



Brand Meanings

Paddle - Camp paddles are presented to new campers as a symbol of welcoming them to our camp and surviving their first week of horse and pony boot camp. The paddle will be a reminder of all their accomplishments, obstacles overcome, memories, and friendships made throughout their years as a camper here at Eastern Iowa Horse and Pony Camp.

Tree – The tree brand represents the campers that have shown the most **discipline** and **loyalty** throughout the week. These campers displayed attention to detail, followed directions and practiced each day diligently on and off their horse.

Arrow – The arrow brand represents the campers that have shown **courage**, **dedication**, and **perseverance** this week. They met challenges head on and strived towards their goals each and every day despite small setbacks and bumps in the road. They pushed through and made the best of a situation while here at camp.

Star – The star brand represents the campers that have shown **enthusiasm** and **positive attitude** throughout camp this week. They were willing to help others while on or off their horses. These campers proved to be the spirit leaders and directors of camp this week.

Heart – The heart brand represents the campers that displayed extraordinary **friendship** and **compassion** this week. They extended their hand and heart in helping and including others in all camp activities. They welcomed new campers and made them feel part of our horse camp family and community, while making lasting friendships for years to come.

Horse Shoe – The horse shoe brand represents the campers that are as **strong as iron**. The horse shoe is one of the most well-known symbols of good luck, but the recipient of this brand doesn't rely upon luck – It is **internal fortitude** that allows this camper to overcome rough and challenging terrain without stumbling.



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Bronco – The bronco brand represents the campers that are **free-spirits** and embody the Camp value of having **fun**. “Bronco” is derived from the Spanish language word for “rough.” The recipient of this brand can take the rough and tumble days and nights of camp, and might even get bucked off a time or two – but the Bronco will just laugh it off, brush themselves off, and get back on their horse.

Cross – The cross brand represents the campers who can appreciate the **spiritual** connection that they maintain with their horse. This camper is **faithful** to his or her horse and others at camp, demonstrating **integrity** in all interactions.

Pine Cone – The pine cone brand represents the campers who are **perceptive** and **balanced** in thought, word, and deed. The pine cone recipient is able to leverage these qualities to grow and learn in a thoughtful manner. Their perception and balance allow them to excel at whatever task or goal that they set to achieve.

Longhorn – The longhorn brand represents the campers who are **confident** and **self-assured**. The Longhorn Camper does not need to “paw the ground” or make a snorting spectacle of itself to draw attention – Rather, this camper is secure and comfortable in knowing that others respect their words and deeds.

Bear – The bear brand represents the campers who demonstrate **leadership** and are **tenacious** in their pursuit of any objective. The Bear camper is willing to take whatever **action** necessary to accomplish a goal and may often be **protective** of those around them.