Corporate Style Guide and Brand Guidelines
Control4® Brand Messaging

The elements making up the Control4® corporate identity are crucial building blocks that form the visual and verbal foundation of our corporate brand. This manual contains guidelines for the use and application of these elements to provide a uniform graphic and messaging standard for anyone participating in the development of corporate communications, marketing and sales materials produced for the promotion of Control4® products and services. We are all ambassadors of the Control4 brand so please do your part to promote effective and consistent communications.
Control4® Brand Messaging

Control4® Brand Promise

Every touch point we have with our consumers - from the design of a remote to the user experience with a new system, from the website to a product photo, from the greeting when we answer the phone to a three-day technical training - is just another brick in the wall of our brand. When people interact with our brand, we want them to feel:

Empowered
Smart
Delighted
Confident
Envied
Control4® Brand Messaging

Brand Attributes

Our brand is more than just a logo. The logo is a symbol that reminds people of their relationship with Control4. We don’t define the brand – the people who interact with our brand do. The brand is built on thoughts, feelings, and the emotional relationship between consumers and the company. It is a foundation. A promise. An experience. The logo is just one brick in the foundation, as are our products, the user experience, even the way we say hello to our customers. So what are the key attributes of the Control4® brand? We are:

Approachable
Trustworthy
Innovative
Open
Elegant
Control4® Brand Messaging

The Control4® Corporate name and Trademark

When using “Control4” to refer to the company, which is named Control4 Corporation, Control4 may be used as a noun, and need not be followed with the circle R symbol. However, when using “Control4” as a trademark or service mark, as our brand of products, Control4 should be followed by the circle R symbol for all goods and services for which the mark is registered, and followed by TM or SM (indicating trademark or service mark) when used with goods or services with which the mark is not registered. When Control4 is used as a trademark or service mark it should always be used as an adjective, and never as a noun. Trademarks are adjectives, which should be followed by the generic descriptive designation of the product or service.

ex. Control4® hardware
ex. Control4® installation and support services
ex. Control4 today announced a new product – Control4® Touch Screens.

The Control4® Tagline

Control4 has a tagline that encapsulates our brand promise. The tagline should be capitalized as shown and italicized in body copy to identify it.


Control4® Trademarks

Control4 has protected certain product names and technologies with trademarks or registered trademarks. Below is a list of these protected names. When referencing these items, they must be followed by a superscript trademark or registered trademark symbol in headlines, sub-headlines and in the first mention in body copy.

Control4®
Speakerpoint™
4Store™ Application Marketplace
This “About Control4” language is to be used on all press releases. It may also be used for company descriptions or listings required by certain events or media.

Control4, a leading provider of the operating system for the smart home, delivers intelligent control of consumer electronics products, appliances and networking systems through an easy-to-use and intuitive software interface. Founded in 2003, the company delivers affordable automation and control of lighting, music, video, HVAC, security, and energy management systems to the broad market through more than 1,600 custom integrators, retail outlets, and distributors in over 65 countries. Control4 is the platform of choice for major consumer electronics companies, hotels, businesses and utilities that require an intelligent, open and affordable control solution. For more information visit www.control4.com.
Control4® Legal Copy

Standard Legal Copy

The following paragraph should appear on all corporate literature, sales and marketing materials.

©2010, Control4 Corporation. All rights reserved. Control4, the Control4 logo, and the 4-ball logo are registered trademarks or trademarks of Control4 Corporation in the United States and/or other countries. All other names and brands may be claimed as the property of their respective companies. All specifications subject to change without notice.
Control4® Corporate Logo

The Control4® logo is the cornerstone of the Control4 identity. The logo embodies the energetic and forward-thinking approach of the company. The logo must be used on all company-related materials. Two versions are shown below.

The Control4 logo with NO tagline should be used on products, packaging, user interfaces, corporate identity materials (business cards, kit covers, letterhead, invoices).

The Control4 logo WITH the tagline should be used on PowerPoint templates, advertising, website, event graphics, and certain literature pieces as defined by the templates provided by Marketing.

Control4

Better. Together.
Control4® Corporate Logo

Control4® Logo Usage Guidelines

- The logo should not be separated, reordered, repositioned or used independently. There are some instances where the 4-ball may be used on its own. Please refer to page 11 or contact the Marketing department for the 4-ball usage guidelines.
- The logo should not be recolored, redrawn, or used on a patterned background (see examples).
- The minimum logo size is 1 1/8 inches horizontal.
- The logo must have a trademark symbol placed in superscript at the top right-hand corner of the 4-ball.
- The logo may not be altered in aspect ratio (do not scale unproportionately).
- The logo must maintain X space around the logo where X is the height of the 4-ball (see example).
- Minimum TM size should be 6 x 3 px. or 0.083 x 0.042 inches.

\[
\begin{array}{c}
\text{Control4® Logo usage guidelines diagram}
\end{array}
\]
Control4® Corporate Logo

Color Options

Control4® red, gray and white are the logo colors. Whenever possible, use all colors on the logo. If the logo must appear on a colored background such as lightly colored paper, the background color should be no darker than the equivalent of 30% black to ensure legibility. Certain circumstances sometimes do call for a slight departure from this guideline. All decisions on the usage need to be approved by Control4 Marketing before production.
Control4® Corporate Logo

Control4® 4-ball Logo

In some instances, the Control4® red crescent with the numeral 4 in the center (the 4-ball logo) can be used as a standalone mark. The 4-ball is an iconic part of the Control4 brand and must be respected as such. It can be used as a button on the UI or remotes, and on some promotional materials where the full logo does not make sense. For all use cases, please request permission from Control4 Marketing prior to using this logo.

- The logo must have a trademark symbol placed in superscript at the top right-hand corner of the 4-ball.
- The logo cannot be downloaded. It must be requested from Control4® Marketing.
- The logo must maintain X space around the logo where X is the height of the 4-ball (see example).
Control4® Corporate Logo

4-ball Color Options

Control4® red is the color for the 4-ball and it can also be revered out in all white. Whenever possible, use color on the logo (see examples shown below). If the logo must appear on a colored background, such as lightly colored paper, the background color should be no darker that the equivalent of 30% black to ensure legibility.
Control4® Partner Logos

Control4® iQ Logo

Control4® iQ Partners have reached the highest level of Control4 integration. They work closely with Control4 to embed the Control4 operating system into their products.

The Control4 iQ logo conveys to customers, dealers and partners that Control4 automation and control technology is integrated into our partners’ hardware and that the product is Control4-ready.

• Use of the Control4 and Control4 iQ logos on physical products and on the graphical user interface requires a licensing contract which details specific usage agreements between Control4 and the iQ partner.
• The Control4 iQ logo should be placed on the front of any Partner hardware products and on product packaging
• The Control4 iQ logo should appear in product literature and marketing materials when referencing capabilities/features delivered through the Control4 platform.
• Partners can choose to use a full-color or one-color Control4 iQ logo.

Within the product experience, in the graphical user interface (GUI), when a consumer is presented the opportunity to use control capabilities delivered through Control4 technology, the brand representation of that functionality is shown to the user by the use of the Control4 logo rather than the Control4 iQ logo.

Minimum horizontal size is 1 1/8”
Control4® Partner Logos

Control4® Certified Logo

Control4® Certified Partner products integrate easily with the Control4 platform through highly functional two-way drivers. These products and drivers are rigorously tested in Control4 Labs for interoperability with the Control4 platform.

• The Control4 Certified logo can be placed on the front of any Partner hardware products for an additional licensing fee. Usage details will be outlined in the contract.
• Control4 Certified partners may use Certified logo on their marketing materials but must abide by the color and spacing guidelines as noted.
• Partners can choose to use a full-color or one-color Control4 Certified logo.

Within the product experience, in the graphical user interface (GUI), when a consumer is presented the opportunity to use control capabilities delivered through Control4 technology, the brand representation of that functionality is shown to the user by the use of the Control4 logo rather than the Control4 Certified logo.

Certified licensing partners must retain the overall GUI design of the Control4 interface. They can, however, alter background colors, icon sets and fonts within the confines of the software.

Minimum horizontal size is 1 1/8”
Control4® Dealer Logos

Control4® Authorized Dealer Logos

Control4® Dealers are encouraged to use the Authorized Dealer logo in their marketing efforts. This logo can be used as signage, on literature and websites, and business cards. Control4 Dealers may NOT represent themselves as Control4. The Control4 name or logo may not be incorporated into a Dealer’s business name, logo, web URL, or phone number. Violations of the logo usage policy may result in termination as a Control4 Dealer.

The Premier Dealer designation highlights custom integration dealers who specialize in home automation and have achieved key training, sales and experience requirements in Control4 products. There are logos for Platinum and Gold Dealers which are distributed by Inside Sales once this title has been earned. Control4 Premier Dealers are encouraged to use the Premier Dealer logo in their marketing efforts. This logo can be used as signage, on literature and websites, and business cards.
Control4® Authorized Distributors

Control4® Distributors are encouraged to use the Authorized Distributor logo in their marketing efforts. This logo can be used as signage, on literature and websites, and business cards. Control4 Distributors may NOT represent themselves as Control4. The Control4 name or logo may not be incorporated into a Distributor’s business name, logo, web URL, or phone number. Violations of the logo usage policy may result in termination as a Control4 Distributor.

Control4® Distributor Logos

Authorized DISTRIBUTOR

Authorized DISTRIBUTOR

Control4®

Authorized DISTRIBUTOR

Control4®

Authorized DISTRIBUTOR

Control4®
Control4® GUI

The Control4® graphical user interface (GUI) is another icon of the Control4 brand. The home screen – often known as the “circle of power” – is also governed by usage guidelines both in marketing materials and in navigation development by third parties.

Marketing Use Case

The approved Control4 GUI for use in printed and online materials as the visible home screen of any Touch Screen or on screen navigator is shown here. It may not be altered in any way, including the background color, although those options are available through the actual product. If you need additional or more specific GUI sub-screens showing the Navigator or different background themes for marketing uses, please contact Control4 Marketing.
OEM / White Label

Control4® hospitality, energy and commercial solutions are often presented in conjunction with the utility, property or business brand.

• OEM/White label solutions may use the Control4 logo on their marketing materials but must abide by the color and spacing guidelines as noted. It should be noted that the control solution is “powered by” or “provided by” Control4.

• OEM/White label solutions may replace the Control4 logo in the graphical user interface (GUI) with the property, utility or business brand. In this instance, a watermark that says “Powered by Control4” will appear in the lower right hand corner of the GUI.
Control4® GUI

Dealers

Within the product experience, in the graphical user interface (GUI), when a consumer is presented the opportunity to use control capabilities delivered through Control4 technology, the brand represented to the user should be the Control4 logo.

Control4 Dealers are **NOT** allowed to add their logos to the GUI, nor are they allowed to replace the Control4 logo with any other logo using Control4 software or through photo-enhancing software.

Dealers can, alter background colors, icon sets and fonts within the confines of the software.

Dealers are encouraged to add their logos and contact information under the “More” section of the GUI, or in the 4Store™ application marketplace.
The color palette is a key element in the Control4® identity. Consistent use of the palette helps build recognition for all marketing materials. For on-screen applications, such as Web sites and PowerPoint presentations, a Web-safe color palette has been developed. RGB is Web safe and CMYK is for printing only.

Color Palette

Primary Red

Commercial Orange

Web Orange

Residential Blue

Energy Blue

Energy Green

Hospitality Brown

Light Grey

Dark Grey

PMS 187
CMYK: 16, 100, 87, 6
RGB: 168, 30, 40

CMYK: 1, 48, 92, 0
RGB: 244, 150, 48

CMYK: 10, 79, 100, 1
RGB: 216, 89, 39

CMYK: 68, 23, 17, 0
RGB: 79, 160, 173

CMYK: 25, 1, 9, 0
RGB: 185, 225, 229

CMYK: 36, 28, 27, 0
RGB: 168, 170, 173

CMYK: 52, 43, 41, 6
RGB: 129, 130, 133
Color Palette

The extended pallete speaks to the core essence of the company while bringing life to different marketing materials. The Primary color for the brand is Red PMS 187. Red connotes excitement, energy and passion and leverages the brand equity that we have built since the company was founded. Red is not just our foundation color but an exclamation mark.

All secondary colors in the palette are meant to support the main color. All colors should never be used in one space. You can use for instance Primary Red with a combination of 1 or 2 accent colors but never more than this.

Web Orange can be used as an over all highlight color across web deliverables. It is used to draw attention to certain items such as “where to buy” link on the website.

In order to provide visual cues to our audiences and help differentiate the different business units, we recommend featuring a specific color for each business unit. This primarily plays out on the web, in literature applications, and Powerpoint presentations and should be used sparingly.

Corporate: Only use Control4® Red and Gray hues to reinforce the core brand color of the company.

Residential: Residential Blue to be used as supporting color to Control4 Red. Blue in this case is used to appeal to a diverse consumer audience. Blue gives off a sense of reliability and simplicity, while creating a calming effect. A perennial color favorite for both men and women, it has broad appeal.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>CMYK: 1, 48, 92, 0</td>
<td>RGB: 244, 150, 48</td>
</tr>
<tr>
<td></td>
<td>CMYK: 10, 79, 100, 1</td>
<td>RGB: 216, 89, 39</td>
</tr>
<tr>
<td></td>
<td>CMYK: 68, 23, 17, 0</td>
<td>RGB: 79, 160, 191</td>
</tr>
<tr>
<td></td>
<td>CMYK: 32, 20, 44, 0</td>
<td>RGB: 179, 183, 151</td>
</tr>
<tr>
<td></td>
<td>CMYK: 32, 43, 65, 6</td>
<td>RGB: 170, 137, 101</td>
</tr>
</tbody>
</table>
Color Palette

Commercial: Commercial Orange is to be used as a supporting color to Control4® Red. Orange in this use projects a confident attitude. It’s energetic and bold and commands attention while still remaining grounded.

Hospitality: Hospitality Brown and Dark Grays are to be used as supporting colors to Control4 Red. Gray is perceived as secure, practical, conservative and intelligent. This more subdued palette pairing is to speak to a very sophisticated and high end customer base.

Energy: Energy Blue and Energy Green are to be used as supporting colors to Control4 Red. These colors are to be used to support the idea of sustainability and reliability. These nature-based earth tones help express Control4’s belief in social responsibility.

Partner: Should primarily only use Control4 Red and Gray hues to reinforce the core brand color of the company. The Partner program palette should align closely with the corporate brand.
Use of Color on Print Materials

The secondary colors should be used sparingly to create accents in the layout of print materials. They should be used in a rectangular box format. The proportion of the secondary color should not overtake the layout. The color block, should not take up any more than 10% of the real estate. It should never be less than 3%. Additionally, color blocks should be part of the implied keyline grid system. A color block cannot float solely on white space. It needs to be anchored by the 1px keylines or another photo element. Keylines are typically .5pt-1pt using Control4® Dark Gray. The radius corners should be .15 inches.
Fonts

For high-level corporate communication, including brochures, signage and other public facing materials, use the typeface Gotham Book weight with a font size between 16-20 points for all headlines. Headlines should be title capitalized. Sub-headings should use Gotham Medium weight typeface and should be between 12-14 points. Sub-heads should also be title capitalized. If exceptions are required, please contact Control4® Marketing for approval.

For body copy, use the typeface Gotham Book and a font size of 9-10 points. For copy including disclaimers and legal copy use Gotham Light with a font size between 5-6 points. All copy should have a line space of 1.5 and should never be less than this. In the case of large headlines leading can be increased to 2.5.

Arial is the corporate font for all internal communication including email, email signatures, Word documents and PowerPoint presentations. For headings use a font size between 16-18 points. For sub-headings use a bold style, font size between 12-14 points. For body copy use a font size of 10 points. Gotham is a licensed font and we own a certain amount of seats. If you require a license, please see Control4 Marketing.

Corporate Communication
Gotham Book
headlines 16-20 points

Gotham Medium
sub-heads 12-14 points

Gotham Bold
body headline 10 points

Gotham Book
body copy 10 points

Internal Communication
Arial
headlines 16-18 points

Arial Bold
sub-heads 12-14 points

Arial
body copy 10 points

Gotham Light
smaller copy, disclaimers, copy 5-6 points
Corporate Images

Our images should truly be worth a thousand words. Literal images that are a one-note samba do not lend themselves well to supporting copy. It is the combination of poignant words with powerful pictures that drives home the key point or concept. The right image can be moving, compelling, thought provoking, and reflective. It can create tension and change minds. It can take a piece of communication beyond a brochure or an ad and make it a statement about Control4. Every photograph we use should do this!

Photography that is used in Control4® branding materials should not appear to be staged. Images should look like they are taken as casual snapshots from daily living. Each photo should be heavily composed with strong focus on depth of field, exploration of cropping, and an overall sense of natural light when applicable. Our audience is intelligent, savvy and forward-thinking. It is not always necessary to spell out images for them.

Control4 has created a library of images that depict our brand message.
Corporate Images

3 types of photography:

• Brand: concept images like the hands forming a frame, etc. Product is generally not represented in these images. We focus on injecting a human element with a symbolic visual message. Hands, eyes, parts of faces should be included in key visuals.

• Lifestyle: showcasing Control4® products in use. Think lovely homes, conference rooms, etc with touch screens, remotes, and other products strategically placed. These images may or may not have people interacting with the products.

• Product: a full suite of product photography featuring (types of lighting, shadows, angles). We have developed a “hero” shot of the GUI for each business unit which should be used on all marketing materials. Other sub-pages of the GUI
Standard Marketing Templates

Control4® PowerPoint Template

There are standard formats for Control4® email signatures, word documents and PowerPoint presentations.

- The PowerPoint must use the format including font (Arial), font styles and colors as indicated in the template.
- The PowerPoint must use the titles and footer as defined in the template.
- The PowerPoint must use the tiered bullet formatting as defined in the template.
- The PowerPoint slide content area must remain white. Do not use decorative shapes, colors or backgrounds.
- Images placed in PowerPoint must maintain their correct aspect ratio.
- Images placed in PowerPoint should have a resolution of 72 to 96 dpi, anything greater will increase the PowerPoint file size dramatically.
- Inserted charts and tables should follow the defined Color Palette.
Standard Marketing Templates

Control4® Email Signature

You might think of corporate branding as a billboard on Times Square or a Super Bowl TV spot. In fact, every single interaction with our company is a brand event. For example, one of the first and perhaps most important interactions that someone has with our brand is the exchange of a business card. Similar to the business card is the email signature. It is important for us to maintain brand consistency with our email signature lines. We have set up a standard format for email signatures (see page 29) for example.

When formatting your email signature use the following guidelines:

• The signature must use the format including font, font styles and colors as indicated.
• The signature must use the indicated abbreviations for phone, mobile.
• The signature must use the Control4® logo in the size as indicated.
• The signature must not include personal statements, icons, avatars, emoticons, animation, quotes or anything that is not related to Control4.
• The signature background must be kept white. Do not use decorative backgrounds like textures, or holiday graphics.
• To keep the signature uncluttered, only put phone/fax numbers that are necessary.
• The tradeshow/events line is optional. If you use this line, please make sure it is up to date.
• For smart phones or email clients that do not support HTML or Rich Text Format, use the same general format, but with the default font of your device set at 7 pt size and omit the Control4 logo.
Standard Marketing Templates

Font: Arial Regular
Color: RGB 122-122-122

Note colors, bold and italic font where indicated

9 pt
Your Name | Your Title
Control4 | Salt Lake City • Santa Clara • York

7 pt
Email URL color: RGB 204-0-0

7 pt
Logo:
200 px x 45 px

7 pt
Green statement color: RGB 109-167-105

9 pt
Tradeshows/Events: RGB 0-0-0

This message (including any attachments) contains confidential information intended for a specific individual and purpose and is protected by law. If you are not the intended recipient, please delete this message. Any disclosure, copying, or distribution of this message, or the taking of any action based on it is strictly prohibited.

Please consider the environment before printing.

For tradeshows and events, you can note them here in this type, size and this color.
Control4® Image Gallery Usage Agreement

The images available for download and use from the Control4® Image Gallery ("Images") are available only to a Control4 Authorized Dealer or Distributor, and require the consent of an authorized agent of such Dealer or Distributor ("You") to the Control4® Image Gallery Usage Agreement. All other images on the Control4 website, literature, brochures or any other media distributed by Control4 are licensed (not owned) by Control4 from various stock photo agencies. You are not allowed to copy or make use of these images in any way. If You are interested in obtaining a license to use these stock photos, You should contact Control4® Marketing, which will provide You with the appropriate web URLs or agency contact information so that you may obtain an appropriate license.

Image Gallery Usage Agreement:
By making any use of any of the Images in the Control4 Image gallery, You acknowledge that You have read, understood and agree to abide by this Image Gallery Usage Agreement. If You do not agree to the terms and conditions of this Image Gallery Usage Agreement, You are not authorized to use any of the Images and any such use is in violation of Control4’s rights, all of which are hereby reserved.

Subject to the terms and conditions of this Image Gallery Usage Agreement, You are granted a limited license to use any Image in the Control4 Image Gallery solely with respect to your Control4 dealership or distributorship and only as long as you remain a Control4 Authorized Dealer or Distributor. This right to use is restricted to You and is not transferable by You to another party. Moreover, the Images can only be used to promote Control4 or to sell Control4 products, and cannot be used to promote or sell any other product or service you may represent. You may not alter, or modify the Image, in whole or in part, for any reason.

As between you and Control4, Control4 is and shall remain the sole and exclusive owner of the Images. You also agree that each use of an Image will be accompanied by the applicable proprietary attribution shown next to the applicable Image.

The Images are provided by Control4 on an ‘as is’ basis, without warranty of any kind, including non-infringement or ownership. You, not Control4, are responsible for your use of the Images. Any misuse of the images or other breach of this Agreement may cause Control4 irreparable harm and You agree that Control4 may enforce its rights by seeking, without bond, for an injunction prohibiting your use of the Images. Control4 is either the owner or a licensee of the Images, not an agent for the owner. You agree that You will give Control4® a credit line for each Image as follows: “Photo Courtesy of Control4” as well as credit the photographer if noted.
Terms and Conditions

Control4® Logo Usage Agreement

The Control4® logo ("Logo") is available for download and use only by a Control4 Authorized Dealer or Distributor, and requires the consent of an authorized agent of such Dealer or Distributor ("You") to the terms and conditions of the Control4 Logo Usage Agreement. Any other logos on the Control4 website, literature, brochures or any other media distributed by Control4 are logos of their respective owners and You are not allowed to copy or make use of these other logos in any way. If You are interested in obtaining a license to use these logos, You should contact the owner of each such logo to obtain an appropriate license.

Logo Usage Agreement:

By making any use of the Control4 Logo, You acknowledge that You have read, understood and agree to abide by this Logo Usage Agreement. If You do not agree to the terms and conditions of this Logo Usage Agreement, You are not authorized to use the Control4 Logo and any such use is in violation of Control4’s rights, all of which are hereby reserved.

Subject to the terms and conditions of this Logo Usage Agreement, You are granted a limited license to use the Logo solely with respect to your Control4 dealership or distributorship and only as long as you remain a Control4 Authorized Dealer or Distributor. This right to use is restricted to You and is not transferrable by You to another party. Moreover, the Logo can only be used to promote Control4 or to sell Control4 products, and cannot be used to promote or sell any other product or service You may represent. You may not alter or modify the Logo, in whole or in part, for any reason. You further agree to adhere to and use the Logo only as dictated in the Control4 Style Guide, within the Logo Usage Section (which may be amended by Control4 upon notice to You).

As between You and Control4, Control4 is and shall remain the sole and exclusive owner of the Logo. Each use will be accompanied by the applicable proprietary attribution.

The Logo is provided by Control4 on an ‘as is’ basis, without warranty of any kind, including non-infringement or ownership. You, not Control4, are responsible for your use of the Logo. Any misuse of the Logo or breach of this Agreement may cause Control4 irreparable harm and You agree that Control4 may enforce its rights by seeking, without bond, for an injunction prohibiting your use of the Logo. You also agree to disclose with each use of the Logo that it is a registered trademark of Control4 Corporation.
Terms and Conditions

Control4® Literature Usage Agreement

The literature available for download and use from Control4® (“Literature”) is available only to a Control4 Authorized Dealer or Distributor, and requires the consent of an authorized agent of such Dealer or Distributor (“You”) to the Control4 Literature Usage Agreement. The Literature is provided in source files (the most current version Adobe InDesign or Adobe Illustrator). You may not alter, or modify the Literature, in whole or in part, for any reason, without express written consent from Control4. All other literature on the Control4 website, literature, brochures or any other media distributed by Control4 are licensed (not owned) by Control4 from various third parties. You are not allowed to copy or make use of this literature in any way. If You are interested in obtaining a license to use this literature, You should contact Control4 Marketing, which will provide You with the appropriate web URLs or agency contact information so that you may obtain an appropriate license.

Literature Usage Agreement:

By making any use of any of the Control4 Literature, You acknowledge that You have read, understood and agree to abide by this Literature Usage Agreement. If You do not agree to the terms and conditions of this Literature Usage Agreement, You are not authorized to use any of the Literature and any such use is in violation of Control4’s rights, all of which are hereby reserved.

Subject to the terms and conditions of this Literature Usage Agreement, You are granted a limited license to use the Literature solely with respect to your Control4 dealership or distributorship and only as long as you remain a Control4 Authorized Dealer or Distributor. This right to use is restricted to You and is not transferable by You to another party. Moreover, the Literature can only be used to promote Control4 or to sell Control4 products, and cannot be used to promote or sell any other product or service you may represent. You may not alter, or modify the Literature, in whole or in part, for any reason.

If Control4 Marketing gives You express written permission to alter or modify the Literature, You must submit a final version to Control4 Marketing for approval before the altered Literature is released to production, distribution or usage in any way. Control4 has the sole right to approve or reject any change to the Literature. You hereby consent to transfer ownership of any such alternations or modifications to Control4.

If Control4 Marketing gives You express written permission to translate the Literature, You must submit a final version to Control4 Marketing for Control4 approval before the altered Literature is released to production or usage in any way. Control4 has the sole right to approve or reject any translations of the Literature. You hereby consent to transfer ownership of any such translations to Control4.

As between you and Control4, Control4 is and shall remain the sole and exclusive owner of the Literature and any modifications to the Literature. You also agree that each use of any Literature will be accompanied by the applicable proprietary attribution shown next to the applicable Literature.

The Literature is provided by Control4 on an ‘as is’ basis, without warranty of any kind, including non-infringement or ownership. You, not Control4, are responsible for your use of the Literature. Any misuse of the Literature or other breach of this Agreement may cause Control4 irreparable harm and You agree that Control4 may enforce its rights by seeking, without bond, for an injunction prohibiting your use of the Images. You agree that You will give Control4 a credit line for the Literature as follows: “Courtesy of Control4” as well as credit the author if noted.