

# 2025 BRANDING GUIDE & MARKETING PLAN



## PRIMARY LOGO



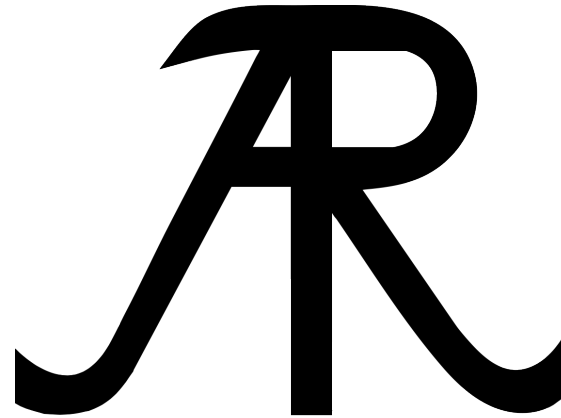
**The Allegiance Ranch marketing brand represents a powerful fusion of service, resilience, and the healing power of horses.**

Our primary logo—featuring a soldier saluting in front of a horse—embodies our deep commitment to veterans, first responders, and their families. It symbolizes honor, sacrifice, and the transformative connection between humans and horses, which lies at the heart of our mission.

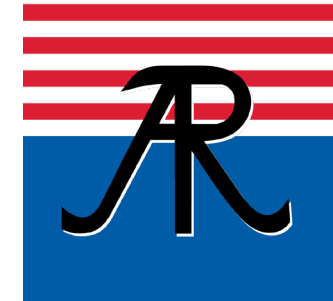
Complementing this, our AR brand emblem is a tribute to our Western roots and the ranching traditions that ground our work. This simple yet bold symbol reflects strength, community, and the unwavering support we offer to those who have served.

Whether through therapeutic horsemanship, outdoor experiences, or camaraderie, Allegiance Ranch is a place of refuge and renewal, where the spirit of service meets the open range.

## SECONDARY LOGO



## ALTERNATE MARK



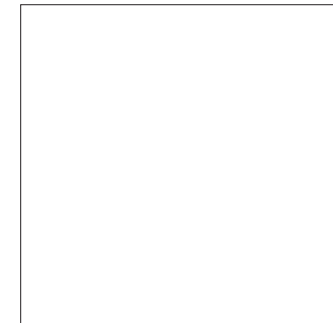
## PRIMARY BRAND COLORS



CMYK 8/100/86/1  
RGB 218/31/53



CMYK 96/69/4/0  
RGB 0/92/165



## SECONDARY BRAND COLORS



CMYK 96/69/4/45  
RGB 0/54/106



CMYK 28/22/28/0  
RGB 186/185/177



CMYK 28/55/71/37  
RGB 130/89/61



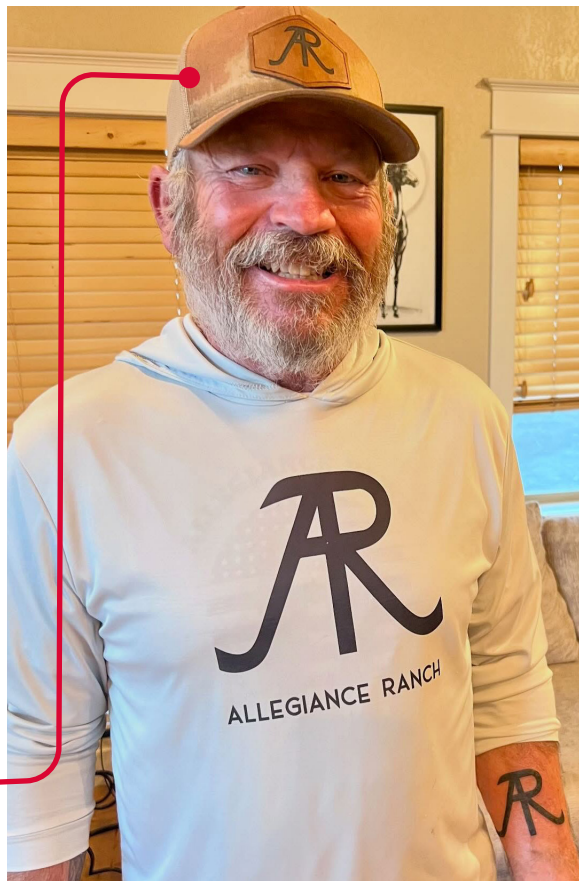
We should continue making these **AR trucker hats** and the new AR beanies.

Some people are more **committed to the AR brand** than others, and it shows.

We would love to add a **red clothing item** as part of our Red Friday campaign for Katie and other deployed members of our community.

Every horsemanship clinic participant should receive an **Allegiance Ranch shirt as part of their participation.**

It's a great way to welcome them to our community and a way for them to talk about the ranch with others in their community.



**Our Allegiance Ranch merchandise isn't just apparel—it's a statement of support, a symbol of service, and a way to spread awareness of our mission wherever it's worn.**

Every t-shirt, hat, and hoodie should serve as a walking billboard, helping us build recognition for our imagery while inspiring conversations about what we do.

When members of our community proudly wear our gear around town, they become ambassadors for Allegiance Ranch, reinforcing our commitment to veterans, first responders, and rescued horses.

To make the biggest impact, we must continue strengthening the connection between our logo, brand, and mission with a simple, powerful message: **Serving Heroes, Saving Horses.**

This phrase should be prominently featured alongside our graphics and our website to clearly communicate our purpose.

As our merchandise reaches more people, so does awareness of our cause, fostering a deeper sense of community and encouraging more individuals to support our work.

Every time someone wears an Allegiance Ranch hat or t-shirt, they're not just showing support—they're helping us grow our reach and make a difference.





SPRING 2025



SUMMER 2025



FALL 2025



**FEBRUARY**

**Share the Love**

This month is all about showing the love for our community. We will create some “horsey” Valentine’s to share with our community as a thank you on Valentine’s Day.



**MARCH**

**Hoedown Sponsor Drive**

Push for sponsors for this year’s Hoedown and open up ticket sales for the event.



**APRIL**

**Spring Into Action**

Focus on some spring chores like helping prep the garden, straighten up the hay barn, cleaning the horse grooming tools. Host a “Bring a Friend” Day on a Saturday. Create an “Amazon Wish List.”

**MAY**

**Honoring First Responders**

Firefighters, nurses and police officers all have national appreciation weeks in May. So together we will celebrate them with stories about first responders in our community.

**JUNE**

**Horse Sponsorship Drive**

Help us get 100 monthly \$10 sponsors for our horses. Launch “Meet the Horses” profiles on each of our rescues and talk more about what all it takes to care for our herd.



**JULY**

**ALL THINGS HOEDOWN!**

**AUGUST**

**Garden Spotlight**

Talk about why we built our garden, how it helps us raise money while also connecting with our neighbors, and tie it into veteran food insecurity.

**SEPTEMBER**

**Ranch Community Month**

Appreciating volunteers with special features on a few of our volunteers and a new video about the benefits of volunteering at Allegiance. Hand out yard signs for our community to put out.

**OCTOBER**

**Harvest & Horses**

Host a “Fill the Hay Barn” drive and talk about what all the ranch does to prepare for the winter.

**NOVEMBER**

**Honoring our Veterans**

Spotlight some of our veterans and talk about the programs we have to help veterans heal.



**DECEMBER**

**Season of Giving**

Promote Colorado Gives and push for end of year donations.





Growing our email marketing is essential for strengthening engagement, increasing support, and expanding the reach of our mission.

*Most sources say nonprofits should maintain a 3:1 ratio when sharing content, so for everyone one donation ask, we need to share three content items that don't directly ask for money.*

By segmenting our list into key groups—volunteers, military and first responder participants, and general supporters—we can tailor content to resonate with each audience while maintaining a consistent message across all communications.

### **VOLUNTEERS**

For volunteers, we can send updates on upcoming opportunities, highlight volunteer spotlights, and provide behind-the-scenes stories of how their efforts are making a difference.

### **MILITARY MEMBERS & FIRST RESPONDERS**

Military and first responder participants would benefit from success stories, reminders about upcoming horsemanship clinics and musters, and testimonials from fellow participants.

### **GENERAL SUPPORTERS**

Our general supporters should receive impact stories, donation opportunities, and merchandise promotions that help spread awareness.

### **ALL SEGMENTS**

Across all segments, we can include a shared “Mission Moment” featuring a short success story, a “Meet the Horses” spotlight introducing one of our rescues, and “Ranch Roundup” updates covering upcoming events and needs.

By aligning content with audience interests while maintaining common threads, we can grow our email list into a powerful tool for engagement and action.



## OUR Programs

**EXPERIENCE COMMUNITY, HEALING & CONNECTION**  
 We provide a welcoming space for veterans, active-duty service members, and first responders to connect with others who share the healing power of horses.



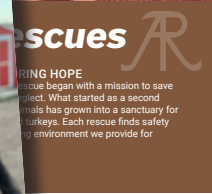
**HORS**  
 We offer free for-lesson sessions.



**HORSE**  
 Our small group sessions connect rescue horse owners on experiential learning.



**MONTHLY**  
 For veterans, we offer a sense of community and connection through our monthly campfires.



## OUR Community

**A COMMUNITY OF SUPPORT & HEALING**  
 At Allegiance Ranch, we welcome people from all walks of life, united by a shared love for our rescue animals and a commitment to supporting one another.



**MILITARY MEMBERS**  
 Whether you're seeking camaraderie, a sense of purpose, or simply peace of mind, our therapeutic horsemanship programs offer a unique opportunity to experience the healing power of horses.



**FIRST RESPONDERS**  
 In addition to veteran and active duty service members, we also welcome frontline first responders in our community including police, firefighters, and paramedics to take part in our programs.



**VOLUNTEERS**  
 Our ranch wouldn't exist without the incredible group of volunteers who help care for our animals and support many of our programs. We welcome new volunteers monthly, no experience required!



## PRESENTATION

Slideshow presentation about the mission and vision for Allegiance Ranch & Equine Rescue. This slide deck will include slides specific to military members and first responders that can be mixed and matched to tailor the presentation to the audience.



## HAND OUTS

Specific hand outs to go along with the brochure designed to support recruitment of new military members and first responders, and/or promote upcoming events at the Ranch.

