



Employee Brand Guidelines

Who is Current?

Elevator Pitch

At Current®, we have a passion for intelligent lighting solutions and put our customers at the center of all we do. We work boldly to exceed expectations and create lighting and controls solutions which enhance lives.

Boiler Plate

At Current®, we are Always On and working to improve lives with the most expansive portfolio of sustainable advanced lighting and intelligent controls that reliably meet our customers’ needs. We work boldly to bring solutions that meet the challenge and make our customers successful.

Learn more at currentlighting.com/about

Brand Bio

At Current®, inspiration flows both ways. We’re inspired by the people who design, craft, live, work & play in spaces. Our award-winning family of brands dedicated to offering modern and bold integrated solutions, while providing specifiers with the essential tools for designing connected lighting environments, both indoors and out.

Brand Identity

Corporate Font

Aeonik
abcdefghijklmnopqrstuvwxyz
1234567890#\$\$%&

Color Palette

	HEX CMYK RGB	1c1c1c 72, 66, 65, 77 28, 28, 28
	HEX CMYK RGB	aaaaaa 35, 28, 28, 0 170, 170, 170
	HEX CMYK RGB	ffffff 0, 0, 0, 0 255, 255, 255

Logo Do's & Dont's

Do:
Use only the provided logo files

Don't:
Re-color the Current Logo

Don't:
Create new lockups or logos

Don't:
Modify the Current logo

Don't:
Apply over low-contrast imagery

For detailed guidelines on how to apply the Current brand, logo and marks, visit: my.currentlighting.com/resources/current-brand
Download and review the “Brand & Identity Guide” linked at the top of the web page.

Emails & Email Signatures

Corporate Signature

First Last Name
Title Description
first.last@currentlighting.com
M +1 222 222 2222

Current

GLI Brands: LED.com
HLI Brands: currentlighting.com

Email Font

Our email font is Arial and should be used in all email communications. Follow these steps to set Arial as your default font in Outlook:

- Go to File > Options > Mail > Stationery and Fonts
- Select “Arial”
- Select the font style “Regular” and font size “11pt”
- Select OK to save your changes.

Sales Organization variants are available.

Download at: my.currentlighting.com/resources/current-brand

Letterheads

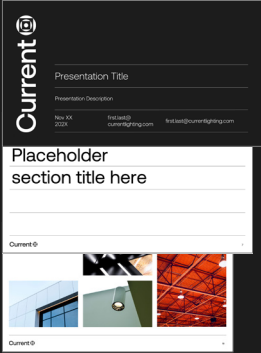


Download easy-to-edit Current letterheads at: my.currentlighting.com/resources/current-brand
Our default letterhead is “Corporate Standard,” used for all corporate and pan-brand communications. For GLI Brands or HLI Brands communications, dedicated alternates are available.
If sending a formal or external letter, please review with Alex Price alex.price@currentlighting.com prior to distribution.

Powerpoint Templates

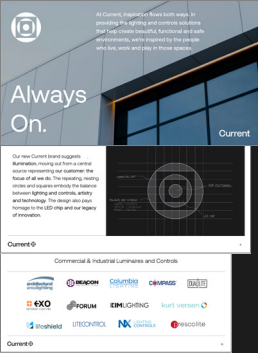
Use only the approved Current powerpoint templates, available to download at: my.currentlighting.com/resources/current-brand

Current PPT Template



[Download Here](#)

“Who We Are” Deck



[Download Here](#)

LinkedIn

When maintaining a profile on LinkedIn, it is important to represent the Current brand appropriately. Follow these simple steps to keep your profile up to date:

- 1. Update your “Current Position” to match your role at Current i.e. “Brand Manager @Current



- 2. Verify that your “Experience” reflects the proper company brand during your respective roles.

From March 2022-onward, all roles should reflect “Current” (LinkedIn Profile: Current Lighting)

