WHAT IS A BRAND TOOLKIT?

Our visual identity – our logo, fonts, colors, and overall style – is our brand and it's how our audiences know and recognize Selfhelp. This toolkit will give you the tools you need to create materials that visually reinforce the strength and legacy of Selfhelp.

We developed this toolkit to empower you to be ambassadors for Selfhelp. It is important to use consistent elements of our identity in order to build trust, strengthen our reputation with our community, and convey our professionalism.

This is meant to be a working toolkit and reference guide for anyone creating materials that represent Selfhelp and your individual programs to ensure consistency and an understanding of our brand identity. The External Relations team is available to answer questions and review materials, as needed.

We are a large organization with many locations, programs, and staff, and *together, we are Selfhelp.*

SELFHELP IDENTITY

Selfhelp is dedicated to maintaining the independence and dignity of vulnerable New Yorkers through a range of housing, home health care, and social services.

Mission Statement

Selfhelp is a not-for-profit organization dedicated to maintaining the independence and dignity of seniors and at-risk populations through a spectrum of housing, home health care, and social services and will lead in applying new methods and technologies to address changing needs of its community. Selfhelp will continue to serve as the "last surviving relative" to its historic constituency, victims of Nazi persecution.

At Selfhelp, we believe in:

- *Compassionate home and community care*

- *The dignified care of every person; Helping older adults live with independence and avoid institutional care*

- *Cultivating a culture of respect for our employees, clients, and volunteers; Passionate and mission-driven staff members*

- *Serving vulnerable New Yorkers*

- *Leading in innovative services*

- *Pride in our New York City legacy and 80+ years of service*

SELFHELP'S NAME

On November 10, 1936, in a New York City apartment, Selfhelp was born in the living room of a Manhattan apartment. A group of German émigrés came together to provide these new Americans fleeing Europe to escape the threat of Nazi persecution with the basic support that would allow them to use their individual strengths to build independent lives marked by dignity and productivity.

Our first tagline was *émigrés helping émigrés* - a reference to how our community helps each other and the beginning of our name *Selfhelp*.

We are proud of our name and the legacy that our name reflects. Below are guidelines for how to refer to Selfhelp.

Selfhelp Community Services, Inc.

*Always capitalize the first letter in each word. Remember, Selfhelp is one word with a lowercase **h**. It is preferable to use our full name whenever possible.*

Shorthand or abbreviations: **Selfhelp**

For formal documents (i.e. letters, presentations, and grants), the first reference should use the full official name:

Selfhelp Community Services

Fundraising/Development:
Selfhelp Community Services Foundation, Inc.

Shorthand: **SCS Foundation**

Real Estate Development: **Selfhelp Realty Group, Inc.**

Shorthand: **SRG**

Certified Home Health Agency: **Selfhelp Family Home Care, Inc.**

Selfhelp Family Home Care only refers to the Certified Home Health Agency (CHHA). It is not to be used to reference the LHCSA or training departments.

Selfhelp

LOGO GUIDES

Our logo is the foundation of our visual identity and should be featured prominently on all our materials.

High resolution logos are available on the P Drive and to download from our website.

What type of file should you use?
JGP files might be more familiar, but the PNG file is usually best for the logo.
An important benefit for using a PNG file, is that–unlike a JPG–they support transparency. This is important and allows our logo to look as professional as possible.

Our logo should not be altered in any way, including changing the font, color, or design.

The logo should never be stretched out.
In order to avoid that, always resize from one of the corners.

Our logo should not be redrawn, recolored, or modified in any way.

High-Res files in both jpeg and png formats (including transparent background):

The Selfhelp logo is appropriate for all Selfhelp official documents. All logos are available in blue, white, and black)

Selfhelp has produced logos marking our 75th and 80th anniversaries. As you reprint or refresh hard-copy and digital materials, please remove the anniversary logos.

The logo is available in blue, black, and white.

Properly resize the logo from the corners

LOGOS

Simple: Selfhelp
(Appropriate for all departments and programs)

Selfhelp Community Services
(appropriate for home care, all community-based programs and programs within senior communities, and the Holocaust Survivor Program)

Selfhelp Realty Group
(To be used for documents related to the Realty Corporation)

Selfhelp Community Services Foundation
(To be used for documents related to fundraising)

Selfhelp Witness Theater Productions
(To be used for documents related to the Witness Theater documentary)

Commonly used Logos

Limited used Logos

DO'S AND DON'TS

Consistency is key for our organizational identity! It's the stability of our logo that allows Selfhelp to be recognizable.

The follow standards are to protect the integrity of the Selfhelp logo and should never be distorted, redrawn, recolored, or modified in any way.

- Do not put the logo on top of an image or make it difficult to read

- Do not put the logo within a shape

- Do not stretch, compress, or distort the logo

- Do not make the logo a color other than white, black, or Selfhelp blue

- If ordering pens, bags, or other Selfhelp giveaways, always make sure the logo is properly aligned. If the logo does not fit well on the product or you need a creative solution, please contact the External Relations Department.

Acceptable (Logos available in blue, black, and white)

Unacceptable

Don't put on colorful background

Don't distort logo

Don't put logo within shape

Don't change color other than white, black, or navy blue.

COLOR PALETTE

The Selfhelp blue is recognizable by our entire community! The consistency of this color and our logo help internal and external audiences recognize Selfhelp and know that the documents are official and representative of Selfhelp.

Primary colors

Selfhelp's primary colors are blue and yellow. These should be used as the main colors in any document requiring design (ie. flyers, presentations, logos, etc.).

The numbers next to the color allow us to find the exact color in any document. In Microsoft, the RGB numbers are most helpful, professional designers may use PMS or HEX numbers. If each of us use the exact color code then our colors will match across departments and locations and the Selfhelp identity will look consistent.

Please note that CMYK color coding is only needed or typically used for printing purposes only.

## How to find colors in the Microsoft suite:

In the color palette, go to more colors, click custom, and type in the code for the Red, Green, and Blue values using the RBG color key. Look to the right to see the RBG color code for Selfhelp blue and yellow.

Colors on fabrics and other materials: Use the color formulas listed to the right for producing or ordering items for which those formulas may be applied. If ordering items from "stock" colors, always use the PMS 662 blue color option; never use the NAVY option.
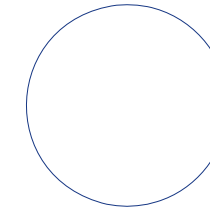
Primary colors
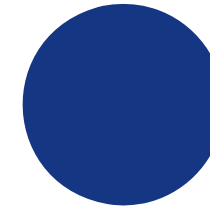
PMS 662 CP
CMYK - C100 M87 Y0 K20
RGB - R22 G54 B131
HEX - 153683
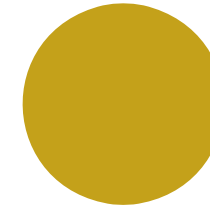
PMS 7753 CP
CMYK - C0 M17 Y94 K27
RGB - R196 G161 B27
HEX - c4a11b

White
CMYK - Knock Out
RGB - R255 G255 B255
HEX - ffffff

COLOR PALETTE, continued

Secondary colors

Secondary colors are complementary versions of blue and yellow meant to accent the primary colors. These colors are meant to add visual interest to all Selfhelp documents.

Website colors

These colors were chosen to help create a rich and inviting palette within the Selfhelp website. These colors should not be used for stationary, folders, presentations, flyers, letters, graphs and charts. With approval, these colors can be limitedly used as accent colors within outreach flyers that already feature Selfhelp blue and yellow.
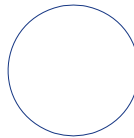
Secondary colors

PMS 281 U
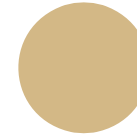CMYK - C100 M90 Y45 K40
RGB - R22 G37 B72
HEX - 162548

PMS 279 U
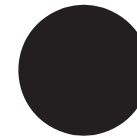CMYK - C65 M35 Y0 K0
RGB - R91 G145 B204
HEX - 5b91cc
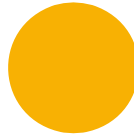
PMS 7406 U
CMYK - C4 M29 Y98 K0
RGB - R243 G183 B32
HEX - 153683

PMS 7502 U
CMYK - C18 M25 Y53 K0
RGB - R211 G184 B134
HEX - d3b886

White
CMYK - Knock Out
RGB - R255 G255 B255
HEX - ffffff

Black
CMYK - C0 M0 Y0 K100
RGB - R0 G0 B0
HEX - 000000

Website colors *(These colors add visual interest to our website. If you would l i k e to use one of these colors, please contact the External Relations team for   approval.)*

Golden Yellow

Meadow Green

Dusk Orange

Sky Blue

Sunny Yellow

Dark Navy

Sandy Beige

Concord

FONTS

In addition to logos and colors, our fonts play an important role in identifying materials that represent Selfhelp. These fonts can be used for materials that will be viewed by our clients or other older populations. **Fonts can never be changed from the default style to reflect a personal preference.**

Our primary font for all formal and informal documents:
Palatino Linotype, Size 11 or 12

This is to be used for email, writing letters, and all documents on behalf of Selfhelp.

Acceptable Fonts

Primary Font:
PALATINO LINOTYPE FAMILY

(Suggested usage: writing all email correspondences, letters or documents on behalf of Selfhelp)

PALATINO REGULAR
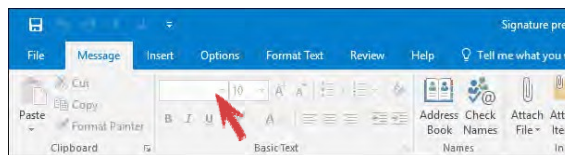
PALATINO ITALIC

PALATINO BOLD

PALATINO BOLD ITALIC

Website Font: Lato

LATO REGULAR

LATO ITALIC

LATO BOLD

Secondary Font:
VERDANA FAMILY

(Suggested usage: headlines and subheads also can be used for materials that will be viewed by our clients or other older populations)
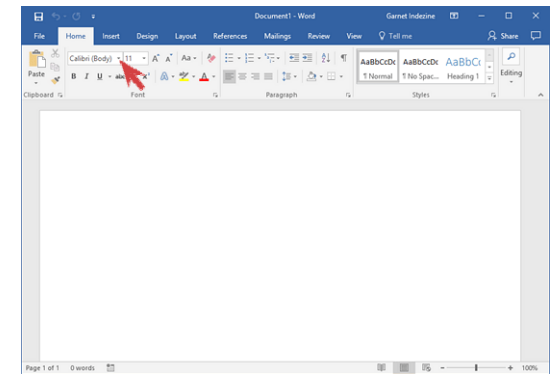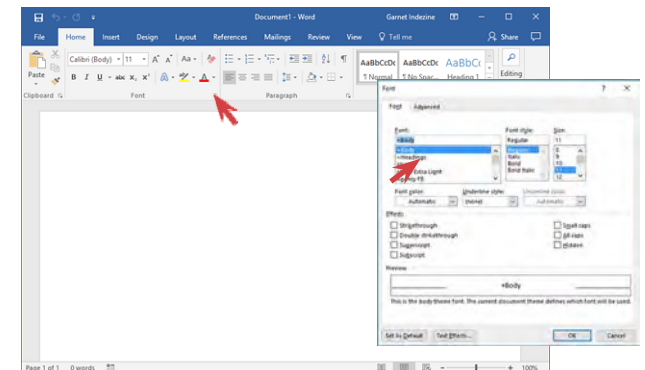
VERDANA REGULAR

VERDANA ITALIC

VERDANA BOLD

VERDANA BOLD ITALIC

To change fonts in Microsoft Word (PC)

or

To change fonts in Microsoft Outlook (PC)

EMAIL SIGNATURE

An email signature is one of the easiest and most visible ways to communicate our identity to our community. Having a consistent email signature highlights our professionalism.

Here's how to update your signature:

1. Open a new email message. Select **Signature** > **Signatures** from the **Message menu**.

2. Under **Select signature to edit**, choose **New**, and in the **New Signature** dialog box, type a name for the signature.

3. Under **Edit signature**, compose your signature.

4. Under **Choose default signature**, add the email you want the signature to associate with and on **new message** choose the name you gave the signature.

How to insert the logo and social media icons:

While editing the signature you can add images with the **add image icon** and right next to it is the **hyperlink icon** where you can highlight the image to add a hyperlink to each social media icon.

How to update your signature
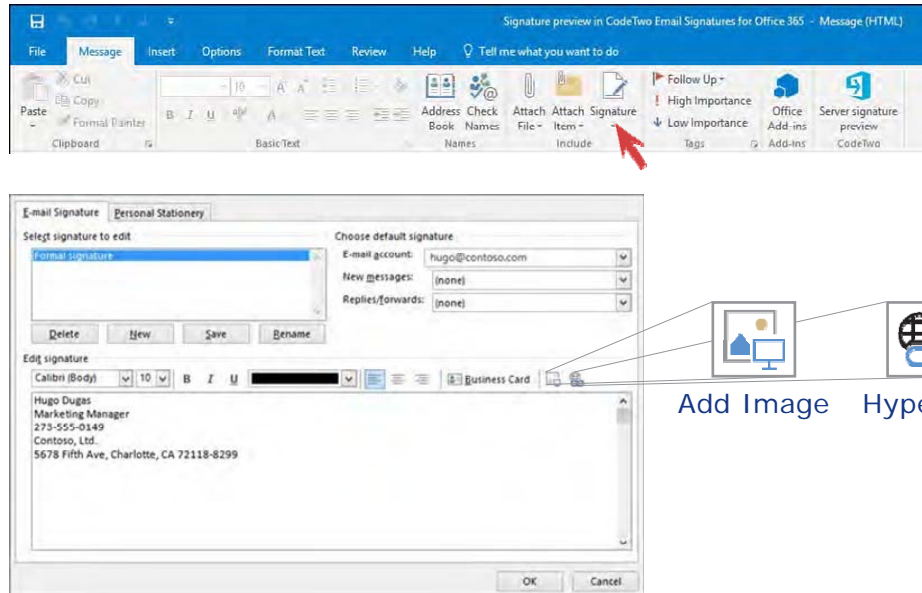
Add Image   Hyperlink

Email Signature

Name
Title
Program Name (if applicable)
Selfhelp Community Services
Office Address
City, NY Zip Code
212-XXX-XXXX (office) email
@selfhelp.net

Selfhelp

www.selfhelp.net

• Email signatures can never be changed from the default style to reflect a personal preference.

• *Email signature font sizes should be 10pt.*

• Disclaimer font size should be 8pt.

• The Selfhelp Realty Group and SCS Foundation should feature their applicable logos.

NOTICE: The information contained in this e-mail message and any attachments is confidential and may be legally privileged. This message is intended only for the individuals(s) named herein or other contacts of Selfhelp Community Services Inc. specifically authorized to receive this communication. If you are not the intended recipient please notify the sender and delete the message immediately. Please do not read, store, copy or otherwise disseminate or distribute this e-mail or any part of it. Additionally, while this message and any attachments are believed to be free from any viruses or other defects that may affect the recipient's systems, it is the responsibility of the recipient to scan for viruses before opening the e-mail. Selfhelp Community Services Inc. bears no responsibility for any loss or damage, arising in any way by receipt or use of the e-mail or any attachments.

SECTION 3: SELFHELP MARKETING MATERIALS AND TEMPLATES

TEMPLATE

Standard Header size (25pt)

Standard Letter font size (11pt or 12pt)

- These templates are available on the P Drive and to download from our website. These are meant as guides and starting points for how to develop flyers and presentations within the Selfhelp style.

- The templates include PowerPoint, stationary, letterhead, event flyers, a post card, fax cover sheet, and memo.

- The logos, colors, and templates can be downloaded from our website: www. selfhelp.net/toolkit and on the P drive: P:\01 – STANDARDS.

- Are you looking for something else? Contact Sandy Myers or Katie Foley in the External Relations Department.

- Selfhelp maintains relationships with professional designers, printers, and mail houses.

LOGO PARTNERS

Selfhelp receives generous funding through various organizations or government entities which is acknowledged in our printed and digital materials. For official correspondence, please use current Selfhelp letterhead or stationary.

The Selfhelp logo should be visually distinct from partner logos so it is clear to the reader that the material was produced by Selfhelp. Partner logos should be included once per document (usually in the footer or at the end), unless otherwise directed.

Funders not discussed on this page may have their own requirements. Directors should familiarize themselves with requirements for their program and notify the External Relations Department with any questions.

Printed and digital materials coming from the Holocaust Survivor Program should include logos for UJA-Federation, the Claims Conference, JFNA, and other relevant funders.

Programs receiving funding from New York State or New York City agencies, such as NY SOFA, DFTA, ACS, or HRA, should include the relevant logo on printed materials if required by funder.

The Selfhelp Realty Group may use the Equal Housing Opportunity logo as needed.

UJA-Federation

Selfhelp is a core partner of UJA-Federation and therefore enjoys the benefits and responsibilities of promoting our relationship in print and digital materials. The UJA-Federation logo should be displayed on all written and digital materials.

- If the UJA-Federation logo appears with more than just Selfhelp's logo (i.e., alongside JFNA and/or the Claims Conference), use the standard UJA-Federation logo.

- If the UJA-Federation logo is appearing with only Selfhelp's logo, then use the UJA-Federation proud partner seal

- Branding Guidelines & Logos: www.ujafedny.org/network411

Claims Conference

- Branding and Logos: www.claimscon.org/for-agencies/logos

- Agencies that receive Claims Conference grants are required to acknowledge the Claims Conference on websites and in press materials.

Community Health Accreditation Program (CHAP)

Selfhelp Home Care programs are accredited by the Community Health Accrediting Program (CHAP). This logo can be used for any materials related to home care.