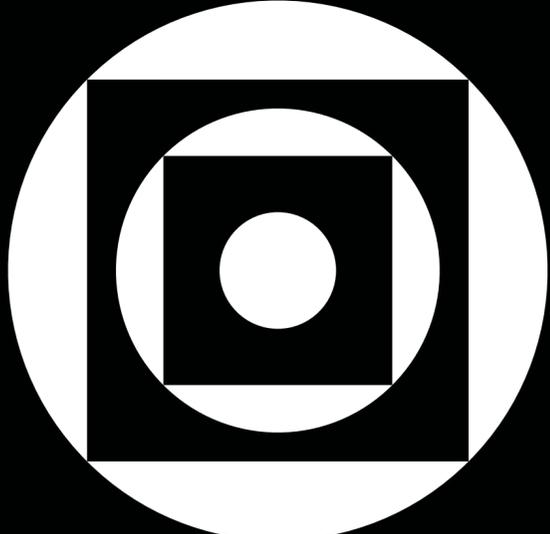

Current
Lighting

Brand
Guidelines

Version 1.1

2022

current 

Keep it Current.

This is the Current Brand Guide.
Consider this the foremost
authority on all things Current.

From logos, colors, fonts and voice
to icons and layout, this document
will help keep the brand consistent
and poignant across all mediums.



01.

Loggos & Brandmarks



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Wordmark

This is the Official Current Wordmark, it is a primary signifier of the brand.

The Wordmark can be used in flexible color treatments, using the Current Logo Palette. The logo can be oriented horizontally and vertically, and can be laid out in several formats on a page.

Current



Logomark

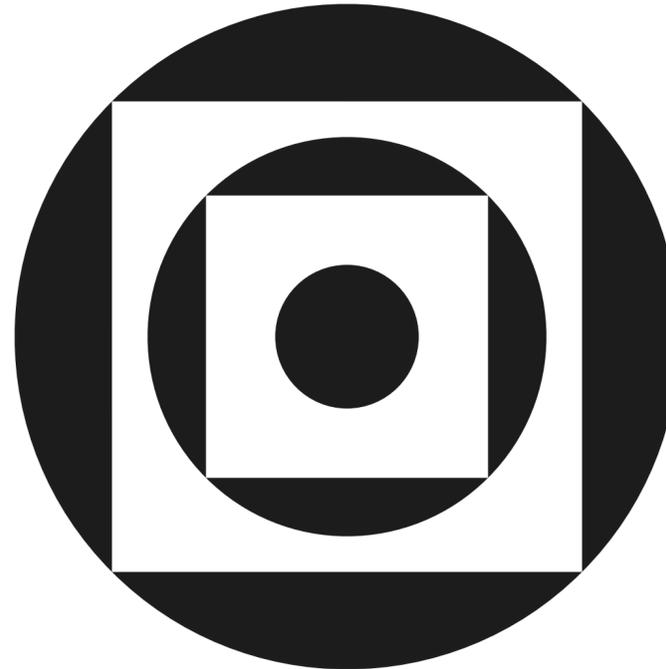
This is the Official Current Logomark, it is a primary signifier of the brand.

The Logomark can be used in flexible color treatments, using the Current Logo Palette.

Behind The Mark

Illuminating in its presence, the Current logo mark represents the customer-centric focus at the core of our company culture. The repeating, nesting circles and squares embody the balance and synergy between lighting and controls, artistry and technology, working together to deliver an exceptional customer experience.

While contemporary and fresh in its design, the logo also suggests an LED chip in an homage to our legacy of innovation.



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Lockup

This is the Official Current Lockup, it is a primary signifier of the brand.

The Lockup can be used in flexible color treatments, using the Current Logo Palette. The logo can be oriented horizontally and vertically, and can be laid out in several formats on a page.

Current



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Logo & Tagline

This is the Official Current
Logo & Tagline.

This can optionally be used in situations
where there is no opportunity to
communicate what Current does through
supporting text and imagery.

Current

Always On.



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Logo Palette

Primary

This is the the Primary Logo Palette for use across brand materials.

The Logo should generally be presented in Current Black, Current Gray, or White depending on the background color and the intended amount of contrast.

Current 

Current 

Current 

Current 

Current 

Current 



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Logo Palette

Secondary

This is the the Secondary Logo Palette for use across brand materials.

The Logo should generally be presented in Current Black, Current Gray, or White depending on the background color and the intended amount of contrast.

Current 

Current 

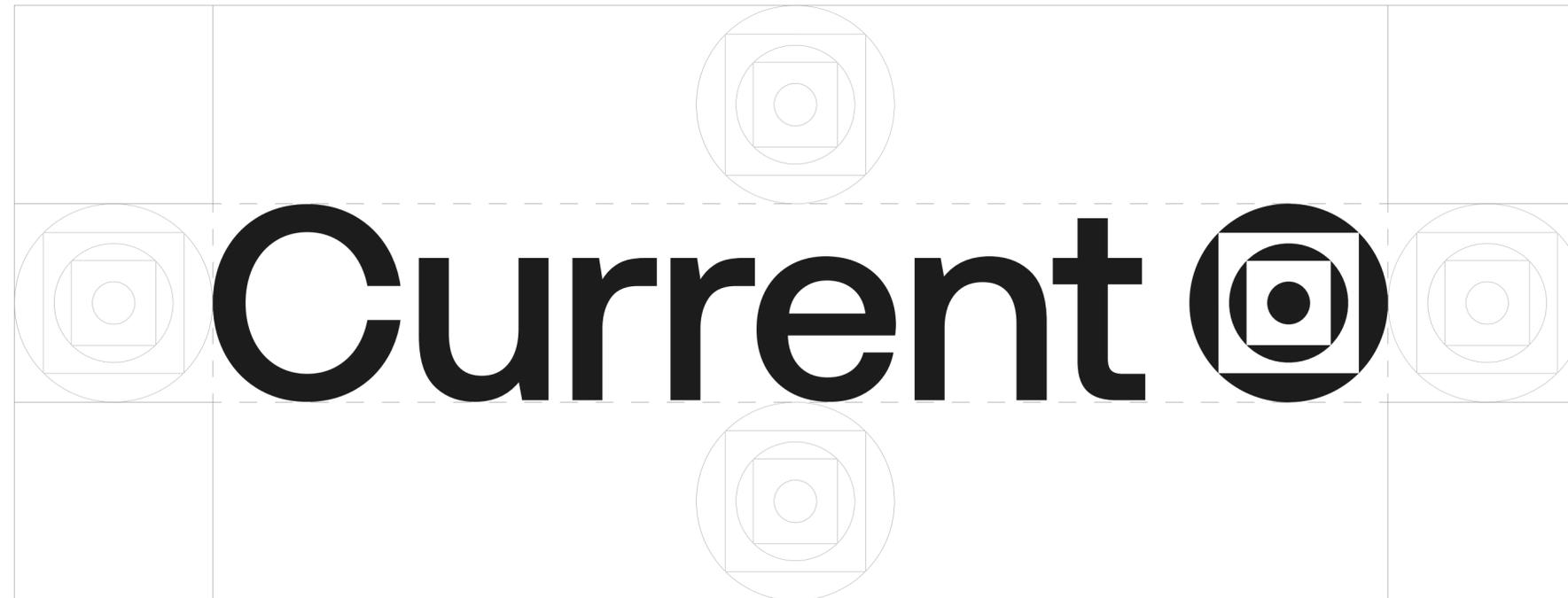
Current 



Logo Clearspace

The Current Lockup should always have a minimum clearspace around it.

The Minimum clearspace is the X-width of the C applied to all sides.



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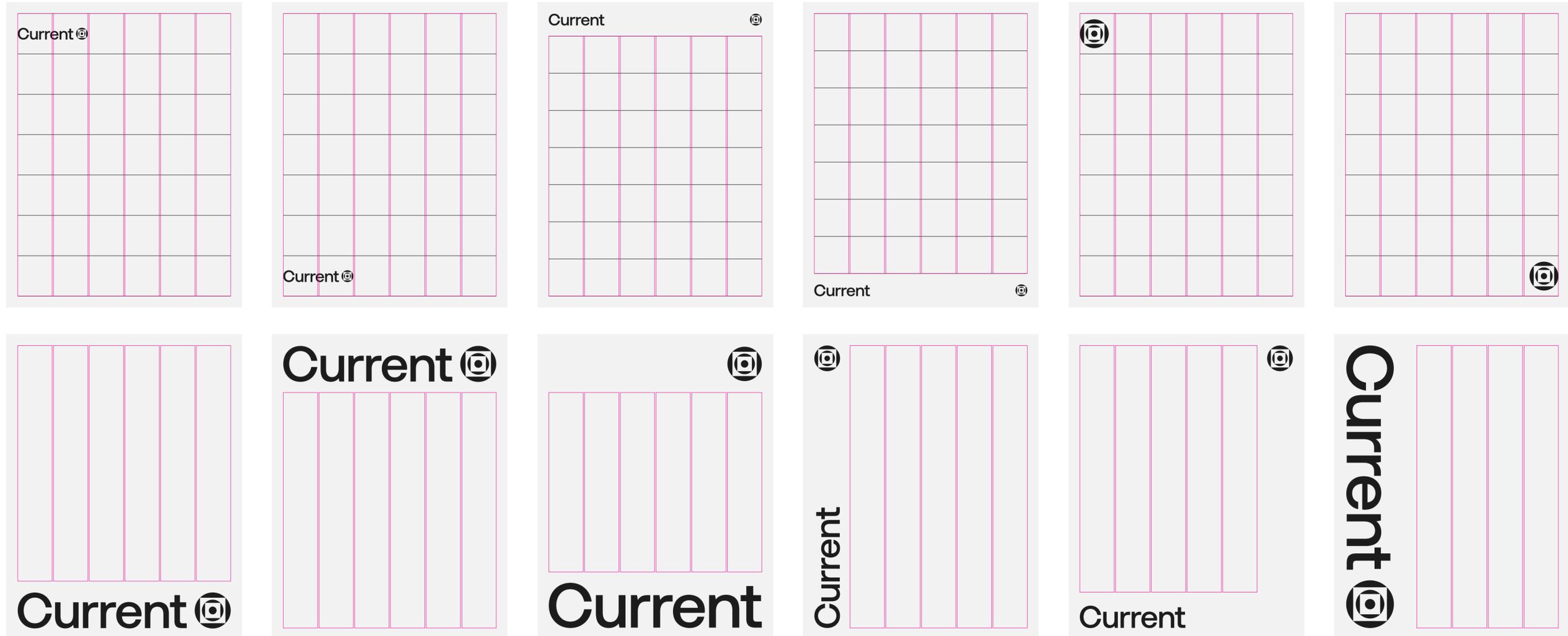
09. Website
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Logo Layouts

These are the approved Current
Logo Layouts.

There are a variety of formats, allowing
for the logo to be used larger, separated
from the Wordmark, or locked up with
it at a similar size.

In general the goal is a balanced layout,
where the Logo adheres to the grid for
sizing relationship.



SubBrand Hierarchy

This is how subbrands work alongside the Current Logo and brand.



Forum Lighting

Arc Suspended

Current @



Daintree Controls

Indoor Networked

Current @



Current Lighting

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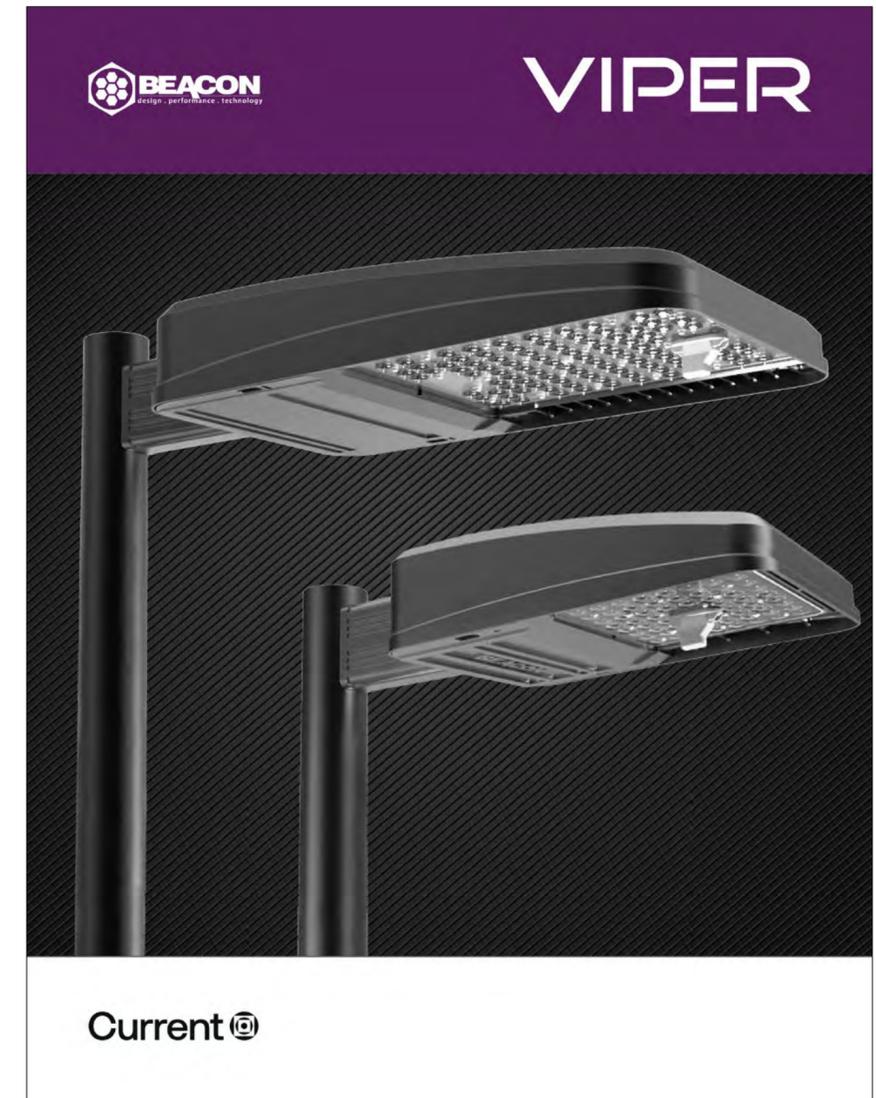
09. Website
10. Brand

SubBrand Brochure

When placing the Current lockup or logo on a subbrand brochure where the design cannot shift, we recommend utilizing the optical margin of the brochure design and placing the logo to align with the text or design layout.

Size & Position can fluctuate but it is recommended to sit in the bottom left corner of each brochure.

It is recommended to reposition subbrand logos and elements to create a balanced composition and offer hierarchy.



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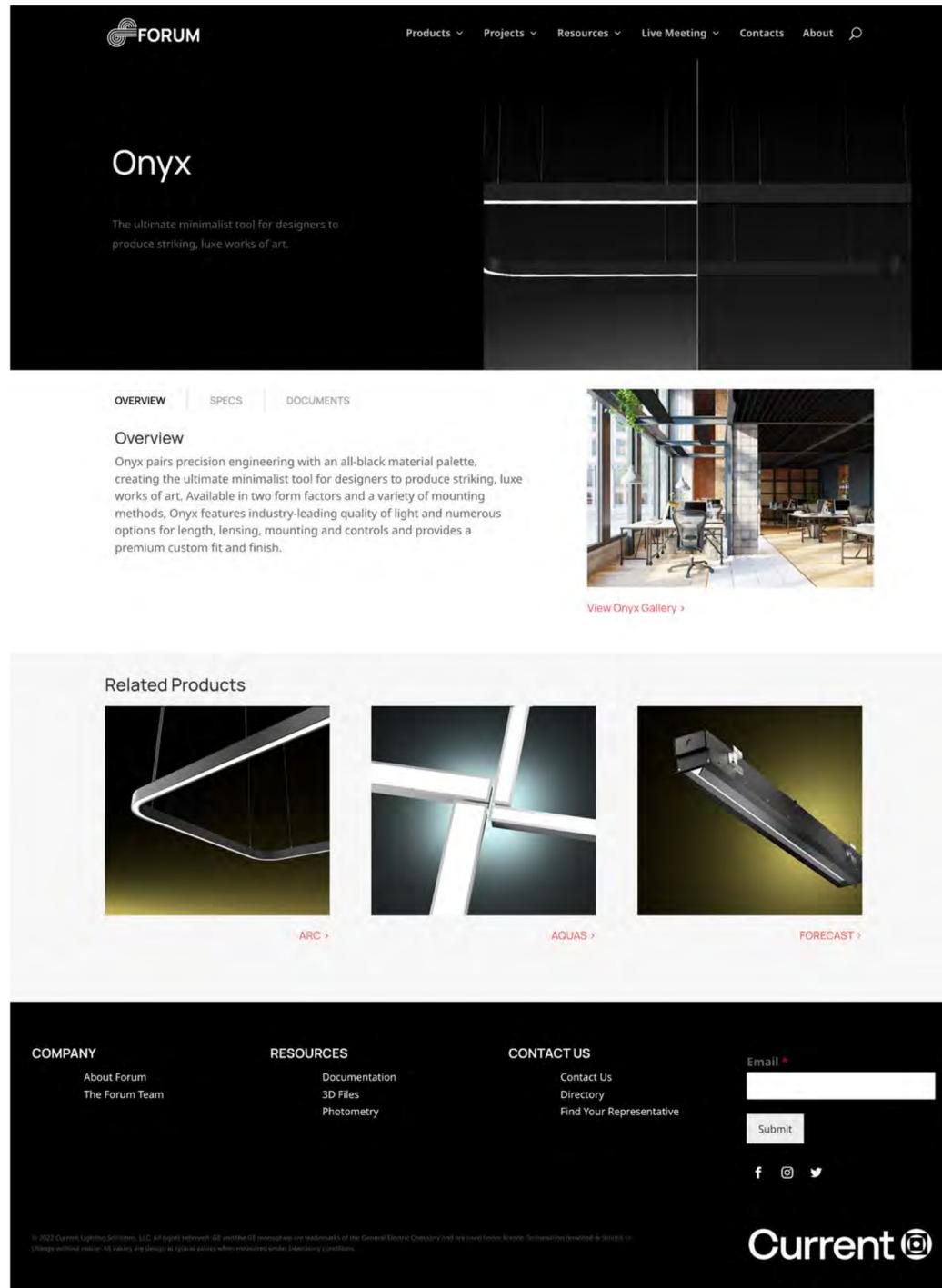
05. Photo
06. Video

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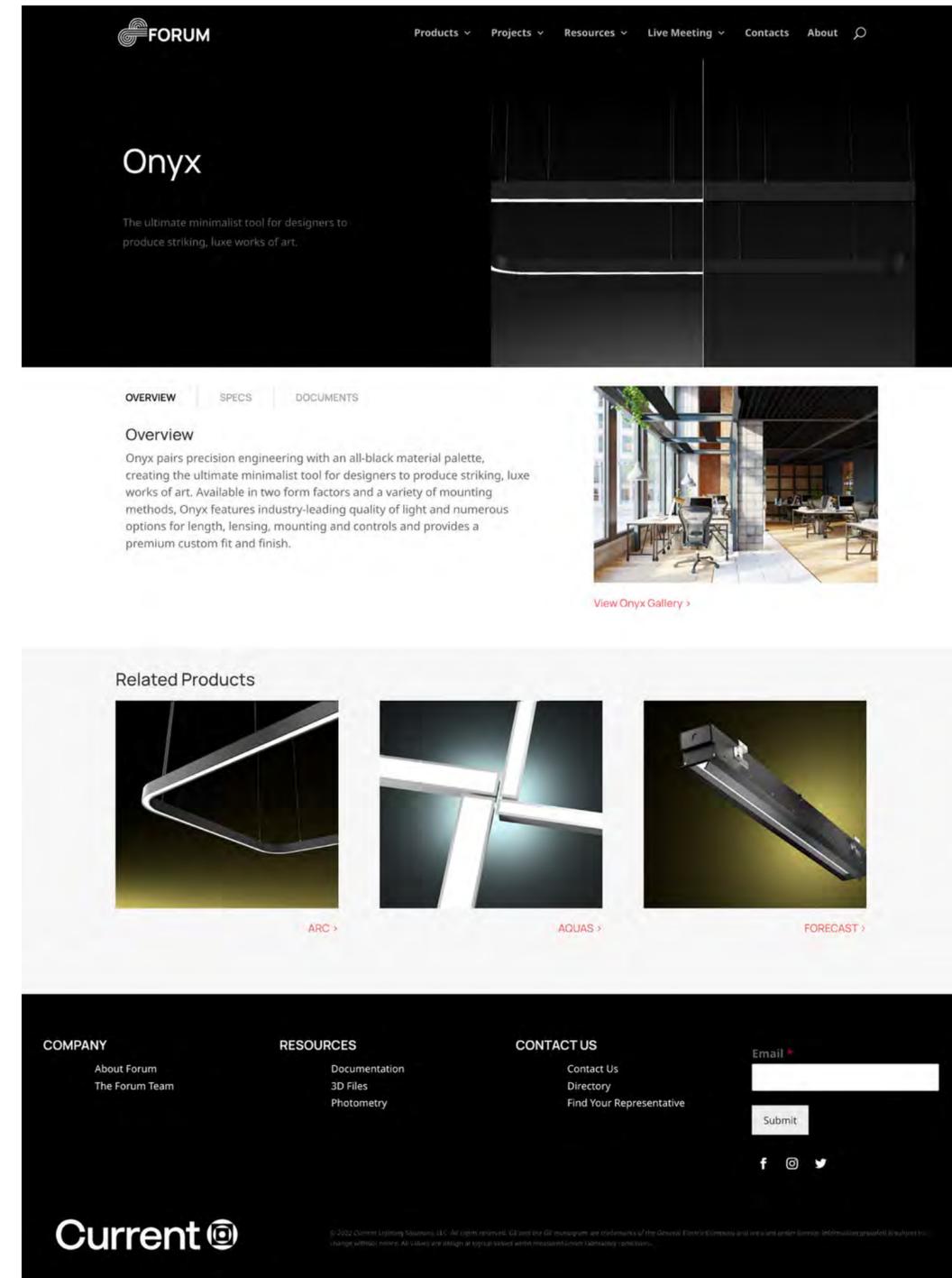
09. Website
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SubBrand Website

When placing the Current lockup or logo in the footer of a subbrand website, we recommend using a placement that adopts the design layout of the page, or standardizing footers across all subbrand sites.



01. This option adopts the previous logo placement and aligns to the email sign-up block.



02. This option could serve as a basis for a standardized footer that mimics the placement on subbrand brochures



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Current **Chemicals**



Current Chemicals

By utilizing a lozenge container for Chemicals, we simultaneously expand Current into other industries without diluting the equity or poignancy of the Current Brand.

Standard – Best for Larger Scale Usage

Current **Chemicals**

The alternate works both large and small, but is optimized for those scenarios when readability would be impacted in the standard lockups size.

Alternate – Suitable for Small Usage Cases

Current **Chemicals**



02.

Typography



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Aeonik

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

Thin
Light
Regular
Medium
Bold

Aeonik is Current's Typeface. It is for use at small and medium sizes for detail text, and large amounts of copy, and pretty much anything else.

Usage:

Headlines
Subheadings
Paragraphs
Details



Work Sans

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

Thin
Light
Regular
Medium
Bold

Work Sans is Current's Secondary Typeface.
It is for use when Aeonik is unavailable.
Work Sans is a free Google typeface,
[download here.](#)

Usage:

Headlines
Subheadings
Paragraphs
Details



Arial

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

Regular Bold

Arial is Current's Backup Typeface. It is an acceptable alternative when Aeonik & Work Sans is not available for Internal Communications such as PPT, Documents Etc.

It should not be used for marketing or public facing brand purposes.

Usage:

As a default backup for internal usage when Aeonik/Work Sans is unavailable.



Typographic Hierarchy

This is the an example of the Current's typographic heirarchy, using a variety of font weights to achieve distinction throughout content.

Headline
Aeonik Regular – Current Black
46pt on 46pt leading

Discover Current.
Uncover value.

Subtext
Aeonik Light – Current Gray
14pt on 18pt leading

Ique nost re la niscia ipsam volendipicab is
cone aut volessin consequat laborehendae
occab ius eatatem non conessi repera.

Subheading
Aeonik Regular – Current Black
22pt on 26pt leading

Lorem ipsum dolares

Ne qui bernamus a isitem eos sequam faccupur, omnis illenet intium
nonse natinis cipsant. Pudi ut hitat lacia dolupta sunt dolorehendis est,
quiae nonet vid ute qui doluptatium faccum facculpa des audanto.

Paragraph Heading
Aeonik Medium – Current Black
9pt on 13pt leading

Volessin pora consequat?

Rerehene quis sitiorepudae nobisci odipsan dipicillibus min cus
nonecae suntiun tissus aut is iur, quiam volupti orepere nisquat emodis
exerum reicient labore sunt ut mos nem quisimus doluptatum num
lignita sperrovid estrum dolectur, officium iuntia sum qui custia volup.

Body Copy
Aeonik Regular – Current Black
9pt on 13pt leading



Typographic Hierarchy

This is the an example of the Current's typographic heirarchy, using a variety of font weights to achieve distinction throughout content.



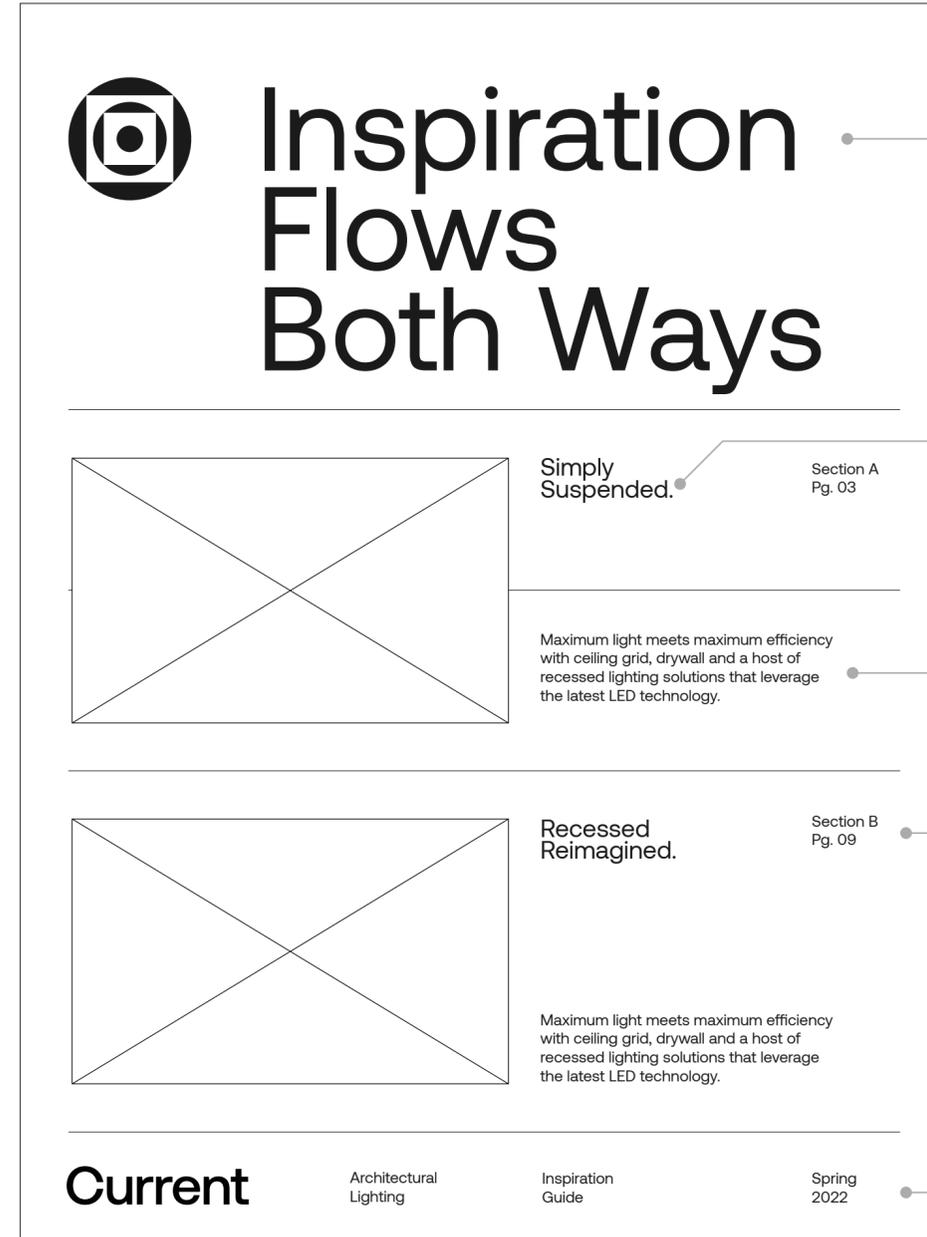
Cover Subheading:
Aeonik Regular
10pt on 12pt leading

Architectural
Lighting

Inspiration
Guide

Spring
2022

Current



Headline:
Aeonik Regular
76pt on 64pt leading

Subheading:
Aeonik Regular
16pt on 14pt leading

Simply
Suspended.

Section A
Pg. 03

Maximum light meets maximum efficiency
with ceiling grid, drywall and a host of
recessed lighting solutions that leverage
the latest LED technology.

Recessed
Reimagined.

Section B
Pg. 09

Maximum light meets maximum efficiency
with ceiling grid, drywall and a host of
recessed lighting solutions that leverage
the latest LED technology.

Body & Detail Text:
Aeonik Regular
10pt on 12pt leading

Current

Architectural
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Typographic Hierarchy

This is the an example of the Current's typographic heirarchy, using a variety of font weights to achieve distinction throughout content.

Header: Lorem Ipsum, Dolor Sortit Nobisco, Spring 2022

Cover Subheading: Aeonik Regular, 10pt on 12pt leading

Headline: Discover Current. Uncover Value. Aeonik Regular, 46pt on 46pt leading

Subheading: Lorem ipsum dolares Aeonik Regular, 22pt on 26pt leading

Subtext: Ique nost re la niscia ipsam volendipicab is cone aut volessin consequat laborehendae occab ius eatatem non conessi repera. Aeonik Light, 14pt on 18pt leading

Paragraph Heading: Volessin pora consequat? Aeonik Medium, 9pt on 13pt leading

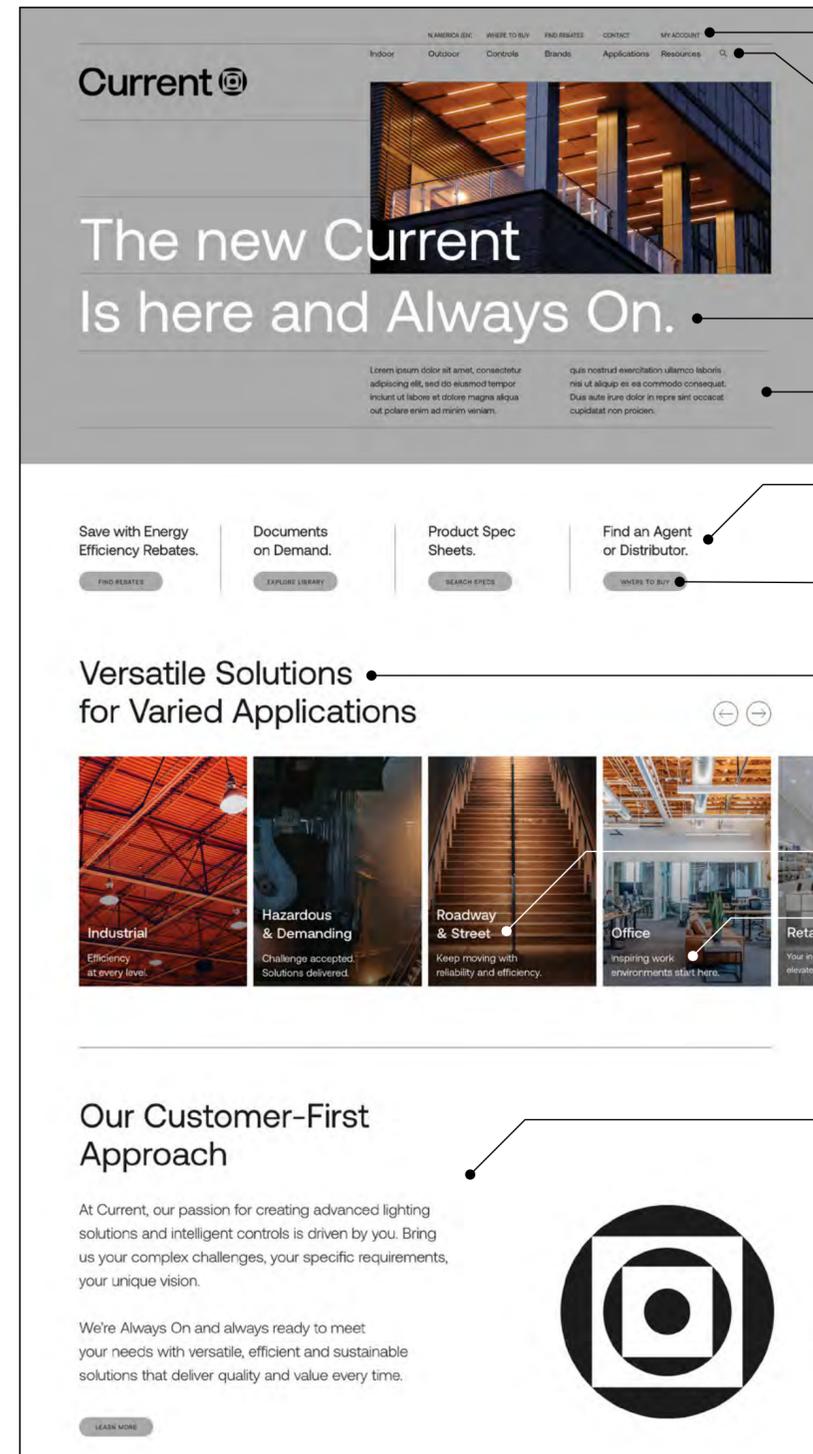
Body Copy: Rerehene quis sitiorepudae nobisci odipsan dipicillibus min cus nonecae suntiun tissus aut is iur, quiam volupti orepere nisquat emodis exerum reicient labore sunt ut mos nem quisimus doluptatium num lignita sperrovid estrum dolectur, officium iuntia sum qui custia volup. Aeonik Regular, 9pt on 13pt leading

Footer: Current, [Social Media Icon]



Website Typography

Here is a breakdown of the typefaces and styles in use on the Current Website design concepts.



Aeonik Regular 14pt

Aeonik Regular 20pt

Current @

The new Current
Is here and Always On.

Aeonik Regular
140pt on 170pt leading

Aeonik Regular
20pt on 32pt leading

Aeonik Regular
34pt on 44pt leading

Aeonik Regular 14pt

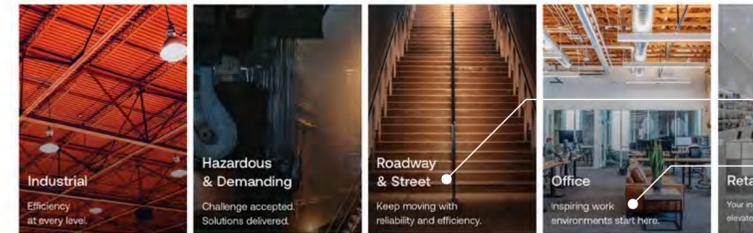
Aeonik Regular
80pt on 90pt leading

Save with Energy Efficiency Rebates. Documents on Demand. Product Spec Sheets. Find an Agent or Distributor.

Versatile Solutions
for Varied Applications

Aeonik Regular
34pt on 44pt leading

Aeonik Regular
20pt on 32pt leading

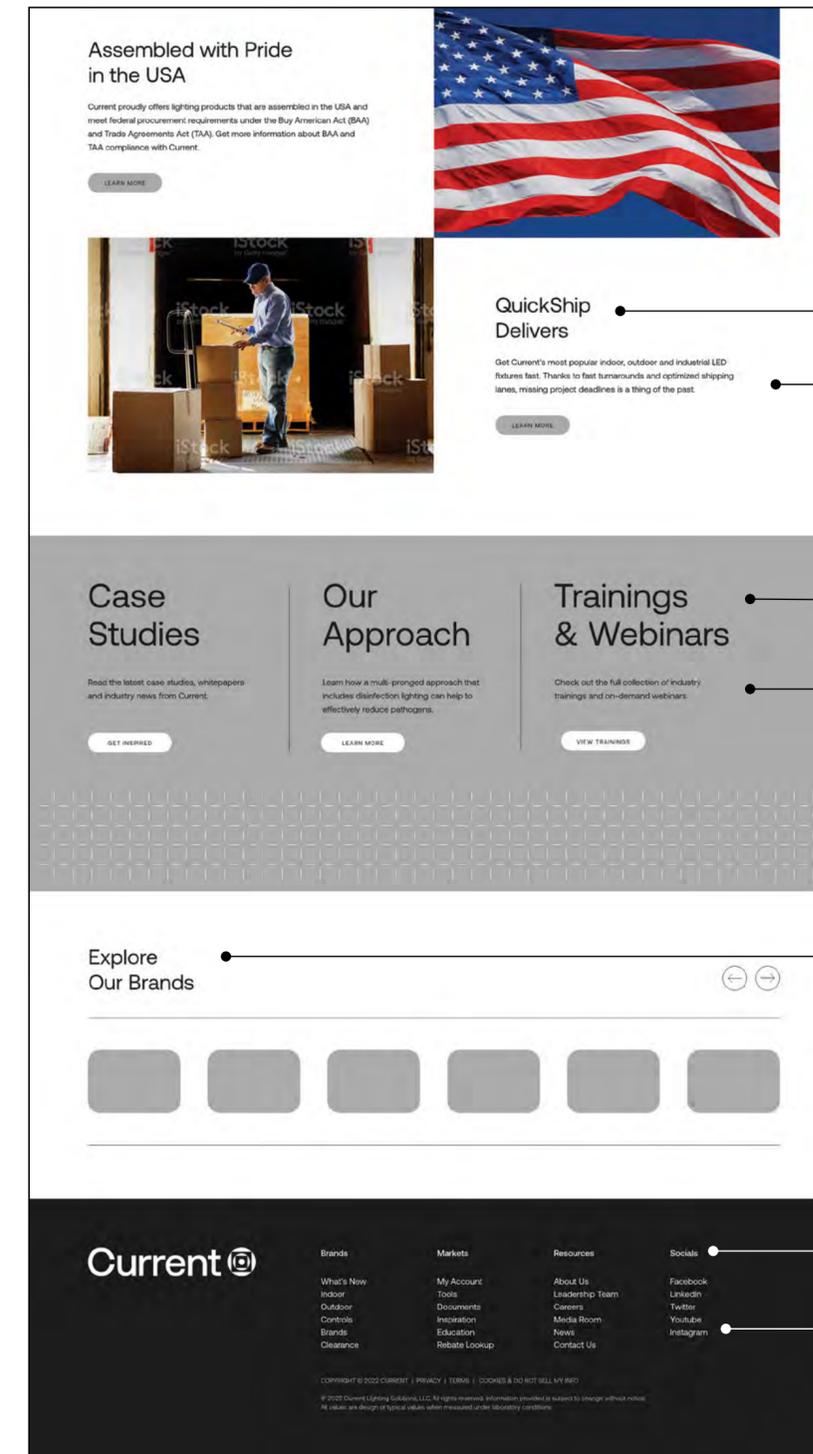
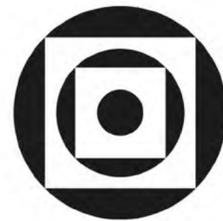


Our Customer-First
Approach

Aeonik Light
36pt on 56pt leading

At Current, our passion for creating advanced lighting solutions and intelligent controls is driven by you. Bring us your complex challenges, your specific requirements, your unique vision.

We're Always On and always ready to meet your needs with versatile, efficient and sustainable solutions that deliver quality and value every time.



Assembled with Pride
in the USA

Current proudly offers lighting products that are assembled in the USA and meet federal procurement requirements under the Buy American Act (BAA) and Trade Agreements Act (TAA). Get more information about BAA and TAA compliance with Current.



QuickShip
Delivers

Get Current's most popular indoor, outdoor and industrial LED fixtures fast. Thanks to fast turnarounds and optimized shipping lanes, missing project deadlines is a thing of the past.

Aeonik Regular
50pt on 60pt leading

Aeonik Regular
20pt on 32pt leading

Case
Studies

Read the latest case studies, whitepapers and industry news from Current.

Our
Approach

Learn how a multi-pronged approach that includes disinfection lighting can help to effectively reduce pathogens.

Trainings
& Webinars

Check out the full collection of industry trainings and on-demand webinars.

Aeonik Regular
80pt on 90pt leading

Aeonik Regular
20pt on 32pt leading

Explore
Our Brands



Aeonik Regular
34pt on 44pt leading

Aeonik Regular
50pt on 60pt leading

Current @

Brands: What's New, Indoor, Outdoor, Controls, Brands, Clearance
Markets: My Account, Tools, Documents, Inspiration, Education, Rebate Lookup
Resources: About Us, Leadership Team, Careers, Media Room, News, Contact Us
Socials: Facebook, LinkedIn, Twitter, YouTube, Instagram

Aeonik Medium 20pt

Aeonik Regular
20pt on 30pt leading



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Color Palette



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Color Palette

This is the official Current Color Palette.
Use these colors across all brand channels
and mediums to ensure consistency.

WHITE

HEX: FFFFFFFF
PMS: 000
—
C: 00
M: 00
Y: 00
K: 00

GRAY MID

HEX: AAAAAA
PMS: P 179-6 C
—
C: 36
M: 27
Y: 28
K: 7

BLACK

HEX: 1C1C1C
PMS: Black 6C
—
C: 78
M: 66
Y: 60
K: 81



04.

Brand Elements



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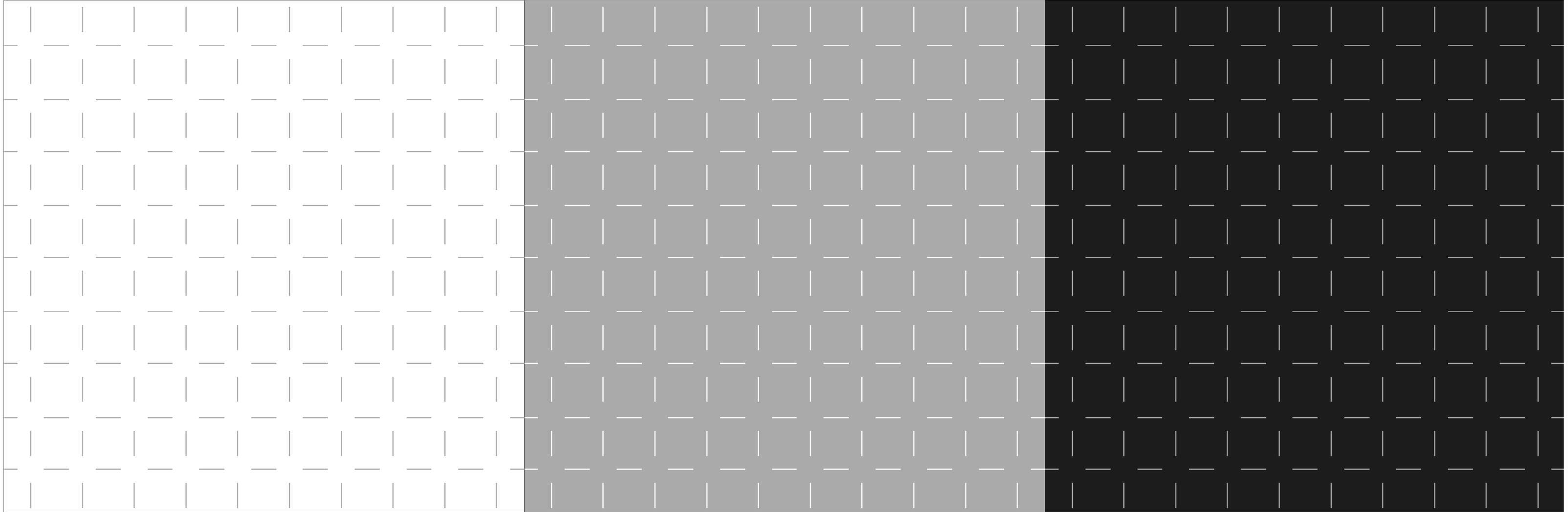
05. Photo
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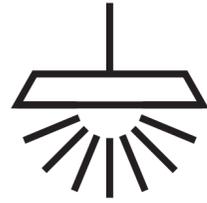
Brand Patterns

These are approved Current patterns.
In general they should be used at
a large scale so as to create visual
interest without being overly repetitive
and feeling like a textile pattern.

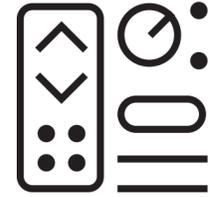


Icon Style

The Current icon style is refined and focused. Through the fine line work, it conveys our attention to detail and every aspect of our work.



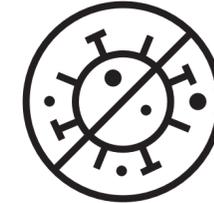
Led Lighting



Controls, Sensors & IoT Solutions



Energy Management Systems



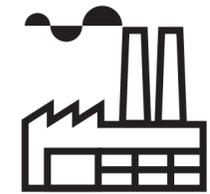
Disinfection for Occupied Spaces



Horticulture Lighting



Commercial Lighting



Industrial Lighting



City/Urban Lighting



Specialty Lighting



05.

Photography



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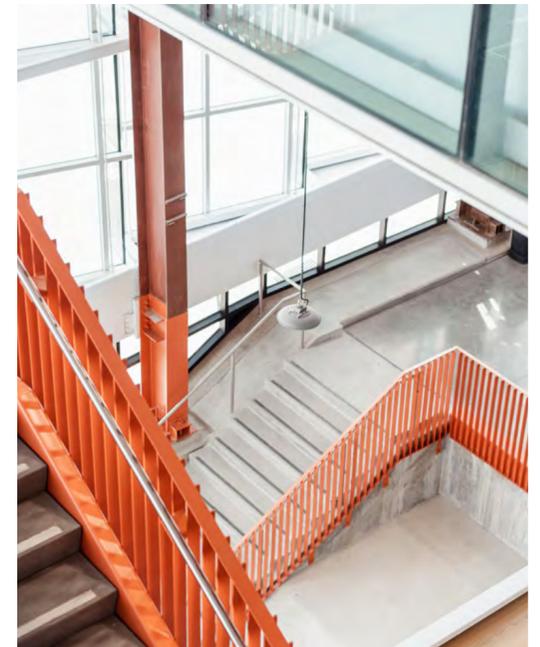
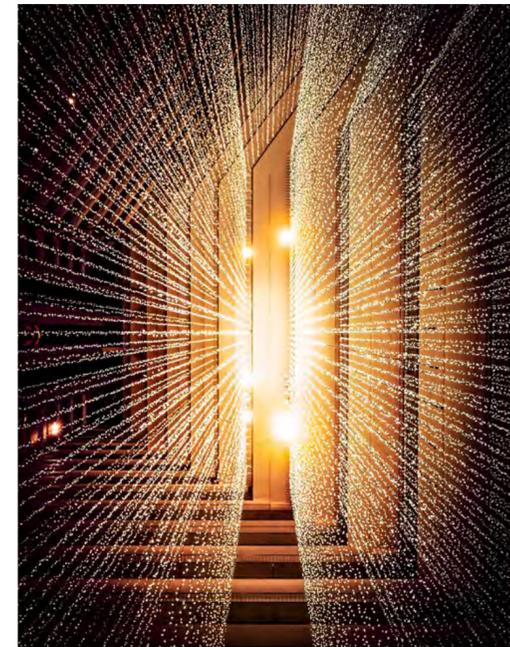
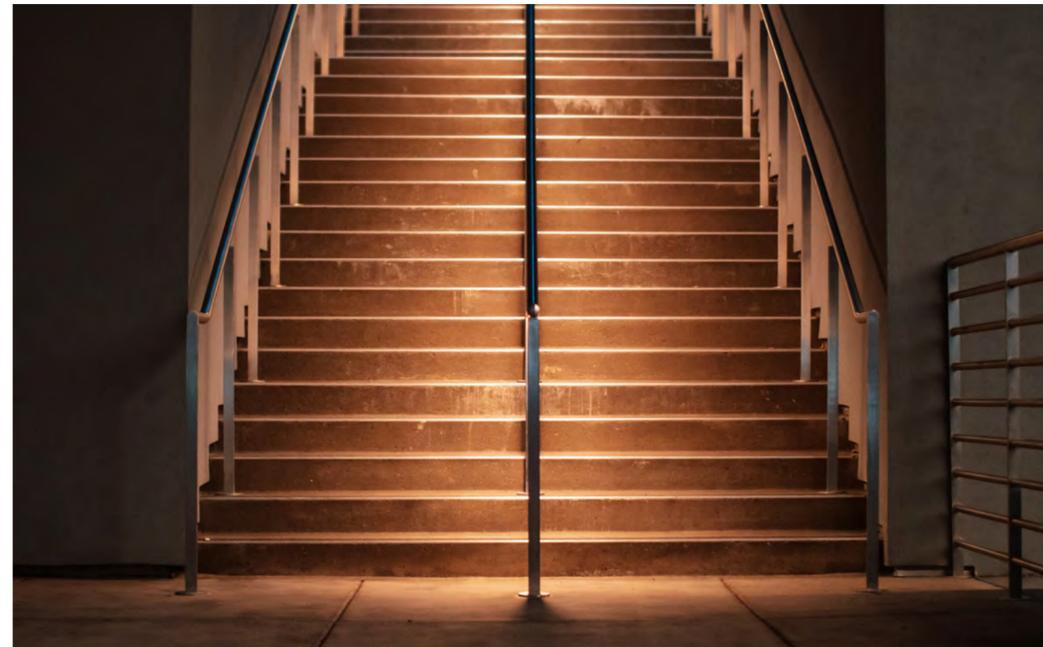
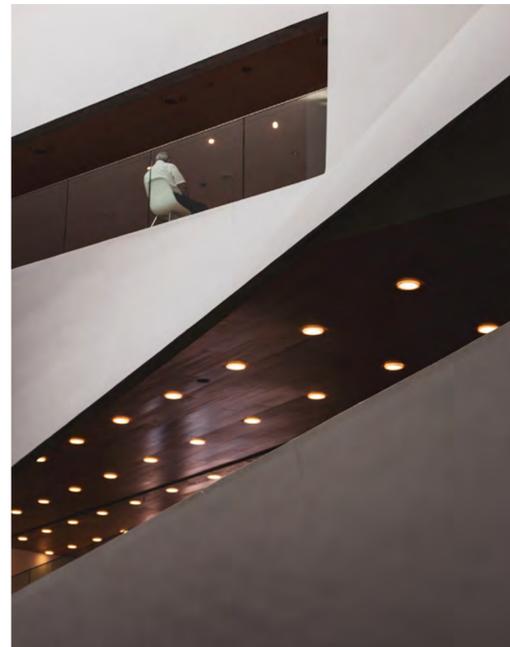
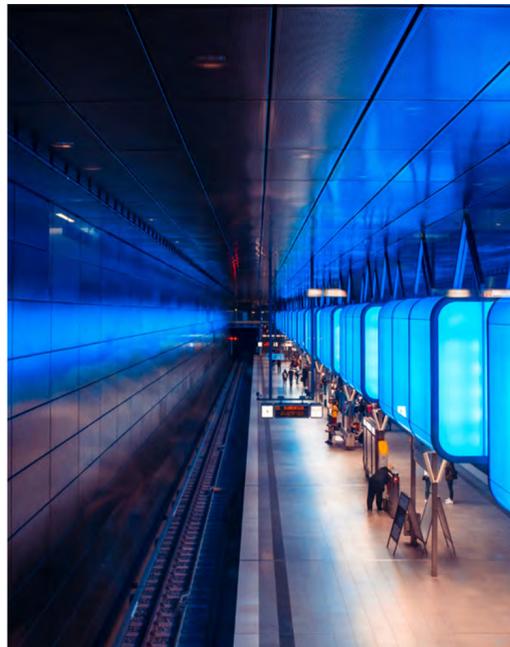
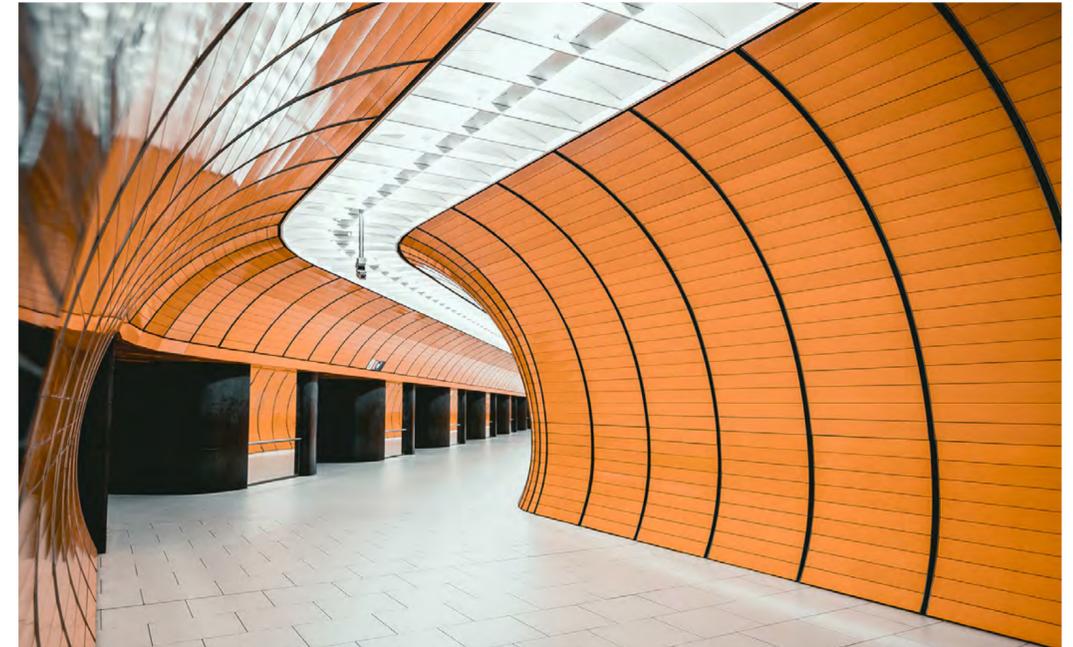
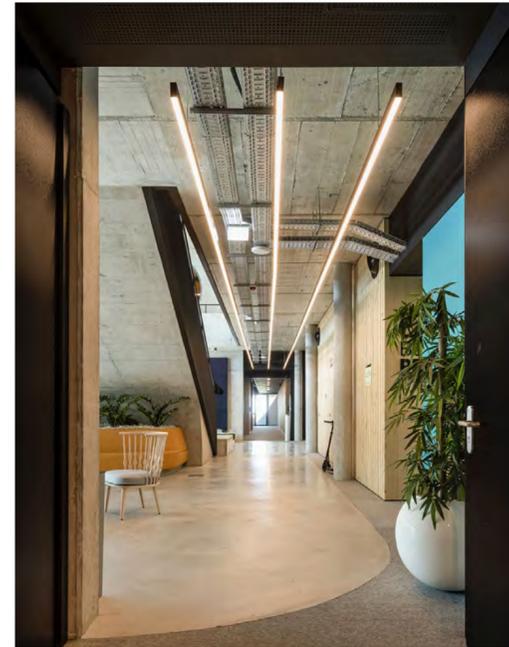
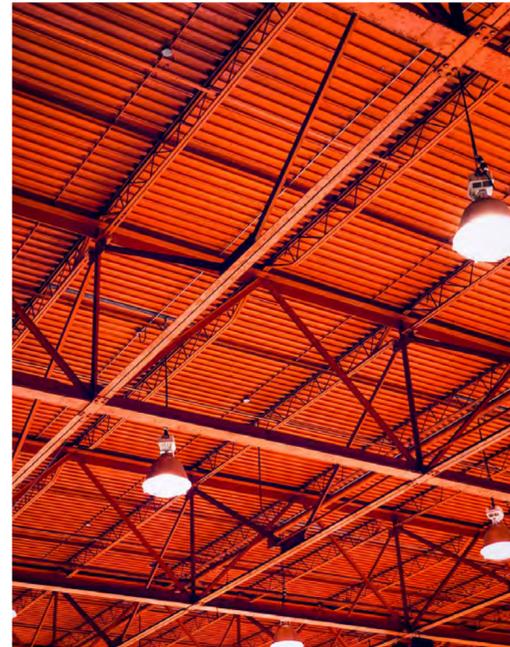
03. Color
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Architectural spaces



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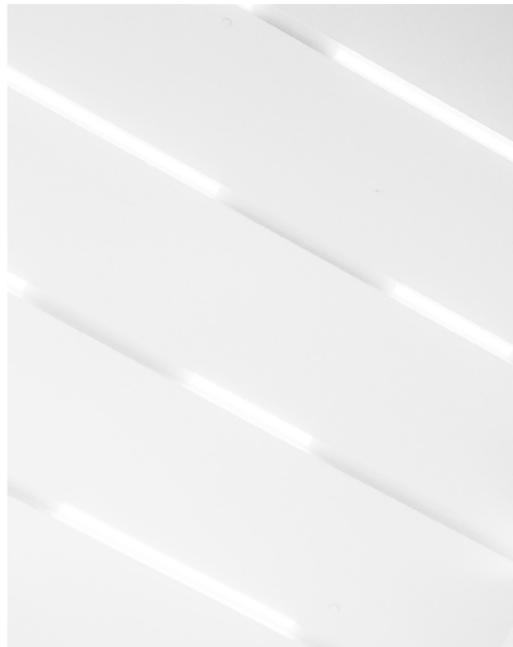
03. Color
04. Elements

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Product focus



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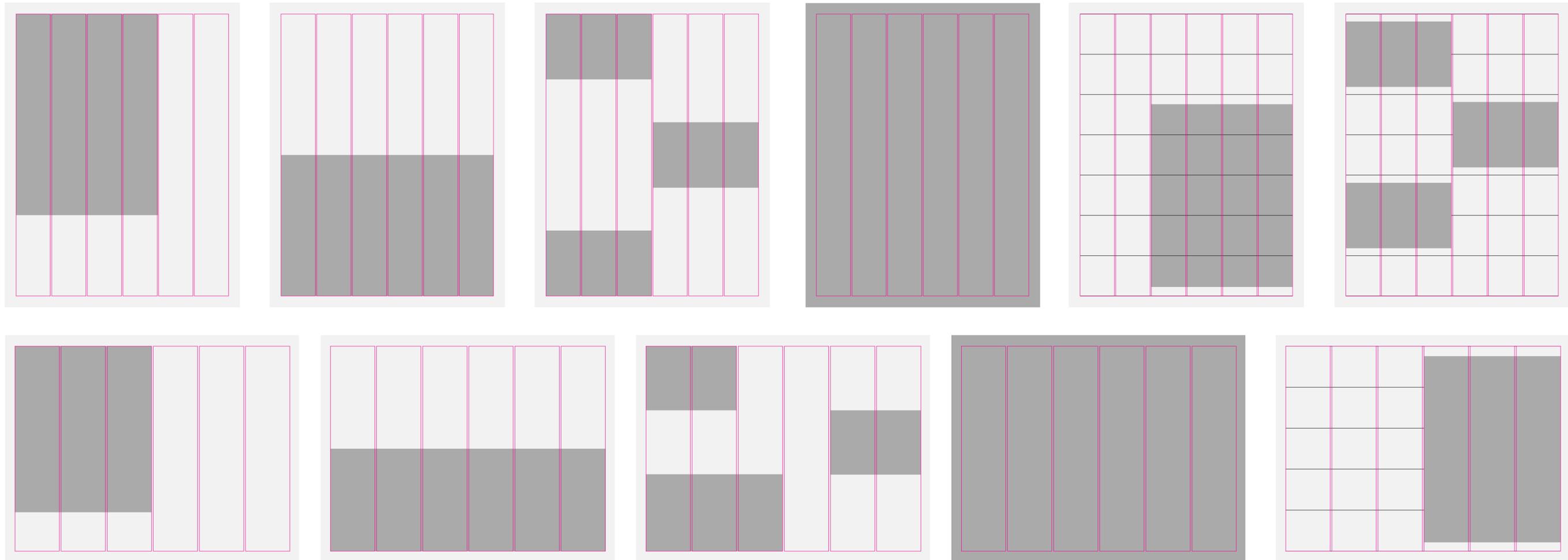
07. Application
08. Digital Apps

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Photography Positioning

These are examples of how to position photographs within Current collateral.

Essentially, there are two approaches to the photograph positioning; they can either be placed into the margins of the Current grid or they can be full bleed.



06.

Videography



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Video Art Direction

Below are examples of how how to apply the Current brand to videos at a corporate level.

All videos should begin and end with the Current “Bumper.”

Videos promoting Current, services, broad portfolios and solutions should follow Current corporate brand standards. Videos focusing on singular products/product brands must follow the individual brand’s visual identity and branding guidelines. When multiple brands are featured, follow Current corporate brand standards.



Current Bumpers

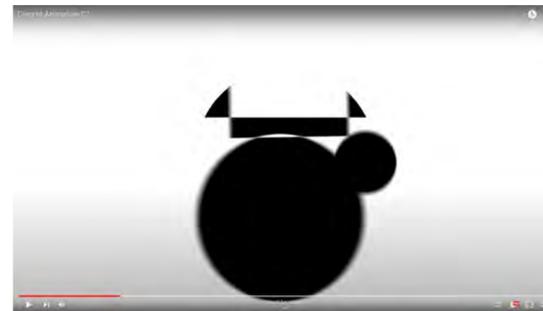
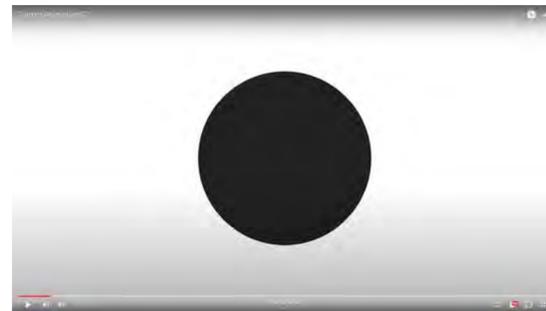
This is the approved Current Bumper.

The bumper must be used at the beginning and end of all Current corporate-level videos.

For videos focused on individual products/ product brands, the co-branded bumper must be used at the end of the video.

The bumper at the beginning of the video should follow the individual product brand.

Current Bumper - Corporate Videos



The bumper at the end of corporate-level videos features the two current websites in the "channel" lockups.

The web URLs should only be featured at the end of videos.



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Current Bumpers

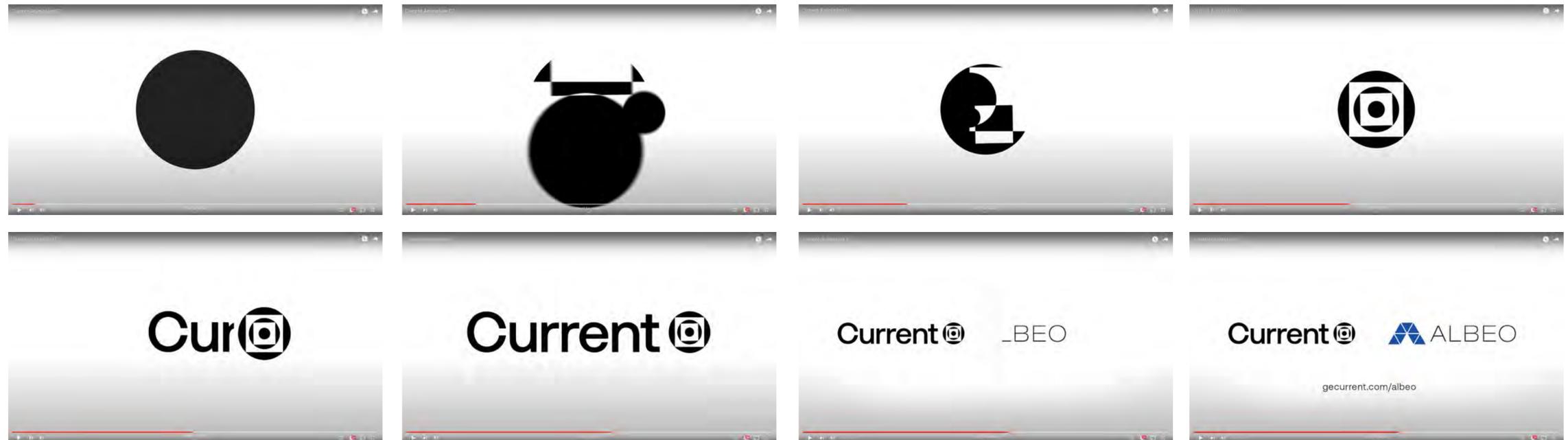
This is the approved co-branded bumper.

The co-branded bumper features the individual product brand alongside of the Current logo in the final frames. The product brand logo appears in a “wipe” motion, mirroring how the Current logo lockup appeared.

The web url associated with the product brand should be shown, center justified as displayed here.

The co-branded bumper should follow the visual identity system of the product brand, while maintaining a black/white logo animation for Current.

Co-brand Bumper - Brand Videos



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Business Cards

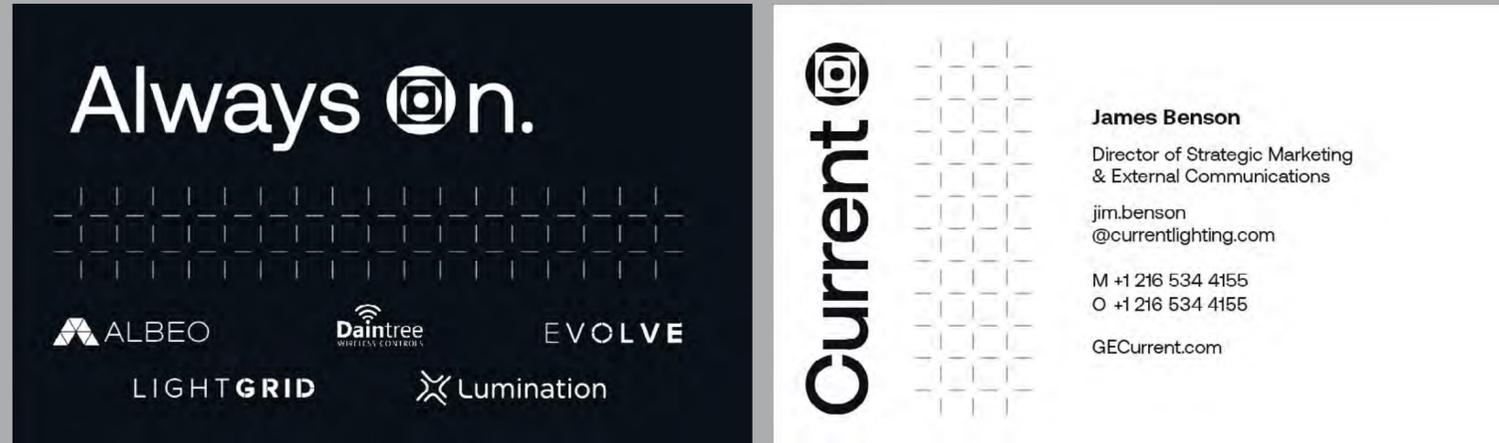
Below is the approved "Corporate Standard" card for Current.

Current has 5 business card designs, a corporate standard design and 4 variant designs based on sales channels.

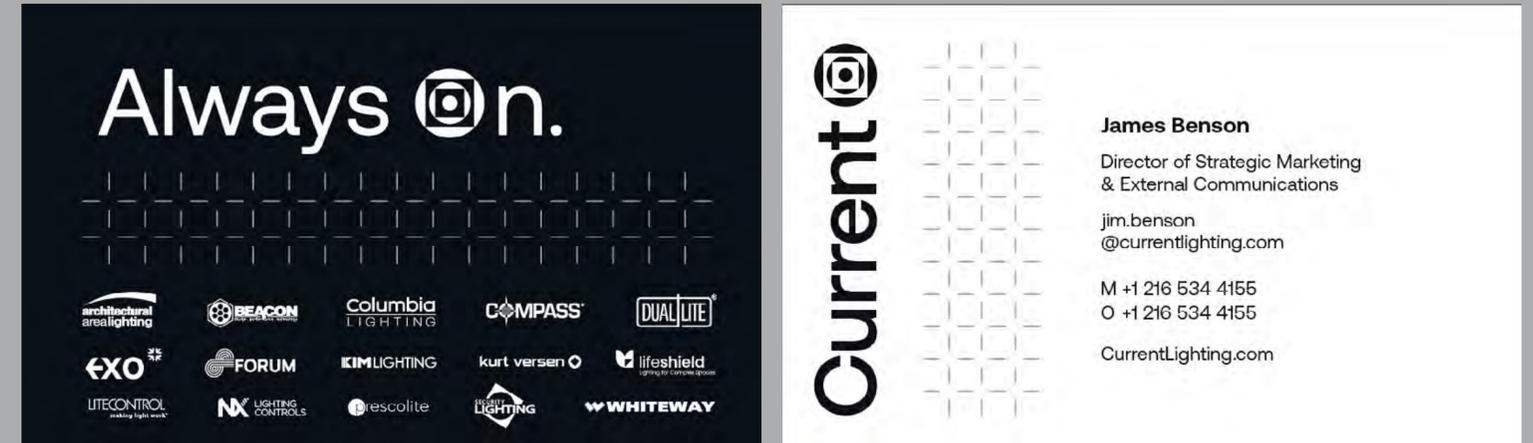


Business Cards

GLI Brands



HLI Brands



Specialty



Roadway



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April 1st 2022

**John
Dough,**

James Benson

–
Director of Strategic
Marketing & External
Communications

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C +1 234 567 8901

jim.benson@
currentlight.com

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Sincerely,

Jim Benson

Current

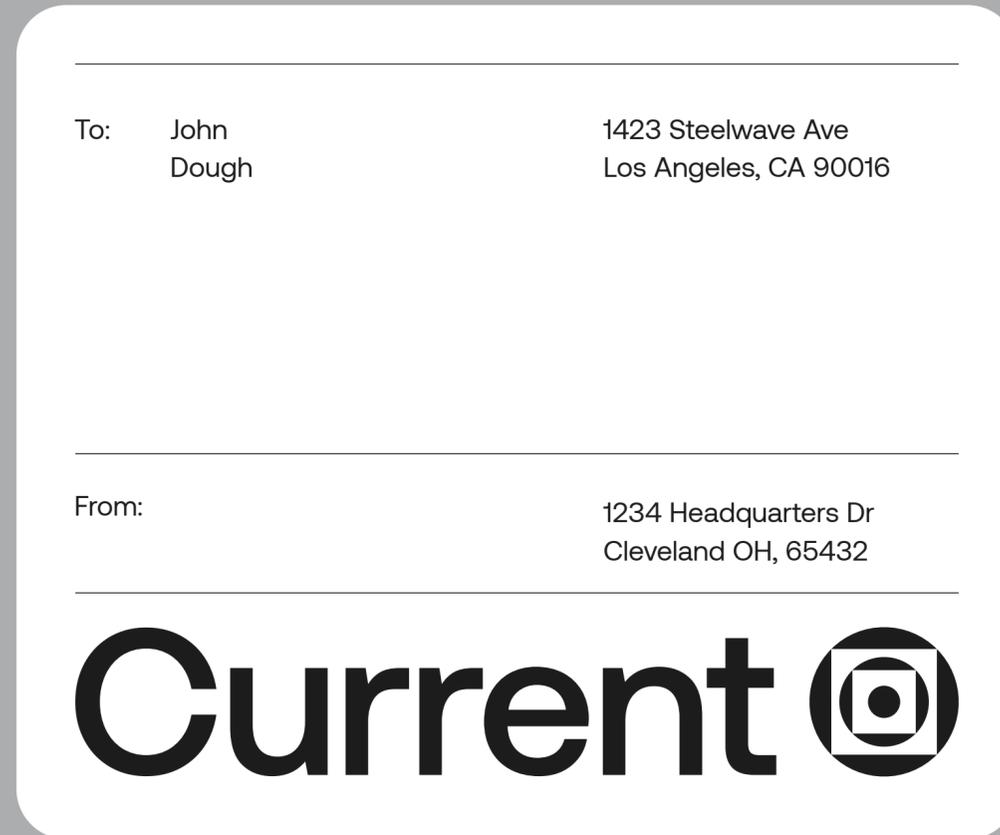
currentlighting.com

1975 Noble Road,
East Cleveland, Ohio, 44112

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LLC. All rights reserved.









April 1st 2022

**John
Dough,**

James Benson
–
Director of Strategic Marketing & External Communications

O +1 234 567 8901
C +1 234 567 8901

jim.benson@currentlight.com

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Sincerely,



Jim Benson

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Always On.

Current @ 1234 Headquarters Dr
Cleveland OH, 65432

To: John Dough 1423 Steelwave Ave
Los Angeles, CA 90016

From: 1234 Headquarters Dr
Cleveland OH, 65432

Current @




Always On.

James Benson Director of Strategic Marketing & External Communications

+1 216 534 4165 jim.benson@currentlighting.com



Hello Team,

Here is our the brand new email signature template for all of us at Current!

Here's to the future,

Jim

Current 

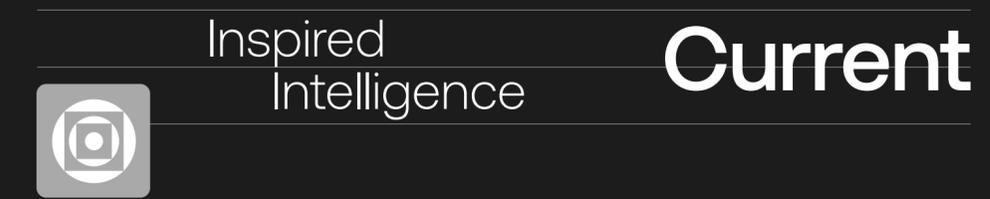
James Benson

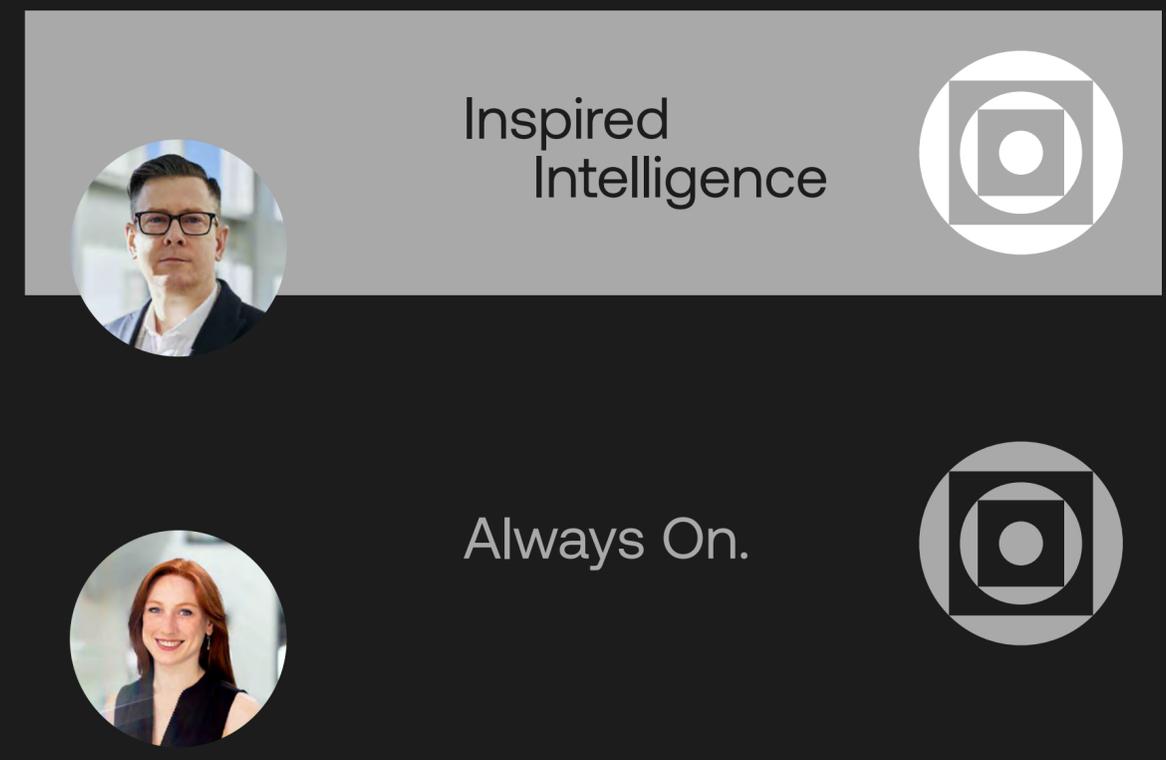
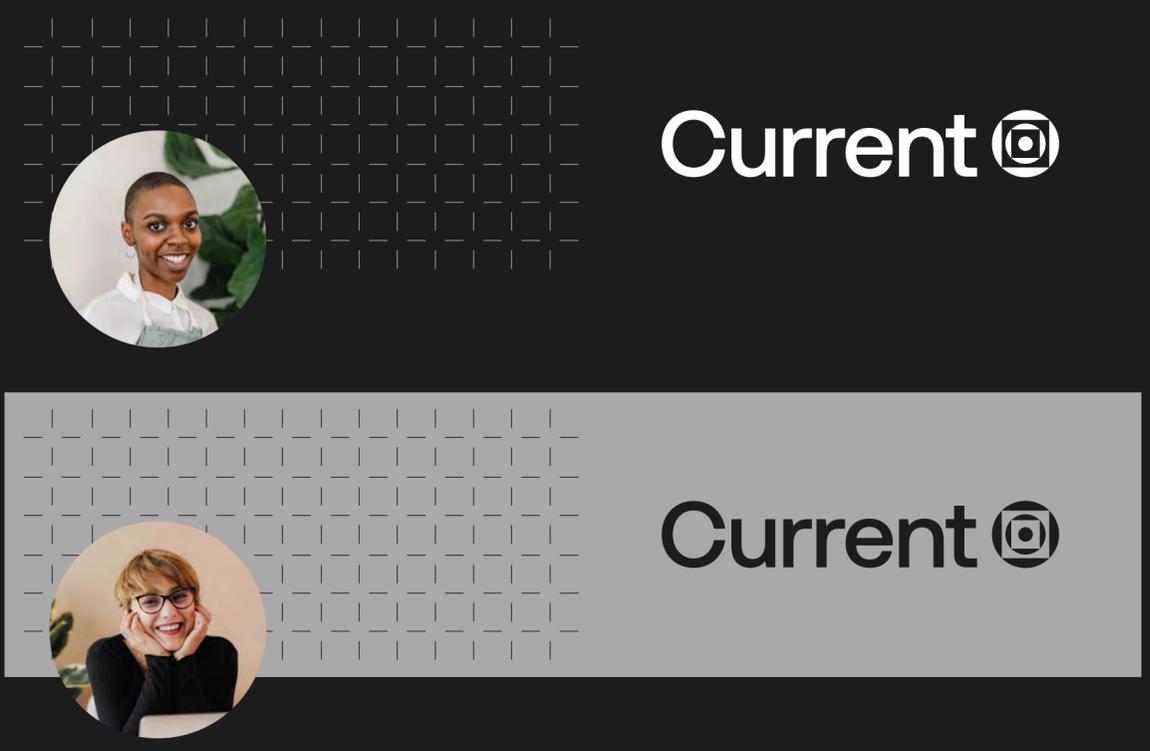
Director of Strategic Marketing
& External Communications

—
+1 216 534 4155

—
currentlighting.com









Welcome to a bold new era, Sandra.



Sandra Williams
Logistics Project Manager

Always On.

Current



You make us better, Karl. Welcome aboard.



Jacob Smith
Logistics Project Manager

Always On.



Our team just got even brighter.



Janette Dough
Senior Lighting Specialist

Always On.



Our team just got even brighter.



Janette Dough
Senior Lighting Specialist

Always On.

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Welcome to a bold new era, Sandra.



Sandra Williams
Logistics Project Manager

Always On.



You make us better, Karl. Welcome aboard.



Karl Smith
Logistics Project Manager

Always On.

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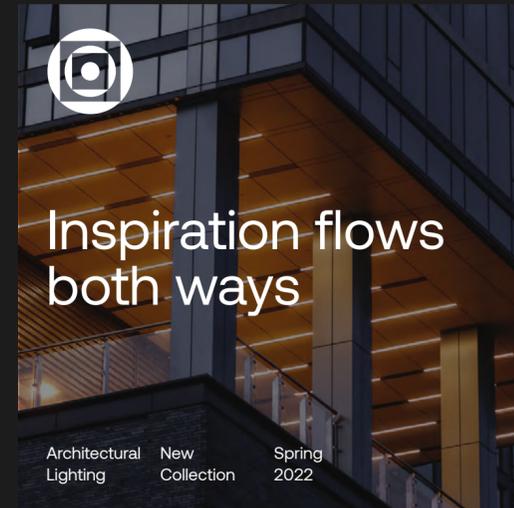
General post and new content



Architectural Lighting

On trend. On time.
On demand.
Always On.

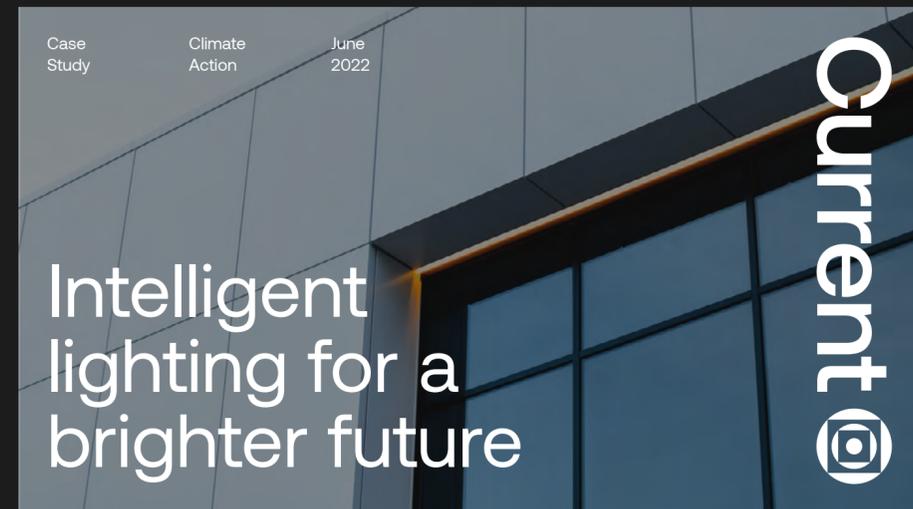
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On trend. On time.
On demand.
Always On.

Architectural Lighting

Current



Current Lighting

Brand Guidelines

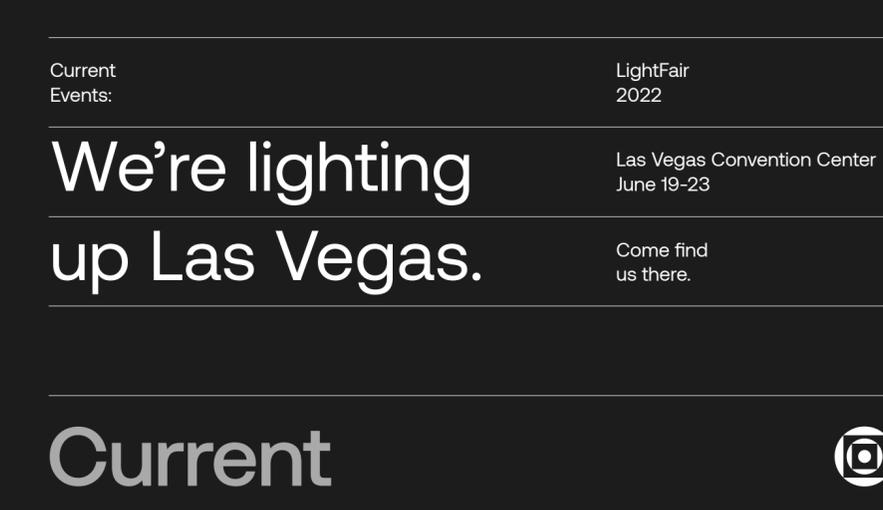
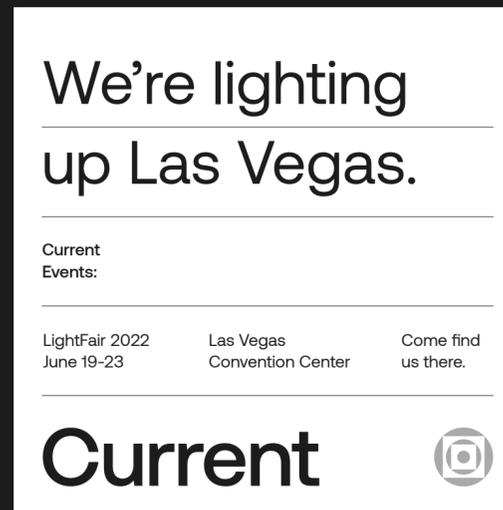
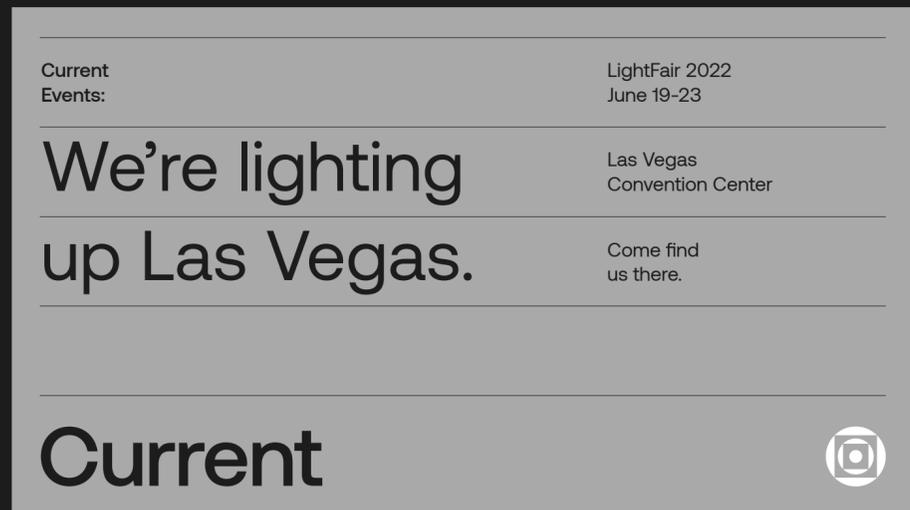
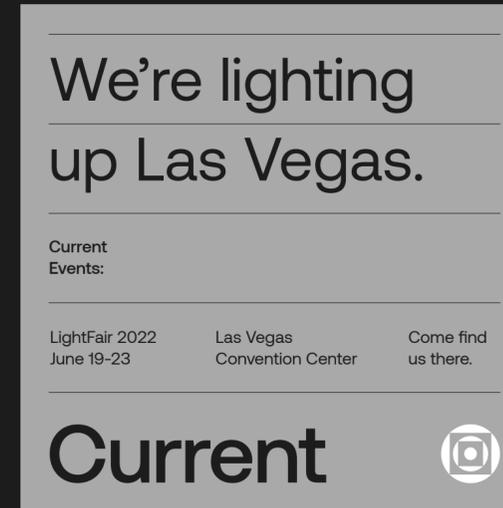
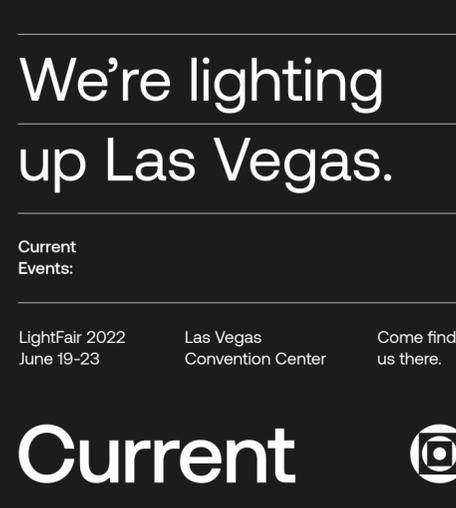
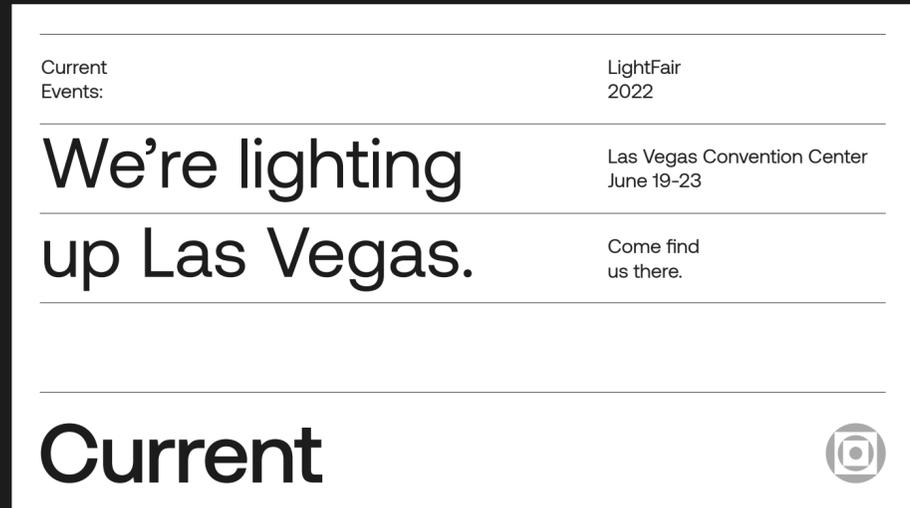
01. Logos
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Architectural
Lighting

Inspiration
Guide

Spring
2022

Current



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Architectural Lighting

Inspiration Guide

Spring 2022

Current



Inspiration Flows Both Ways



Downlights that Uplift.

Section C Pg. 13

Suddenly a place to work becomes a space to inspire. See your environment differently, with Current's diverse portfolio of elegant, versatile downlight solutions for any size, shape and finish option.



Simply Suspended.

Section A Pg. 03

Maximum light meets maximum efficiency with ceiling grid, drywall and a host of recessed lighting solutions that leverage the latest LED technology.



Track Star.

Section D Pg. 17

Sleek, sustainable track-mounted LED access lighting combines low-voltage efficiency with high-impact design to emphasize your environment's best features.



Recessed Reimagined.

Section B Pg. 09

Maximum light meets maximum efficiency with ceiling grid, drywall and a host of recessed lighting solutions that leverage the latest LED technology.



Full Circle.

Section D Pg. 17

Linear light meets Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Current

Architectural Lighting

Inspiration Guide

Spring 2022



Current Lighting

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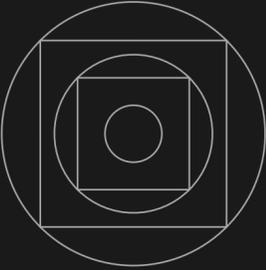
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08. Digital Apps

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5-6



Architectural Lighting



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Any environment.
Any challenge.
Anytime.



Current



Current
Lighting

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01. Logos
02. Typography

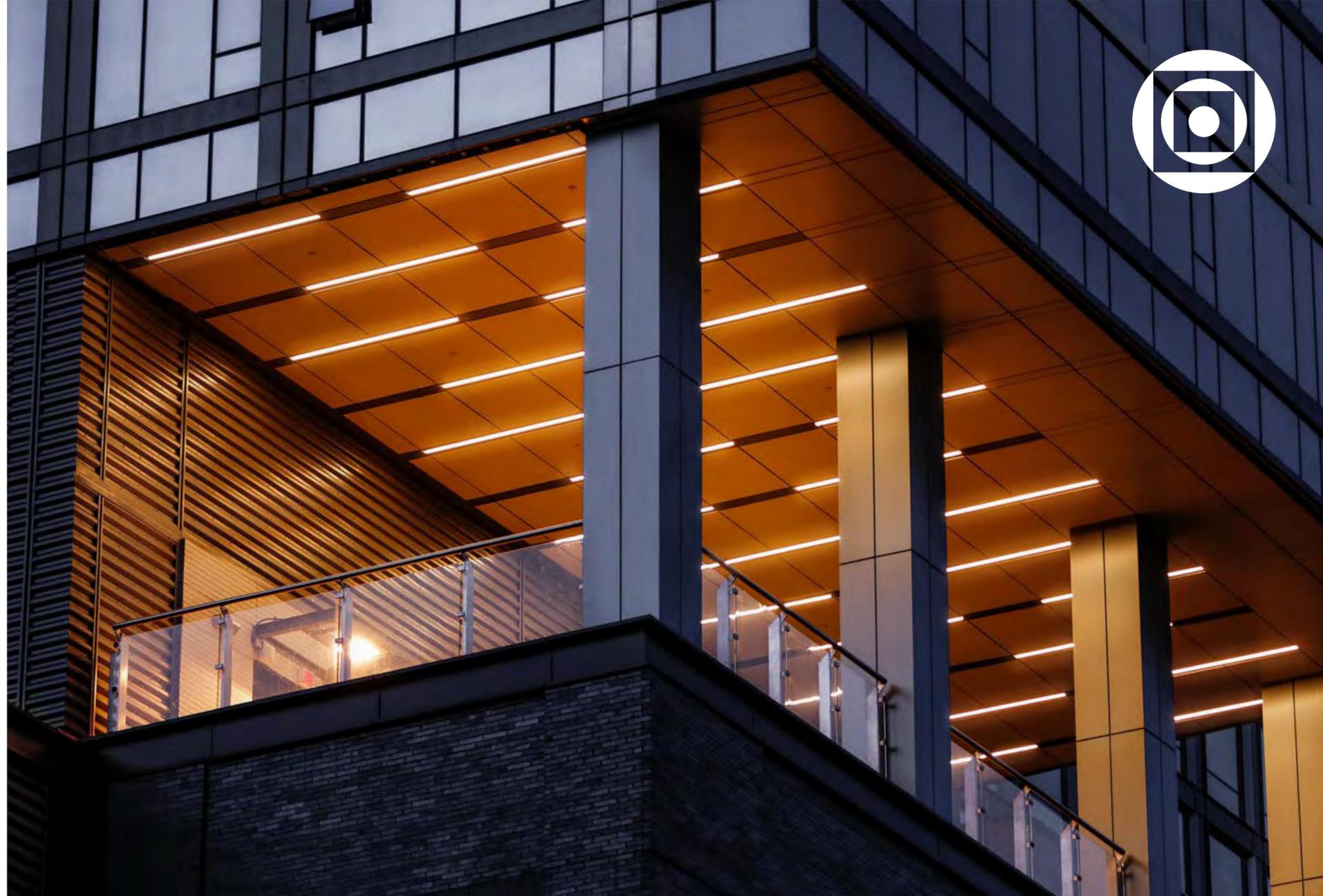
03. Color
04. Elements

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Inspired
Intelligence.



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Powerpoint Template

Client Name Presentation Title Date 2022

Current



Placeholder page title

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Inspired Intelligence

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Current offers:

- Led Lighting
- Controls, Sensors & IoT Solutions
- Energy Management Systems
- Disinfection for Occupied Spaces
- Horiculture Lighting
- Commercial Lighting
- Industrial Lighting
- City/Urban Lighting
- Specialty Lighting

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Our Proposition:

Current © Presentation Title 9

Subheading

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Current © Presentation Title 11

Current



jim.benson@currentlighting.com +1 216 534 4155 / +1 216 458 7890 Always On.



Current Lighting

Brand Guidelines

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Interior

When featuring a product or product brand (i.e. Albeo, Forum, Kurt Versen), interior signage and banners may take on an “inverse” color scheme. This inverse scheme allows the individual product brand to have 1st position

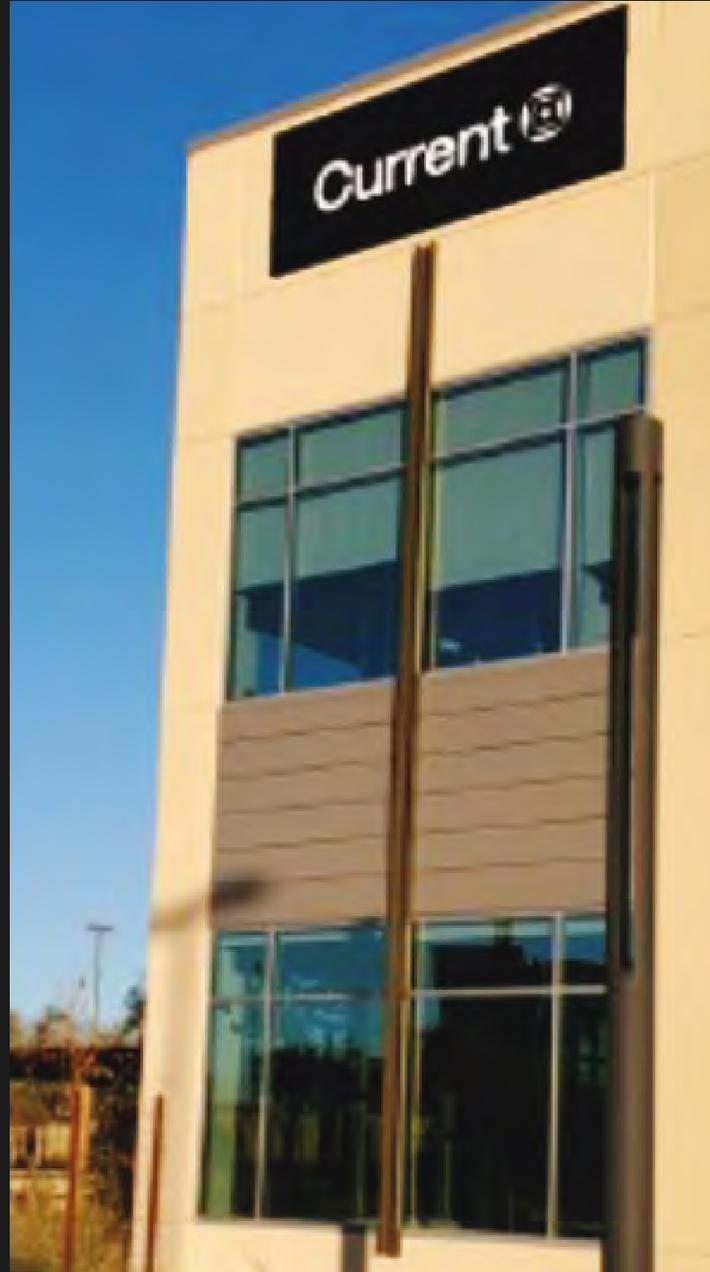


Campus Signage

These are examples of how to apply the Current brand to campus signage.

There are a variety of materials, formats and illumination types which allow creativity and versatility within among our international campuses.

As a lighting manufacturer producing signage solutions, it is imperative that every illuminated sign contain Current LED product.



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Campus Signage

These are the approved Current Signage specifications.

There are a variety of materials, formats and illumination types which allow creativity and versatility within among our international campuses.

As a lighting manufacturer producing signage solutions, it is imperative that every illuminated sign contain Current LED product.

For indoor spaces

illuminated

Backlit Lettering

Current Logo Lockup

Backlighting: 7100K "white" only

Color (preferred): Black lettering on light mounting surface

Color (alternate): White lettering on dark mounting surfaces



non-illuminated

Dimensional Lettering

Current Logo Lockup

Color (preferred): Black lettering on light mounting surface

Color (alternate): White lettering on dark mounting surface



illuminated

Backlit Lettering

Current Logo / Lockup

Backlighting: 7100K "white" only

Color (preferred): Black lettering on light mounting surface

Color (alternate): White lettering on dark mounting surfaces



Channel Lettering

Current Logo Lockup

Backlighting: 7100K "white" only

Color: White Lettering on dark mounting surfaces



Placards and Secondary Signage

Current Logo Lockup

Color (Preferred): White lettering on Current Black (or dark) background

Color (Alternate): Black lettering on Current Mid-Gray background



Channel Lettering

Current Logo / Lockup

Backlighting: 7100K "white" only

Color: White Lettering on dark mounting surfaces



Cabinet Sign

Not recommended for Interior Spaces

Decorative Banners

Current Logo Lockup

Brand Patterns

Color (Preferred): White lettering on Current Black background

Color (Alternate): Black lettering on Current Mid-Gray background

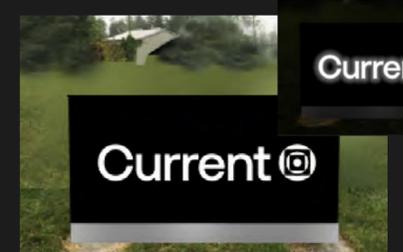


Backlit Cabinet Signs

Current Logo Lockup

Backlighting: 7100K "white" only

Color: White Lettering on dark mounting surfaces



Current Lighting

Brand Guidelines

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These are the approved Current wayfinding signage specifications.

Wayfinding is a critical function of interior spaces and treatment should be simple, legible and high in contrast.

Below are examples of wayfinding signage utilizing the approved specifications.

For indoor wayfinding

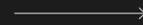
sign/placard

Brand Assets:

Current Logo Lockup
Current Logo

Typeface: Aeonik
Bold, Regular, Light

ADA Typeface: Braille Unicode



vinyl graphics

Brand Assets:

Current Logo Lockup
Current Logo

Typeface: Aeonik
Bold, Regular

Colors: Black and White only

Guidelines: Vinyl graphics should only be used for wayfinding and secondary/decorative signage.



Vinyl graphics presenting the Current brand should follow a black-on-white or white-on-black color format.

Do not apply the Current brand over other colors (such as red, green, blue, etc).

Vinyl graphics can be applied to glass/windows, but must maintain clear legibility.



08.

Digital Apps



Current
Lighting

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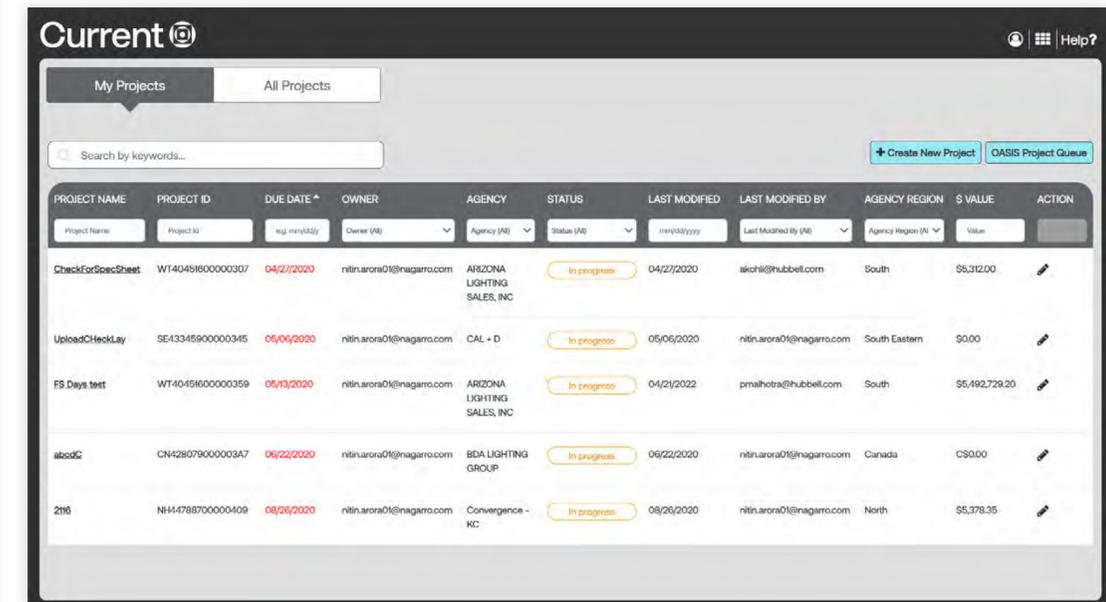
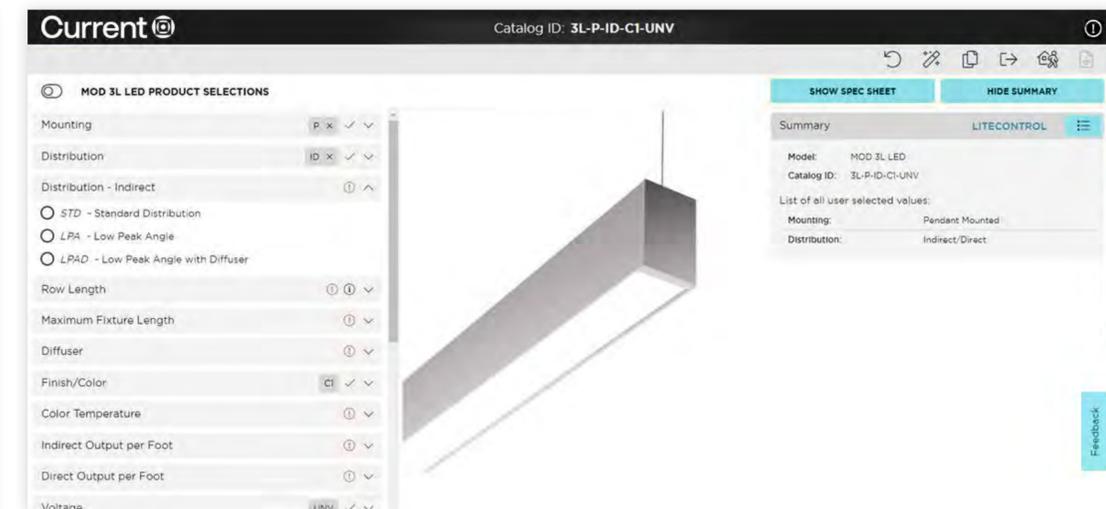
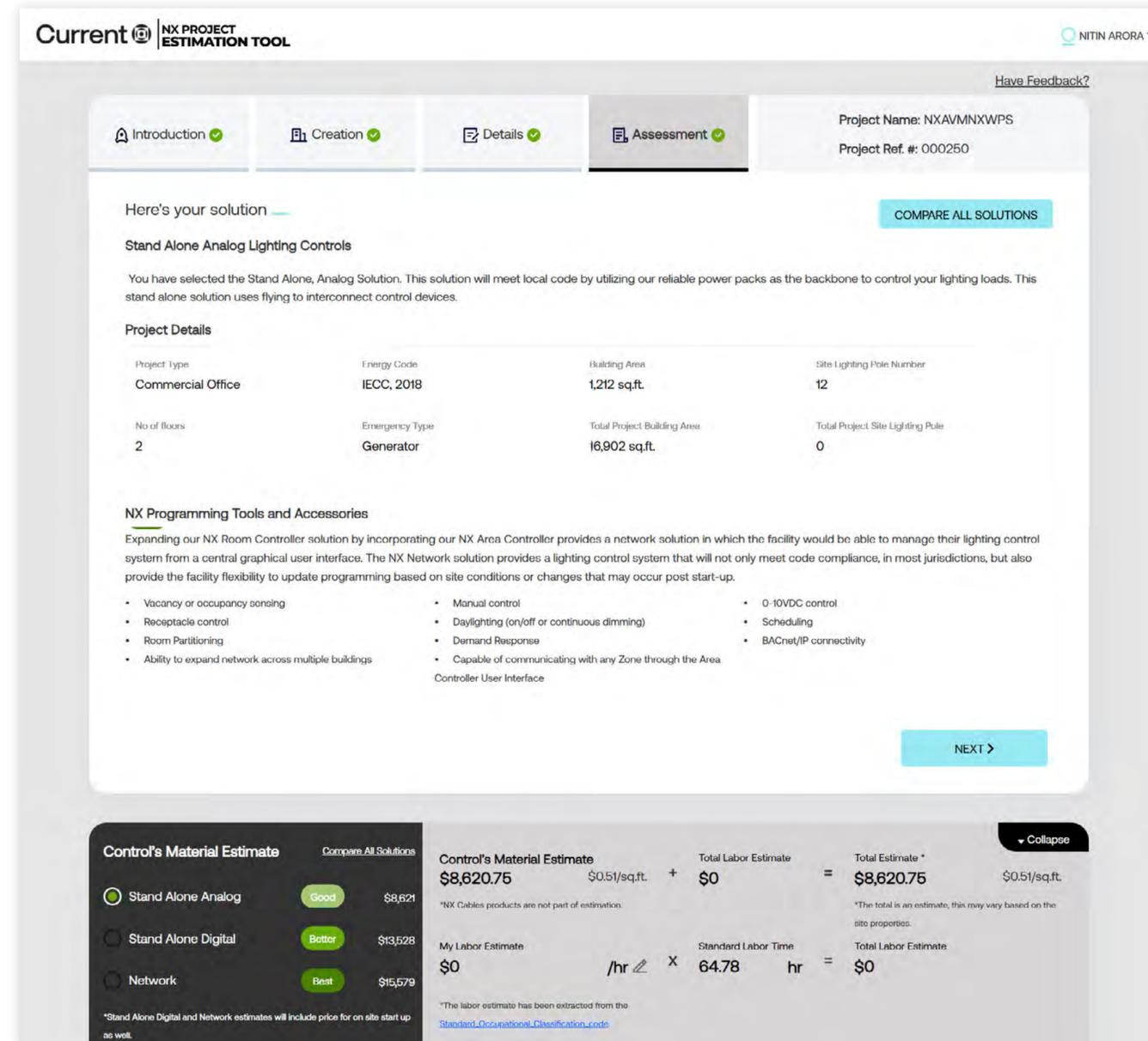
09. Website
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Digital Apps

Digital apps and services which span multiple product brands should always adhere to the Current visual identity system.

Examples of such apps/services are DesignSuite, Connect and IPC.

Due to the unique challenges a monochromatic gray palette poses for intuitive UI/UX design, a quarternary color was scoped (Celeste Blue) for functional elements.



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Digital Apps Stylesheet

Below is the style sheet for digital app creation, branded under the Current identity system.

Deviations from color should be avoided. “Accent” and “functional elements” colors are for digital app development only and should not be applied to other mediums.

No new logos, lockups or brand names should be created without corporate brand team approval. Contact jim.benson@currentlighting.com or alex.price@currentlighting.com if you believe a new name and/or logo is required.

Standard elements and fills

BLACK

HEX: 1C1C1C
PMS: BLACK 6C

C: 78
Y: 66
M: 60
K: 81

GRAY MID

HEX: AAAAAA
PMS: P179-6C

C: 36
Y: 27
M: 28
K: 07

WHITE

HEX: FFFFFFFF
PMS: 000

C: 00
Y: 00
M: 00
K: 00

BLACK ACCENT

HEX: 63666a

GRAY ACCENT

HEX: d7d5d5

WHITE ACCENT

HEX: f5f6f8

Functional elements and buttons

CELESTE

HEX: #99e9f2

CELESTE ACCENT

HEX: #d0f5ff

HEX: #accd74

HEX: #6cb11c

HEX: #508b00

HEX: #d0f5ff

HEX: #d0f5ff

HEX: #d0f5ff

Tertiary signifiers

Used to communicate “correct” and “incorrect” only

Favicon



Lockups

Lockups of any name and the Current logo are not permitted.



09.

Website



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N.AMERICA (EN)

WHERE TO BUY

FIND REBATES

CONTACT

MY ACCOUNT

Indoor

Outdoor

Controls

Brands

Applications

Resources



Current



The New Current is Here and Always On.

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INDOOR OUTDOOR CONTROLS BRANDS APPLICATIONS RESOURCES



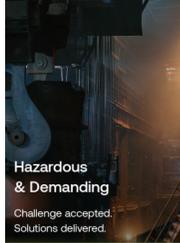
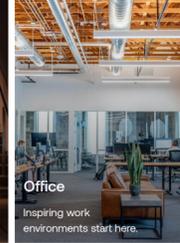
The New Current is Here and Always On.

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| | | | |
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| <p>Save with Energy Efficiency Rebates.</p> <p>FIND REBATES</p> | <p>Documents on Demand.</p> <p>EXPLORE LIBRARY</p> | <p>Product Spec Sheets.</p> <p>SEARCH SPECS</p> | <p>Find an Agent or Distributor.</p> <p>WHERE TO BUY</p> |
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Versatile Solutions for Varied Applications

[←](#) [→](#)

| | | | | |
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|  <p>Industrial</p> <p>Efficiency at every level.</p> |  <p>Hazardous & Demanding</p> <p>Challenge accepted. Solutions delivered.</p> |  <p>Roadway & Street</p> <p>Keep moving with reliability and efficiency.</p> |  <p>Office</p> <p>Inspiring work environments start here.</p> |  <p>Retail</p> <p>Your in-store elevated.</p> |
|---|---|---|--|--|

Our Customer-First Approach

At Current, our passion for creating advanced lighting solutions and intelligent controls is driven by you. Bring us your complex challenges, your specific requirements, your unique vision.

We're Always On and always ready to meet your needs with versatile, efficient and sustainable solutions that deliver quality and value every time.




Energy Code Design Resources

Energy Codes help drive efficiency and common practices. Current offers Daintree Wireless Controls Code Guides to learn the recommended solutions and layouts for your commercial lighting and controls projects.

[LEARN MORE](#)

Assembled with Pride in the USA

Current proudly offers lighting products that are assembled in the USA and meet federal procurement requirements under the Buy American Act (BAA) and Trade Agreements Act (TAA). Get more information about BAA and TAA compliance with Current.

[LEARN MORE](#)




QuickShip Delivers

Get Current's most popular indoor, outdoor and industrial LED fixtures fast. Thanks to fast turnarounds and optimized shipping lanes, missing project deadlines is a thing of the past.

[LEARN MORE](#)

| | | |
|--|---|--|
| <h3>Case Studies</h3> <p>Read the latest case studies, whitepapers and industry news from Current.</p> <p>GET INSPIRED</p> | <h3>Our Approach</h3> <p>Learn how a multi-pronged approach that includes disinfection lighting can help to effectively reduce pathogens.</p> <p>LEARN MORE</p> | <h3>Trainings & Webinars</h3> <p>Check out the full collection of industry trainings and on-demand webinars.</p> <p>VIEW TRAININGS</p> |
|--|---|--|

Explore Our Brands

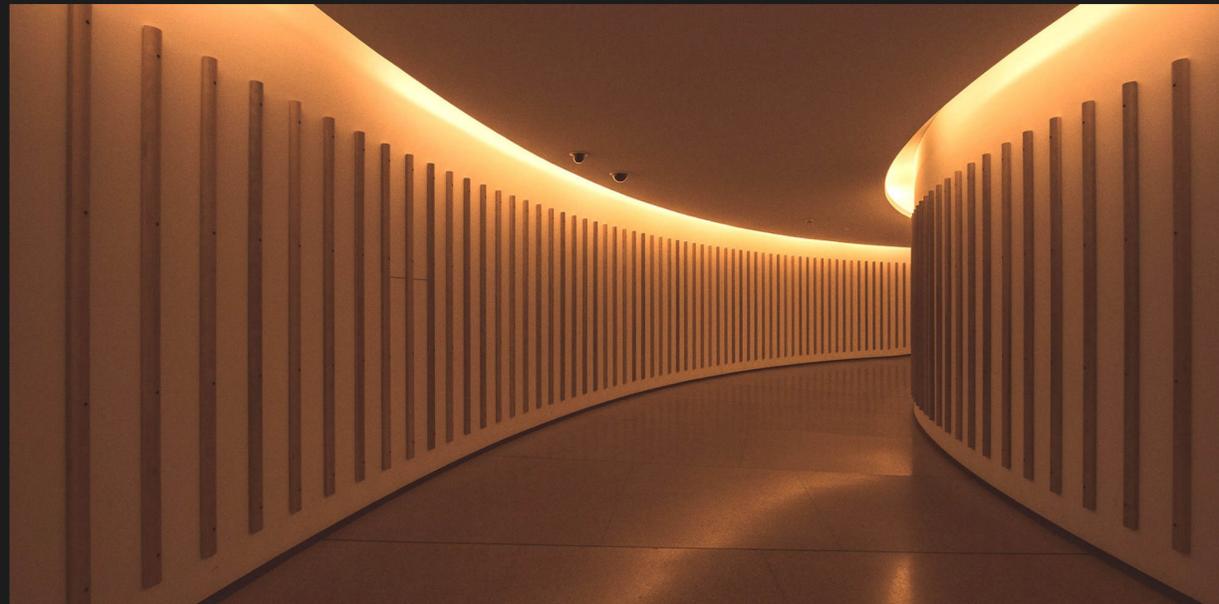
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Current 

Always Focused.



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Always Focused.



About Current

Advanced Lighting, Inspired by You.



At Current, inspiration flows both ways. In providing the lighting and controls solutions that help create beautiful, functional and safe environments, we're inspired by the people who live, work and play in those spaces.

We're also passionate about helping our customers solve complex challenges and see results, with reliable performance, responsive service, and the uncompromising quality you expect from an industry leader.

Our Purpose

To make a sustainable difference for the planet and people's lives with advanced lighting and intelligent controls.

Our Mission

Meet our customers' varied needs with smart, sustainable lighting solutions that create safer, efficient, inspiring environments.

Current's Commitment to You

Bold in Action

We embrace change and take risks to bring solutions that meet the challenge, move us forward, and make our customers successful.

Outcome Driven

We deliver on our promises, predicting and removing obstacles to create a clear path to visible results.

Doing Right

We never compromise when it comes to quality or reliability, and take our responsibilities to our customers, people and the planet seriously.



Key Differentiators

Clearly Different

Customer Focused

Experience Meets Passion

Versatile and Flexible

Efficient and Sustainable

Reliability, efficiency, intelligence, innovation: these are the qualities you look for in your lighting and controls products. Expect the same from the company who provides them.

At Current, we think you'll see a clear difference in our solutions, and how we deliver them.



Current Lighting

Brand Guidelines

01. Logos
02. Typography

03. Color
04. Elements

05. Photo
06. Video

07. Application
08. Digital Appls

09. Website
10. Brand

Our Purpose

Why we exist.

To make a sustainable difference for the planet and people's lives with advanced lighting and intelligent controls.



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Our Mission

The how to our why.

Meet our customers' varied needs with smart, sustainable lighting solutions that create safer, efficient, inspiring environments.



Our Values

The pillars that support our brand.

Bold in action.

Be decisive and curious. Don't wait for permission, and don't be afraid to take risks. We learn and grow from our mistakes as well as victories.

Outcome driven.

If it doesn't get results, don't waste your time doing it. Be specific about what you will deliver, and accountable for delivering it.

Doing right.

Know what's right and do what's right. We're here to succeed together — with integrity, honesty and pride.



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Our people, products and services are bold in action,
outcome driven, and focused on doing right by
the customer, the environment and the industry,
with unrivaled responsiveness, quality and reliability.

Value

Statement



Positioning

Articulating our competitive advantage.

Current is a versatile, customer-driven lighting solutions company that solves the challenges of people, professionals, businesses and partners around the globe.

With the industry's widest selection of advanced lighting and intelligent controls, we create safer, efficient, inspired environments powered by smart, sustainable technologies the world needs today and tomorrow.



Brand Voice

How we communicate our Brand personality.

Our Brand Voice is:

Human

Our tone is approachable, genuine, customer-centric and people-first. We are high tech but also high touch.

Direct

We communicate value with specific, concise, clear information that favors simplicity over complexity.

Confident

Our audiences know, trust and believe in our expertise and credibility. We inspire as well as project confidence.



Our Brand Voice is:

Inviting

We engage our audiences as part of the conversation while clearly communicating what we do for them.

Bold

We're not afraid to sound different than our competitors with a voice that's personable, fresh, provocative and fearless.

Active

We proactively solve problems and remove obstacles. Our voice reflects this with action-oriented language.

Tenacious

We welcome a good challenge. Our voice reflects how hard we're willing to work, and the lengths we go to delight our customers.

Optimistic

We are excited about the future and our role in it. We believe our products and services truly make people's lives and the world better.

Pragmatic

We're realistic as well as aspirational. While we have big plans for the future, we're focused on meeting customer needs now.



The Brand Translated

Inspired intelligence.

At Current, inspiration flows both ways. In creating beautiful, functional, safe and sustainable environments, we're inspired by the people who live, work and play in those spaces. Our products don't just fit the specs; they're designed to fit you.

We live to solve your lighting challenges.

Bring us your complex challenges. We're ready to solve and simplify them. With the industry's most expansive portfolio of respected and recognized products, backed by the industry's deepest bench of talent, we'll connect you to the right lighting solution that gets the job done. Beautifully.



Always ready. Always solving. Always on.

Along with advanced lighting and connected controls known for reliability and quality, we are professionals focused on delighting our customers with responsive, nimble, dependable service that delivers value well beyond the installation.

We spend the energy so you don't have to.

We're embracing energy efficiency — not just with our products but with our people. Yes, you'll see a rapid payback on our intelligent energy-saving lighting solutions. You'll also save time, effort and frustration with an agile partner who's eager to work and here to make your life easier.

See the world differently.

Lighting and controls have come a long way. At Current, we're propelling that evolution with sustainable, intelligent lighting solutions that create safe, efficient and inspiring environments. While solving your challenges now, we're always looking for novel ways to make tomorrow's world better, bolder and smarter.

Any environment. Any challenge. Anytime.

When you choose Current, you're working with a company that offers the industry's most extensive and versatile line of products. We have exactly the lighting solution you need, exactly when you need it. What's more, we have the team of experts dedicated to making sure your product is delivered, installed and supported above and beyond your expectations.



Tagline

Always On.

Simple, bold, succinct, this statement speaks to a company poised for action and ready to innovate, respond, adapt and deliver on our customers' demands.



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