to use the following logo alongside their own profile only.



Click to download
Member Logo

Athena® Herd Foundation Practitioner™

Those individuals that have successfully completed the Athena® Herd Foundation externally accredited Level 4 or Level 5 Equine Assisted Services Diploma are subject to this Brand Protection Policy and Guidance and are granted a royalty free non-exclusive non-transferable licence to use the following logo alongside their own profile only.



Click to download
Practitioner Logo

Athena® Herd Foundation Specialised Practitioner™

Those individuals that have successfully completed the Athena® Herd Foundation externally accredited Level 7 PG Certificate are subject to this Brand Protection Policy and Guidance and are granted a royalty free non-exclusive non-transferable licence to use the following logo alongside their own profile only.



Click to download
Specialised Practitioner
Logo

Athena® Herd Foundation Organisational Member™

Those Organisations that meet all of the organisational requirements and/or are looking to add their practitioners to either the Accredited Practitioner Register™ (PSA) or Registered Practitioner (Athena) under a bulk membership scheme. Such organisations may also be eligible to validate CPD or CEU events as an Organisational Member. Organisational Members are granted a royalty free non-exclusive non-transferable licence to use the following logo.



Click to download
Organisational Member
Logo

Athena® Herd Foundation Accredited Practitioner Register™ (PSA)

Those individuals that are resident in the UK and have either directly or through an Organisational Membership met the requirements to join and continue to meet the ongoing obligations for the Accredited Practitioner Register™ (PSA) are granted a royalty free non-exclusive non-transferable licence to use the following logo alongside their own profile only.



Click to download
Accredited Practitioner
(PSA) Logo

Athena® Herd Foundation Registered Practitioner™ (Athena)

Those individuals that are not resident in the UK and have either directly or through an Organisational Membership met the requirements to join and continue to meet the ongoing obligations for the Accredited Practitioner Register™ are granted a royalty free non-exclusive non-transferable licence to use the following logo alongside their own profile only.



Click to download
Registered Practitioner
(Athena) Logo

For more information contact the Athena® Herd Foundation.

Website: <https://athenaherd.org>

Email: hello@athenaherd.org

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