



Home is where our mark is  
**PLEASE HANDLE  
WITH CARE**



# BRAND GUIDELINES

**2.1** Brand Signature

**2.2** Clear Space

**2.3** Logo Usage

**2.4** Tagline Usage

**2.5** For Control4 Dealers

**2.6** Trademarks

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The Control4 signature is a key asset of our brand. It is the primary visual element that identifies our company. It should be used on all external, internal, and third party/channel provider communications.

The signature consists of two components, the logotype and the logo mark (a.k.a the “4Ball”). It has been specifically designed and should never be recreated or altered, and it must always be reproduced with the registered mark symbol “®”.

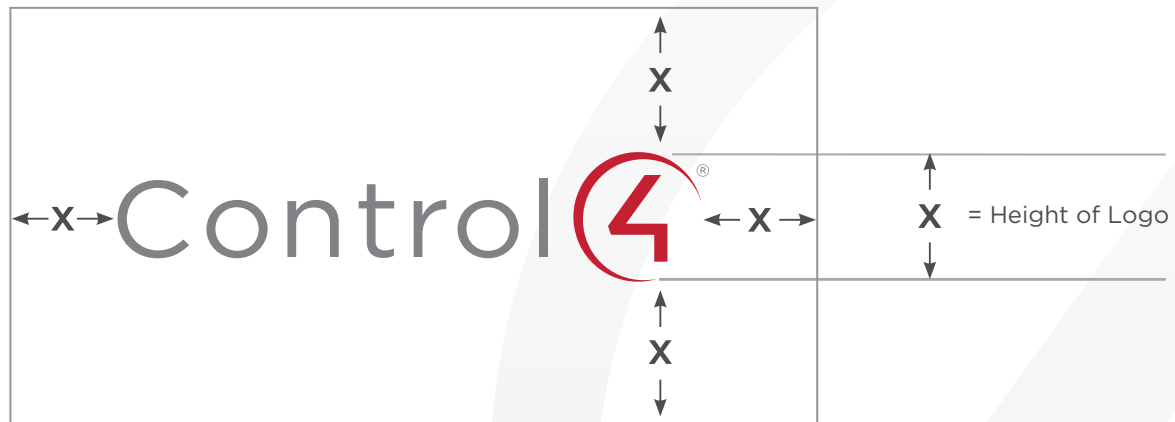
To maintain consistent use and ensure the integrity of the logo, contact Control4 Marketing Communications at [marcom@control4.com](mailto:marcom@control4.com) and request the approved electronic art files.

# THE NEED TO BREATHE

## CLEAR SPACE

*To preserve the Control4 logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements, such as copy, photos, background patterns or other logos that may divert attention and dilute the legibility and visual clarity of the Control4 logo.*

Using the clear space around the logo to provide maximum impact, the area (shown here as the cap height of "4Ball") serves as a "breathing room" around the logo. Please note that this clear space should be proportionally maintained when the logo is enlarged or reduced in size.



Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. The logo should not be reproduced in a width size smaller than 1.25" wide.



# LOGO USAGE

*The Control4 logos are available in numerous alternatives. Please apply the logos according to the following guidelines.*

## **GREY AND RED CONTROL4 STANDARD LOGO**

This is the preferred logo for presentation on both white and light-colored backgrounds.



## **BLACK CONTROL4 LOGO**

For standard one color printing, use this logo for all black & white correspondences.



## **GREY CONTROL4 LOGO**

This is an optional version for presentation on white or light-colored backgrounds only. (Note: Gray is 40% black)



## **WHITE CONTROL4 LOGO**

Against dark backgrounds, use this reverse logo to maintain maximum legibility and impact.



## **WHITE AND RED CONTROL4 LOGO**

This is an optional version for presentation on black or dark-colored backgrounds only.



## LOGO MISUSE

The Control4 logo is unique artwork and a registered trademark of Control4. Never alter the logo in any way. Use only the approved logo with no changes in color or design.

Don't place the logo on a background that is complex or doesn't provide sufficient contrast. Do not change the approved colors, stretch or deform the logo, or present it as outlines. These examples represent just a small sample of possible misuses of the logo.

No!



No!



No!



No!



# BETTER TOGETHER

## TAGLINE USAGE

Better Together™ is more than a tagline.

It's the most succinct expression of the difference we want to make in people's lives. Use it as a headline, as punctuation and as the punch line in promotional materials, presentations, packaging and anywhere else you want to communicate the unique personality of our brand.



## For Authorized Control4 Dealers and Partners



**Here are some guidelines to keep in mind whenever you're working with the brand:**

### **Dealers:**

- Whenever you use the Control4 logo, your own corporate logo or identity must appear on the same page and in the same size scale as the Control4 logo.
- Do not connect the two logos with any copy or graphic element or incorporate the Control4 logo into your own logo.
- Do not use the Control4 logo on your own corporate business cards or stationery.
- Your use of the Control4 logo is restricted to the duration of our partnership and is subject to a written trademark use license contained in your Dealer Agreement. You must discontinue using the Control4 logo immediately if your partnership with Control4 expires or is terminated and you may not pass on the rights to the Control4 logo to a third party.

### **Other Partners:**

Certain Control4 partners may have been granted certain limited licenses to use the Control4 trademarks pursuant to a written agreement with Control4, and may do so in accordance with the term of any such agreement. For example, Partners with products that have been certified by Control4 may designate them as "Control4® Certified" pursuant to the terms of their Certification Agreement. Control4 partners may also be allowed to use the Control4 corporate logo within a marketing piece for a specific campaign. Control4 may grant this right to Control4 partners on a case-by-case basis prior to execution of a campaign. You must obtain written approval for this usage from Control4 Management team.

For more information, contact your Control4 partner manager.



# TRADE MARK

## USING CONTROL4 TRADEMARK

Our company brand and trademark are valuable assets that must be selected and used carefully. To preserve and protect these brands, it is essential that they are used correctly, adhering to this guideline. What is a trademark? A trademark is used to identify the source of goods and services. A trademark can be a word (or several words), a name, a symbol (such as one or more letters, or numbers, or a design), a sound or a particular color, or any combination of these.

## COPY TRADEMARK GUIDELINES

Distinguish the trademark with ® or ™ notice. The ® and ™ designations provide notice to others that a particular word or logo is a trademark. The ® designation means that the trademark has been granted federal registration by the Patent and Trademark Office. The ™ designation means that the trademark registration process has not been completed with the Patent and Trademark Office; nonetheless the owner is giving notice of a proprietary stake in the mark. The ® and ™ designations indicate that you are referencing

a particular brand. Use the ® or ™ designation to set the trademark apart from the text. The lists below indicate whether the ® or ™ symbol is appropriate for each Control4 trademark. The notice should appear at least once in each piece of printed matter—preferably the first time the trademark appears.

### Example

**A Control4® Wireless Music Bridge will stream music from virtually any source to every room in the house.**

In the example above, it make it very clear that we are referring to a branded Control4® wireless music solution rather than a generic version—or a competitor's!

## CONTROL4 THE COMPANY CONTROL4 THE BRAND

“Control4” may be used to refer to the company, Control4 Corporation, rather than a brand of product or service. If “Control4” is being used to refer to our company, rather than the brand of a

# TO PRESERVE AND **PROTECT**

product or service, then the rules for proper use of trademarks do not apply. Unlike trademarks, company names are proper nouns; they cannot be used in the possessive form and should not be followed by a generic term. Neither the ™ nor the ® symbol should accompany references to Control4 as a company.

## Example

**Control4 is now offering customers more choices than ever.**

INCORRECT: Control4® is now offering its customers more choices than ever.

## ATTRIBUTION

Whenever the Control4 name is used by third-party providers on any communications material, the following statement must appear in a clear, easily readable position on the material:

## Example

**Control4 is a registered trademark of Control4 Corporation. All rights reserved.**

Give trademark attributions where appropriate.

When needed to clarify who owns the trademarks, a notice of ownership should also be given as shown above.

The following is a list of both registered trademarks and trademarks of Control4 Corporation. These registered trademarks and trademarks should be printed with the appropriate registered trademark designation (®) or trademark (™) accordingly on their first appearance in all materials and wherever necessary to demonstrate that they are trademarks.

## TRADEMARKS

- Control4®
- The Control4 stylized logos:

Control 



- 4Store®
- 4Sight®
- Control4 My Home®
- Everyday Easy®
- Mockupancy ™

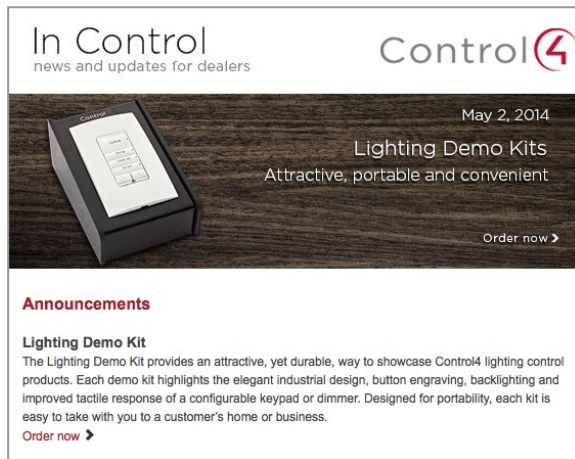
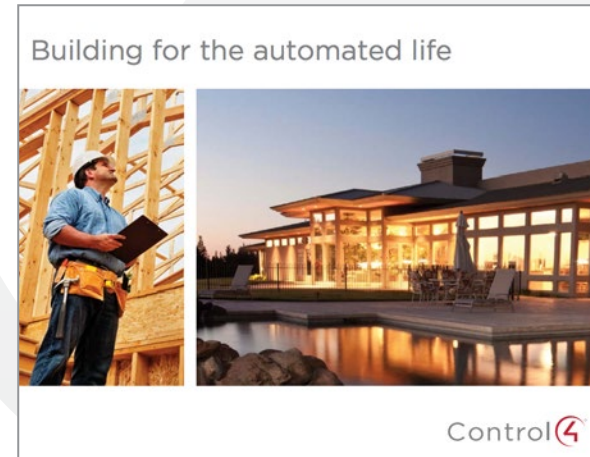
# WE LOOK GOOD

## IN ALL TYPES OF PLACES

Our distinctive logo tucks into any environment—on a product, the web, a newsletter or an ad.

When designing, look for opportunities to anchor the logo on a strong graphic element or the edge of the piece for maximum impact. The guidelines in this document provide size, color, clear space and anchoring.

Follow those and be creative. Be bold and have fun with it, but most of all make sure we look good!







If you want to play,  
we have a few  
**SIMPLE RULES**



# BRAND COMPONENTS

**3.1** Color Usage

**3.2** Brand Typography

**3.3** Imagery Usage

**3.4** Product Photography

**3.5** Textured Backgrounds

# COLOR USAGE

Black and white and red all over.

The Control4® brand is represented by three basic color palettes: red, black and white. In addition to black and white, the primary palette includes Control4 red, which is identified as Pantone 187 C or it's equivalents.

The secondary palette is made up of various shades of the primary colors. These colors include Dark Red, Dark Gray and Light Gray. It is not appropriate

to use any additional shades of red except for the Control4 Red and Dark Red shown below. However, while the Dark Gray and Light Gray variations shown below are preferred, it is okay to use other shades of gray when appropriate.

Thoughtful use of these color palettes across all relevant media will contribute to the cohesive and harmonious look of the Control4 brand identity.

*For 4-color process printing, refer to the CMYK values shown below. For on-screen and web applications (PowerPoint®, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified.*

## PRIMARY COLOR PALETTE

Control4 Red: Pantone 187 C  
CMYK: 16, 100, 87, 6  
RGB: 195, 32, 50  
HEX: C32032

Black

White

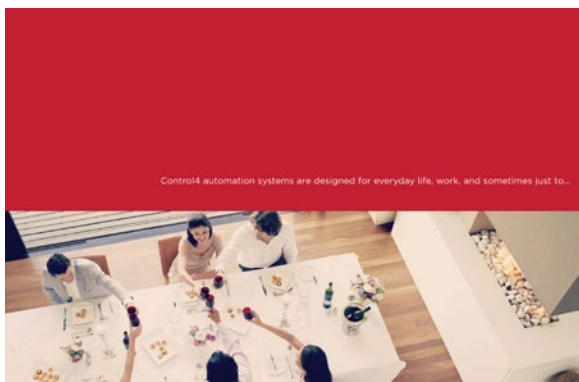
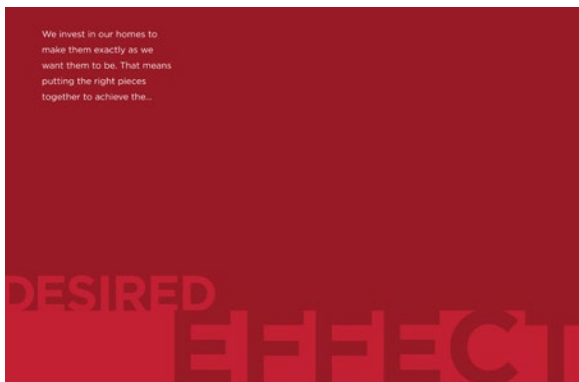
## SECONDARY COLOR PALETTE

Dark Red (Pantone N/A)  
CMYK: 25, 100, 90, 25  
RGB: 152, 26, 38  
HEX: 981A26

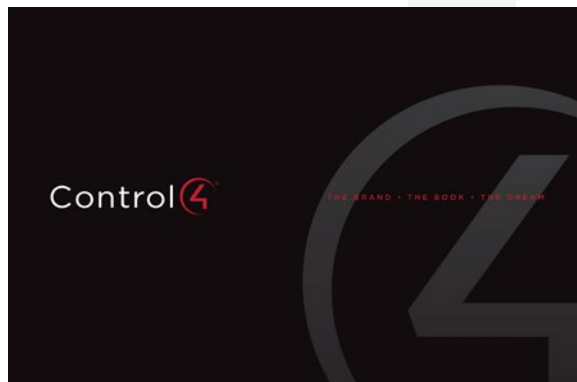
Dark Gray (Pantone N/A)  
CMYK: 0, 0, 0, 85  
RGB: 77, 77, 79  
HEX: 4D4D4F

Light Gray (Pantone N/A)  
CMYK: 0, 0, 0, 50  
RGB: 147, 149, 152  
HEX: 939598

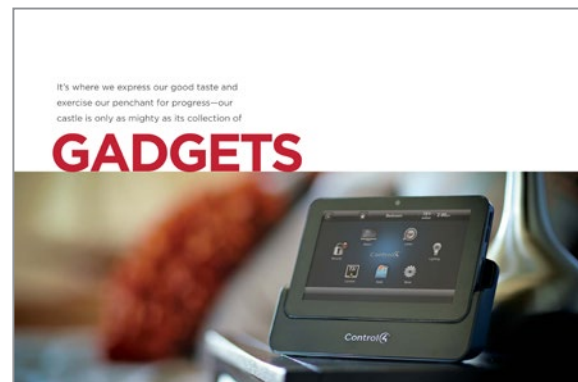
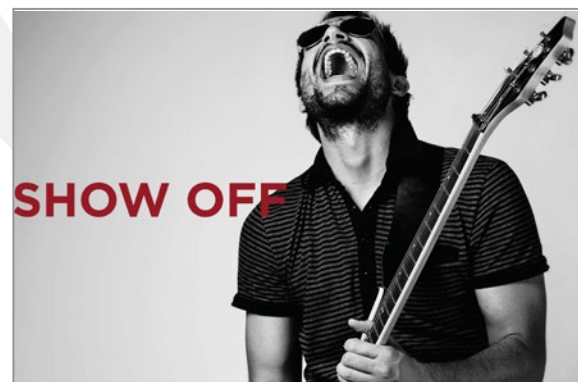
## RED



## BLACK



## WHITE





# BRAND TYPOGRAPHY

It's a font family affair.

For a consistent, unified representation of the Control4® brand, the Gotham typeface should be used on all communications. The Arial font may be used if the Gotham font is unavailable.

The recommended weights of Gotham family are Light, Book, Medium and Bold. Italic can be used for selected body copy for emphasis, while bold is more suitable for headlines or captions.

As a general rule of thumb, Gotham Book is used for body text and can be printed in either 100% black or 85% black. Gotham Bold should be generally, but not always, used for headings or sub-headings.

*See the samples on the right page and throughout this book for inspiration on how to handle typography.*

Aa

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Gotham Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

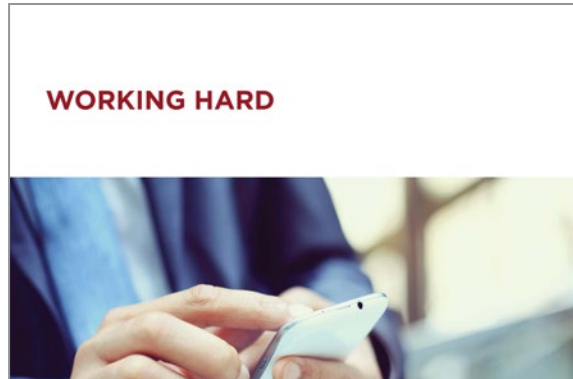
Aa

Gotham Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

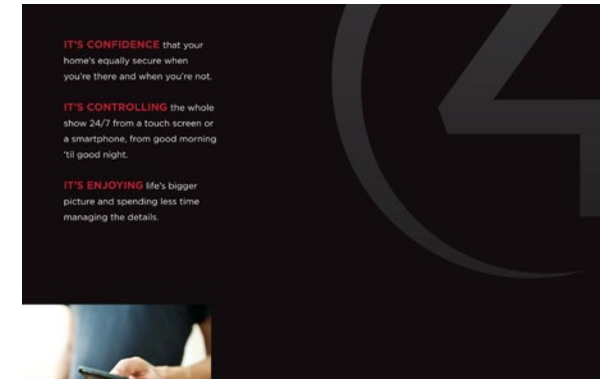
## HEADLINES



## SUB-HEADLINES



## BODY COPY



# TYPOGRAPHY HELPFUL HINTS

## CREATE ENERGY WITH TYPOGRAPHY

We have a lot of important things to say about our products and our company. Using typography creatively can strengthen the message we want to send. Techniques for presenting creative typography include:

- **Hero words**
- **Staggered headlines**
- **Multi-colored headlines**
- **Multi-colored sub-headlines**

Consider using these methods as shown by the examples on the right and by other applications found within this book.

### A few dos and don'ts:

- Keep headlines short, no longer than six to eight words
- Staggered headlines should never be more than two lines and should always be all-caps
- When using staggered headlines, always apply a different color, font weight and size to each of the lines

- Lines of staggered headlines should butt up to each other but beware of creating tangents
- There should never be more than two staggered headlines on any single page or spread
- Centered headlines and sub-headlines can present lines in both different colors, weights and sizes but the lines should never butt up to each other
- Sub-headlines and calls-to-action should also be set in all caps

## INCORRECT TYPOGRAPHY

The improper use of typography creates confusion and undermines confidence in the brand. Please ensure that the corporate fonts, the Gotham family that appears in this document or Arial when Gotham is not available, are used on all Control4 visual communications, without condensing or expanding the text.

## HEADLINES

PLAYING  
**HARDER**

LIFE IS ABOUT  
**LIVING LARGE**

You're This Close  
**TO SMARTER  
LIVING**

## BODY COPY & SUB-HEADLINES

**IT'S ASSURANCE** that your home's  
secure when you're there and when you're not.

It's where we express our good taste and  
exercise our penchant for progress—our  
castle is only as mighty as it's collection of

**GADGETS.**

BETTER LIVING  
**AUTOMATICALLY**

Control4 premium home automation solutions  
make everything work together so your house is  
safe, secure, smart, more comfortable and more  
inspiring than ever.



# BRAND IMAGERY

Photos speak louder than words.

We like to be touched, moved, and sometimes just inspired. To those ends, use big, bold images that convey an emotional connection. Get close. Bleed the image off the edge of the page. Be edgy, fun, big and bold. Show action, motion, and strong emotion.

When licensing a photo from a partner, tell them we want something special that really connects with people and showcases the unique value of their property—not just the same publicity shot they give everyone. Avoid the trite and over-used. Our brand benefits from presenting the most unique, immersive and evocative images possible.

## IMAGE STYLES

In order to provide flexibility and create intriguing contrasts, there are three different photographic style which can be used:

- **Standard tone**
- **Filtered tone**
- **Black and white**

### Here is some guidance on how to use these photographic styles:

- While standard tone photography is a suitable fall-back practice, look for circumstances to create excitement, interest and contrast by incorporating either filtered or black and white images
- Lifestyle photography presents a good opportunity to use filtered or black and white images as long as any Control4 products in the photo play a supporting role

- The filtered technique should be primarily applied to photos that include people
- Black and white photography should be presented in high-contrast
- Product photography (as shown in section 3.4 of this document) should never be presented in black and white—only products placed in environmental settings can be used in black and white)

*Contact Control4 Marketing Communications to receive the appropriate filters for the “filtered tone” technique.*

STANDARD



FILTERED



BLACK & WHITE



# PRODUCT PHOTOGRAPHY

## Background matters.

Imagery is usually the first and the last thing people remember. In today's age of branding and identity, photography does more than simply sell a product; it also sells the personality of the brand.

**When portraying Control4 products, there are four background styles that can be used:**

### **BLACK BACKGROUND**

Everyone loves drama and nothing compares to dramatic lighting on a black background. Sometimes we even opt to shoot from the "back." With gadgets, features like speeds, feeds, and Ethernet cables can make compelling subjects.

### **TEXTURED BACKGROUND**

Since Control4 products live within a home, using a textured background to imply a design style or suggest a particular environment often works well. Note the use of dramatic lighting to keep the focus on the hero product.

### **ENVIRONMENTAL BACKGROUND**

When shooting Control4 product in an environment, be sure to use a shallow depth of field, keeping the hero the center of attention.

### **WHITE BACKGROUND**

Use a white seamless background when it's all about the product.

BLACK  
BACKGROUND



TEXTURED  
BACKGROUND



ENVIRONMENTAL  
BACKGROUND



WHITE  
BACKGROUND





# TEXTURED BACKGROUNDS

## Need a little structure?

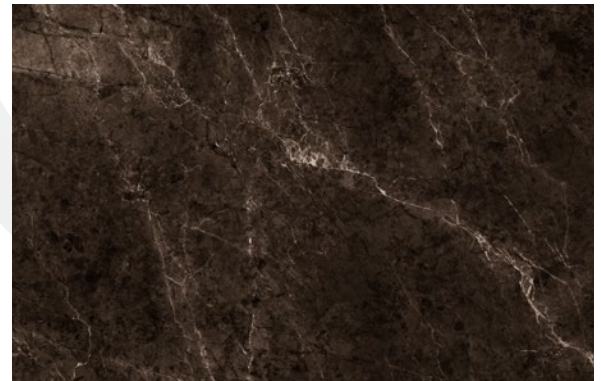
In addition to lifestyle and product images, you may, on occasion, incorporate textured backgrounds as a design device. However, use these backgrounds sparingly. They are meant to provide visual relief and should not dominate the piece in which they appear.

*Contact Control4 Marketing  
Communications to receive the  
approved background images.*

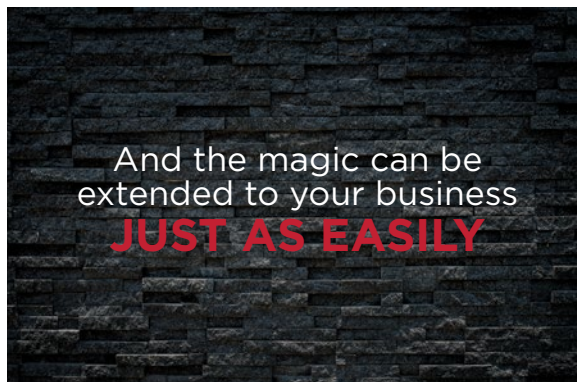
### **A few guidelines for using textured backgrounds:**

- Use only the approved backgrounds presented on the right page
- Placing headlines on the backgrounds is okay but do not include large amounts of content or copy
- While there may be times when portions of the images are appropriate to use, they are generally meant to be presented as full-bleed pages or as a large graphic backgrounds
- These background textures are best suited for campaign and promotional materials rather than long-term branding applications
- In documents, they are most appropriately used as inside covers or to separate sections of distinct content

## APPROVED BACKGROUNDS



## SHOWN WITH TYPOGRAPHY



A large, dark gray, stylized number '4' is positioned on the left side of the image. It is composed of several overlapping geometric shapes, including a large arc at the top and a thick vertical bar at the bottom. The text 'IT'S BETTER LIVING, AUTOMATICALLY.' is written in a red, sans-serif font across the middle of the '4' graphic.

IT'S BETTER LIVING, AUTOMATICALLY.

Control4®

control4.com | +1.801.523.3100

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