

What does TEAD's new name and logo represent?



Image:

It features a powerful and heartwarming depiction of the profound connection between a horse and a human. In the centre of the logo, there is a beautifully illustrated horse with a flowing mane that embodies strength, freedom, and the incredible therapeutic power these magnificent creatures possess. The horse's gentle and kind expression conveys a sense of warmth and empathy.

Beside the horse, there is a human figure, representing a participant, or a caregiver. The person is depicted in a relaxed and joyful posture, radiating a sense of trust and connection. Their eyes meet with those of the horse, forming a deep and meaningful bond. The eye contact symbolizes the emotional connection and mutual understanding between horse and human, where words are not necessary to communicate.

In a heartwarming detail, a hand reaches out, gently touching the horse's nose. This gentle touch signifies the affection, trust, and partnership that exist between the two beings. It embodies the therapeutic nature of the relationship, where the horse becomes a source of comfort, empowerment, and healing for the rider.

The overall design of the logo is harmonious, balanced, and inviting. The colors chosen reflect a sense of calm, strength, and inclusivity, capturing the spirit of TEAD Therapeutic Riding Center. The logo encapsulates the organization's mission of providing transformative experiences, fostering connections, and creating a welcoming community where individuals of all abilities can thrive.

Name:

The decision to update the organization's name from "T.E.A.D. The Equestrian Association for the Disabled" to "TEAD Therapeutic Riding Center" was made with careful consideration and a focus on better reflecting the organization's mission, values, and the services it provides.

1. **Inclusivity and Accessibility:** The previous name, "The Equestrian Association for the Disabled," may have unintentionally reinforced a sense of limitation. The updated name, "TEAD Therapeutic Riding Center," embraces a more inclusive and welcoming

approach. By emphasizing "Therapeutic Riding Center," it highlights the organization's commitment to providing therapeutic experiences to individuals of all abilities, promoting accessibility and removing potential barriers to participation.

2. Person-Centered Language: The updated name places greater emphasis on the individuals served by the organization, recognizing them as unique individuals rather than defining them solely by their disabilities. "TEAD" acknowledges that the focus is on people and their well-being, creating a more person-centered and empowering environment.

3. Clarity and Simplicity: The new name, "TEAD Therapeutic Riding Center," offers a clearer and more concise representation of the organization's primary focus. It succinctly conveys the core services and purpose of the organization, making it easier for individuals to understand and connect with its mission.

4. Brand Identity and Recognition: A simplified and more memorable name, such as "TEAD," can contribute to improved brand recognition and recall. It allows the organization to create a distinct identity and build a stronger presence within the community and the broader public.

5. Contemporary Language and Terminology: The updated name reflects the evolving language and terminology used in the field of therapeutic riding. "Therapeutic Riding Center" is a commonly recognized term that conveys the organization's dedication to providing therapeutic experiences through horseback riding and related activities.

By transitioning to the name "TEAD Therapeutic Riding Center," the organization aligns its branding with its core values of inclusivity, accessibility, and person-centered care. It positions TEAD as a modern, forward-thinking organization focused on empowering individuals through the transformative power of therapeutic riding.

This New logo serves as a powerful representation of the meaningful work and profound impact TEAD Therapeutic Riding Center has on the lives of its riders, volunteers, and supporters.

We believe that every individual deserves the chance to thrive and discover their true potential, regardless of ability. Our new logo represents our unwavering commitment to fostering a supportive environment where everyone is celebrated, valued, and empowered.