

# **SentrySafe** INTERNAL BRAND GUIDELINES



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# UNDERSTANDING OUR BRAND

January, 2010

Dear SentrySafe Colleague,

In today's business environment, it's increasingly difficult for an organization to be noticed and remembered. The clutter and volume of competing messages is overwhelming. As a result, SentrySafe is developing a uniform, easily recognized "master brand" identity system to communicate who we are. A strong organized identity is vital because that's what the public recognizes – it's what sustains loyalty.

To achieve a stronger brand identity, we are refining various communications tools to create a unique, identifiable image for SentrySafe.

This guide includes basic communication elements that must be followed. Its goal is not to limit creativity, but to provide direction that will guide us all to produce communications with greater unity, clarity and visual harmony.

The principles of the SentrySafe brand – identity, positioning, symbols, etc. – must be applied consistently over time to be memorable. It must be a part of everything we say and do both internally and externally.

The SentrySafe brand is a key element of our brand-customer relationship. Whether a phone conversation, a visit to our web site or a quick read of our marketing materials, consumers should clearly understand the SentrySafe personality and brand.

Every SentrySafe employee is a brand ambassador. With every customer contact and with every interaction where we represent SentrySafe, we have the opportunity to strengthen the SentrySafe brand.

I am counting on every SentrySafe employee and partner to embrace, endorse and support this philosophy.

Sincerely,



Greg Bonsib  
Group Brand Manager

**Our Promise**

Guarding the important and irreplaceable

**Our Message (tag line)**

On Hand + On Guard

**Our Products**

SentrySafe products protect the important and the irreplaceable. Our safes and security products guard essential documents and data, firearms, heirlooms and other keepsakes from tragic loss against the ravages of fire, water and theft. SentrySafe owners know their valuables are kept safe with SentrySafe.

**Our Company**

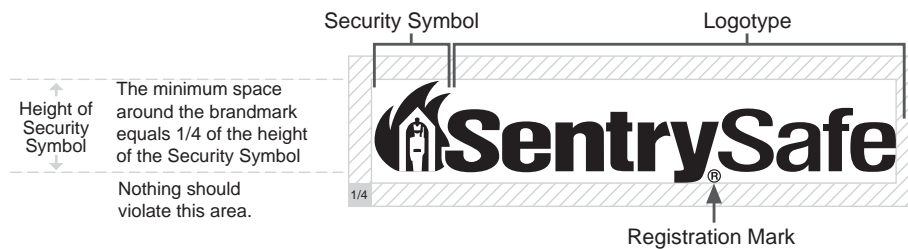
Founded in 1930, SentrySafe is the world leading manufacturer of fire-resistant and security storage solutions for the protection of important documents, data and valuables. A global presence, SentrySafe today produces more fire-resistant, water-protected products than any other company in the world. The company's manufacturing headquarters are located in Rochester, N.Y., and sales operations exist in the U.S., Belgium, Canada, Japan and UK. The company currently distributes products to more than 54 countries worldwide. With the recent acquisition of the Schwab Corporation, SentrySafe now employs more than 600, most of which are located in the company's Rochester location.

**Understanding Our Brand**

**VISUAL BRAND  
LANGUAGE**

The SentrySafe logo is the primary brand identifier.

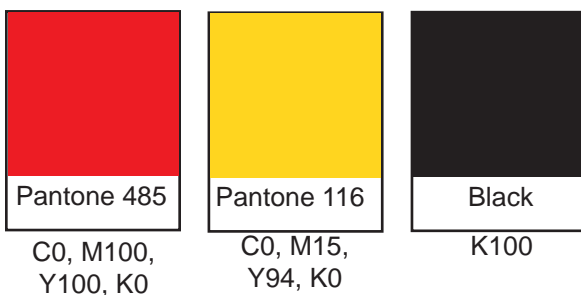
**The logo is an image, not a typeface.** To fully symbolize, support and promote the overall SentrySafe brand, our brandmark must be presented consistently – from use to use, person to person, department to department.



Building strong color equity for the internal SentrySafe brand is critical to strengthen our brand awareness. Used consistently over time, colors become associated with companies. Consistent use of color will help make our communications even more recognizable to our audiences.



Pantone® 485 or CMYK equivalent, with black and white, Pantone® 116 yellow or CMYK equivalent. This logo must be in a field of red only (PMS 485 or CMYK equivalent).



Our Logo

4-color version

2-color version



Pantone 485 with black and white. This logo must be in a field of black only.

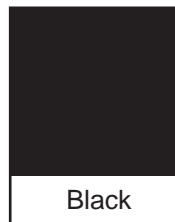


Pantone 485 with black and white.

The primary colors are Pantone 485 (red) and black. This is the preferred color combination and should be used on the majority of internal materials.



C0, M100,  
Y100, K0



K100

*Note: Color samples shown are printed in four-color process and approximate the Pantone color.*







Solid white logo must be in a field of black or a dark colored background.



Solid black logo on a white or light colored background.

1-color versions



**Unacceptable logos**

The SentrySafe logo must be presented consistently – AVOID doing the following:



**DO NOT** stretch the  
brandmark vertically  
or horizontally



**DO NOT** use the logotype  
without the security symbol



**DO NOT** use the brandmark  
without the registration mark



**DO NOT** use the security  
symbol without the logotype



**DO NOT** separate the word  
“safe” from the brandmark



**DO NOT** rescale or move any  
part of the brandmark





**DO NOT** use the logotype over a picture



**DO NOT** arrange the horizontal formatting to a vertical format



## Typography System

Type can be a powerful tool when used carefully and consistently. To help establish a consistent and credible brand style, a single family of typefaces has been chosen for most internal applications – Arial. It has been chosen because it is the most universal typeface.

No other typefaces, no matter how similar they appear, may NOT be used.

# Arial Regular

---

Easy to read, this weight is perfect for body copy.

# *Arial Italic*

---

When greater emphasis is required in body copy, use this typeface.

# Arial Bold

---

Bold is ideally suited for headlines in our print or PowerPoint collateral.

# ***Arial Bold Italic***

---

Bold italics is generally used where greater emphasis is required within headlines.



Protecting the SentrySafe brand – our firm’s most valuable asset – is vital to the continued success and growth of the company. The first way we protect our brand is by using it properly and consistently, everywhere – not just on products, packages and merchandising, but also in e-mails, memos and PowerPoint presentations.

### In Text

**DO** use the words “Sentry®Safe” with the ® in the position shown, using a superscript format wherever possible. This is only necessary the first place the brand appears on the page. Some programs will not allow you to superscript fonts and where this is the case the Sentry®Safe format is also acceptable.

**Please note:** *It is only necessary to use the ® the first time the BRAND appears on an individual page. Where the page already uses the graphic brand mark, which already incorporates the ®, preceding any of the text (i.e. red bar at top of page), it is not necessary to use the ® in the text format at all.*

It is IMPORTANT that all letters for the brand be presented as one word – with no spaces between letters. The preferred format for typing the brand is upper/lowercase as shown – SentrySafe.

### In E-Mail

In e-mail messages, the first use of “Sentry®Safe” should carry the ® symbol. The characters (R) can be used to represent the ® symbol. *(Note: Many e-mail and word processing programs will automatically change (R) to ® as you type, and others will not allow you to superscript the symbol.)*

The graphic brandmark should NEVER be used in e-mails or incorporated into your signature sign off.

### DO NOT

- Use the graphic logo in a headline or text, in place of the words “Sentry®Safe.”

### In PowerPoint and Other Presentations

Brand and logo protection are especially important on client and customer presentations.

When using “SentrySafe” in the text of a PowerPoint presentation, follow the rules for use in text above.

## SentrySafe Brand Text Usage



### **Other Important Considerations**

- When referencing the company, reference as SentrySafe, not Sentry or Sentry Group.
- As a rule, SentrySafe should usually modify something. Example: “So you keep it safe, you keep it in a SentrySafe chest, file or safe.” It should not be referenced as “So you keep it safe, you keep it in a SentrySafe”.
- SentrySafe is an adjective, and should be used only as such. SentrySafe should never be used as a noun or verb. SentrySafe should not be pluralized or used in the possessive form.

Protecting the FIRE-SAFE or Keep/Safe sub-brands is also vital to the continued success and growth of the company. The first way we protect our brand is by using it properly and consistently, everywhere – not just on products, packages and merchandising, but also in e-mails, memos and PowerPoint presentations.

### **In Text**

**DO** use the words FIRE-SAFE® or Keep/Safe® with the ® in the position shown, using a superscript format wherever possible. This is only necessary the first place the brand appears on the page. Some programs will not allow you to superscript fonts and where this is the case the FIRE-SAFE or Keep/Safe format is also acceptable.

*Many e-mail and word processing programs will automatically change (R) to ® as you type, and others will not allow you to superscript the symbol.)*

Brand and sub-brand mark protection are especially important on client and customer presentations, such as PowerPoint presentations, that travel outside the company.

### **Other Important Considerations**

- As a rule, FIRE-SAFE should usually modify something. Example: “So you keep it safe, you keep it in a SentrySafe FIRE-SAFE chest, file or safe.” It should not be referenced as “So you keep it safe, you keep it in a FIRE-SAFE”.

### **FIRE-SAFE® or Keep/Safe® Sub-Brands in Text Usage**



**BUSINESS  
CORRESPONDENCE**



Letter Example

Minimum  
2 line spaces



December 2, 2009 ◀ **Date must be written out – (e.g. not 12/2/09)**

◀ **1" Margin** ▶ Mr. Thomas A. Jefferson  
President  
XYZ Corporation  
123 Anywhere Street  
Baltimore, Maryland 12345

Dear Mr. Jefferson: ◀ **Colon after the salutation**

Paragraphs  
should  
NOT be  
indented –  
1 line space  
between  
paragraphs

Thank you for hosting our SentrySafe User Group Meeting this past weekend. Your facility provided the ideal venue for our event and we greatly appreciate the support and cooperation provided by you and your staff.

As you know, SentrySafe is recognized worldwide for its contemporary family of safes and security products. We produce more fire resistant and waterproof chests, files, safes (personal, commercial and executive), security storage containers and gun safes than any other company.

Each product is engineered with a host of advanced security features. Each is designed to be aesthetically appealing for a variety of buyer demographics. All are built to ensure "peace of mind" protection against catastrophic losses resulting from fire, water, theft and other disasters.

As we continue to introduce new products that identify with the way people live and work, we will utilize our annual User Group Meeting as a primary means of communicating with our retail channel partners and end user customers.

Thank you, again, for your outstanding support and hospitality. We look forward to working with you again on this event next year. In the meantime, please enjoy your holidays and have a prosperous New Year, ▶ **1" Margin** ◀

Sign-off format:  
Name  
Title, Department

Sincerely,  
◀ **2 line spaces for hand-written signature**

Doug Wolk  
Vice President, Sales

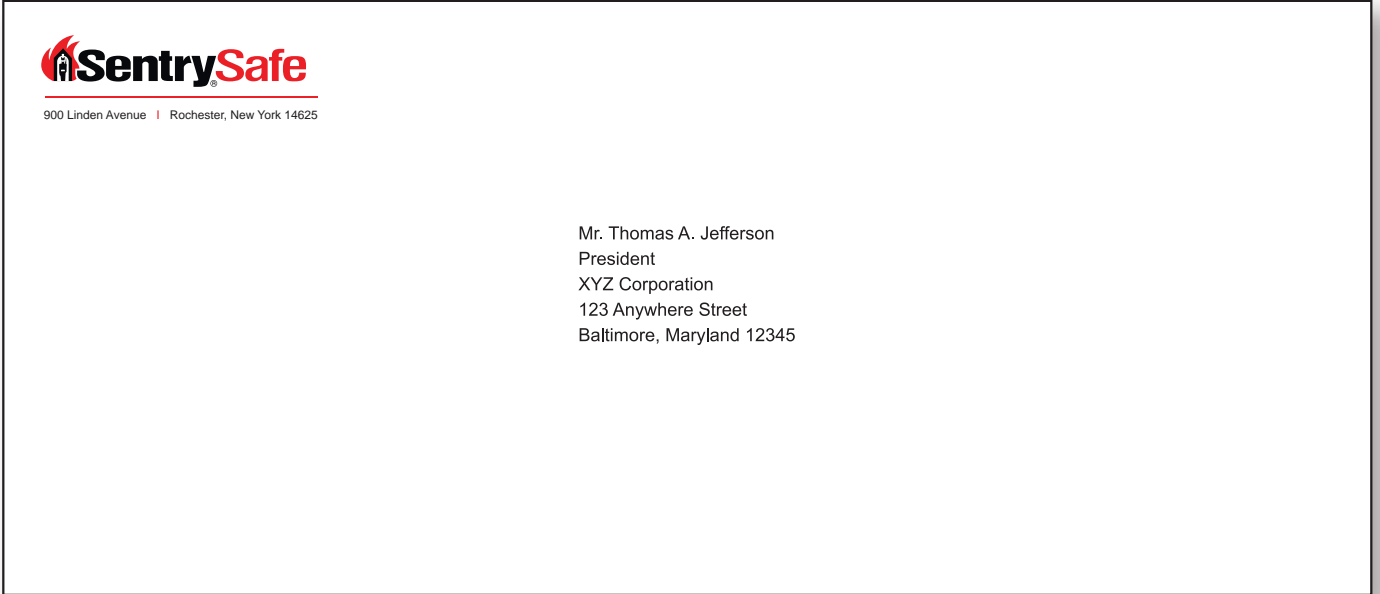
**Minimum white space between last copy line and SentrySafe identifier line on letterhead: ½"**

SentrySafe | 900 Linden Avenue | Rochester, New York 14625 | 585-381-4900 | [www.sentrysafe.com](http://www.sentrysafe.com)

Font: Arial Regular  
Point size: 10 pt.  
Leading: 12 pt.

Copy: Flush left





Envelope Example



Business Card Example



CD Label Example





HIGHLY CONFIDENTIAL

PowerPoint Template Example



**E-mail & Voice mail Guidelines****E-mail Signatures**

To ensure uniform corporate communication, e-mails **MUST** be structured according to these guidelines. The e-mail signature for each SentrySafe employee should only include the following:

name	}	<b>An example:</b>
title		John Smith Sales Representative
company name	}	SentrySafe
direct phone number		(585) 381-4900 x4567 (direct)
optional: mobile phone		(585) 555-1234 (mobile)
e-mail address		<u><a href="mailto:john.smith@sentrysafe.com">john.smith@sentrysafe.com</a></u>

*Note: The e-mail and e-mail signature should be in black only, Arial typeface, 10pt. type size (DO NOT ever use bold or italics).*

Office phone can be your direct number or the general company number with your extension. Your mobile phone number is optional but should be under your office phone if you decide to include it. Blank line spaces should be between your title and company contact information.

**Voice mail**

Voice mail scripts are another way to reinforce a consistent brand message. Use the following as a beginning to your voice mail message:

*Thank you for calling SentrySafe.  
You've reached the voice mail of (insert your name here)...  
(your title) for SentrySafe.  
At the tone.....*

Line script for Receptionist:  
*Thank you for calling SentrySafe.  
This is (insert your name here)...  
How may I help you?*

Line script for Consumer Affairs Rep:  
*Thank you for calling SentrySafe Consumer Affairs.  
This is (insert your name here)...  
How may I help you?*

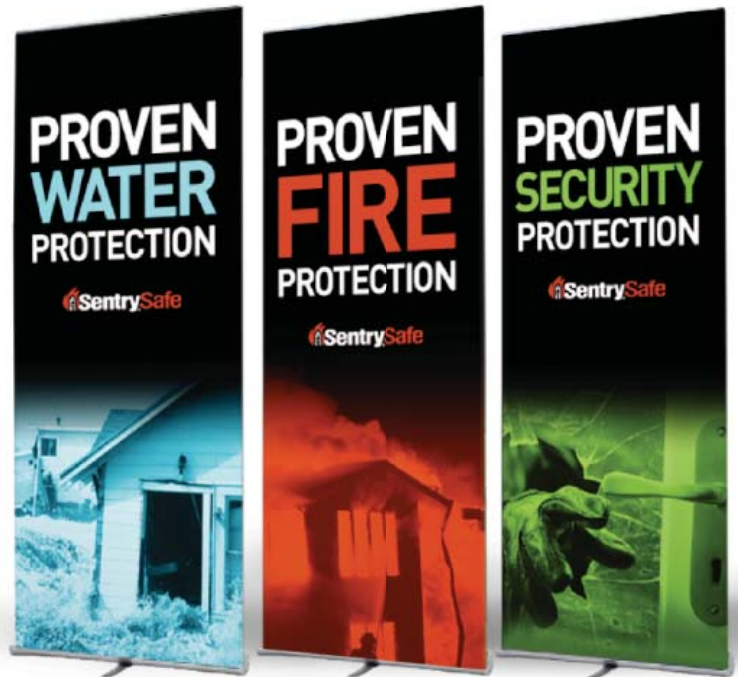
# EVENT GUIDELINES

### Tradeshow/Event Properties

Samples of various graphic elements. Items can vary per show/event venues.



Hanging Banner  
Size: 48 in x 24 in



Pull-up Peril Banners - Set of 3  
Size: 31.5 in x 84 in



Table cover



Front of shirt



Back of shirt

### Shirts

Shirts with the logo and web-site embroidered

Preferred shirt colors:  
white, red or black



Premiums



For more information, contact:

**Group Brand Manager**

Greg Bonsib

585-381-4900 / x-2388

**Brand Managers:**

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Betty Jo Czubara, x-2345

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Joanne Straub, x-2329

