# CONNECTS WITH CONTROL4
## Logo Guidelines

At Control4, we believe that life is better when everything works together. Control4 solutions interoperate with over 10,000 third-party consumer electronic devices—and that number is rapidly growing. By partnering with the biggest brands in consumer electronics, energy, lighting and home security, Control4 leads the industry in interoperability, ensuring an ever-expanding eco-system of devices will work together in the home or business.

As part of our on-going commitment to provide a world-class brand experience for our network of custom integrators, product partners, and consumers, Control4 has developed the **Connects with Control4** program. This program is designed to make it easy for integrators and consumers to know with confidence which third-party products "play well" with the Control4 automation system. Such products may be labeled with our new **Connects with Control4** or **Connects with Control4 Certified** badges to provide at-a-glance identification of third-party products that interoperate with Control4.

## Usage by Manufacturing Partners and Driver Developers

We stand behind our commitment to interoperability—our open platform gives manufacturers and driver developers several ways to integrate with Control4. Manufacturers and driver developers can utilize the **Connects with Control4** badge to promote their integration to Control4 authorized dealers and consumers. This badge can be used on product packaging, documentation, marketing materials, and websites.

Integrations eligible for the **Connects with Control4** program may include drivers that control products via IP, IR, serial, ZigBee and ZWave. Integrations that leverage the Control4 REST API are also eligible. All manufacturers and driver developers that wish to use the **Connects with Control4** branding must adhere to the guidelines on pages three and four of this document.

### CONNECTS WITH CONTROL4 QR CODE

The latest version of Composer Express now includes the ability to scan a **Connects with Control4** QR code and automatically add the correct driver to a Control4 project. This capability will simplify the installation and ensure the dealer is using the right driver every time. **Connects with Control4** QR codes are intended for products that cannot be discovered through Simple Device Discover Protocol (SDDP) or through ZigBee. Applicable devices include those controlled through IR, serial and ZWave.

Manufacturers may include the **Connects with Control4** QR code on their product, packaging, in the documentation, on marketing materials, or on their website. Guidelines for generating the QR code can be found _here_.

Manufacturer partners may elect to have their drivers or integrations certified by Control4. This certification provides dealers and consumers with confidence that the integration with Control4 is complete and reliable.

Control4 Certification improves the quality of integrated solutions, which leads to happier customers and improved market share for our ecosystem partners. Once the rigorous testing and certification process is complete, the drivers for these products are deemed "Control4 Certified" and a **Connects with Control4 Certified** badge may be used by the manufacturer for marketing purposes. Only products with drivers that have been through this certification process are eligible to use the **Connects with Control4 Certified** badge.



## Usage by Control4 Authorized Dealers

The new **Connects with Control4** branding makes it easier than ever for Control4 custom integrators to select products for their customer installations that "play well" with Control4. Integrators can choose from an ever-expanding list of Control4 compatible products. With just a glance through a manufacturer's marketing materials, the **Connects with Control4** badge lets integrators know that by choosing one of these products, they will benefit from a significantly simplified setup and installation process while saving time, the risk of costly installation and programming mistakes, and also reduce the need for future system maintenance calls.

CONNECTS WITH CONTROL4 FOR THE SHOWROOM

Control4 dealers may print and display the **Connects with Control4** and **Connects with Control4 Certified** badges in the showroom adjacent to qualified products, highlighting the products that work well in a Control4 system—this will guide their customer consultations towards the very best solutions for customers' specific requirements.
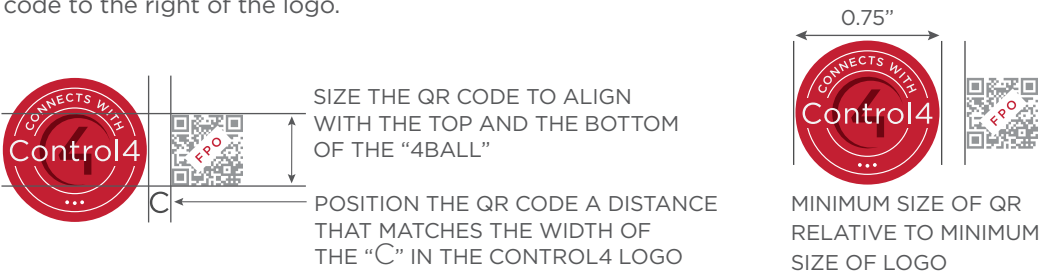
# CONNECTS WITH CONTROL4

## Logo Guidelines

The **Connects with Control4** logo is unique artwork and a trademark of Control4. Never alter the logo in any way. Use only the approved logo with no changes in color or design. Do not stretch or deform the logo or reproduce it at a size so small that it is no longer readable.
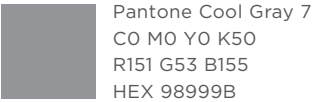
0.75"

MINIMUM SIZE          NO!          NO!

## QR Code Placement

When adding a QR code to the **Connects with Control4** logo, always place the code to the right of the logo.

SIZE THE QR CODE TO ALIGN WITH THE TOP AND THE BOTTOM OF THE "4BALL"

POSITION THE QR CODE A DISTANCE THAT MATCHES THE WIDTH OF THE "C" IN THE CONTROL4 LOGO

0.75"

MINIMUM SIZE OF QR RELATIVE TO MINIMUM SIZE OF LOGO

## Colors

The **Connects with Control4** logo can be reproduced in either the two approved Control4 corporate colors (Pantone 187 Red and Pantone Cool Gray 7 or equivalents) or as a single color, preferably black or white depending on the color of the background.

Pantone 200 Red
C16 M100 Y87 K6
R195 G32 B50
HEX C32032

Pantone Cool Gray 7
C0 M0 Y0 K50
R151 G53 B155
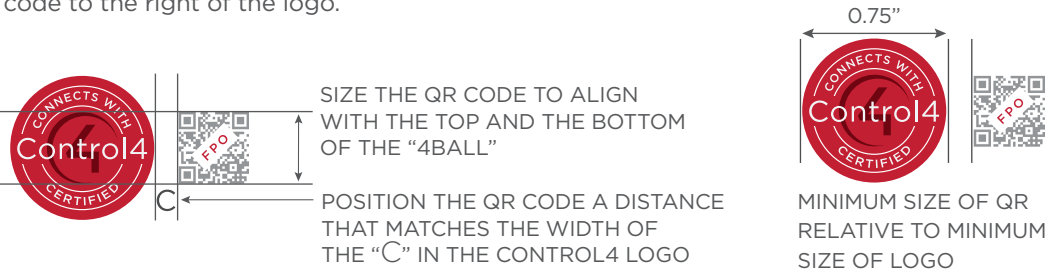HEX 98999B

# CONNECTS WITH CONTROL4 CERTIFIED

## Logo Guidelines

The **Connects with Control4 Certified** logo is unique artwork and a trademark of Control4. Never alter the logo in any way. Use only the approved logo with no changes in color or design. Do not stretch or deform the logo or reproduce it at a size so small that it is no longer readable.

0.75"

MINIMUM SIZE                NO!                NO!

## QR Code Placement

When adding a QR code to the **Connects with Control4 Certified** logo, always place the code to the right of the logo.

0.75"

SIZE THE QR CODE TO ALIGN
WITH THE TOP AND THE BOTTOM
OF THE "4BALL"

POSITION THE QR CODE A DISTANCE
THAT MATCHES THE WIDTH OF
THE "C" IN THE CONTROL4 LOGO

MINIMUM SIZE OF QR
RELATIVE TO MINIMUM
SIZE OF LOGO

## Colors

The **Connects with Control4 Certified** logo can be reproduced in either the two approved Control4 corporate colors (Pantone 187 Red and Pantone Cool Gray 7 or equivalents) or as a single color, preferably black or white depending on the color of the background.

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