

STYLE GUIDE

pakedge® 

1.1

Brand Signature



The Pakedge® brand represents Control4's premier, best-in-class networking products and is a key asset of the Control4® corporate family.

The Pakedge logo signature is the primary visual identifier for the Pakedge brand and should always be used as presented in this guide on all external and internal communications.

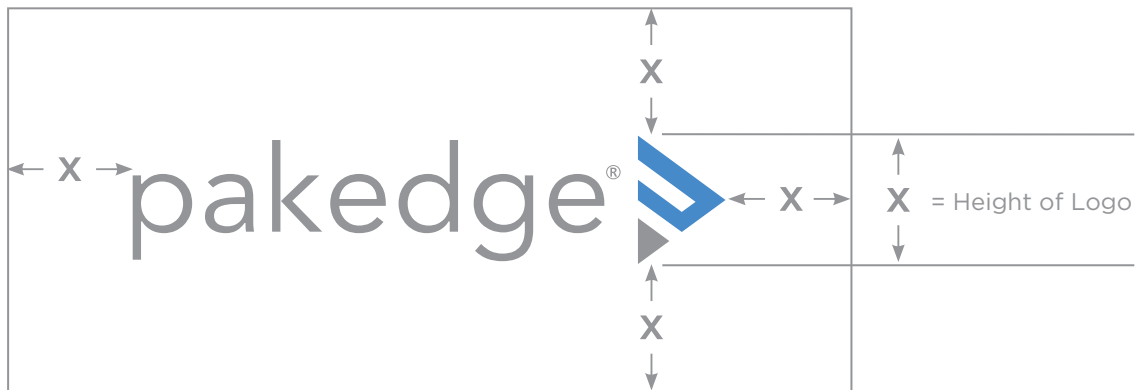
The signature consists of two components, the logotype and the logo mark. They have been specifically designed, should never be recreated or altered, and must always be reproduced with the registered mark symbol "®".

1.2

Brand Signature

CLEAR SPACE

To preserve the integrity of the Pakedge 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 Pakedge brand signature can be presented. Do not divert from these approved configurations.



GRAY & BLUE

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 & BLUE 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 Pakedge 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 Pakedge 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 Pakedge brand identity.

PRIMARY COLORS

BLUE
Pantone 279 C
CMYK: 71, 37, 0, 0
RGB: 65, 143, 222
HEX: 418FDE

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

GREEN
Pantone 375 C
CMYK: 46, 0, 100, 14
RGB: 151, 215, 0
HEX: 97D700

3.1

Typography

For a consistent, unified representation of the Pakedge 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

Sub Brands

Pakedge has two sub-brands that can be represented by their own logo marks. These sub-brands are BakPak®, our network management system, and PowerPak™, our line of power distribution units. When appropriate, use the logos below as you present and promote the products. Note that all other styles and recommendations in this guide that apply to the Pakedge logo also apply to these logos.

bakpak®

powerpak™

5.1

Trademark Styles

While the Pakedge, BakPak, and PowerPak logos are visually displayed with all lowercase letters, when including these trademarks in regular text, the naming convention for Pakedge should be presented as title case, and the naming convention for BakPak and PowerPak should be presented as “camel case.” (*Camel case is a method by which a name is formed of multiple words that are joined together to become a single word with the first letter of each word capitalized.*) It’s important to follow these styles, because they draw attention to the uniqueness of the trademarks and help them stand out within large blocks of content.

These trademarks should be printed as shown with the registered trademark designation (®) or trademark (™) on their first appearance in all materials and wherever necessary to indicate that they are trademarks.

pakedge® —→ Pakedge

bakpak® —→ BakPak

powerpak™ —→ PowerPak

6.1

Brand Family

Pakedge is part 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!

