

# Selfhelp Brand Toolkit

*Selfhelp*

# SECTION 1

## Brand Standards



# Introducing Selfhelp

We believe that everyone deserves to age with compassionate, trusted, and innovative care that respects their life experiences.

Our unique approach is rooted in our longstanding work with Holocaust survivors, giving us the experience and understanding to meet every challenge.

Because every person deserves to age with dignity and independence.

Selfhelp provides affordable housing, home health care, and community-based services to 25,000 individuals so that they can age with dignity.

# Selfhelp Core Values

- Welcome and Include All
- Think Big
- Connect with Compassion
- Build Trust, Always
- Balance Head and Heart

# 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 is 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.

# How to Write Selfhelp's Name

## **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.** or  
**Selfhelp Realty Group / The Melamid Institute of Affordable Housing**

Shorthand: **SRG**

# SECTION 2

# Visual Identity

Logo, colors, and font



# 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 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.

# Do's And Don'ts

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

The following 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 a colorful background



Don't distort logo



Don't put logo within shape



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

# Logo

## **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



# Primary Color Palette

The Selfhelp Blue is recognizable by our entire community! The consistency of this color help internal and external audiences recognize Selfhelp and know which documents are official.

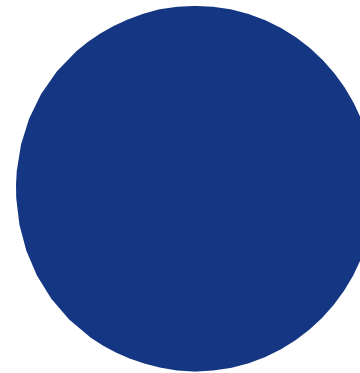
## Primary colors

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

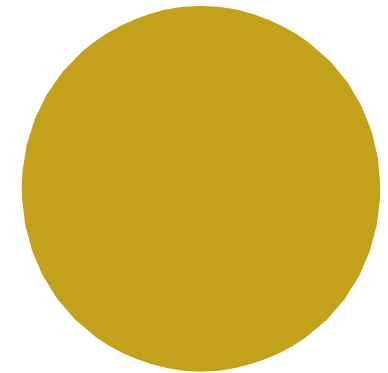
The numbers next to the color allow us to find the exact color in any document.

## How to find colors in the Microsoft suite:

When selecting a color, go to more colors, and click Custom. Use the RGB (red, green, blue) code for the specific color you are selecting.



PMS 662 CP  
RGB - R21 G54 B131  
HEX - 153683

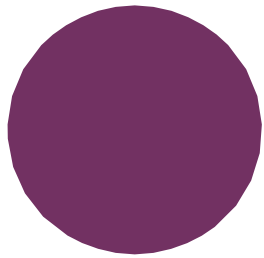


PMS 7753 CP  
RGB - R196 G161 B27  
HEX - c4a11b

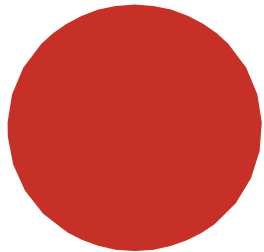
# Secondary Color Palette

## Secondary colors

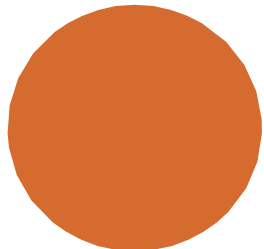
Secondary colors are complementary versions of blue and yellow meant to accent the primary colors and help communicate our brand culture of compassion, trustworthiness, and innovation. These colors should never represent more than 50% of a design.



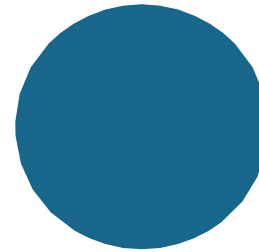
RGB - R115 G49 B99  
HEX - 723162



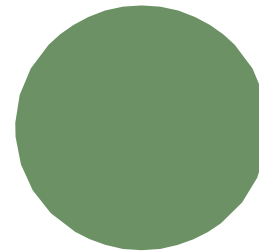
RGB - R199 G49 B39  
HEX - C73026



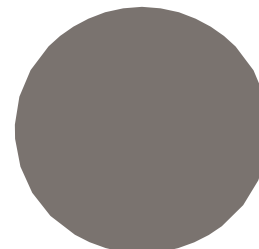
RGB - R213 G108 B48  
HEX - D66B30



RGB - R28 G103 B139  
HEX - 1B678A



RGB - R109 G145 B101  
HEX - 6C9164



RGB - R122 G116 111  
HEX - 7a736f

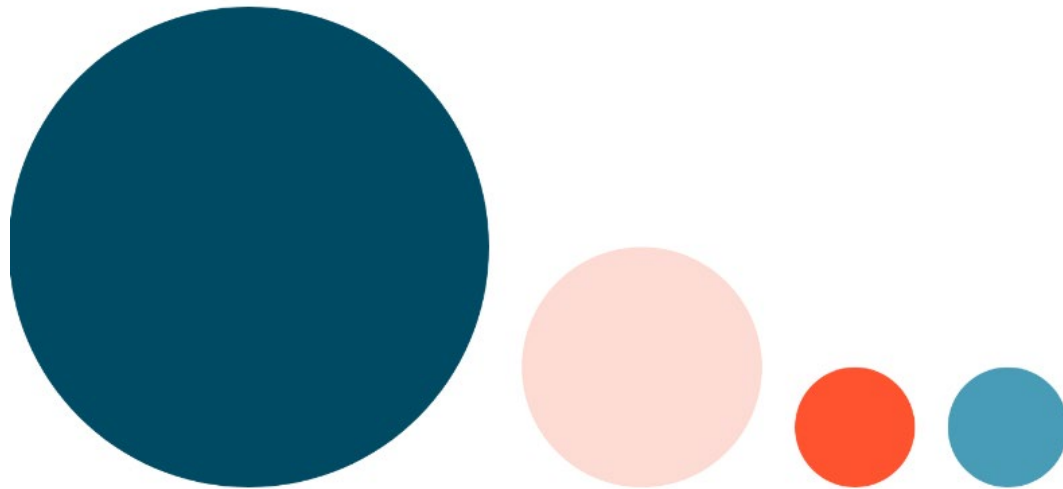
# How to Use the Color Palette

## Color Proportions

Primary brand colors are the main, consistent colors used in all graphics, publications, signage, etc. Secondary colors highlight and compliment the primary colors. A primary color (blue, gold, or white) should always represent at least 50% of a document's design. Secondary colors are accents in the design.

### Guidelines for showing color proportions:

- 3 colors: primary color  $\frac{1}{2}$ ; 2 secondary colors  $\frac{1}{4}$
- 4 colors: 2 primary colors  $\frac{1}{3}$ ; secondary color  $\frac{1}{6}$ ; tertiary color  $\frac{1}{12}$



# Fonts

## Header: Palatino Linotype

Age with dignity and independence through compassionate, trusted, and innovative care that respects life experiences.

## Body: Lato

Age with dignity and independence through compassionate, trusted, and innovative care that respects life experiences.

# SECTION 3

# Messaging

How do we talk about our work?



# Introducing Selfhelp

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# Selfhelp Core Values

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# Selfhelp's Culture

<b>Compassionate</b>	<b>Trustworthy</b>	<b>Innovative</b>
Caring	Reliable	Creative
Empathetic	Honest	Adaptive
Supportive	Committed	Adept
Generous	Loyal	Visionary

# Talking point with clients and their families

- “Selfhelp supports you to age the way you want, **with dignity**”
- “Comprehensive **care** that acknowledges past trauma”
- “**Care with compassion** for each person”
- “We all need **community and connection** to preserve overall health and well-being”
- “Selfhelp supports individuals to age **with dignity**”
- “**Care with compassion** for each person”

When independence and dignity are at the forefront of care, we can create deeper relationships and better understand our client needs. At Selfhelp, we’re not afraid to think big to create individualized care solutions, ensuring that our clients can age where they want to be.

# About the *Holocaust Survivor Program*

When Holocaust survivors receive care that respects their lived experience, they have the support needed to live comfortable, dignified lives as they age. Selfhelp's Holocaust Survivor Program offers a full spectrum of services that include home care, case management, financial assistance, and social services so survivors can age with the dignity they deserve.

# *About Community-based Programs*

When aging adults need a helping hand, they want to receive care where they feel valued and supported. Our Community-Based Programs bring much needed social services within reach, such as our Older Adult Centers, Naturally-Occurring Retirement Communities, Case Management, Social Adult Day Care for individuals with dementia, and classes and events in our Virtual Senior Center.

# *About Person Centered-Trauma Informed Care*

Care that acknowledges all the positive and negative experiences of life results in more effective, compassionate care for aging individuals, particularly for those who have experienced trauma.

Responsive to emerging needs, Selfhelp has long centered the experiences of those that it serves, meeting the needs of individuals in a way that respects them and gives them agency in their care.

# About the *Selfhelp Realty Group*

Selfhelp Realty Group increases aging New Yorkers' access to housing by building residences that are safe, environmentally sustainable, and affordable. Our 19 buildings currently house more than 1,800 adults, also offering them a range of on-site health and social services through our Selfhelp Active Services for Aging Model programming.



# About the *Home Care Aide Training*

The lack of available care for aging adults is, in part, due to a rising shortage of healthcare workers nationwide. Selfhelp addresses the root of this challenge through its Home Care Aide Training Program, by offering free training to become a home care aide. With a combination of in-classroom, laboratory clinical experience, and virtual learning this program creates opportunities for aspiring health care professionals to impact the care of aging adults in their community.

# SECTION 4

# Marketing Materials and Templates

What do you need to make a flyer?

# Program Overview and PowerPoint Templates

**Selfhelp**

First Name Last Name  
520 Eighth Avenue  
New York, NY 10018  
212-971-7600

## Title Goes Here

Amet est placerat in egestas erat. Nulla facilisi nullam vehicula ipsum a arcu cursus vitae. Nec ullamcorper sit amet risus. Proin sagittis nisl rhoncus mattis rhoncus urna.



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- Pharetra vel turpis nunc eget lorem dolor sed.
- Pharetra vel turpis nunc eget lorem dolor sed.
- Pharetra vel turpis nunc eget lorem dolor sed.
- Pharetra vel turpis nunc eget lorem dolor sed.
- Pharetra vel turpis nunc eget lorem dolor sed.

In massa tempor nec feugiat nisl pretium. Quis vel eros donec ac odio tempor orci dapibus ultrices. Felis imperdiet proin fermentum leo vel. Commodo ullamcorper a lacus vestibulum sed arcu. Lacus sed viverra tellus in hac habitasse platea.

 The Jewish Federations of North America |  Center for Advocacy of the Jewish Federations |  CHRF |  UJA Federation NEW YORK |  Claims Conference  
ועידת התביעות  
The Conference on Jewish Material Claims Against Germany



**Selfhelp**

**Selfhelp**


**Selfhelp**

# Canva and Constant Contact

- Join the Selfhelp team!
- Keep our design profile consistent
- Use our approved fonts, colors, and styles
- Contact External Affairs for assistance

# Social Media Templates

“ Lorem ipsum dolor sit amet  
consectetur adipiscing elit sed  
do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.  
**FIRST NAME LAST NAME**



## We Are Hiring

**POSITION GOES HERE**

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna aliqua.



### Staff Spotlight

First Name  
Last Name Here  
**TITLE GOES HERE**



# Logo Partners



## 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](http://www.ujafedny.org/network411)

# Logo Partners



Claims Conference ועידת התביעות  
The Conference on Jewish Material Claims Against Germany

## Claims Conference

- Branding and Logos: [www.claimscon.org/for-agencies/logos](http://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.

# Logo Partners



NYC Department for the Aging



New York State Office for Aging



New York City Council