

# SimplyHome Style Guide

## VOICE & TONE

In all our communication, from digital to personal to print, our voice should be:

- Tech-savvy yet warm
- Professional and positive
- An advocate without being paternalistic
- Current (up-to-date on what's going on in the industry)

We choose to use person-centered models of planning as well as person-centered language, and we avoid pejorative or outdated terminology around disability. (See our blog post, "[Top 10 Ways to Embrace More Person-Centered Language.](#)")

## FOCUS ON OUTCOMES

While we want to embrace the latest tech, since it evolves so rapidly, we focus on outcomes first. We bring our technical competence to the table to promote outcomes that reflect:

- Each individual's [self-determination and the "dignity of risk"](#) (see Arc statement)
- Independence at home, in the community, and in the workplace
- The individual's priorities, goals, and preferences

## WHY DON'T WE SAY "MONITORING"? (GUIDELINES ON LANGUAGE)

We prefer not to use the terms "monitoring" and "remote monitoring" when referring to our technology because, although some tools (such as cameras and sensors) can be used both for monitoring and an enabling/empowering, we believe that our terminology needs to reflect an empowerment mindset. In general, we see technology as a tool that can be used to reach outcomes: supporting the individual, teaching skills, increasing self-determination, creating new possibilities, and empowering people to make their own choices.

We do use the terms "enabling technology," "supportive smart home technology," and "smart sensor technology." [In this blog post](#), we discuss the pros and cons of using the "monitoring" term vs. "enabling technology." Note: This may be challenging in some states, because some regions are very focused on remote monitoring (in the waiver language, for example).

We are also starting to reference technology as a *natural support*. We all use tech in our daily lives as a natural support for communication, connection, entertainment, etc. People with disabilities should also have access to tech as a natural support.

## FONTS

Website: Roboto  
Print Alternative: Helvetica Neue Light or Myriad Pro  
Business Name: *SimplyHome* (Myriad Pro)

*SimplyHome* is always one word, no spaces, italicizing "Simply".

## TAGLINES

Innovative technology for independent living.

Quality of life...redefined.

We are on this journey together. You. Me. Technology.

Where innovation and independence meet.

## MISSION & VISION

Our mission is to connect innovation and independence.

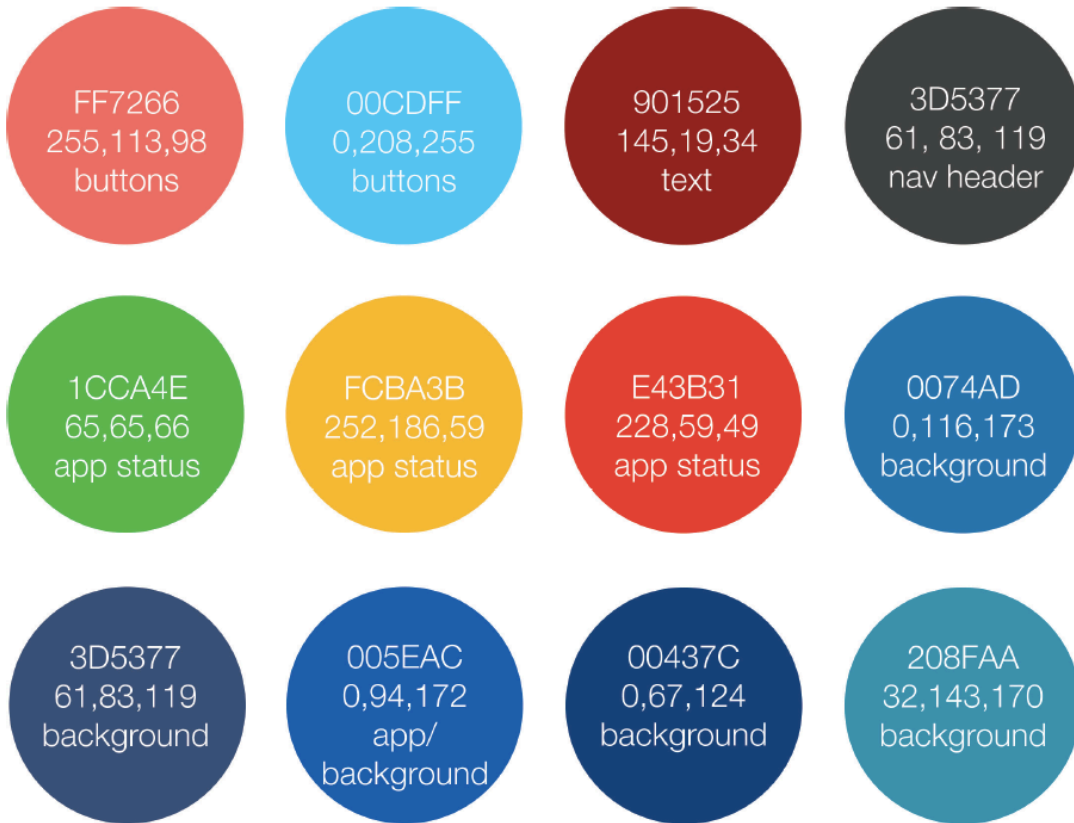
Our vision is to transform care models for the disabled and aging communities, challenging and empowering caregivers, organizations, and policymakers to fully embrace each individual's right to self-determination, independence, and dignity of risk, by providing innovative and affordable technology solutions.

## SHORT DESCRIPTION:

By connecting innovative care providers and concerned caregivers, *SimplyHome* technology reduces costs, increases efficiency, improves communication, and most importantly, empowers individuals to be independent. Full of features that help you stay connected, *SimplyHome* products are designed to address concerns about health and safety, specific daily activities, independence, and medication compliance. For more information, visit [www.simply-home.com](http://www.simply-home.com).

## SIMPLYHOME COLOR PALETTE

*As seen on our website and in our marketing documents*



## GRADIENT COLORS

*The blues and greens used on our website and in some of our marketing documents*

