Control4™

Logo Usage Guide

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.

Do not distribute, for internal use only.

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.

X = Height of Logo
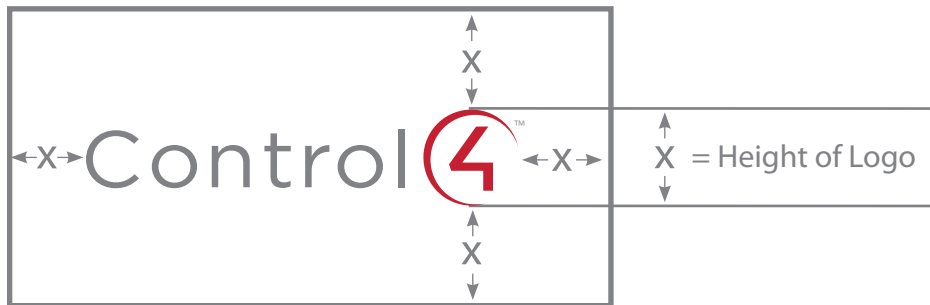
Control4® Corporate Logo

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® 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).
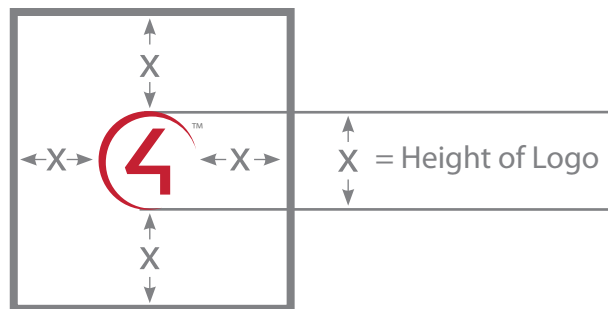
Control4® Corporate Logo

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.

Minumum 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® Distributor Logos

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.