

# STYLE GUIDE



Control4®

## 1.1

---

# Brand Signature



Control4® is a leader at providing personalized automation and smart home solutions. The Control4 logo signature is the primary visual identifier for the Control4 brand and should always be used as presented in this guide on all external and internal communications.

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

## 1.2

# Brand Signature

### CLEAR SPACE

To preserve the integrity of the Control4 brand signature, 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 or dilute the legibility and visual clarity of the mark.



### MINIMUM 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 size smaller than 1.0" wide.



## 1.3

---

# Brand Signature

Below are a variety of ways that the Control4 brand signature can be presented. Do not divert from these approved configurations.



### **GRAY & RED**

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



### **GRAY**

This is the preferred one-color version for presentation on white or light-colored backgrounds.



### **BLACK**

This is an optional one-color version for presentation on white or light-colored backgrounds.



### **GRAY & RED ON DARK BACKGROUND**

This is the preferred configuration for presentation on both black and dark-colored backgrounds.



### **WHITE ON DARK BACKGROUND**

This is the preferred one-color version for presentation on black or dark-colored backgrounds.



### **GRAY ON DARK BACKGROUND**

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

# 1.4

---

## Brand Signature

### LOGO MISUSE

The Control4 brand signature is unique. Never alter the logo in any way. Do not 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. And do not use the old version of the logo.

The examples to the right represent but a small sample of possible logo misuses.

No!



No!



No!



No!



No!



## 2.1

---

# Color Usage

The Control4 brand is represented by primary and secondary colors as shown below. Thoughtful use of these colors across all relevant media will contribute to the cohesive and harmonious look of the Control4 brand identity.

### PRIMARY COLORS

**RED**  
Pantone 200 C  
CMYK: 16, 100, 87, 6  
RGB: 195, 32, 50  
HEX: C32032

**LIGHT GRAY**  
Pantone Cool Gray 7 C  
CMYK: 0, 0, 0, 50  
RGB: 151, 153, 155  
HEX: 98999B

**DARK GRAY**  
Pantone Cool Gray 11 C  
CMYK: 0, 0, 0, 80  
RGB: 83, 86, 90  
HEX: 53565A

### SECONDARY COLOR

**DARK RED**  
Pantone 202 C  
CMYK: 29, 96, 76, 29  
RGB: 138, 36, 50  
HEX: 8A2432

## 3.1

---

# Typography

For a consistent, unified representation of the Control4 brand, the typeface Gotham should be used on all communications. The Google font Montserrat may also be used for online applications or if Gotham is unavailable.

Recommended weights of the Gotham font family are light, book, medium, and bold. As a general rule of thumb, Gotham Book is used for body text and can be printed in either 100% black or 85% black.

Aa

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Gotham Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Gotham Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 4.1

---

# Trademarks

Our company brand and trademarks are valuable assets that must be selected and used carefully. Control4, Pakedge, Triad, and their logos are registered trademarks or trademarks of Control4 Corporation in the United States and/or other countries. 4Store, 4Sight, Control4 My Home, Mockupancy, and BakPak are also registered trademarks of Control4 Corporation. These registered trademarks should be printed with the appropriate registered trademark designation “®” on their first appearance in all materials and wherever necessary to demonstrate that they are Control4’s trademarks.

**Example: Control4®**

# 5.1

---

## Brand Family

Control4 is the corporate parent of the Control4 brand family and in most cases, each member of the family will be represented individually, but, on occasion, the three logos may be presented together. The preferred method for presenting the logos when together is in a single color, either black, gray, or white and including hairlines separating each logo as shown below. While it is not preferred, presenting the logos in their individual corporate colors is acceptable in some instances. Note that the order of the logos should always be: Control4, Pakedge, Triad.

### Preferred



### Acceptable



When using only the logo marks, they must be presented in a single color, either black, gray, or white. They should NEVER be presented together in their individual corporate colors. Note that the hairline isn't required and the Control4 logo mark should be placed in the middle, flanked by the Pakedge logo mark on the left and the Triad logo mark on the right.



Yes



No!



©2018, Control4 Corporation. All rights reserved. Control4, Pakedge, Triad and their logos are registered trademarks or trademarks of Control4 Corporation in the United States and/or other countries. 4Store, 4Sight, Control4 My Home, Mockupancy, and BakPak are also registered trademarks or trademarks of Control4 Corporation. Other names and brands may be claimed as the property of their respective owners. All specifications subject to change without notice. 082018-H