



Member Brand Guide

2025 Edition

How to Use the Member Brand Guide

Welcome to Yoga Alliance's Member Brand Guide. These guidelines are designed to ensure consistent and appropriate use of Yoga Alliance's brand assets. By following these guidelines, you help strengthen our collective identity and maintain the integrity of our credentials within the yoga community.

The 2025 brand refresh is more than a new look, it's a recommitment to what yoga can be: a force for inclusion, connection, and collective care. As a member, you are at the heart of this transformation. This guide was created to support you in speaking about Yoga Alliance with clarity, care, and consistency — whether you're teaching, sharing on social media, hosting workshops, or connecting with your community.

By aligning how we talk about and present ourselves, we begin the work of reshaping outdated narratives around yoga and affirm our shared commitment to building a more compassionate world grounded in yoga.

This guide will help you:

Speak clearly and confidently about Yoga Alliance's mission and values.

Properly represent your credential(s) across digital and print materials.

Understand how and when you may reference Yoga Alliance.

Who this guide is for:

This version of the brand guide is specifically for:

Members

Yoga teachers, teacher trainers and professionals who hold Yoga Alliance credentials

Yoga Schools & Providers

Partners who help deliver the practice and hold space for learning

Emerging Voices

Those who are newly credentialed and beginning to establish their presence

As a brand steward, you help us model the values of the brand by:

- Sharing inclusive, mission-aligned messaging.
- Displaying your credentials and logo clearly and appropriately.
- Uplifting the collective over the individual.
- Helping the wider public understand who Yoga Alliance is — and what we stand for

The Yoga Alliance Brand

We Are

A global collective actively working toward a world where yoga is for everybody, everywhere - regardless of experience, background, ability, or circumstance.

Our Vision

A better, bolder, more compassionate world grounded in yoga.

Our Mission

We advocate for yoga, in its wholeness, and for all human beings in theirs.

Our Purpose

To amplify the power of yoga and to make it accessible to anyone, wherever they are, under whatever circumstances.

Our Values

Begin with connection.

Pursue Progress.

Take Action.

Be Kind.

Beliefs

Through self-reflection, self-work, and action, we can transform ourselves and the world.

Self-awareness without action is ineffective in dismantling systems of oppression.

Community is essential to a meaningful human experience.

Growth requires embracing discomfort and change.

Everyone deserves to be seen, heard, and represented.

Brand Use Guidelines for Members

Logo Usage

Yoga Alliance lotus logo, typography, and all variations are **reserved for official use only** and may not be used by members in any form. This includes

- Websites
- Social media profiles
- Marketing materials
- Business cards or class flyers

This policy protects the clarity and consistency of the Yoga Alliance brand and ensures legal compliance with trademark use.

What You Can Do:

- Refer to your credential with accurate formatting (see next page).
- Speak about Yoga Alliance using approved messaging and language.
- Share your registry profile link or include a brief description in your bio.

Please avoid phrasing that implies you are endorsed or certified by Yoga Alliance. You are a credentialed member listed on our global registry. Additionally, please avoid any language that indicates you're employed by Yoga Alliance.

Yoga Alliance Credential Marks

What They Represent

Yoga Alliance credentials support the integrity and diversity of yoga teaching as a practice by fostering excellence in yoga education, cultivating high standards, and serving as a resource for the yoga community.

Holding one or multiple of the 12 designations Yoga Alliance offers communities both the number of training hours completed or offered, and at what level of experience achieved or certified as a Registered Yoga School, Continuing Education Provider, or Yoga Teacher.

Communicating your credentials using the marks as intended uplifts the practice of yoga teaching and yoga teacher training as a whole.

Types of Marks

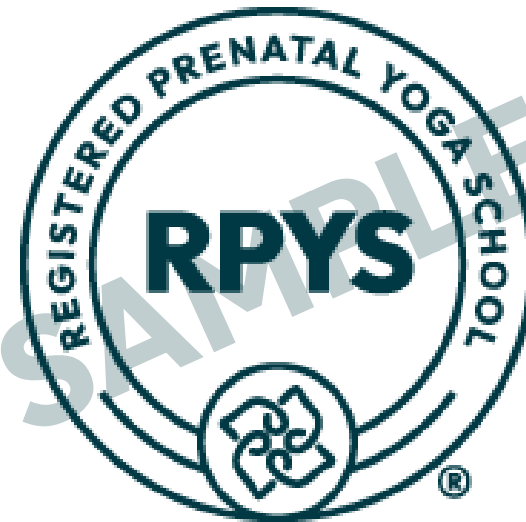
RYS Credential Marks

Registered Yoga School (200, 300, 500)



Specialty RYS Credential Marks

Registered Prenatal Yoga School (RPYS),
Registered Children's Yoga School (RCYS)



Types of Marks

RYT Credential Marks

Registered Yoga Teacher (RYT 200, 500, etc.)



Experienced RYT Credential Marks

Experienced Registered Yoga Teacher
(E-RYT 200, E-RYT 500)



Types of Marks

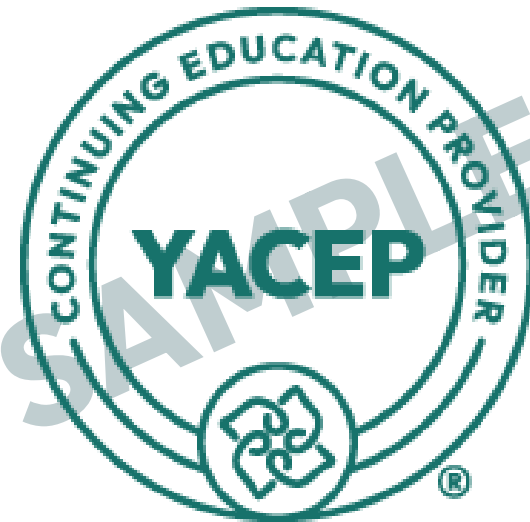
Specialty RYT Credential Marks

Registered Prenatal Yoga Teacher (RPYT), Registered Children's Yoga Teacher (RCYT)



YACEP Credential Mark

Yoga Alliance Continuing Education Provider (YACEP)



Yoga Alliance Credential Marks

Who Can Use Which Logos:



Only schools with the specific registered designations.



Only schools with the specific registered designations.



Only individuals with the specific registered designations.



Only teachers with the specific registered designation.



Only Experienced Registered Yoga Teachers who also hold the Yoga Alliance Continuing Education Provider designation.



May not be used on member websites/materials without explicit permission.

Certificate of Completion

- Use only the credential mark that corresponds to your school registration.
- RYS 200 schools should use only the RYS 200 mark on certificates.
- RYS 300 schools should use only the RYS 300 mark on certificates.
- If you hold RYS 200 and RYS 300 but not RYS 500, issue separate certificates with the appropriate mark.
- Do not create or use non-existent credential marks (such as "RYT 300")



Showing Affiliation on LinkedIn

Yoga Alliance is a professional registry, not an employer of its members, and should not be listed under the "Experience" section of your profile.

Instead:

Add Yoga Alliance to the "Organizations" section with the following details:

Organization: Yoga Alliance

Designation: RYT 200 – Member (or E-RYT 500, etc.)

Time Period: [Join Date] – Present

Description: Completed 200 hours of yoga teacher training and joined Yoga Alliance, the largest nonprofit association and global advocate for yoga.

Logos Do's and Don'ts

DO:

- Use the logos in their original form without modification
- Maintain proportions when resizing
- Use approved color versions or convert to grayscale when necessary
- Request high-resolution formats if needed for print materials
- Allow adequate space around the logo for visibility
- Place your own logo alongside (not integrated with) Yoga Alliance marks on certificates
- Contact Yoga Alliance with questions about proper usage

DON'T:

- Change the font, size, or color of any credential mark
- Change the logos in any way, even minor modifications
- Create unauthorized credential marks (like "RYT 300")
- Use credential marks you don't officially hold
- Use the RYT mark on certificates you issue to students (use your RYS mark)
- Combine the Yoga Alliance logo with your own branding
- Issue a single RYS 500 certificate if you only hold separate RYS 200 and RYS 300 credentials

Accessing Brand Resources

Yoga Alliance's logos, illustrations, fonts, and templates are not available for member use.

However, as a member you may:

- Link to your public profile on the Yoga Alliance registry
- Reference your credential in the approved formats
- Use this guide to ensure your messaging aligns with the brand's tone and values

Language Do's and Don'ts

Whether you're writing marketing materials, business communications, or social posts, the language you choose shapes how people feel about your brand. By using language that is inclusive, kind, and invitational, you are directly creating a yoga collective that is more compassionate. Here are some quick tips:

DO:

- Use "we," "us," and "you" to foster connection
- Be warm, clear, and conversational
- Invite participation using language like “you’re welcome to,” “we encourage,” or “consider”
- Use accessible, everyday language that avoids jargon

DON'T:

- Use authoritative or prescriptive language like “must,” “should”, or “need to”
- Speak impersonally (e.g., avoid “they,” “the organization”)
- Overuse absolutes like “always” or “never”
- Frame yourself as a representative or spokesperson for Yoga Alliance
Ex : Instead of “Yoga Alliance requires you to..” consider: “As a Yoga Alliance credential holder, you are encouraged to...”

Final Reminders

You represent your credential, not the organization.
Speak from experience, not authority.

Follow this guide to ensure you remain in alignment with our
community values and legal usage requirements.

When in doubt, prioritize clarity, kindness, and connection.

FAQs

Q: Can I change the font, size, and/or color of the RYS/RYT/YACEP logo?

A: No. The logos must be used in their original form without modifications to font, size, or color.

Q: If I hold the RYS 200 credential, can I use the RYT 200 logo on certificates I issue to students?

A: No. You must use your RYS credential mark on certificates. The RYT mark is reserved for individual teachers.

Q: How do I convert a logo to grayscale? Can I convert the logo to grayscale?

A: Yes, grayscale versions are acceptable. However, you shouldn't convert the logo to grayscale on your own. Please contact Yoga Alliance to request a version of the logo in grayscale.

Q: Which formats of the logo do you offer? I need a high-resolution format.

A: We provide logos in multiple formats including JPG, PNG, and vector formats (AI, EPS) for high-resolution applications. Contact us to request the format you need.

Q: Can I use the Yoga Alliance company logo on my website and/or other marketing materials?

A: The Yoga Alliance company logo (with the lotus symbol) is not for member use without explicit permission.

Q: Do I have to update all my RYS certificates with the new logo and resubmit it for approval?

A: For updated guidance on certificate transitions, please contact Yoga Alliance directly.

Q: Can I change the logo to another color to match my website?

A: No. The logos must maintain their original colors or be converted to grayscale.

Q: Can I add my logo to my RYS certificate?

A: Yes, you may add your own logo to certificates, but it should be separate from the Yoga Alliance marks.

Q: Can I make a small modification to the logos?

A: No modifications, regardless of size, are permitted to any Yoga Alliance logos or marks.

Contact Information

For questions about brand usage or to request logo files, please contact:

Yoga Alliance Community Engagement Team

Email: info@yogaalliance.org

Thank you for helping maintain the integrity of the Yoga Alliance brand and credentials.