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## Blue Chair Facts

[More information about the chairs' link to Sentry's brand](#)

Two shades of vibrant blue upholstery mirror the colors in Sentry's logo:

- Each chair matches the color of one of two blue single-quote marks which combine to make an icon after the Sentry name
- The chairs, like the quotes, represent two sides of a conversation

The Sentry Insurance brand is built on the power of conversation:

- We've engaged our customers this way for more than 110 years
- We get to know our customers
- We're a mutual company, so we can invest in long-term, mutually beneficial relationships instead of short-term, bottom-line results

First appearance of the chairs:

- Late 2016, after Sentry's rebranding in August 2016
- Appeared in business-oriented media
  - Print ads in trade magazines
  - Online ads
- Part of Sentry's marketing campaign, "Right By You"
  - We always want to do right by you
  - When you need us, we're right by you
- The chairs stand out in ad imagery
  - The chairs show up in unusual places (in the middle of an auto dealer's lot, a factory floor, etc.)
  - They always face each other, like two people in a conversation

They represent an invitation from us to you:

- "Sit down. Let's talk. How can we help you protect your business, your employees, and your future?"
- We seek a conversation in balance, not a one-sided sales pitch

What Sentry can offer in that conversation:

- Deep understanding and knowledge of business insurance for specific industries
- Dedicated safety services
- Efficient claims management

The chairs also appear:

- At Sentry offices
- At trade shows
- Now on Kapalua's Plantation Course

About our brand:

- We launched a new logo and other brand elements in August 2016
  - First company rebrand since the '60s
  - “Right By You” campaign soon followed
- Represents what our customers say about us—we’re easy to talk to, we get to know them, and we work together to find the right solutions for them
- Important elements:
  - The quotes represent the power of conversation
    - They appear in pairs, representing both sides, in balance
    - They appear in an icon as part of the logo, creating an S in the negative space
    - They appear as graphic elements in designed materials
  - Through visibly emphasizing the power of smart conversation, our logo (along with other brand elements) portrays Sentry as a smart, approachable, pragmatic, and trustworthy company
- Sentry brand applies to Sentry’s business insurance and related products
  - Includes 401(k) and other retirement programs

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