

MYOFASCIAL ENERGETIC RELEASE

# Brand Guidelines for Practitioners

Version 1.2 updated 18th June 2024



Myofascial  
Energetic  
Release

by Satyarthi Peloquin

# Welcome

These guidelines are designed to help Practitioners maintain the integrity and uniformity of the MER brand across all platforms and communications.

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# Naming your organisation

## **NAME RESTRICTIONS:**

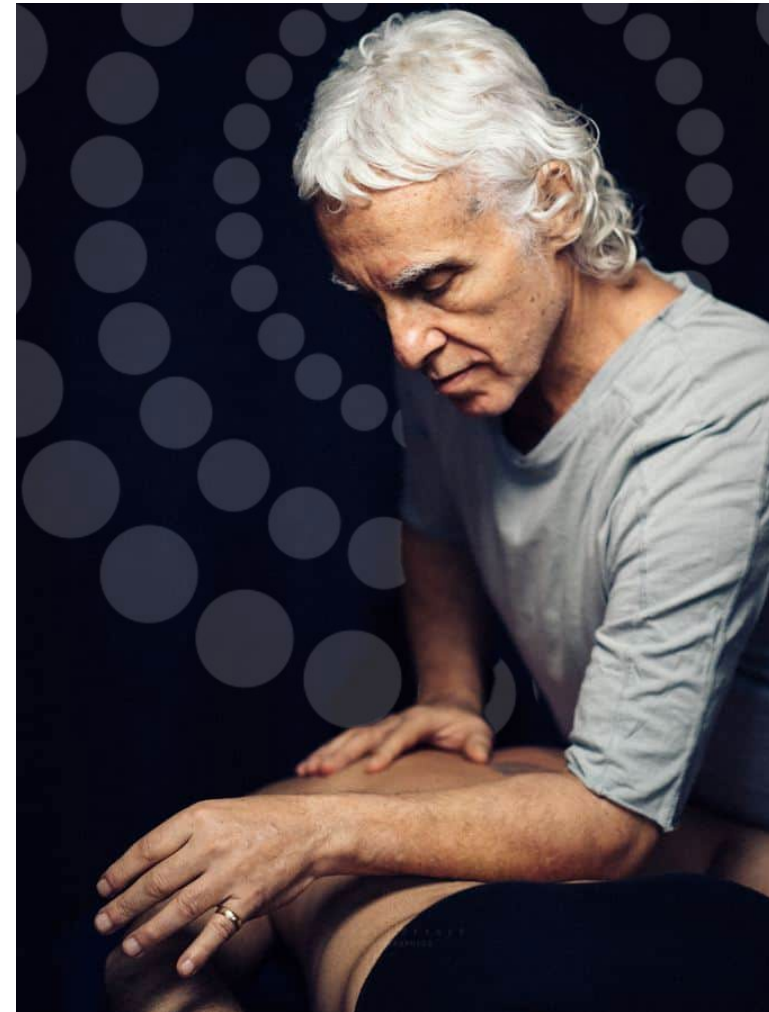
The terms "MER" or "Myofascial Energetic Release" should not be used in your personal or business name to prevent brand confusion.

## **Acceptable Examples:**

- Suna Therapy
- Inui Bodywork
- John Smith

## **Prohibited Examples:**

- Myofascial Energetic Release + [Country]
- Myofascial Energetic Release by + [Your Name]





# Communicating the MER Name

## **WEBSITE**

Ensure to mention the full name "Myofascial Energetic Release" at least once on each relevant page of your website.

## **SOCIAL MEDIA**

Ensure to mention the full name "Myofascial Energetic Release" on each of your posts related to the technique.

## **ACRONYM USE**

The acronym "MER" can be used after the full name has been initially introduced or if space is limited.

## **PROHIBITED USE**

You are asked to use carefully the Myofascial Energetic Release name. Use it only when related to a MER related activity and nothing else.





# Logo Use

## GUIDELINES

The MER logo exists in 3 colours and 2 formats as shown on this page. Use the MER logo as provided without alterations to maintain brand integrity. Do not add anything to it. Do not alter the colors.

## USAGE

As a MER practitioner, you are encourage to use the MER logo on your website and communication material to refer to the MER technique or to his founder, Satyarthi Peloquin.

You are allowed to use the **MER icon as your avatar on social media** if your main activity is related to MER.

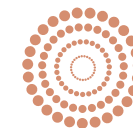
**You are not allowed to use the MER logo as your own logo apart for the previously mentioned case.**

**On your website**, you can display the MER logo on the relevant page where mentioning MER. **You are not allowed to use it as main logo in the header of your website.**

## LOGO VARIATIONS



## MER ICON



## MEANING OF THE LOGO

The outer ring dots of the logo representing the 27 key body zones targeted in our therapy. This design created by our branding agency Shout Design encapsulates our unique approach to alleviating pain and fear.





# MER Certification Badge

## PURPOSE

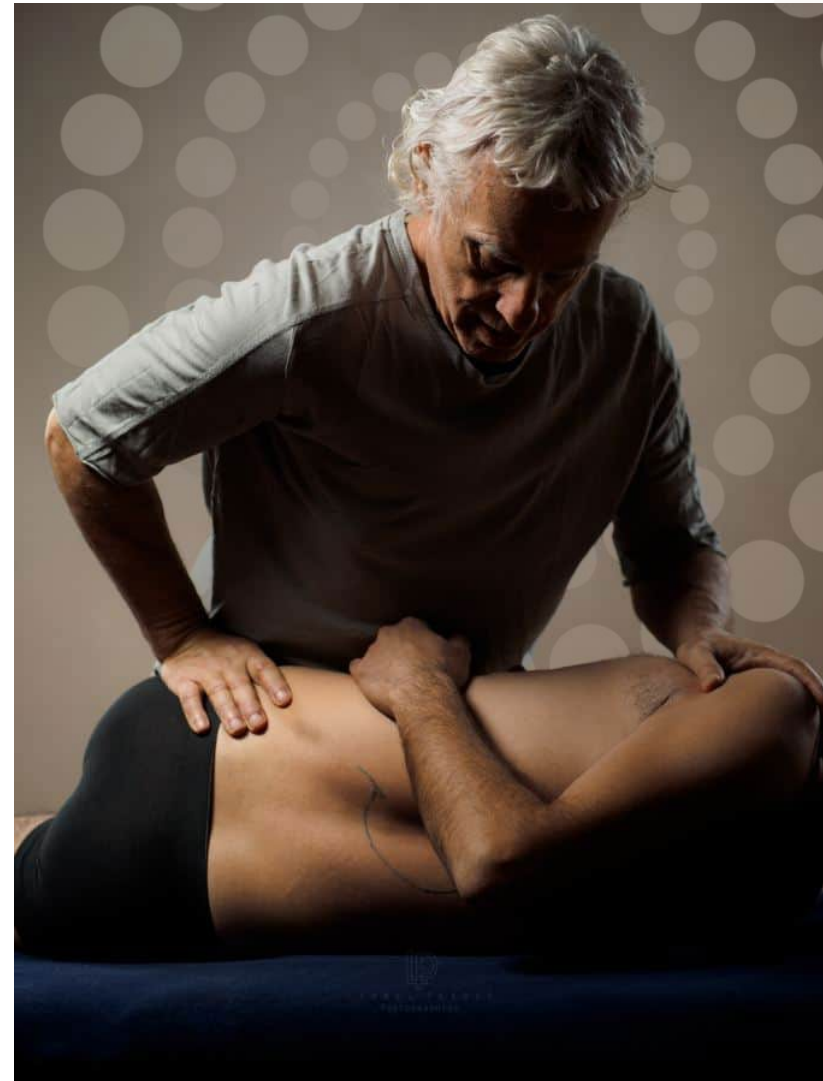
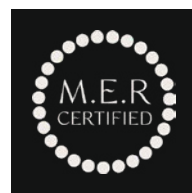
The “MER Certified” badge Indicates your status as a Certified Practitioner of the MER technique.

## USAGE

Display this badge prominently in promotional materials and on your website to signify your official status. You are asked to use it without any alteration.

## CERTIFICATION BADGE

Here is the badge that you will receive after completing the whole MER training. It exists in 3 different colours.





# Distinguishing the Founder and the Practitioner

**IN ORDER TO AVOID CONFUSION**, we ask you to make clear on your website and your promotional material that you are a MER practitioner and not the founder of the technique.

## **RECOMMENDATION FOR YOUR WEBSITE**

We recommend to display your name, photo, and bio indicating that you are a practitioner of the MER technique. On the relevant page where presenting the MER technique, we recommend you to include the mention of the following MER elements :

- **Satyarthi Peloquin's name**, clearly labelled as the founder.
- **A link to the MER official website**  
<https://myofascialtrainings.com>
- **Your MER certified badge**
- **The MER logo**







# Use of the MER design

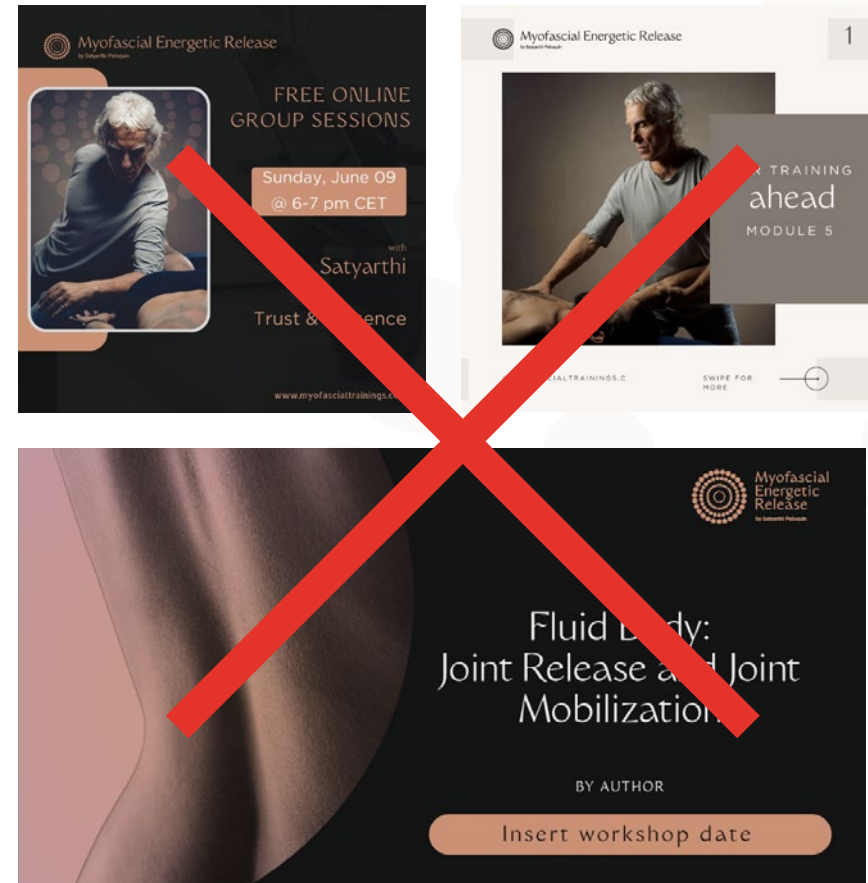
## INDEPENDENT AND ORIGINAL BRANDING

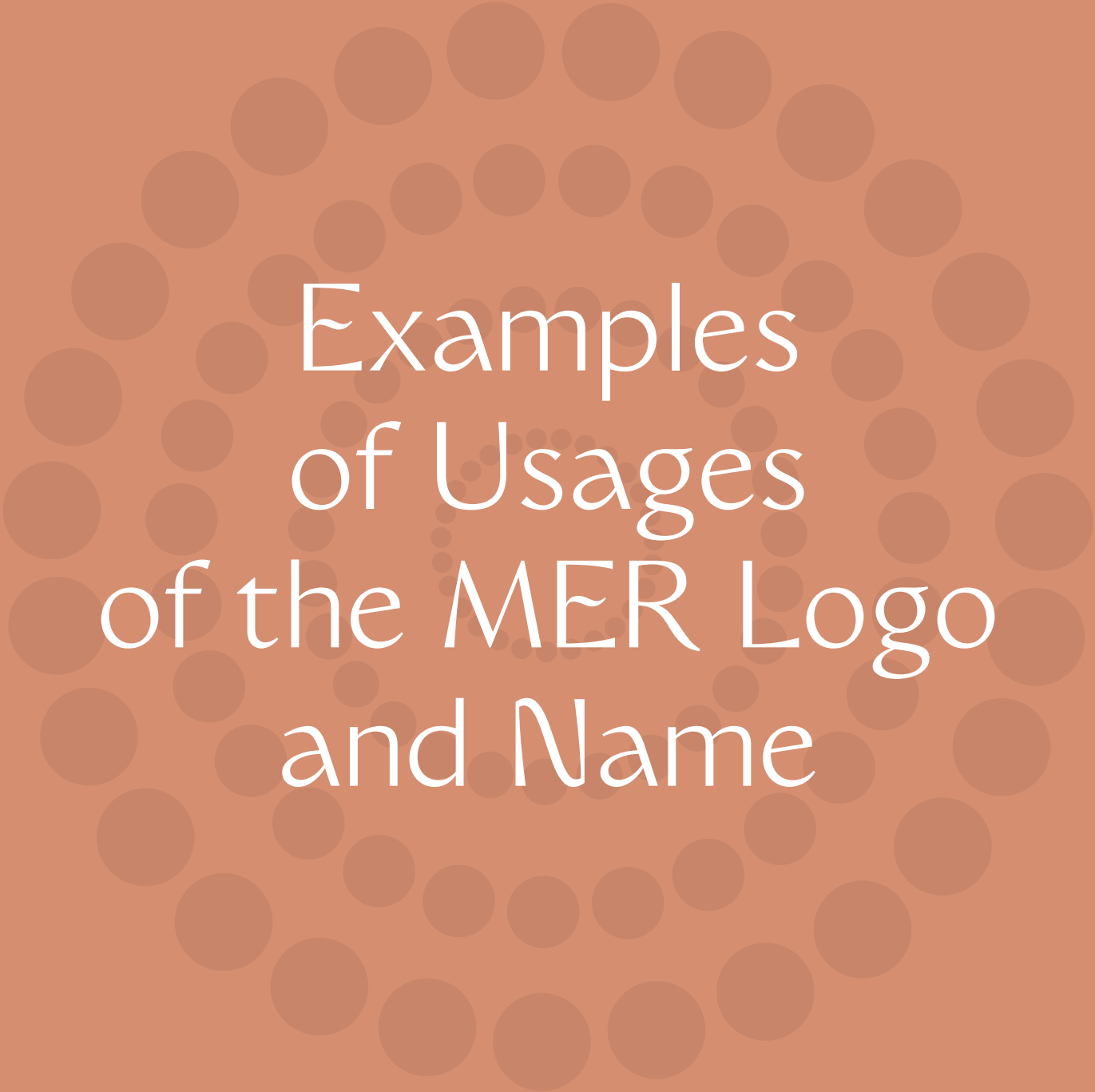
You should create and use a unique design for your website, Social Media marketing and communications.

**Do not replicate the graphic design of Satyarthi Peloquin.**

## QUALITY OF THE DESIGN

As a representative of the MER brand, you are asked to maintain a professional and high-quality design standard that reflects the quality of MER.





Examples  
of Usages  
of the MER Logo  
and Name



# Social Media Correct Usage Example 1

**Unique design and brand**

**The page name doesn't include MER**

**MER is mentioned when relevant**

**Presence of the MER Certified badge**

**Presence of the MER logo when relevant**



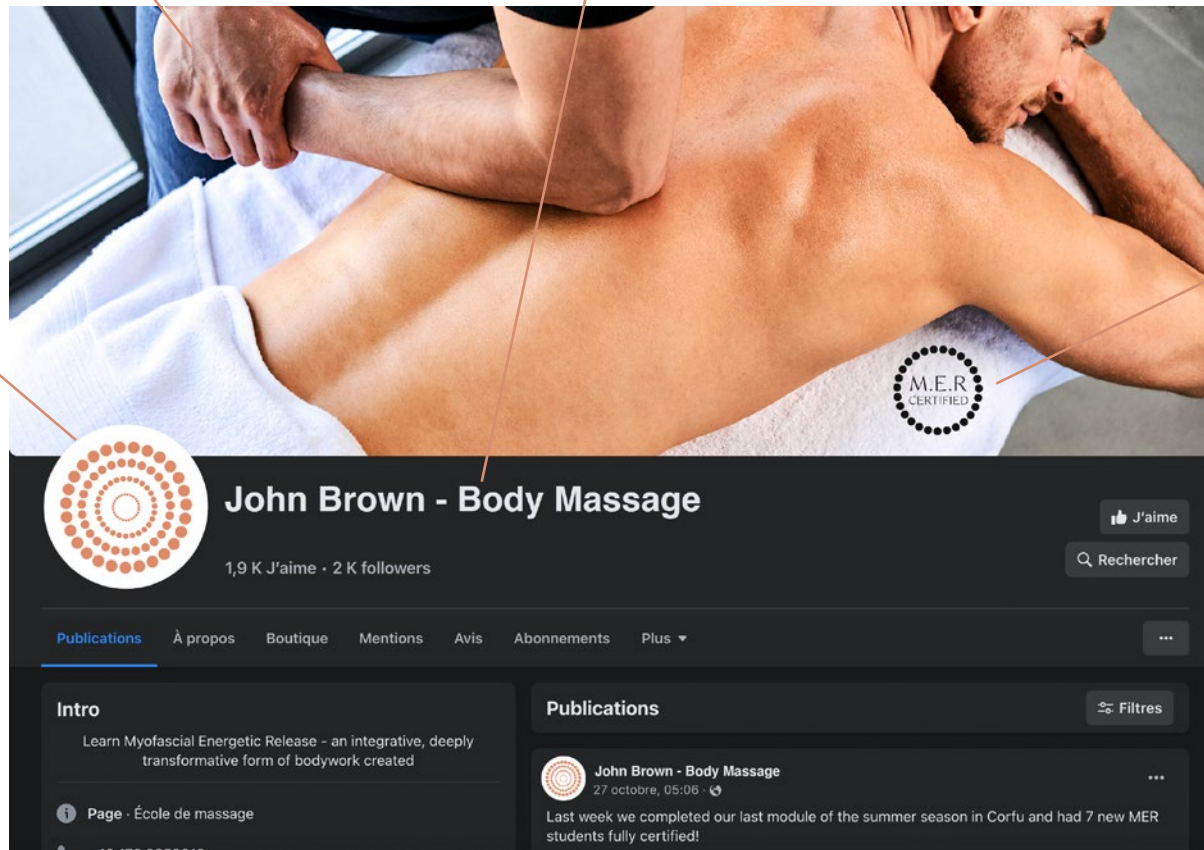
# Social Media Correct Usage Example 2

Unique picture

The page name doesn't include MER

Use of the MER icon as avatar

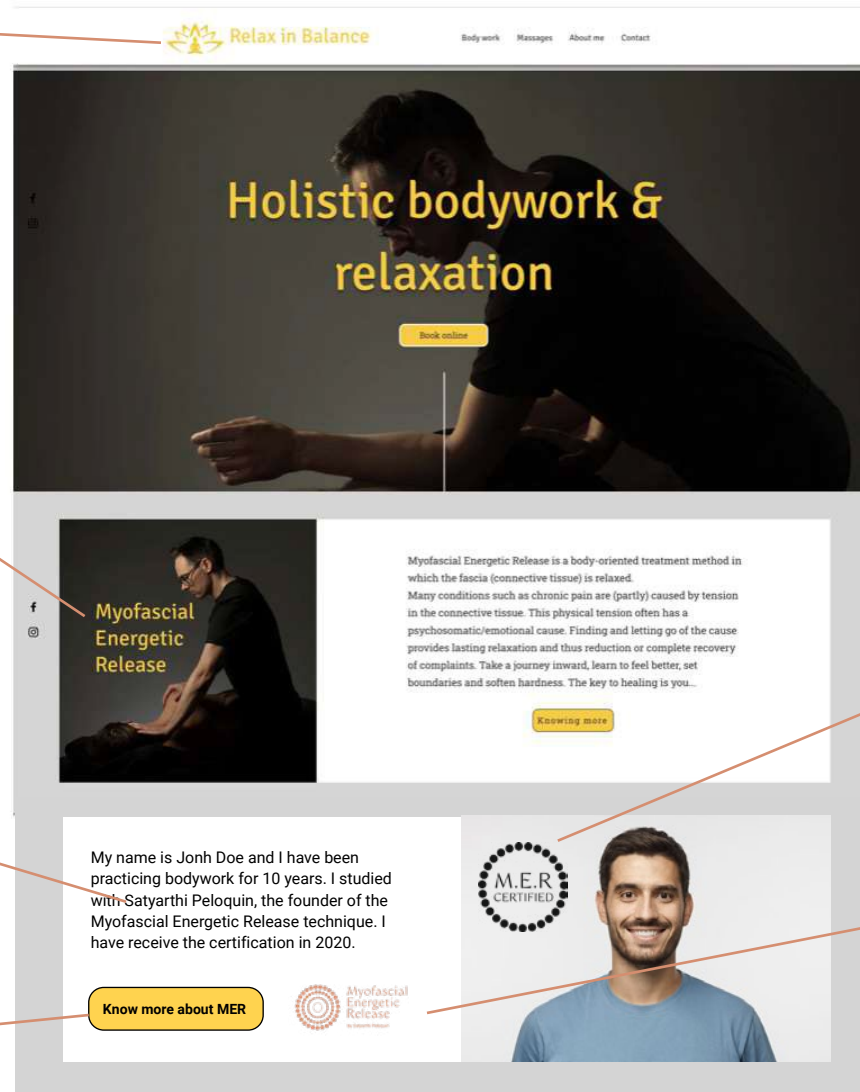
Presence of the MER Certified badge





# Website Correct Usage Example

Your name and your logo if you have one  
**DO NOT DISPLAY THE MER LOGO HERE**



Display of the MER full name

Clear mention of you as a MER practitioner  
and of Satyarthi Peloquin as  
the founder of MER

Link to the myofascialtrainings.com  
official website to know more about  
the technique

Display of your MER  
Certified badge

Display of the MER logo  
in the appropriate context





# Sharing content from Satyarthi Peloquin Facebook page

Sharing posts from Myofascial Energetic Release by Satyarthi Peloquin **Facebook page, Youtube page and instagram account** is **allowed and encouraged.**

By sharing any MER content or promotional material, you participate in increasing the popularity and visibility of the MER technique which is helping the whole MER community and reinforce your credibility as practitioner.

Myofascial Energetic Release by Satyarthi Peloquin  
7 juin à 09:00 · 🌐

Trust & Presence by Satyarthi Peloquin

Don't miss that Free Online Group Session: Satyarthi Peloquin the mastermind behind Myofascial Energetic Release will be live on Sunday June 9th on the topic Trust & Presence. Register now and Save your Spot: <https://www.myofascialtrainings.com/.../free-online-group.....> En voir plus

Myofascial Energetic Release  
by Satyarthi Peloquin

FREE ONLINE GROUP SESSIONS

Sunday, June 09  
@ 6-7 pm CET

with  
Satyarthi

Trust & Presence

[www.myofascialtrainings.com](http://www.myofascialtrainings.com)

By adhering to these guidelines  
you help us uphold the integrity and  
professional image of the MER brand.

For permissions or further  
inquiries, please contact  
[office@myofascialtrainings.com](mailto:office@myofascialtrainings.com).