# CERTIFIED SHOWROOMS

Control4®

# CONTROL4 PRODUCT WALL

A product wall compresses Control4 product demonstrations into a single area while also incorporating Control4 brand elements and messaging such as a Control4 logo, a marketing message, and demonstration story plaques. The graphics can be applied directly to the wall and the products can be installed on the wall or placed on shelves when appropriate.

Control4®

LOGO/BRANDING

DEMO STORY PLAQUES

INTEGRATED PRODUCTS

MESSAGING

MARKETING MATERIALS

## EXPERIENCE VIGNETTES

Another way to present Control4 solutions is by creating a home-like experience. Control4 products would be integrated into room vignettes that simulate a home environment. Rather than displaying large brand graphics, Control4 messaging can be introduced in a subtle and understated way by incorporating demo story plaques, Control4 Experience plaques, or marketing materials such as tabletop displays.

Control4®



*DEMO STORY PLAQUES*

*INTEGRATED PRODUCT DEMOS*

*CONTROL4 EXPERIENCE PLAQUES*

*MARKETING MATERIALS*

SMART LIGHTING

# DEMO ROOMS

It's possible to set up demos in a room located within a showroom. In this scenario, add Control4 branding to the wall or in an area where customers can recognize they are immersed in the Control4 Experience. The demo story plaques, Control4 Experience plaques, and marketing materials can also be displayed in a manner that works best for the space.



LOGO OR MESSAGING

CONTROL4 EXPERIENCE PLAQUES

INTEGRATED PRODUCT DEMOS

DEMO STORY PLAQUES

MARKETING MATERIALS

# COMPONENTS OF A PRODUCT WALL
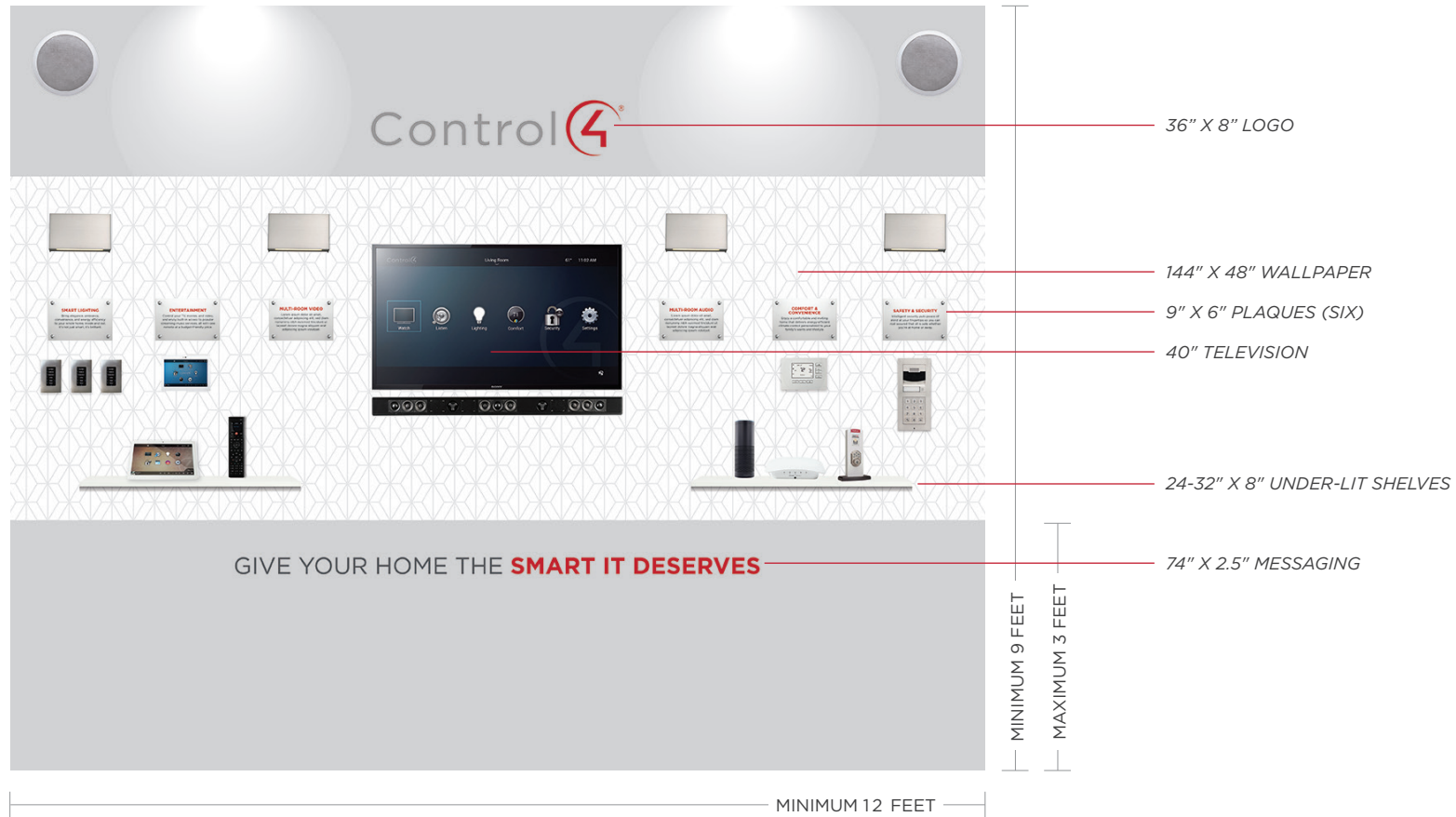
## PRODUCT DEMONSTRATIONS

**1** **One-Room Entertainment**
*EA-1 RSK BUNDLE, SOUNDBAR, KEYPAD DIMMER,*
*TV, CONTROL4 THERMOSTAT*

**2** **Smart Lighting**
*KEYPAD DIMMER, ENGRAVED KEYCAPS, LIGHT FIXTURES,*
*CENTRALIZED LIGHTING (not shown)*

**3** **Multi-Room Video**
*EA-1/EA-5 (not shown), 4K VIDEO SWITCH (not shown),*
*SOUNDBAR, TV*

**4** **Multi-Room Audio**
*EA-1/EA-5 (not shown), MATRIX AMP (not shown),*
*TOUCH SCREEN, KEYPAD DIMMER, TRIAD SPEAKERS*

**5** **Peace of Mind**
*TOUCH SCREEN, SMART LOCK, DOOR STATION,*
*CAMERA (not shown)*

**6** **Comfort**
*CONTROL4 THERMOSTAT*

**7** **Voice Control**
*AMAZON ALEXA, LIGHT FIXTURES*

**8** **Networking**
*WAP, ROUTER (not shown), SWITCH (not shown),*
*PDU (not shown)*

## GRAPHICS & MESSAGING

**A** **Control4 Logo**

**B** **Demonstration Plaques**

**C** **Marketing Message**

**D** **Optional Brand Graphics**



GIVE YOUR HOME THE **SMART IT DESERVES**

# COMPONENTS OF A PRODUCT WALL — 12' X 9'



36" X 8" LOGO

144" X 48" WALLPAPER

9" X 6" PLAQUES (SIX)

40" TELEVISION

24-32" X 8" UNDER-LIT SHELVES

74" X 2.5" MESSAGING

GIVE YOUR HOME THE **SMART IT DESERVES**

MINIMUM 9 FEET

MAXIMUM 3 FEET

MINIMUM 12 FEET

# COMPONENTS OF A PRODUCT WALL — 18' X 9'



MINIMUM 9 FEET

MAXIMUM 3 FEET

MAXIMUM 18 FEET

9" X 6" PLAQUES (EIGHT)

36" X 8" LOGO

82" X 2.625" MESSAGING

32" X 8" UNDER-LIT SHELVES

60" TELEVISION

216" X 48" WALLPAPER

## GRAPHIC ASSETS

These brand graphics can be produced using cut vinyl or as block letters made from metal or plastic. If budget allows, they can also be backlit. The wallpaper patterns can be produced using material such as 3M™ Controltac™ or ScotchCal™ graphic film. Consult with a fabricator to incorporate the best products for the space.

### CONTROL4 LOGO

### CONTROL4 MARKETING MESSAGES

MAKE YOUR HOME THE
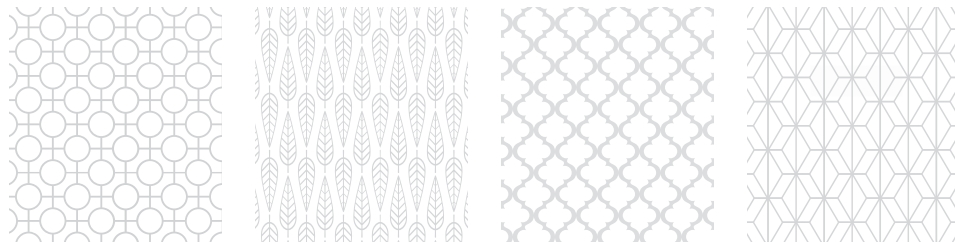**SMARTEST** ON THE BLOCK

GIVE YOUR HOME THE
**SMART IT DESERVES**

### CONTROL4 "4-BALL"

*The cropped Control4 "4-Ball" is meant to be placed in the bottom right corner of a wall, window, or sign panel as shown through this book. It can be presented in Control4 Red, various shades of gray, or white depending on the application surface.*

### WALLPAPER PATTERNS

# DEMO STORY PLAQUES

These plaques represent the available product demonstration stories. They can be made from frosted acrylic and mounted with aluminum button stand-offs.

### ONE-ROOM ENTERTAINMENT
Control your TV, movies, and video, along with built-in access to popular streaming music services, all with one remote.

### MULTI-ROOM VIDEO
Share your entire movie library while streaming 4K video and satellite channels in every room—no need for set-top boxes and multiple video sources.

### MULTI-ROOM AUDIO
Enjoy premium, high-resolution music in one room or throughout the house. Hear true detail, timbre, and texture for a more emotionally engaging listening experience.

TRIAD

### SMART LIGHTING
Bring elegance, ambiance, convenience, and energy efficiency to your whole home, inside and out. It's not just smart—it's brilliant.

### PEACE OF MIND
Intelligent security puts peace of mind at your fingertips, so you can rest assured that all is safe whether you're at home or away.

### COMFORT & CONVENIENCE
Enjoy a comfortable and inviting home that delivers energy-efficient climate control personalized to your family's lifestyle.

### INTUITIVE INTERFACES
Control your home with a remote, tablet, smartphone, and watch. Or, use a simple voice command through Amazon Alexa.

### NETWORKING
Whether a few devices or a home brimming with automation, Pakedge from Control4 ensures your network is robust and consistently dependable.

pakedge

### HOME THEATER
Incorporate immersive, high-resolution audio with stunning, high-definition video, and complete it with uniquely customized lighting to create the ultimate entertainment experience.

TRIAD

*(Suggested Size: 9" x 6")*

# CONTROL4 EXPERIENCE PLAQUES

These small plaques can be placed in various areas throughout the showroom, such as near touch screens or keypads, to draw attention to the demo stories. They can be made from brushed aluminum and mounted with adhesive tape.







*(Suggested Size: 3" x 1")*

# CUSTOM APPLICATIONS

We encouraging dealers to get creative with the space and ask them to work with their fabricator to come up with something that makes a visual statement and shows that they are proud to sell the Control4 Experience.

# THE CONTROL4 BRAND

*In addition to being presented in Control4 Red and gray, the logo may also be presented in these approved alternatives.*

*Make sure to provide a clear space around the logo so that it is distinctly presented and not encroached upon or interfered with in any way.*

**LOGO:** The Control4 logo is a key asset of our brand. It consists of two components, the logo type and the logo mark (a.k.a the "4-Ball"). It has been specifically designed and should never be recreated or altered, and it must always be reproduced with the registered mark "®" symbol.

**COLORS:** The Control4 brand is represented by three basic colors: red, two shades of gray, and white. Control4 Red should be represented by Pantone 200 C. Light gray and dark gray should be represented by Pantone Cool Gray 7 C and Pantone Cool Gray 11 C, respectively. *(see following page)*

**FONTS:** For a consistent, unified representation of the Control4 brand, the font Gotham should be used on all communications. *(see following page)*

# THE CONTROL4 BRAND

**Control4 Red: Pantone 200 C**
CMYK: 16, 100, 87, 6

**Light Gray: Pantone Cool Gray 7 C**
CMYK: 0, 0, 0, 50

**Dark Gray: Pantone Cool Gray 11 C**
CMYK: 0, 0, 0, 80

White

Aa Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa **Gotham Medium**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

Aa **Gotham Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**