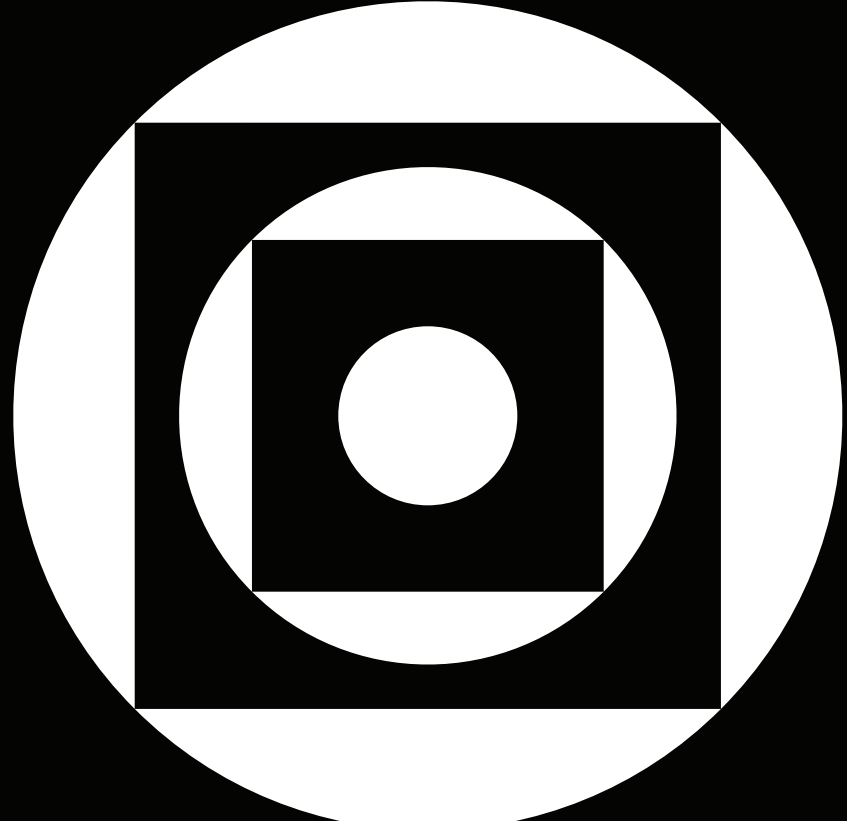

Current
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Version 1.2

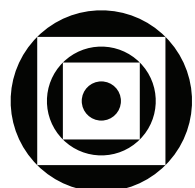
2022

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.

Logos & Brandmarks



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03. Color
04. Elements

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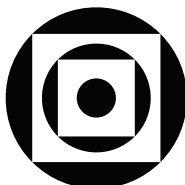
09. Website
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Wordmark

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.



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.



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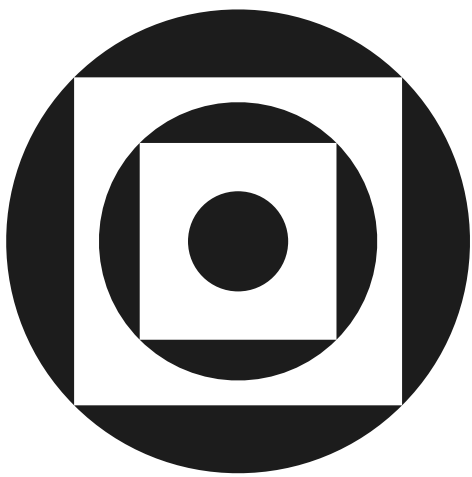
01. Logos
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03. Color
04. Elements

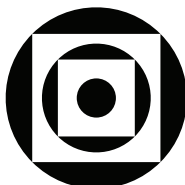
05. Photo
06. Video

07. Application
08. Digital Apps

09. Website
10. Brand

Current 

Always On.



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 



Logo Palette

Secondary

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

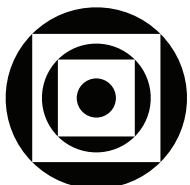
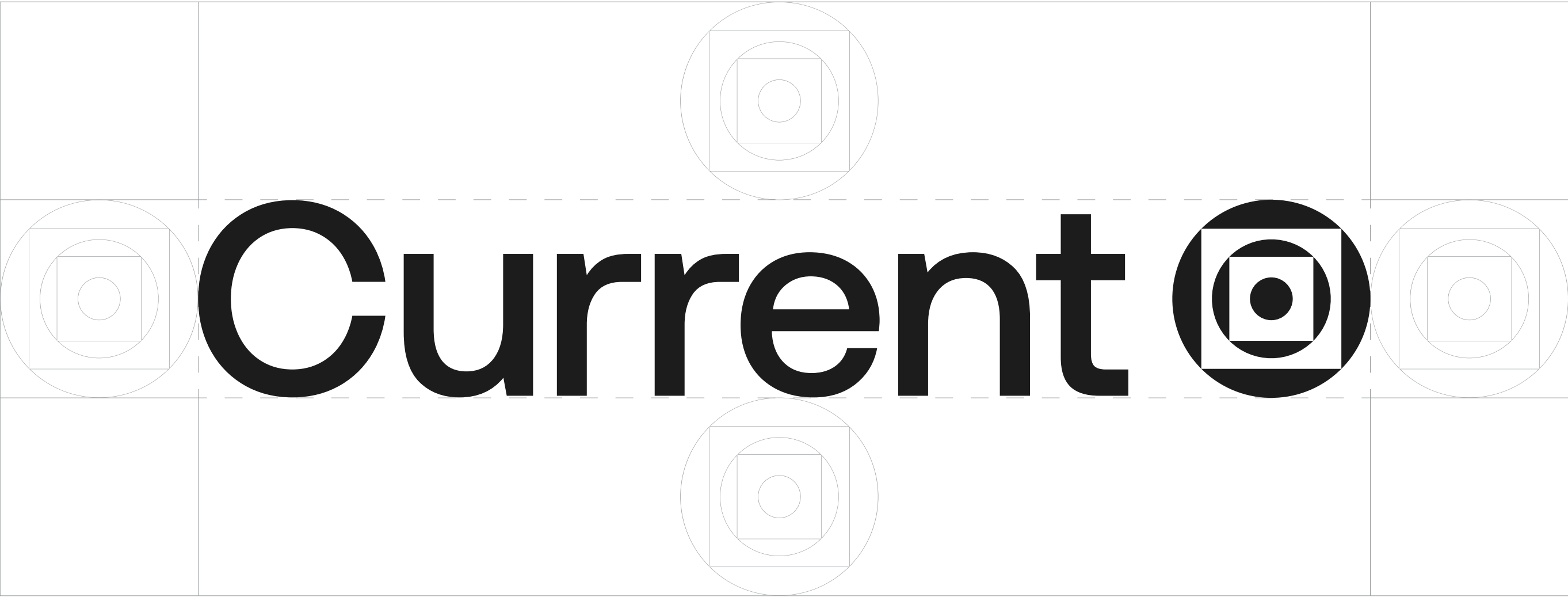
The Logo should generally be presented in Current Black, Current Gray, or White depending on the background color and the intended amount of contrast.



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.



Logo Do's and Dont's

The Current logo is a critical ambassador of the Current brand. As such, the logo should be protected and represented in its best form.



DO NOT
Change the scale of logo elements.



DO NOT
Change the case height of lettering.



DO NOT
Recreate the the current logo or logo type.



DO NOT
Use image fills or cut-outs in conjunction with the Current logo.



DO NOT
Re-color the logo. Use only the approved logo files and colors.



DO NOT
Change the component orientation of the logo lockup.



DO NOT
Create new logos based on/with elements of the Current logo.



DO NOT
Lock up the Current wordmark with any other icon or image.



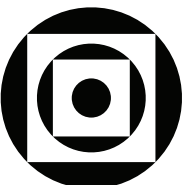
DO NOT
Create low-contrast scenarios due to image/logo color or busy photos.



Current

Current

DO
Use the approved logos.



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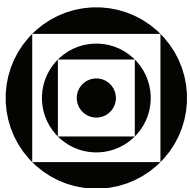
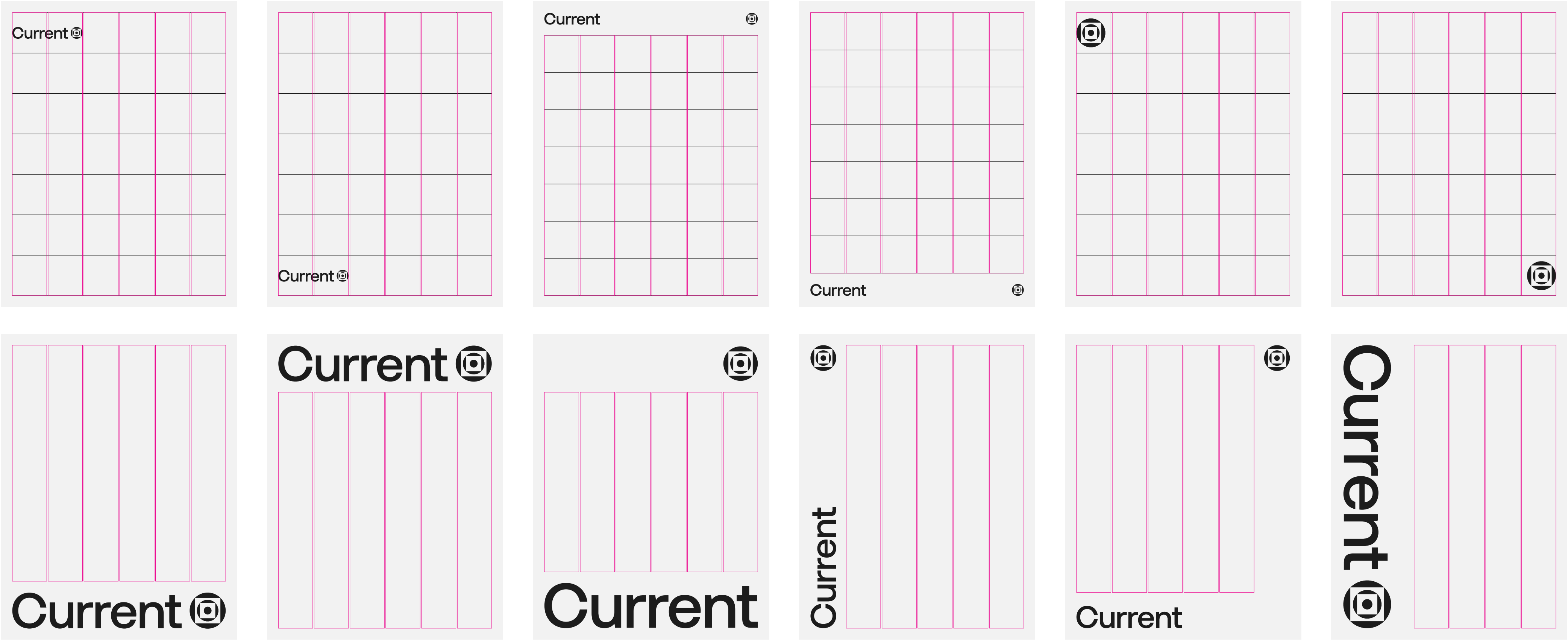
09. Website
10. Brand

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.

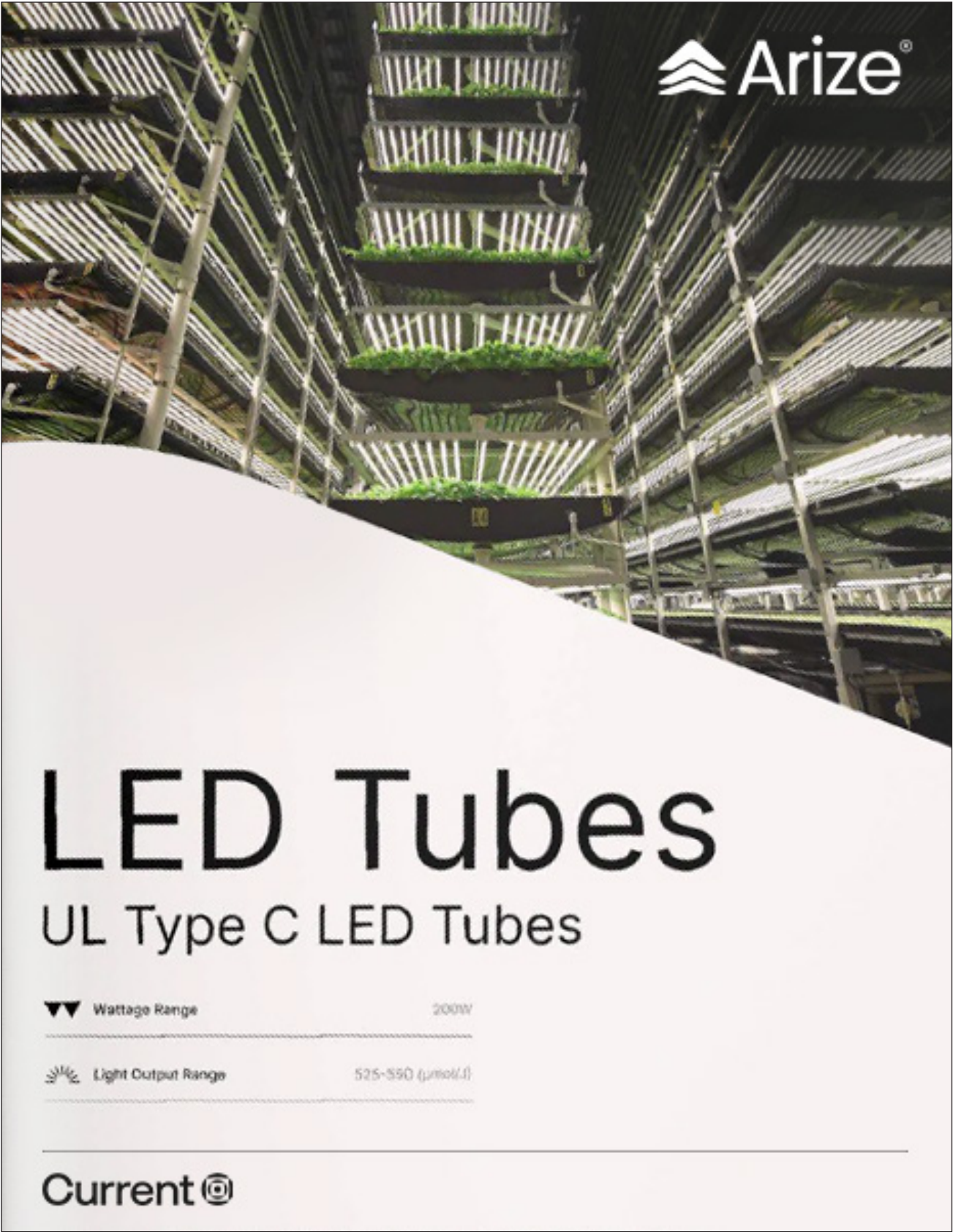
In general the goal is a balanced layout,
where the Logo adheres to the grid for
sizing relationship.



SubBrand Logo Application

When placing the Current lockup or logo on a subbrand brochure, size & position is universal and determined by the “Brochure Template Guidelines.”

If format prevents the application of the standard logo size and placement, it is recommended that the logo be left-justified to the document’s margins, at the lower left-hand corder of the spread.



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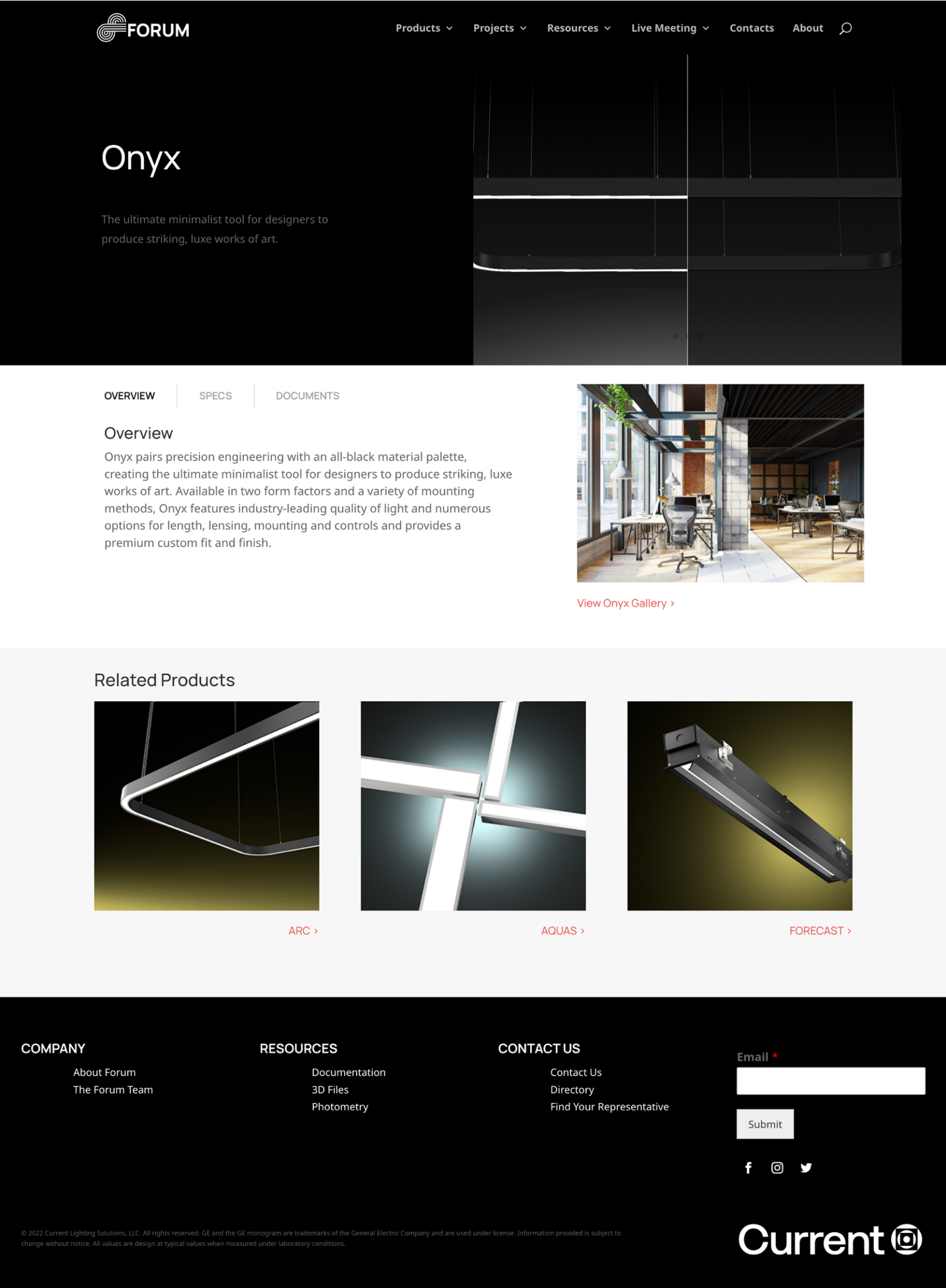
07. Application
08. Digital Apps

09. Website
10. Brand

SubBrand Website Logo Application

When placing the Current lockup or logo in the footer of a subbrand website, the logo should be placed in a stanard location across all footers, eith the lower-left or lower-right side.

When a considering a division or Current-owned business, the Current logo should appear in wordmark only, left-aligned. The division/internal entity should appear right-aligned.



01. This option adopts the previous logo placement and aligns to the email signup block.



02. This option represents the application of the Current mark in use with a division or Current-owned business.



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02. Typography



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Aeonik

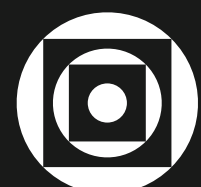
Thin
Light
Regular
Medium
Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

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

Thin
Light
Regular
Medium
Bold

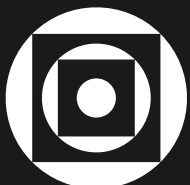
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

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

Generally, Work Sans should be used for non-
customer-facing and internal documents and
is the preferred typeface for most Current
employees.

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 are not available due to technological restrictions, such as emails, manufacturing drawings and labels.

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 faccaptur, 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 doluptatium 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.



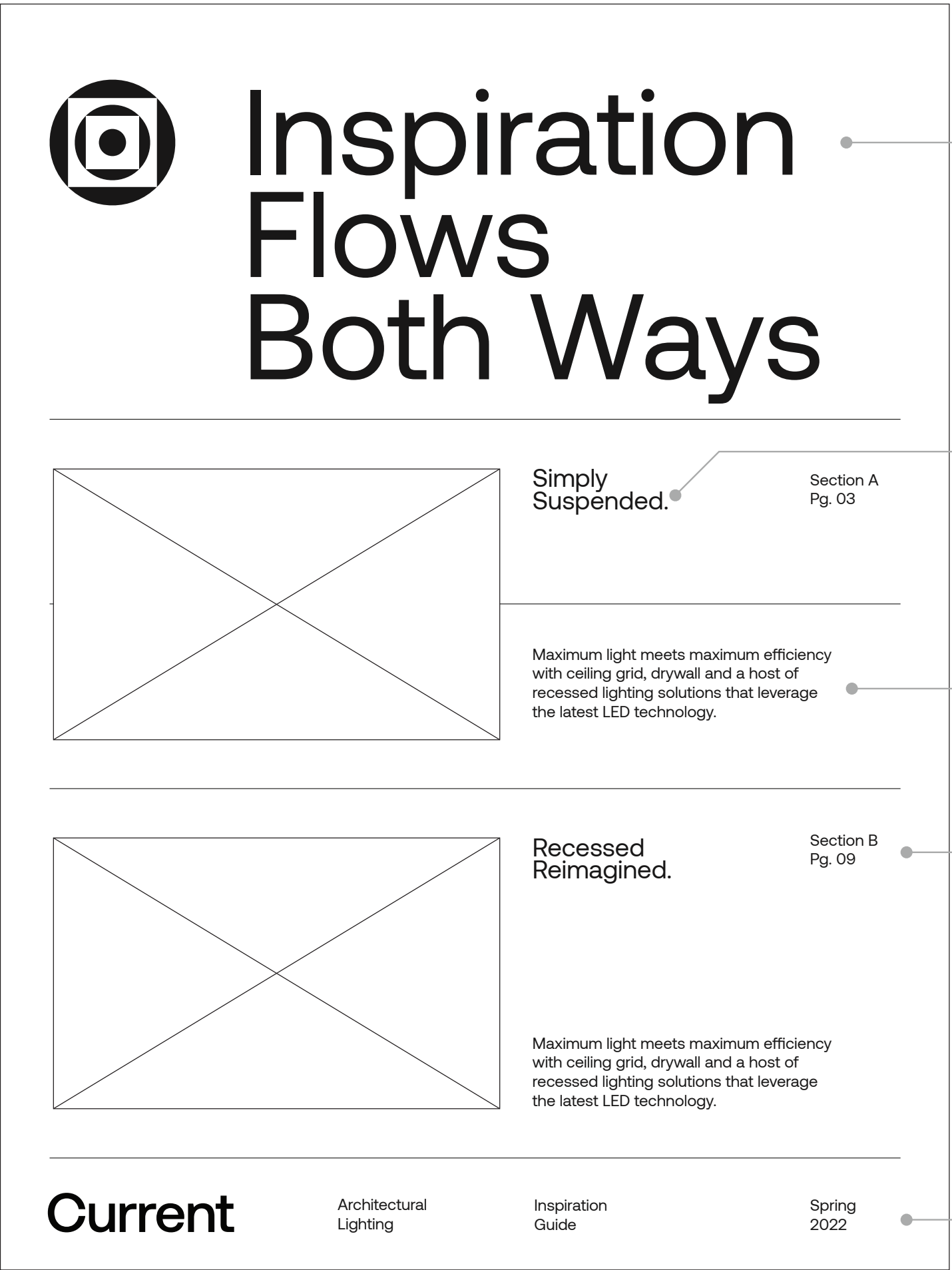
Cover Subheading:
Aeonik Regular
10pt on 12pt leading

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

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Architectural
Lighting

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Guide

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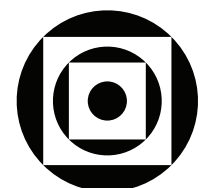
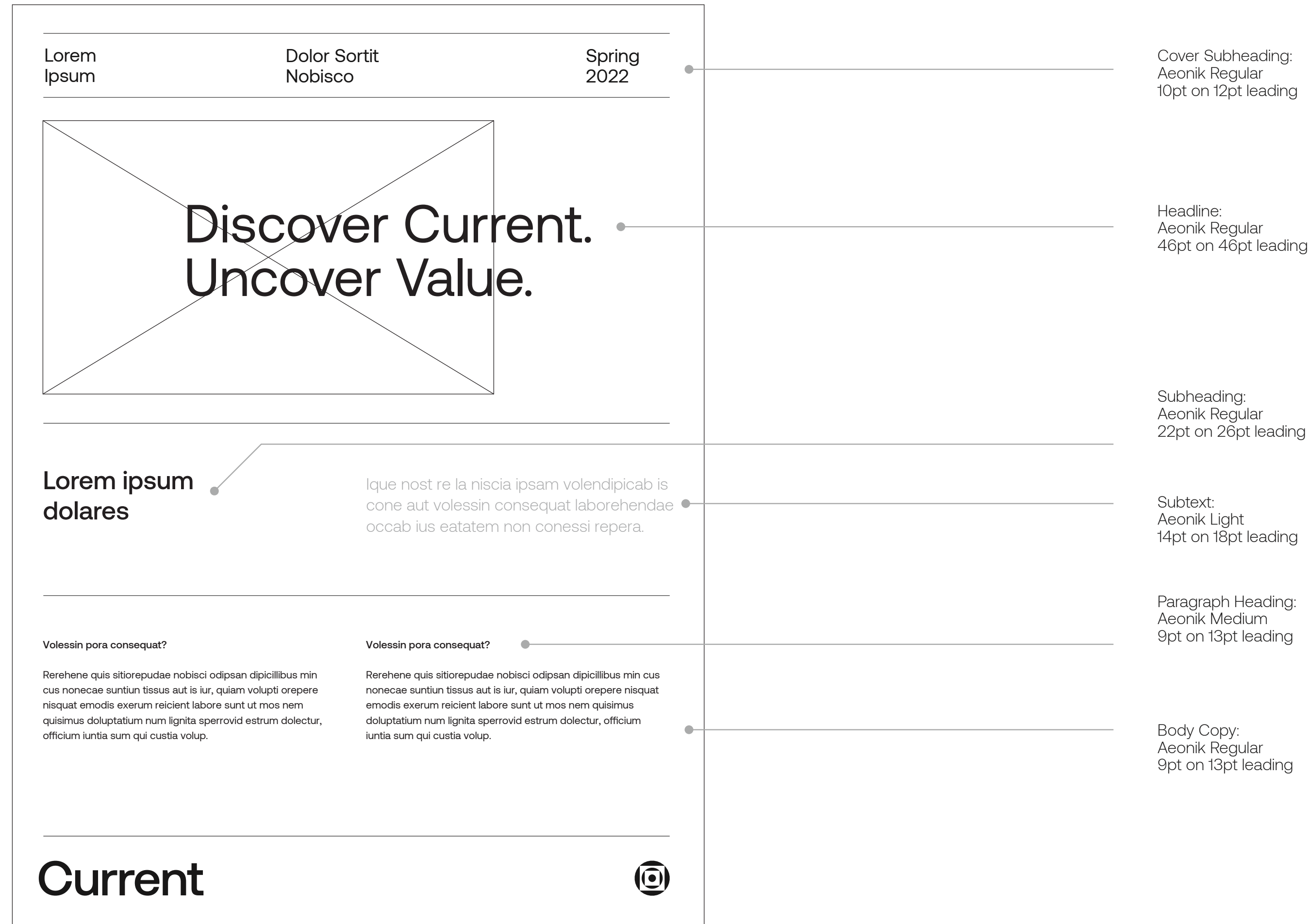
05. Photo
06. Video

07. Application
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09. Website
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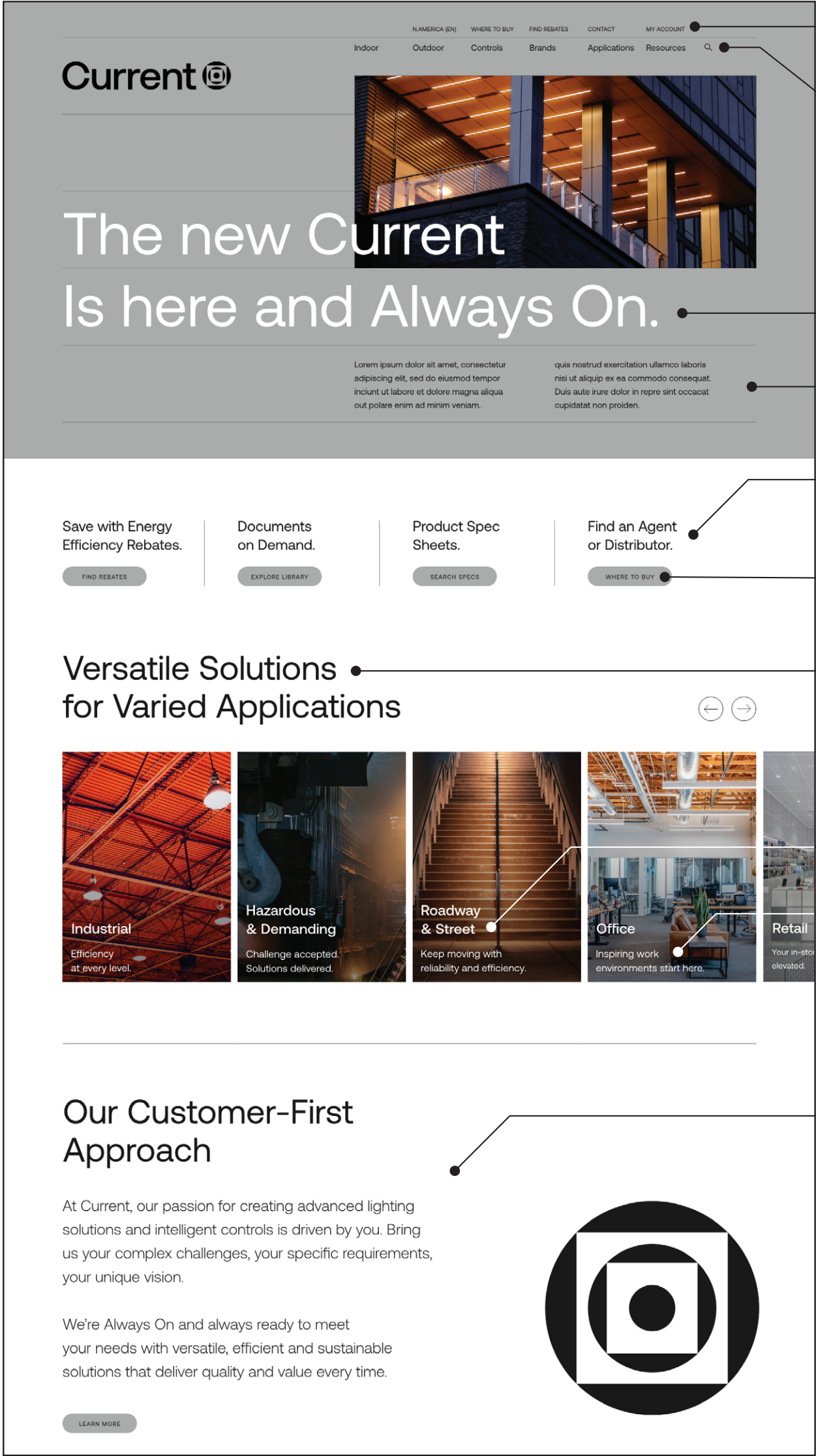
Typographic Hierarchy

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



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

Aeonik Regular
140pt on 170pt leading

Aeonik Regular
20pt on 32pt leading

Aeonik Regular
34pt on 44pt leading

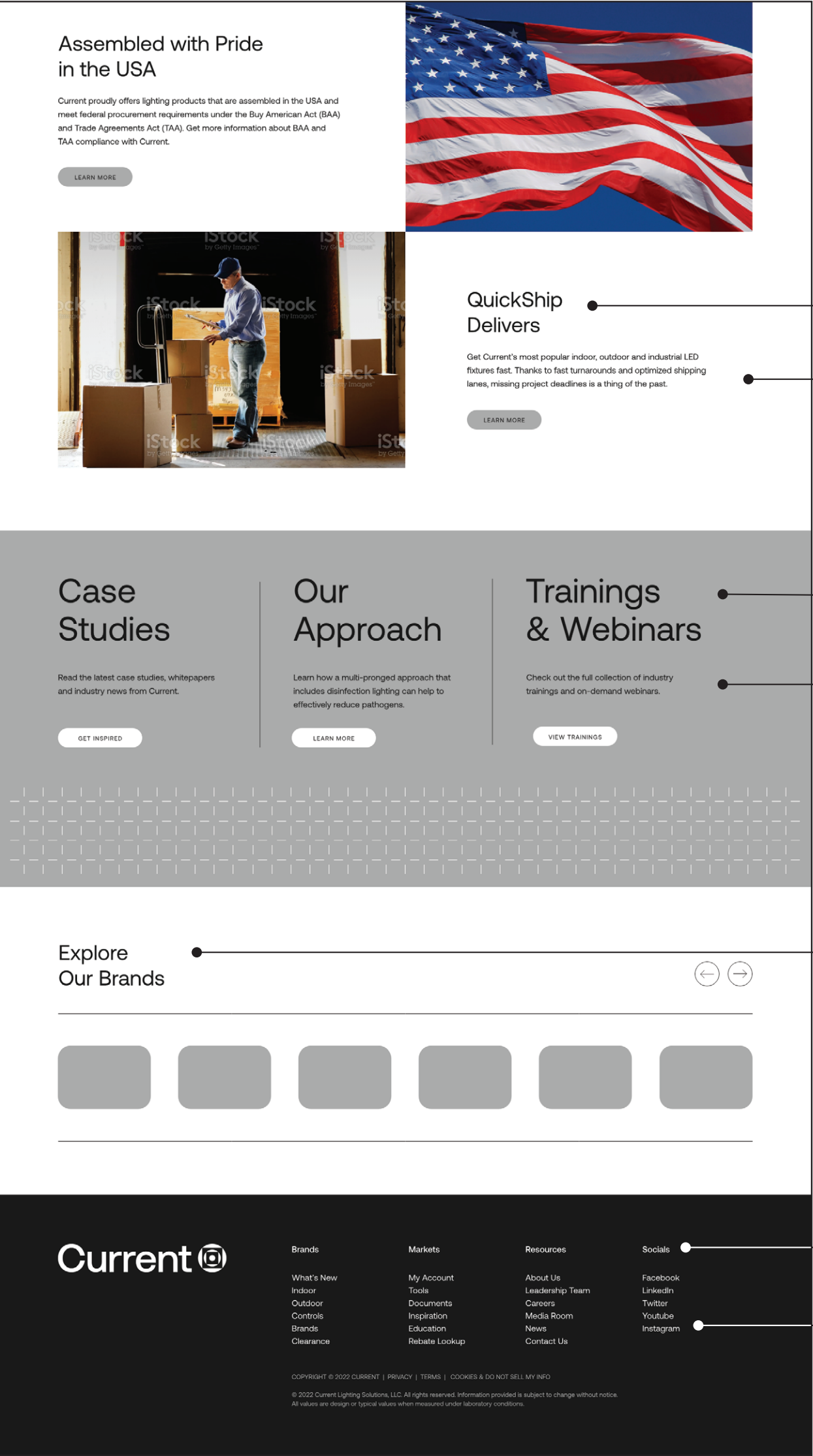
Aeonik Regular 14pt

Aeonik Regular
80pt on 90pt leading

Aeonik Regular
34pt on 44pt leading

Aeonik Regular
20pt on 32pt leading

Aeonik Light
36pt on 56pt leading



Aeonik Regular
50pt on 60pt leading

Aeonik Regular
20pt on 32pt leading

Aeonik Regular
80pt on 90pt leading

Aeonik Regular
20pt on 32pt leading

Aeonik Regular
34pt on 44pt leading

Aeonik Regular
50pt on 60pt leading

Aeonik Medium 20pt

Aeonik Regular
20pt on 30pt leading



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03.

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



Dark vs Light

Dark Theme, or white-on-black, is Current’s primary color theme for all business-level creative work and communications.

The Dark Theme is “Bold in Action,” visibly anomalous within the market we serve, drawing attention in a world otherwise inundated with bright white screens.

Light Theme, or black-on-white, is Current’s secondary color theme primarily applied when discussing or promoting Current’s products and sub-brands.

Light Theme allows Current’s product and sub-brands to take center stage, easily adapting to each sub-brand’s respective identity systems.

*See “Application” section of this guide for examples of Dark vs Light theme.



Dark vs Light

Current Events:

LightFair 2022

Las Vegas Convention Center June 19-23

Come find us there.

We're lighting up Las Vegas.

Current

Current

INDOOR OUTDOOR CONTROLS BRANDS MARKETS RESOURCES

Come see how your power to deliver "better," just got "stronger."

Current is here to reshape our industry with renewed passion for creating reliable, quality solutions and a focus on putting the customer first. With our new name comes our new logo - with you at the center. Always.

Discover Current

ALBEQ

With an ever-expanding portfolio of lighting and controls solutions



Current

lifeshield

Lighting for Complex Spaces

Inspired Intelligence.

Wireless Node

NA LIGHTING CONTROLS

Current

Inspiration Flows Both Ways

Simply Suspended.

Recessed Reimagined.

Downtlights that Light.

Track Star.

Full Circle.

Architectural Lighting

Inspiration Guide

Spring 2022

*See "Application" section of this guide for examples of Dark vs Light theme.



04. Brand Elements



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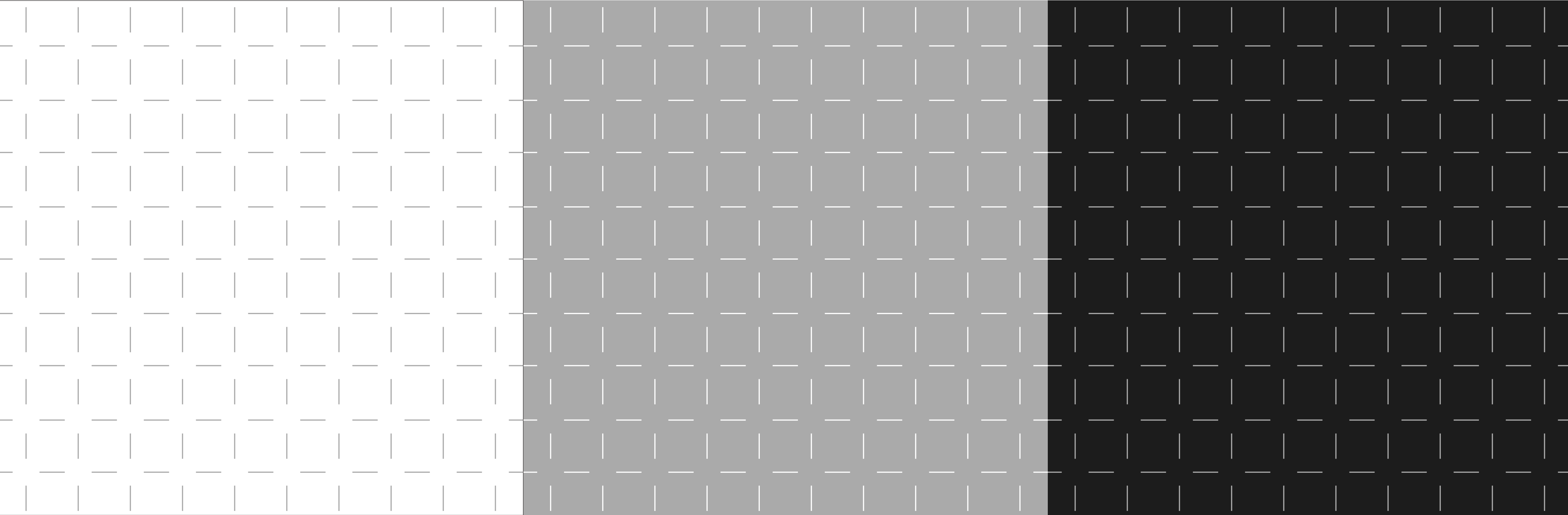
05. Photo
06. Video

07. Application
08. Digital Apps

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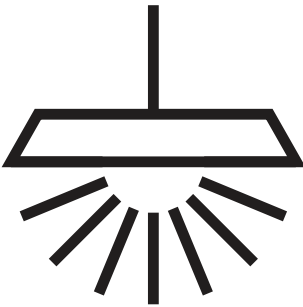
Brand Patterns

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.

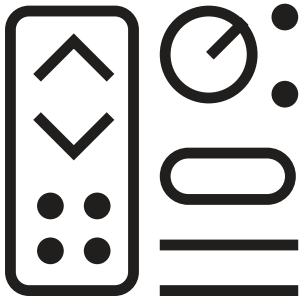


Icon Style

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.



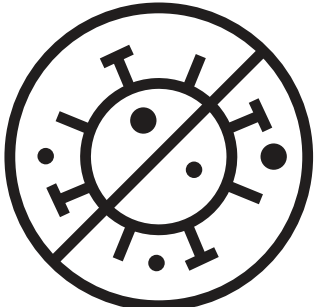
Led
Lighting



Controls,
Sensors &
IoT Solutions



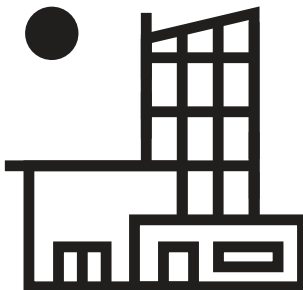
Energy
Management
Systems



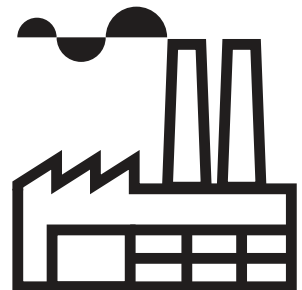
Disinfection
for Occupied
Spaces



Horticulture
Lighting



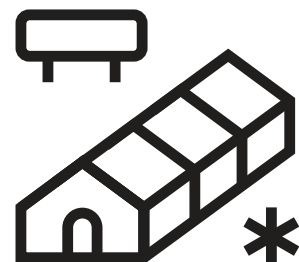
Commercial
Lighting



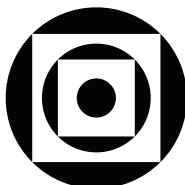
Industrial
Lighting



City/Urban
Lighting



Specialty
Lighting



Current
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05. Photography



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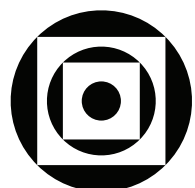
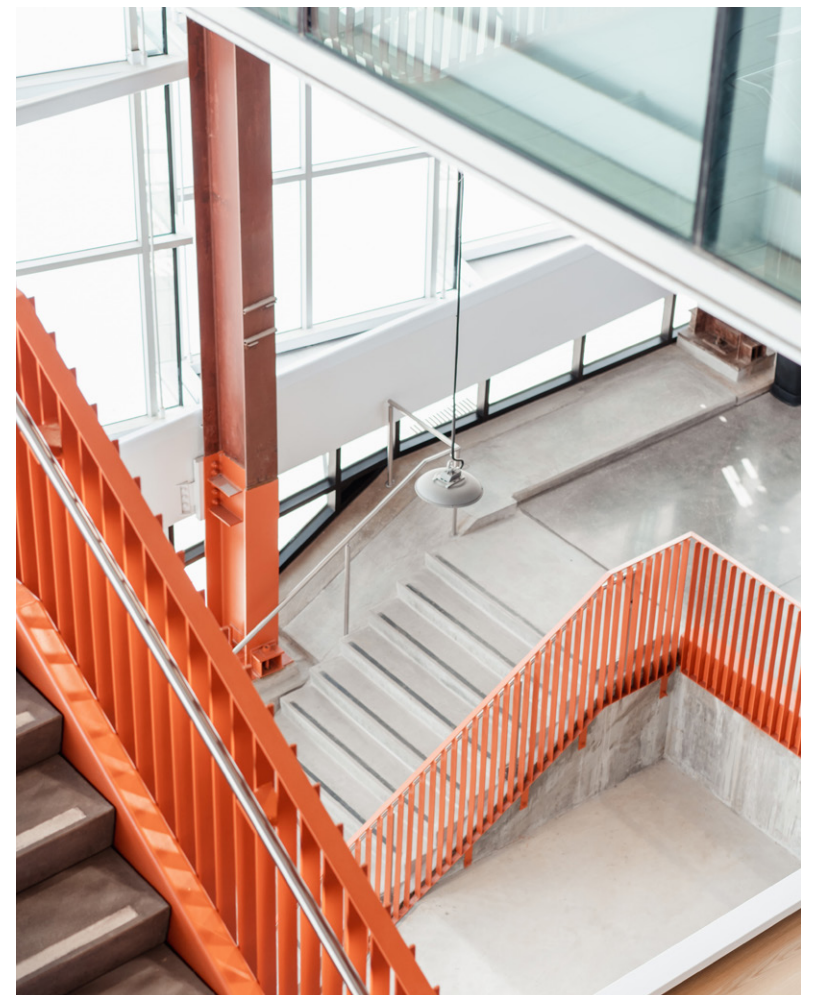
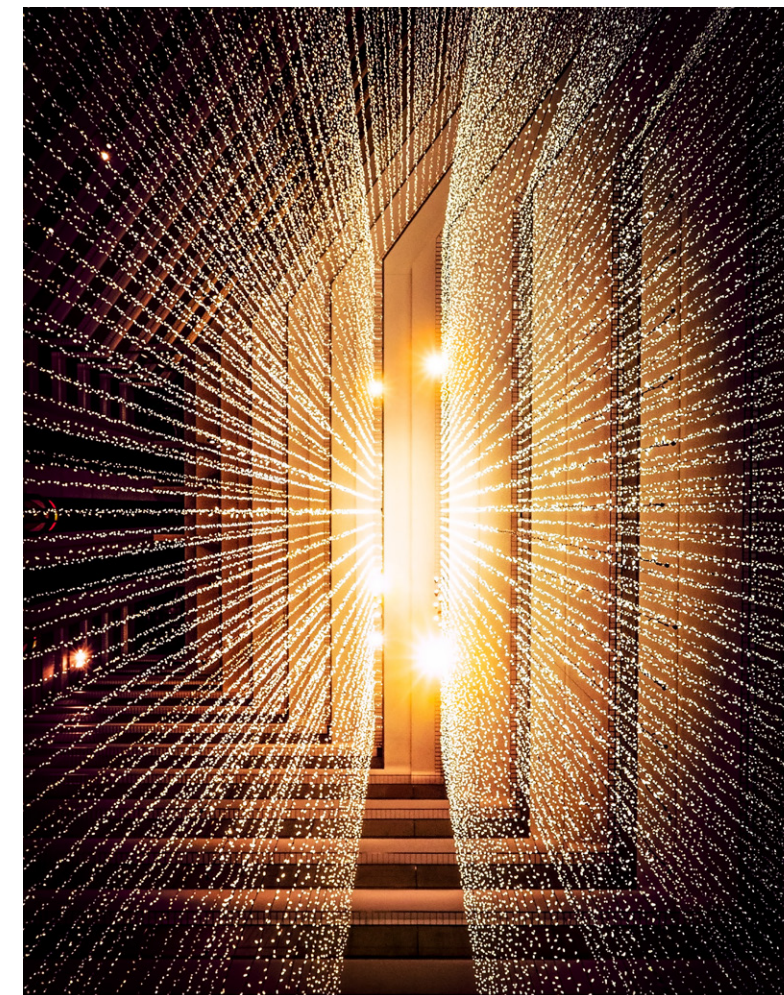
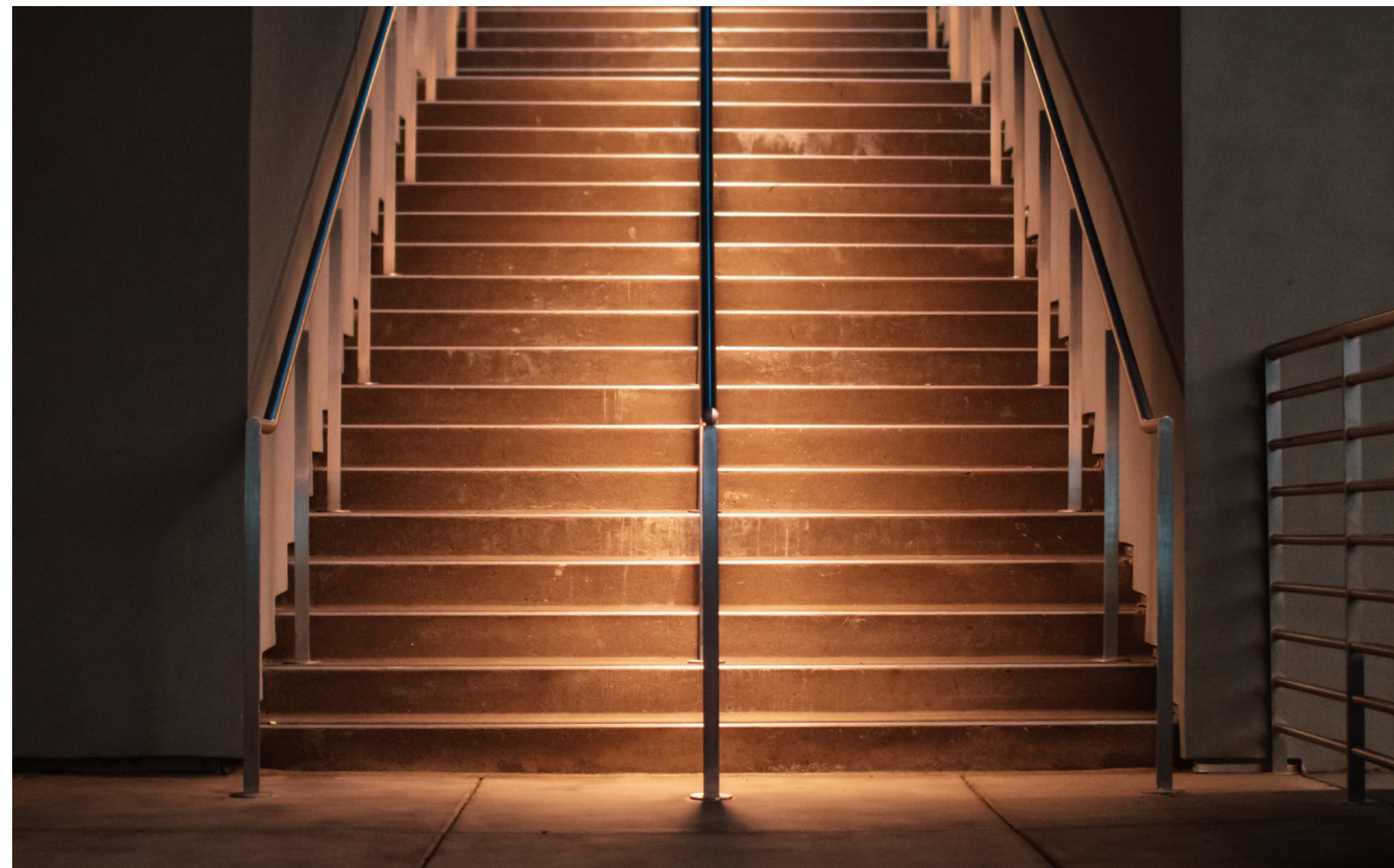
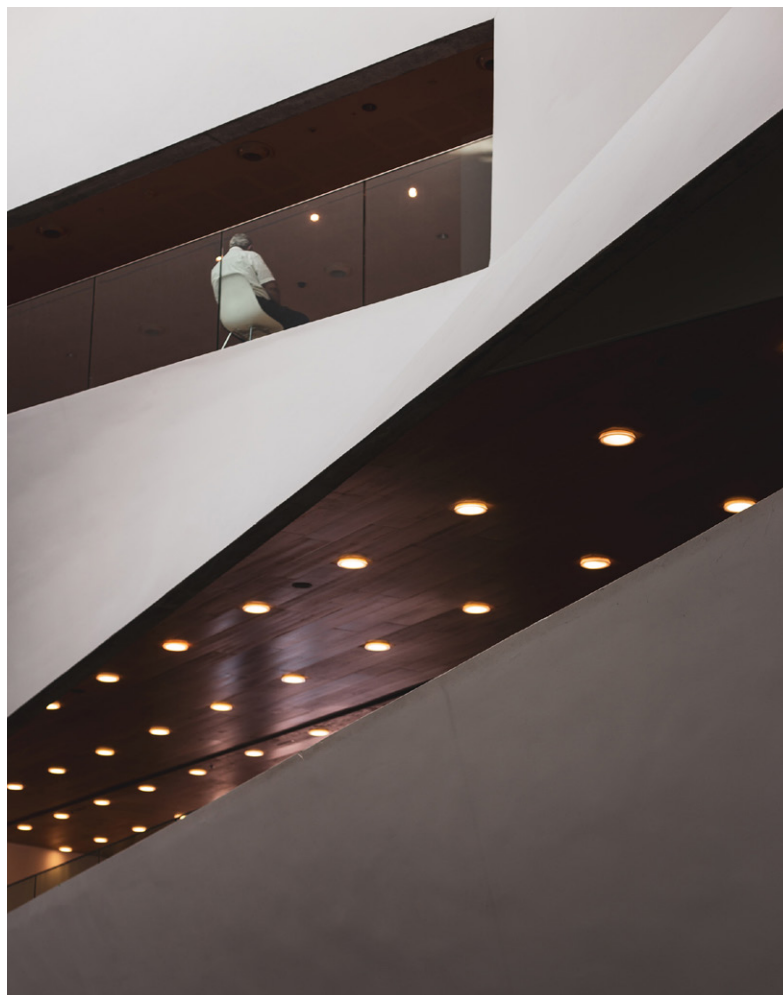
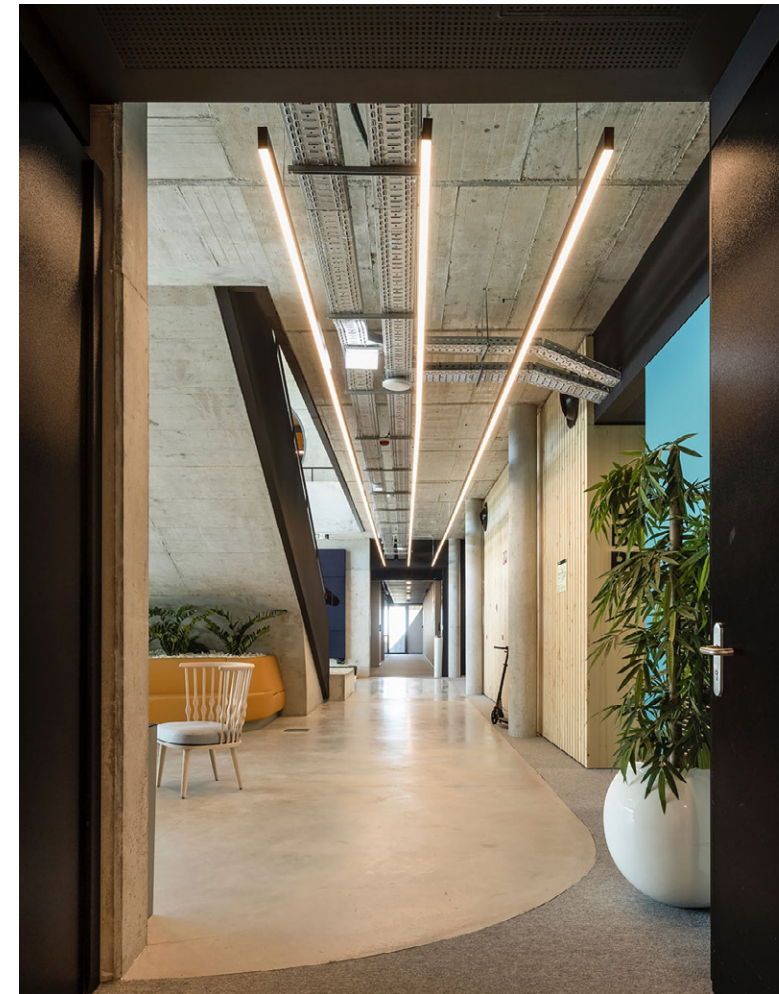
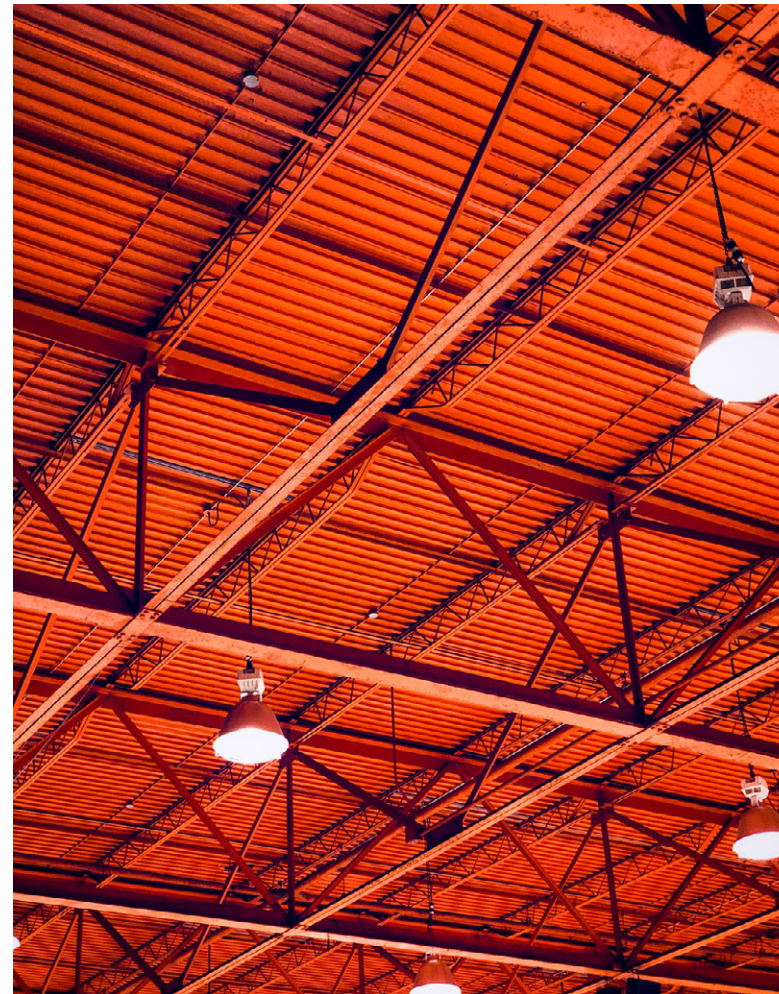
03. Color
04. Elements

05. Photo
06. Video

07. Application
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Architectural spaces



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Product focus



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Photography

Do's and Dont's



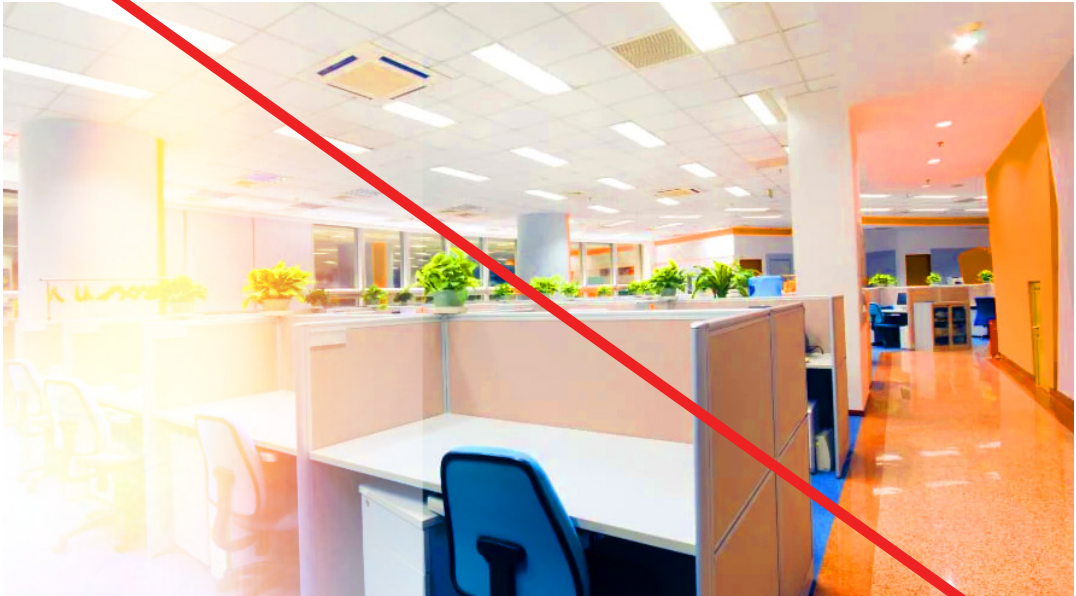
DO
Use imagery as a full-bleed background. Make sure to keep typography clean and simple.



DO
Use engaging images with strong leading lines and a simple color palette.



DO NOT
Use images as a background behind other imagery.



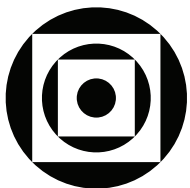
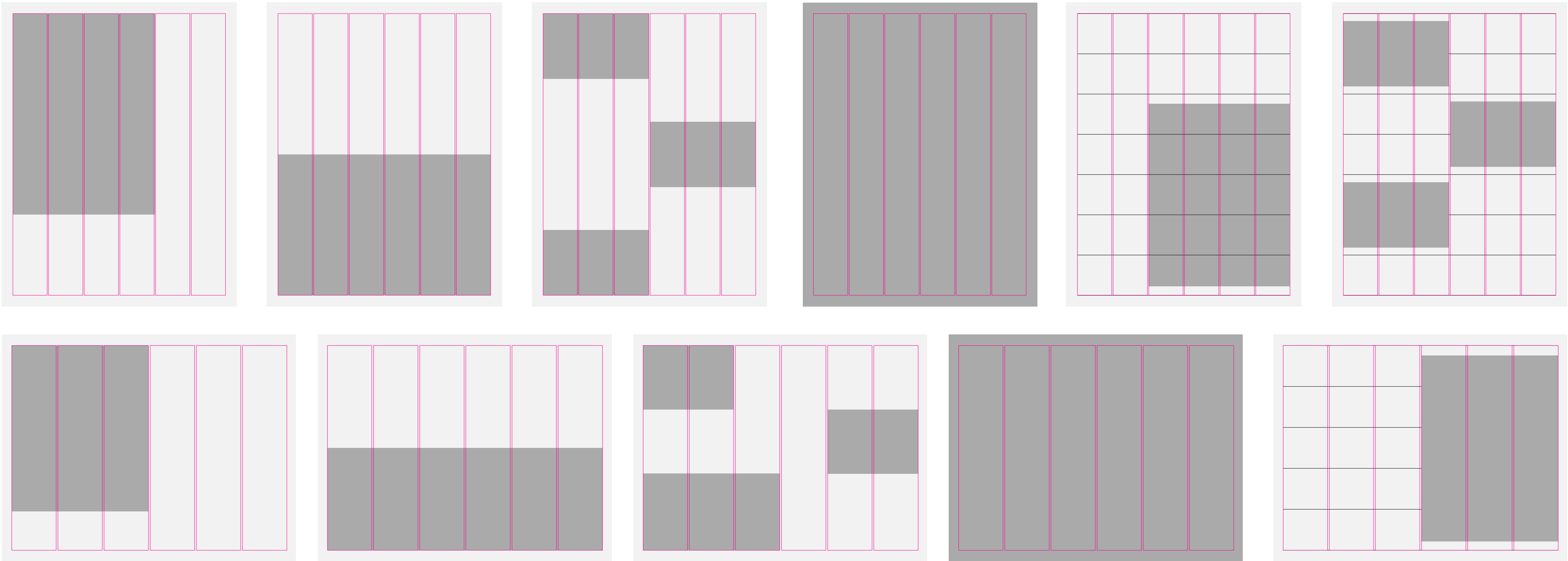
DO NOT
Use HDRI processing, dramatic color toning or light leak effects. Keep images color palettes balanced and simple.



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.



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06. Video

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Current Bumpers

This is the approved Current Bumper.

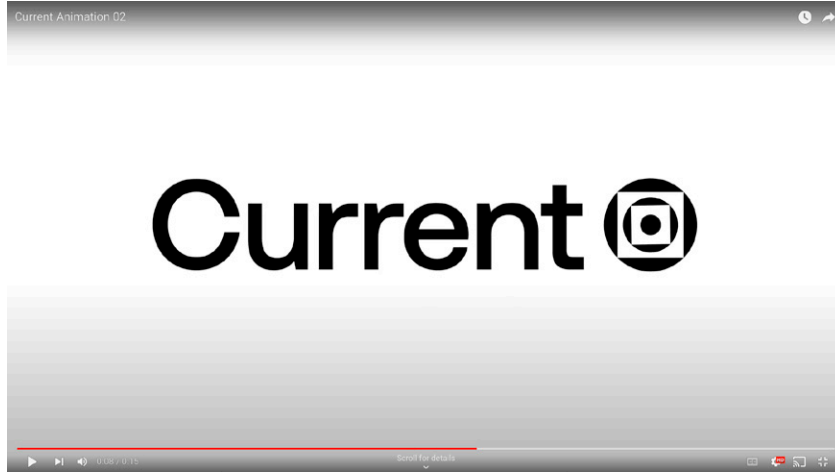
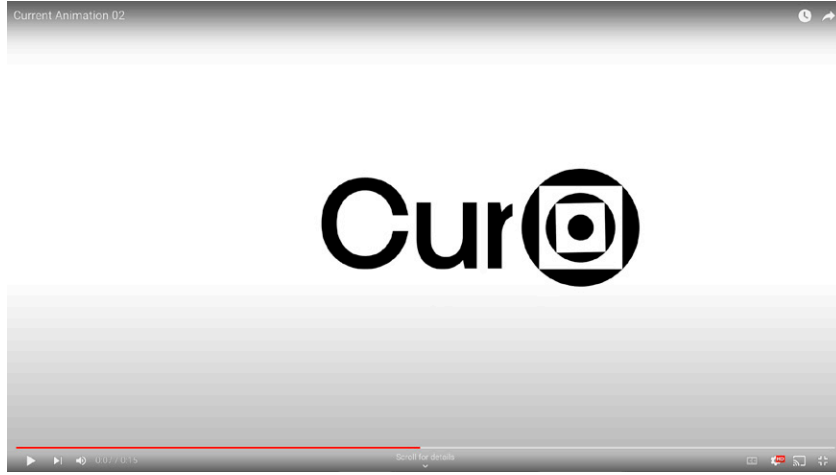
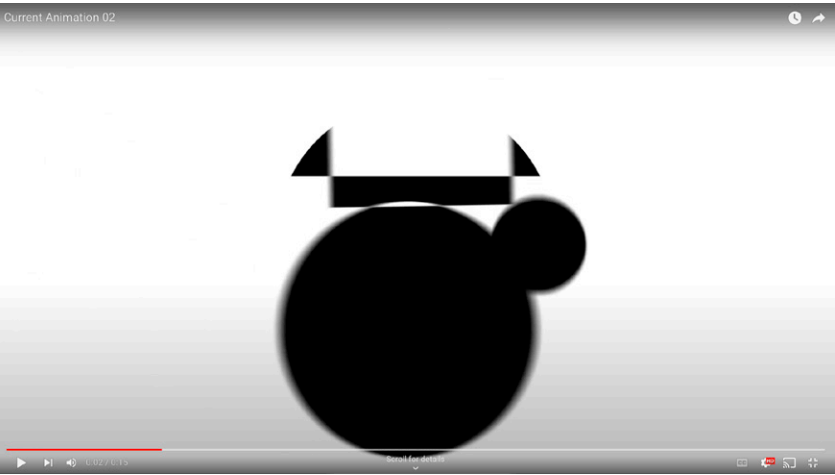
The bumper must be used at the beginning and end of all Current corporate-level videos.

On the outro/end bumper, the Discover Current URL should appear center aligned below the Current logo.

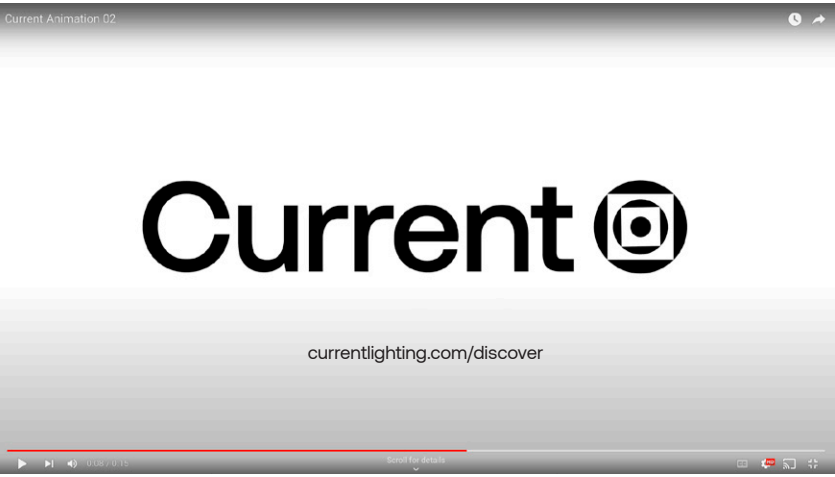
For assistance with videos and bumpers, please contact Peter Waweru (peter.waweru@currentlighting.com).

Current Bumper - Corporate Videos

Intro - Standard Bumper



Outro - Standard Bumper



The final frame on the outgoing bumper should feature the corporate landing page, currentlighting.com/discover



Current Bumpers

This is the approved co-branded bumper.

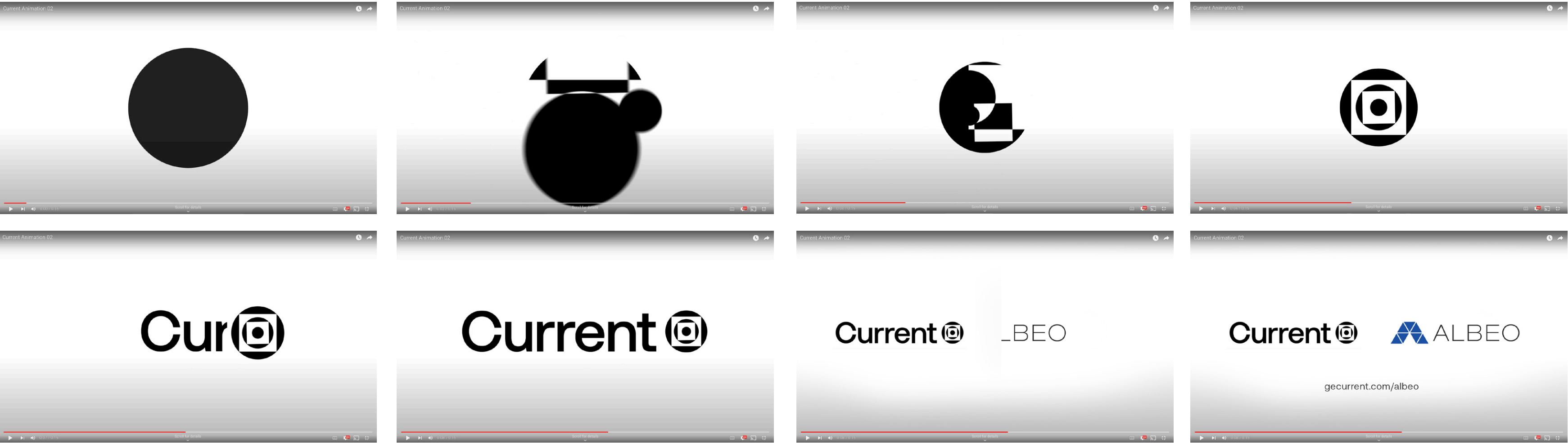
The co-branded bumper features the individual product brand alongside of the Current logo in the final frames. The product brand logo appears in a “wipe” motion, mirroring how the Current logo lockup appeared.

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

The co-branded bumper should feature at the end of the video. Product brand bumpers should feature at the beginning of the video.

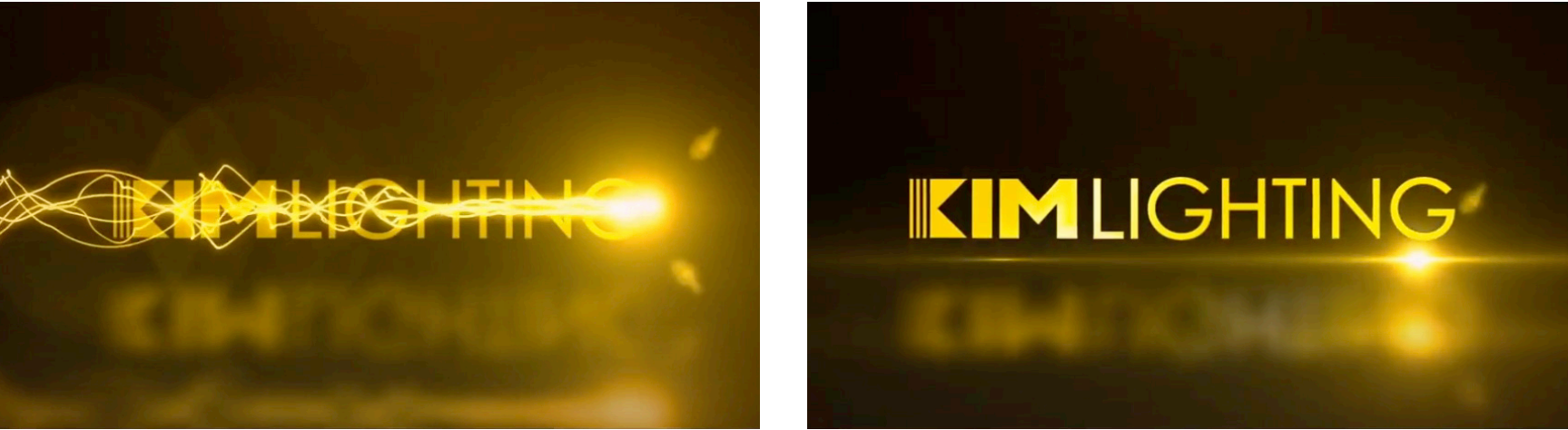
For assistance with videos and bumpers, please contact Peter Waweru (peter.waweru@currentlighting.com).

Co-brand Bumper - Brand Videos



Brand Bumper Example

KIM Lighting



Current
Lighting

Brand
Guidelines

01. Logos
02. Typography

03. Color
04. Elements

05. Photo
06. Video

07. Application
08. Digital Apps

09. Website
10. Brand

06. Application



Current
Lighting

Brand
Guidelines

01. Logos
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03. Color
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05. Photo
06. Video

07. Application
08. Digital Apps

09. Website
10. Brand

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.

Always @n.

ALBEO

COMPASS

FORUM

lifeshield

LIGHTING CONTROLS

architectural arealighting

Daintree

GTX

LIGHT GRID

prescolite

Arize

DUAL LITE

immersit on

LITECONTROL

SECURITY LIGHTING

BEACON

EVOLVE

KIM LIGHTING

Tetra

WHITEWAY

Columbia LIGHTING

EXO

kurt versen

Lumination

Current

James Benson

Director of Strategic Marketing & External Communications

jim.benson@currentlighting.com

M +1 216 534 4155

O +1 216 534 4155

HLI Brands

CurrentLighting.com

GLI Brands

GECurrent.com



Business Cards

GLI Brands

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ALBEO

EVOLVE

LIGHTGRID

Daintree

GE Lamps

Lumination

Current @

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Director of Strategic Marketing & External Communications

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O +1 216 534 4155

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DUAL LITE

EXO

FORUM

KIM LIGHTING

kurt versen

lifeshield

LITECONTROL

NX LIGHTING CONTROLS

prescolite

RESEARCH LIGHTING

WHITEWAY

Current @

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Director of Strategic Marketing & External Communications

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O +1 216 534 4155

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Specialty

Always @n.

Arize

GTX

immersit.on

Tetra

Current @

James Benson

Director of Strategic Marketing & External Communications

jim.benson@currentlighting.com

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O +1 216 534 4155

GECurrent.com

Roadway

Always @n.

EVOLVE

LIGHTGRID

Current @

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O +1 216 534 4155

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01. Logos
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04. Elements

05. Photo
06. Video

07. Application
08. Digital Apps

09. Website
10. Brand

Corporate Standard



June 20th 2022

First Name Last Name
Title
O +1 222 222 2222
C +1 222 222 2222
first.last
@currentlighting.com

**John
Dough,**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam mollis nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam pora erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zril delenit augue duis dolore te feugait nulla facilisi.

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Sincerely,
Jane Smith



HLI Brands

currentlighting.com

GLI Brands

gecurrent.com

701 Millennium Blvd.

Greenville, SC 29607

© 2022 Current Lighting Solutions,

LLC. All rights reserved.

GLI Portfolio



June 20th 2022

First Name Last Name
Title
O +1 222 222 2222
C +1 222 222 2222
first.last
@currentlighting.com

**John
Dough,**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam mollis nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam pora erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zril delenit augue duis dolore te feugait nulla facilisi.

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Sincerely,
Jane Smith



GLI Brands

gecurrent.com

25825 Science Park STE 400

Beachwood, OH 44122-7392

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LLC. All rights reserved.

HLI Portfolio



June 20th 2022

First Name Last Name
Title
O +1 222 222 2222
C +1 222 222 2222
first.last
@currentlighting.com

**John
Dough,**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam mollis nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam pora erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zril delenit augue duis dolore te feugait nulla facilisi.

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Sincerely,
Jane Smith



HLI Brands

gecurrent.com

25825 Science Park STE 400

Beachwood, OH 44122-7392

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LLC. All rights reserved.





June 20th 2022

First Name Last Name
Title
O +1 222 222 2222
C +1 222 222 2222
first.last
@currentlighting.com

John
Dough,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam pora erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zail delenit augue duis dolore te feugait nulla facilisi.

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Sincerely,
Jane Smith

Current

HLI Brands
currentlighting.com

GLJ Brands
gecurrent.com

701 Millennium Blvd.
Greenville, SC 29607

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LLC. All rights reserved.

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 4155

jim.benson@
currentlighting.com



Current
Lighting

Brand
Guidelines

01. Logos
02. Typography

03. Color
04. Elements

05. Photo
06. Video

07. Application
08. Digital Apps

09. Website
10. Brand

Hello Team,

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

Here's to the future,

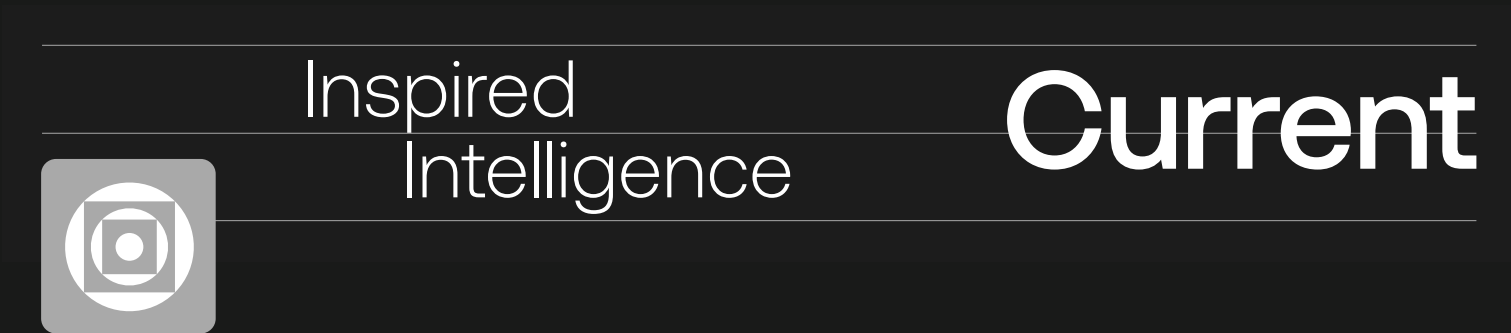
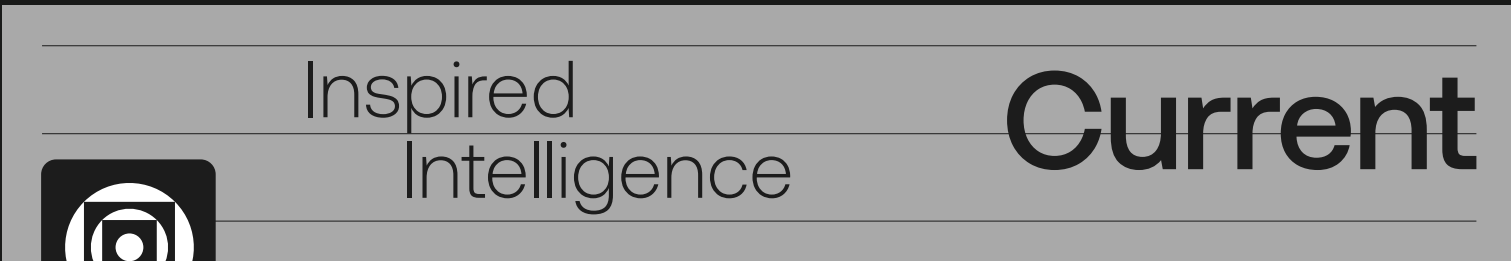
Jim

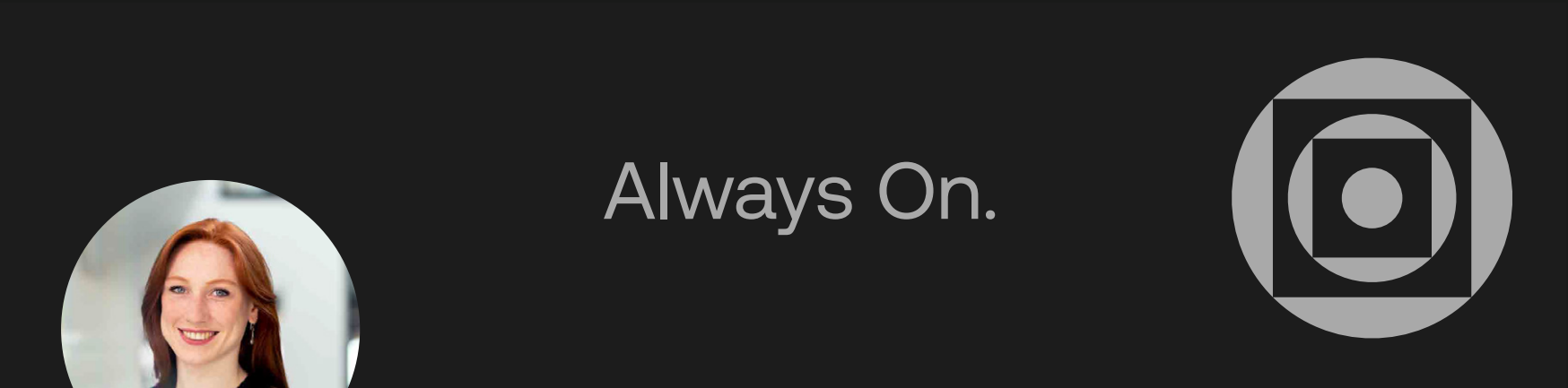
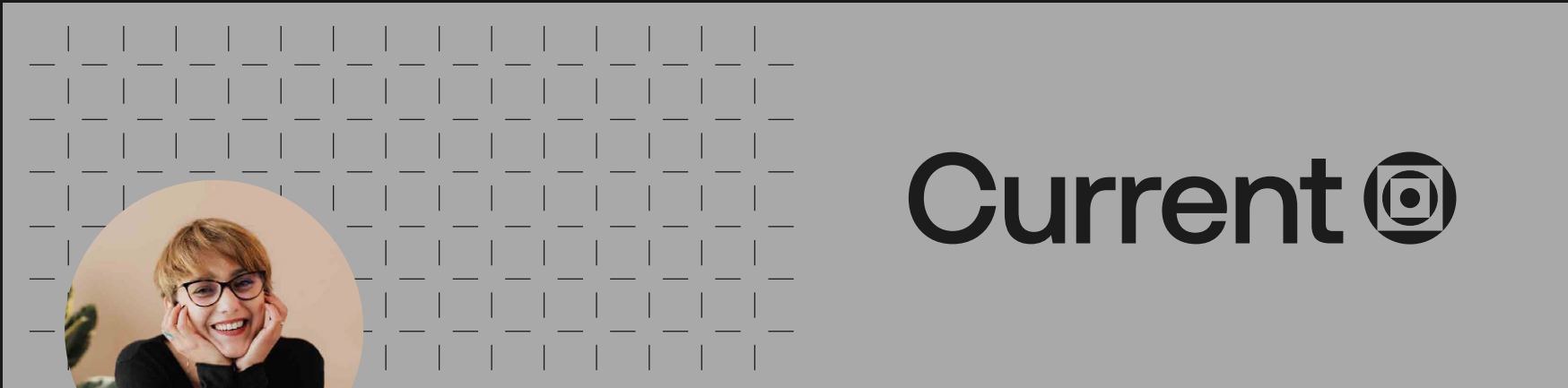
Jim Benson
VP Enterprise Marketing
& Communications
james.benson@currentlighting.com
M +1 222 222 2222



HLI Brands: currentlighting.com
GLI Brands: gecurrent.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.

Current



Welcome to
a bold new
era, Sandra.



Sandra Williams
Logistics Project Manager

Always
On.



You make
us better, Karl.
Welcome aboard.

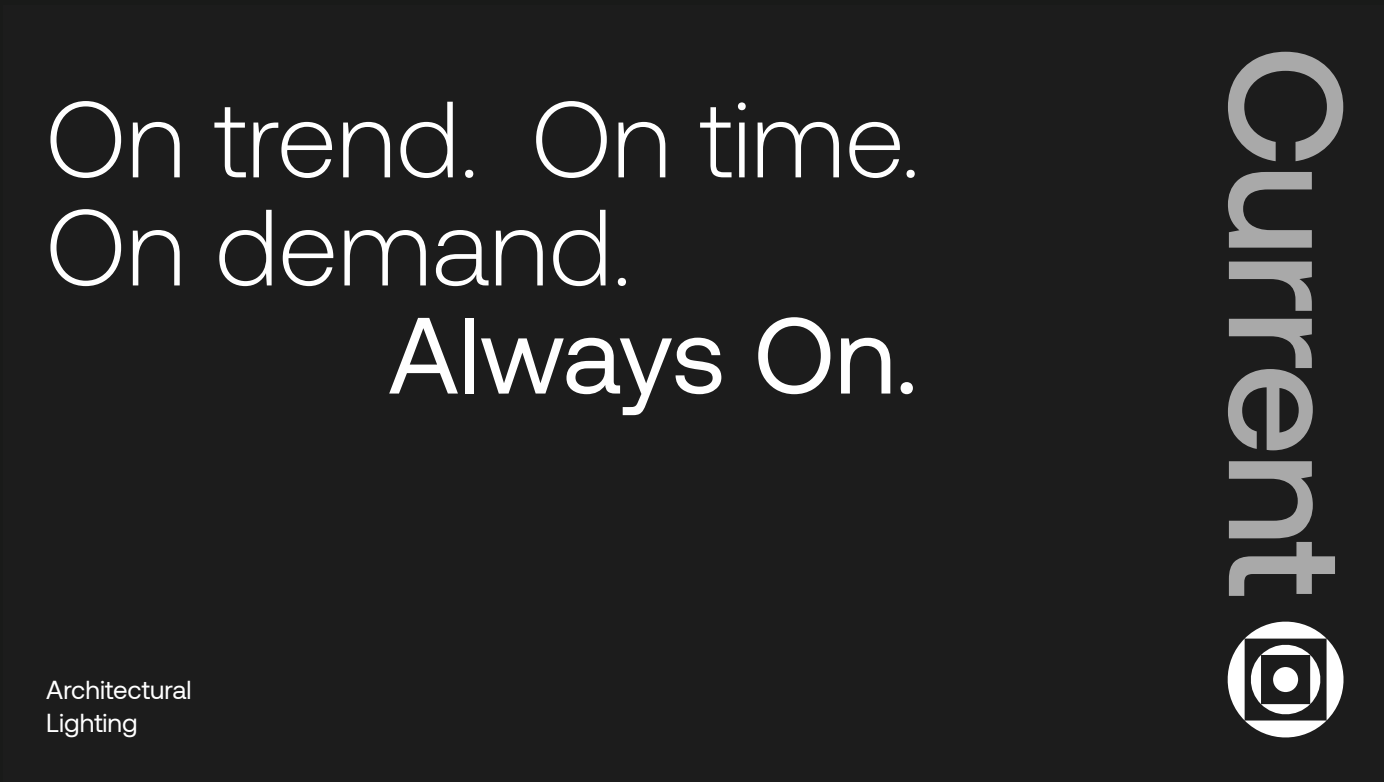


Karl Smith
Logistics Project Manager

Always
On.

Current





Current Events:

LightFair 2022

We're lighting up Las Vegas.

Las Vegas Convention Center
June 19-23

Come find us there.

Current



We're lighting up Las Vegas.

Current Events:

LightFair 2022
June 19-23

Las Vegas Convention Center

Come find us there.

Current



We're lighting up Las Vegas.

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LightFair 2022
June 19-23

Las Vegas Convention Center

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LightFair 2022
June 19-23

Las Vegas Convention Center

Come find us there.

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Current Events:

LightFair 2022

We're lighting up Las Vegas.

Las Vegas Convention Center
June 19-23

Come find us there.

Current









Inspired Intelligence.



Current
Lighting

Brand
Guidelines

01. Logos
02. Typography

03. Color
04. Elements

05. Photo
06. Video

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Client
Name

Presentation
Title

Date
2022

Current

Placeholder page title

Placeholder text

CurrentPresentation Title5

Placeholder Section
Title here

CurrentPresentation Title3

Placeholder Section
Title here

CurrentPresentation Title4

Placeholder page title

Placeholder text



CurrentPresentation Title5



Inspired
Intelligence

CurrentPresentation Title6

Placeholder page title

Subheading

Placeholder text

- Placeholder text
- Placeholder text
- Placeholder text
- Placeholder text

CurrentPresentation Title7

Current offers:



Led
Lighting



Controls,
Sensors &
IoT Solutions



Energy
Management
Systems



Disinfection
for Occupied
Spaces



Horticulture
Lighting



Commercial
Lighting



Industrial
Lighting



City/Urban
Lighting



Specialty
Lighting

CurrentPresentation Title8

Our
Proposition:

CurrentPresentation Title9

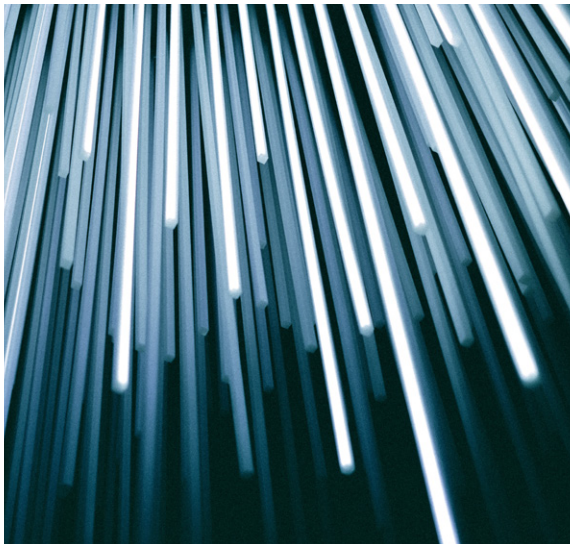
Subheading

Placeholder text

Subheading

Placeholder text

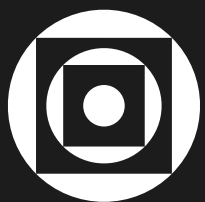
CurrentPresentation Title10



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- Placeholder text
- Placeholder text
- Placeholder text
- Placeholder text

CurrentPresentation Title11

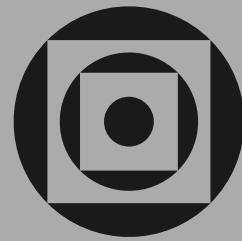
Current

jim.benson@
currentlighting.com

+1216 534 4155
+1123 456 7890

Always
On.



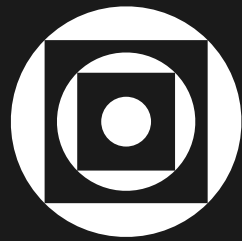


Architectural
Lighting

Inspiration
Guide

Spring
2022

Current

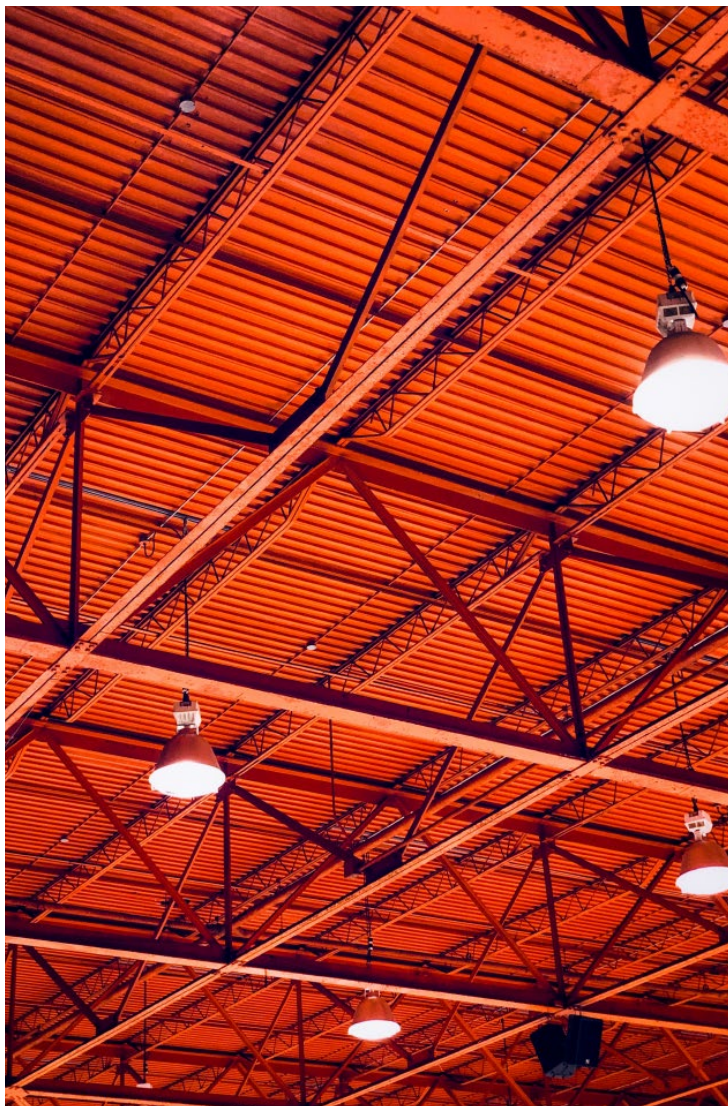
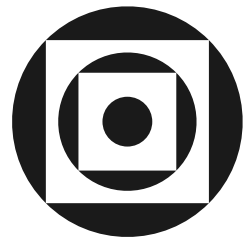


Architectural
Lighting

Inspiration
Guide

Spring
2022

Current



Architectural
Lighting

Inspiration
Guide

Spring
2022

Current





Architectural Lighting

Inspiration Guide

Spring 2022

Current



Inspiration Flows Both Ways



Downlights that Uplift.

Section C
Pg. 13



Simply Suspended.

Section A
Pg. 03

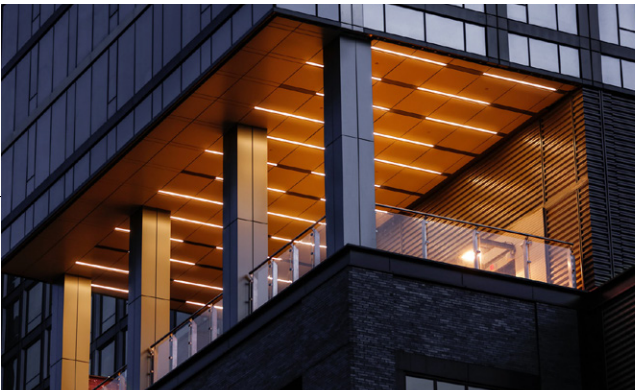
Maximum light meets maximum efficiency with ceiling grid, drywall and a host of recessed lighting solutions that leverage the latest LED technology.



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

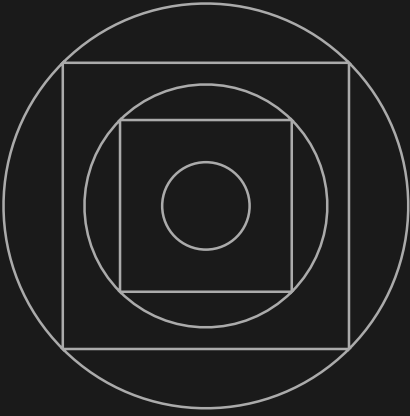
 02



5-6



Architectural Lighting



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Brochures

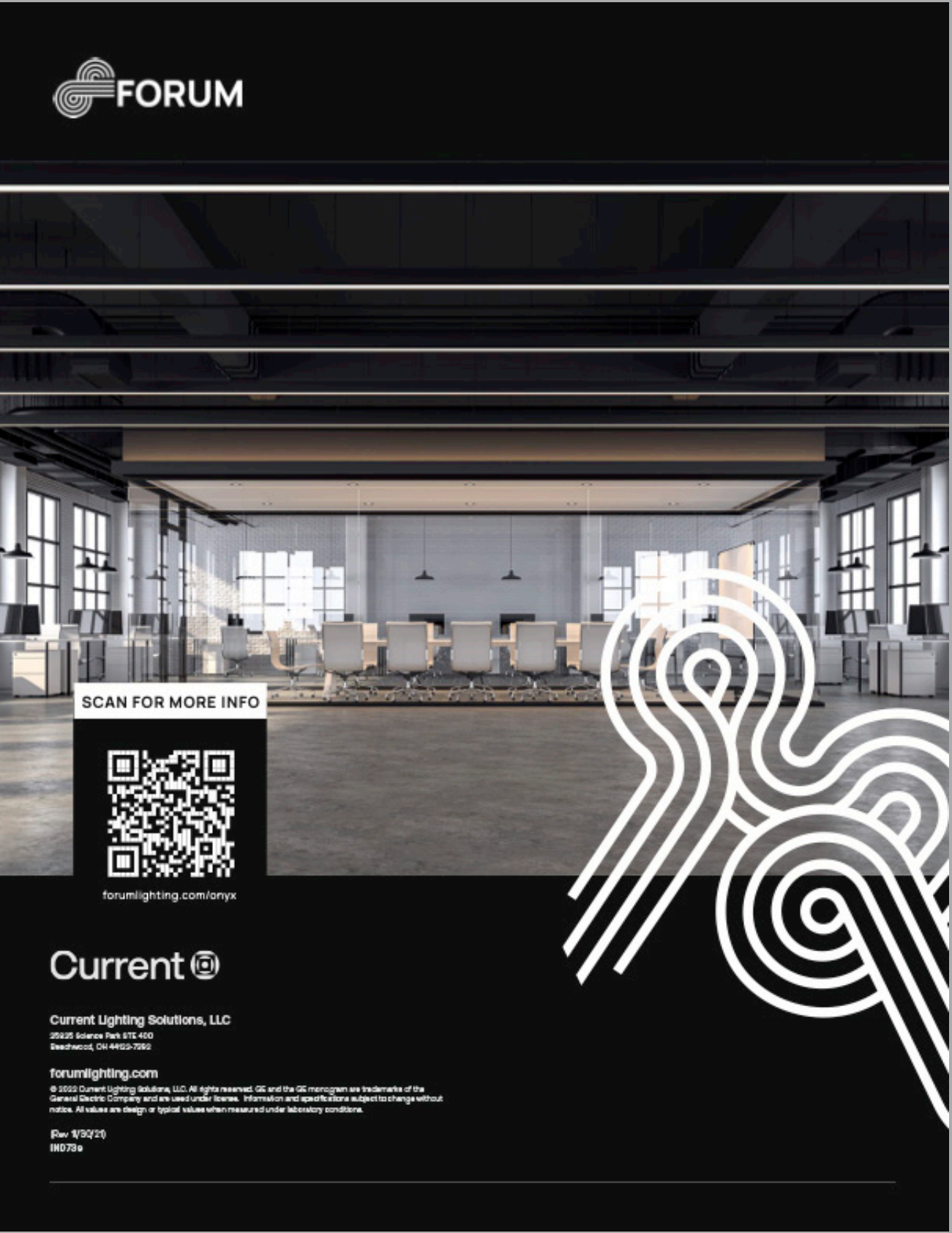
Refer to the “Current Brochure Brand Guidelines” supplementary documents for guidance on layout, logos and legal copy.

Note: legal copy in footers will change determinate on which product portfolio is being represented.

Front Cover



Back Cover



Current
Lighting

Brand
Guidelines

01. Logos
02. Typography

03. Color
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06. Video

07. Application
08. Digital Apps

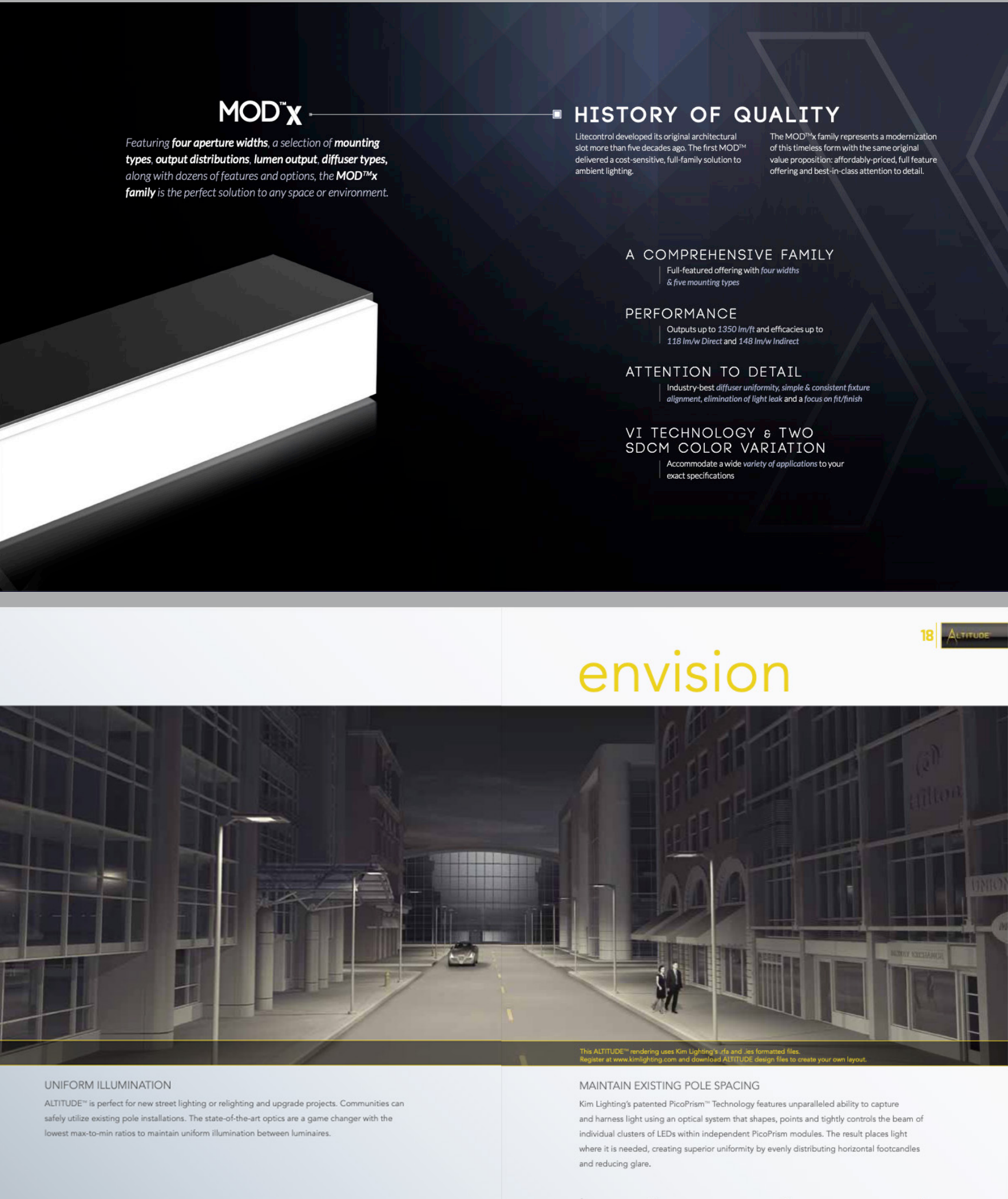
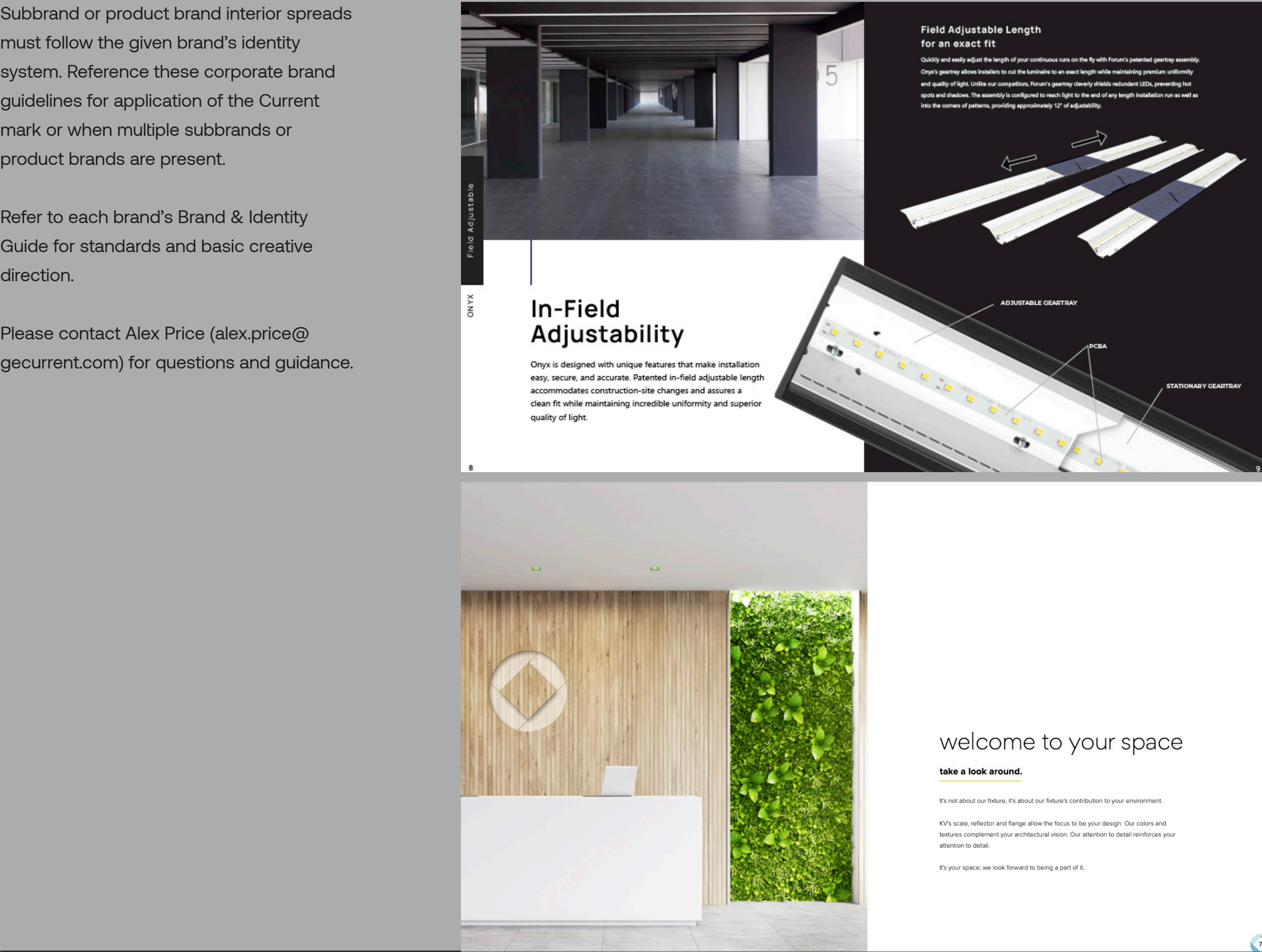
09. Website
10. Brand

Brochure Spread

Subbrand or product brand interior spreads must follow the given brand’s identity system. Reference these corporate brand guidelines for application of the Current mark or when multiple subbrands or product brands are present.

Refer to each brand’s Brand & Identity Guide for standards and basic creative direction.

Please contact Alex Price (alex.price@gecurrent.com) for questions and guidance.



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Technical Collateral

Technical collateral (Spec Sheets, Sales Sheets, Installation Guides, etc) must include the standard footers and layouts found in “Standard Footers - Collateral.”

As our business continues to grow and our portfolios and operations continue to coalesce, the utilization of out standard template maintains the Current brand while continuing to grow equity within our product brands.

While the template remains consistent, the visual “look and feel” of technical documents is determined by the given brand’s identity system.

Please contact Alex Price (alex.price@gecurrent.com) for questions and guidance.

Technical Collateral Templates Coming Soon



Current
Lighting

Brand
Guidelines

01. Logos
02. Typography

03. Color
04. Elements

05. Photo
06. Video

07. Application
08. Digital Apps

09. Website
10. Brand

Sales Sheets

This is the approved Current Sales Sheet template.

All Current sales sheets must follow this template outline, with the “look and feel” determined by the represented product brand’s brand identity guide.

Please contact Alex Price (alex.price@gecurrent.com) for questions and guidance.

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



Current

Lumination®
LRX Series

Recessed Downlight

Overview

1

Field Selectable

Adjustable lumen and CCT options adapt to any lighting design and can be adjusted on the fly, even after in-field installation.

2

Tool-less Install

The LRX leverages a one-piece design and spring clips to install quickly and securely. Intuitive snap-on feature to install optional trims on any LRX downlight.

3

Below-Ceiling Access

Designed with installers in mind, the LRX driver and full assembly is accessible from below the ceiling plane.

4

Premium Look

Accessory trim options provide an enhanced aesthetic and specifiable finishes.

5

Colored Flanges

Choose from a variety of flange colors for maximum design flexibility.

Daintree

WIRELESS CONTROLS

For code compliance and energy savings

ONE

offers single fixture controls for each luminaire

EZ Connect

is our mobile app-based wireless lighting controls system

Networked

allows interconnectivity of BMS systems

Black

Silver

Semi-Diffuse

White

Semi-Diffuse

White Specular

gecurrent.com/lumination

Page 1 of 2
(Rev 07/25/22)
IND671

Innovative Design for
Maximum Flexibility

Current’s LRX Series offers ultimate flexibility for commercial and light architectural environments. Featuring field-selectable lumen and CCT options, along with a wet rating, the LRX adapts to any lighting design. Accessory trims provide premium fit & finish feel and are field installed, taking only seconds to apply. One-piece tool-less installation retrofits exiting traditional downlights with ease and dramatically speeds up new construction installation times.

Size: 4in, 6in, 8in, 10in, 12in

Form Factor: Square, Round

Finish: White (standard)

Optional: Black, Silver, White w/ Specular, White w/ Semi Diffuse

Color Temp: Selectable; WW: 2700K - 3500K, CW: 3500K - 5000K

CRI: 90CRI

Lumen Output: Selectable, 650 - 6150 lm

Efficacy: Up to 112 LPW

Dimming: 0-10V 10%

Sensors: Daintree Wireless enabled w/ accessory LCA kit

Voltage: 120/277V, 347V kit

Ratings: Wet Rated, IP40

WET RATED

Want to Learn More?

For specific product technical questions, contact: lightingproinfo@gecurrent.com

Current

gecurrent.com/lumination

Page 2 of 2
(Rev 07/25/22)
IND671



Current
Lighting

Brand
Guidelines

01. Logos
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05. Photo
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Banners & Graphics

Exterior



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



Current
Lighting

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01. Logos
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04. Elements

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06. Video

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Access Badges

These are the approved Current employee and access badges.



Current
Lighting

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01. Logos
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Current
Lighting

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01. Logos
02. Typography

03. Color
04. Elements

05. Photo
06. Video

07. Application
08. Digital Apps

09. Website
10. Brand



These are examples of how to apply the Current brand to swag and general merch.



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

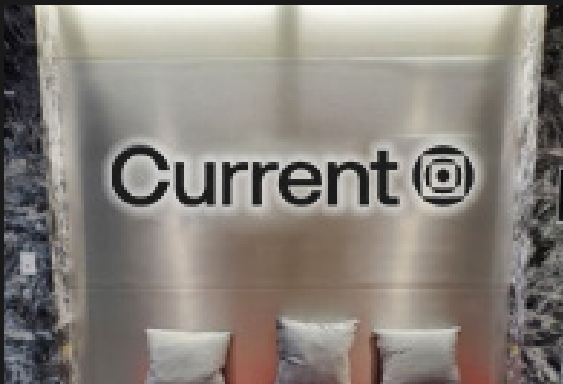
Backlit Lettering

Current Logo Lockup

Backlighting: 7100K “white” only

Color (preferred): Black lettering on light mounting surface

Color (alternate): White lettering on dark mounting surfaces



Channel Lettering

Current Logo Lockup

Backlighting: 7100K “white” only

Color: White Lettering on dark mounting surfaces



Cabinet Sign

Not recommended for Interior Spaces

non-illuminated

Dimensional Lettering

Current Logo Lockup

Color (preferred): Black lettering on light mounting surface

Color (alternate): White lettering on dark mounting surface



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



Decorative Banners

Current Logo Lockup

Brand Patterns

Color (Preferred): White lettering on Current Black background

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



For outdoor spaces

illuminated

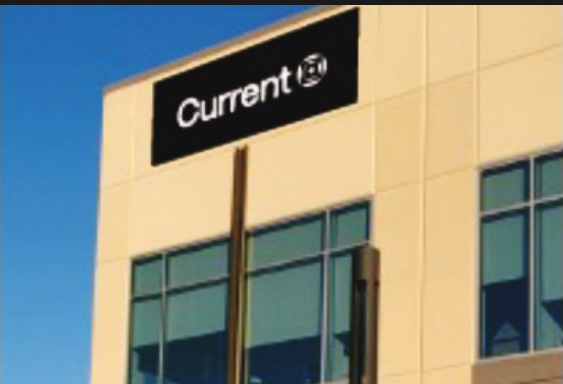
Backlit Lettering

Current Logo / Lockup

Backlighting: 7100K “white” only

Color (preferred): Black lettering on light mounting surface

Color (alternate): White lettering on dark mounting surfaces



Channel Lettering

Current Logo / Lockup

Backlighting: 7100K “white” only

Color: White Lettering on dark mounting surfaces

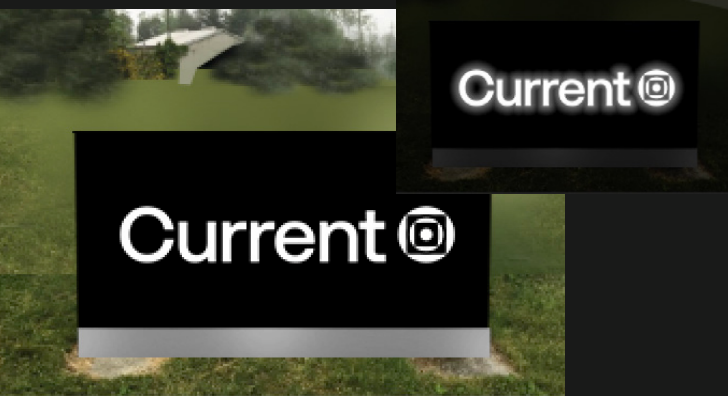


Backlit Cabinet Signs

Current Logo Lockup

Backlighting: 7100K “white” only

Color: White Lettering on dark mounting surfaces



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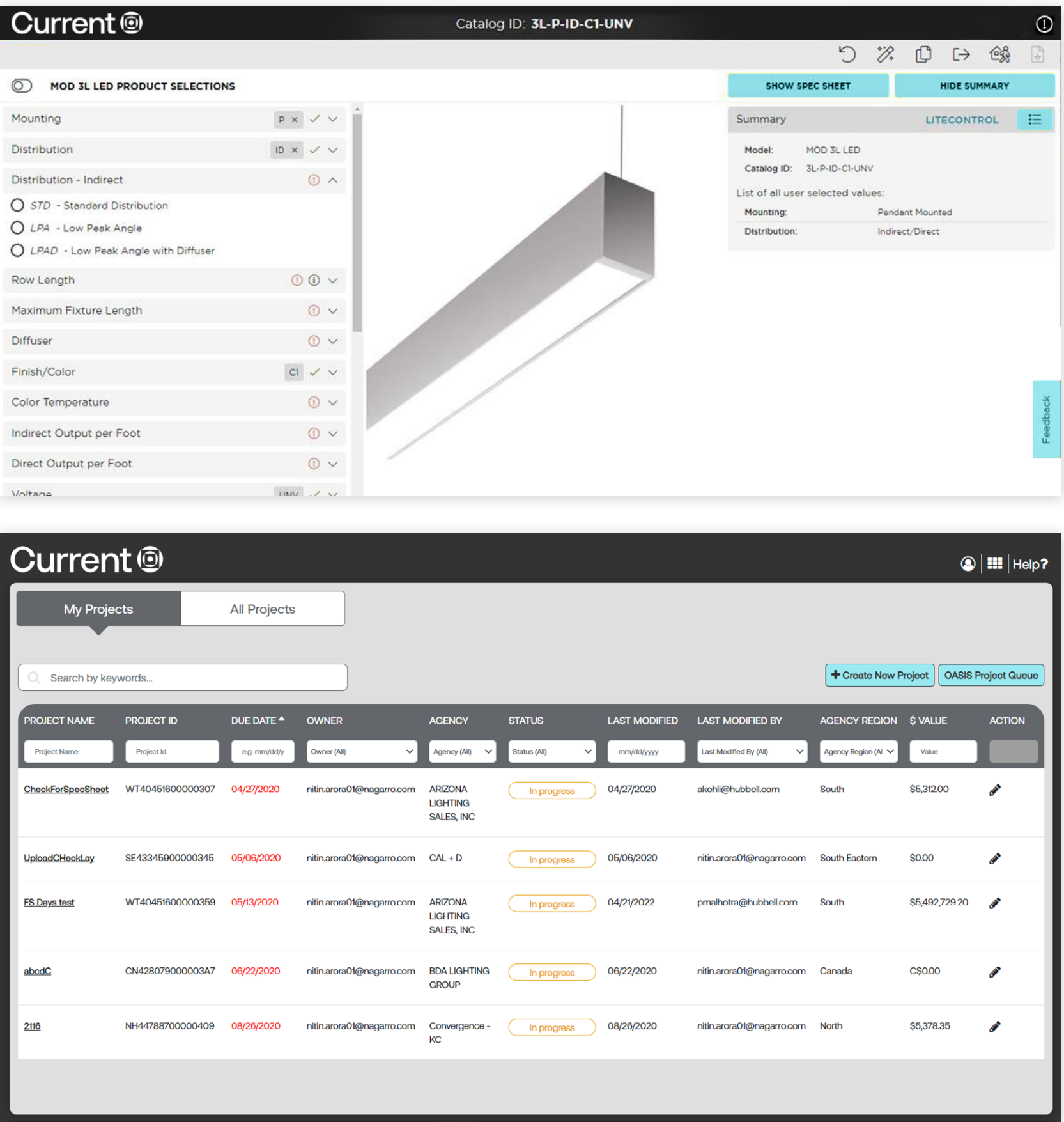
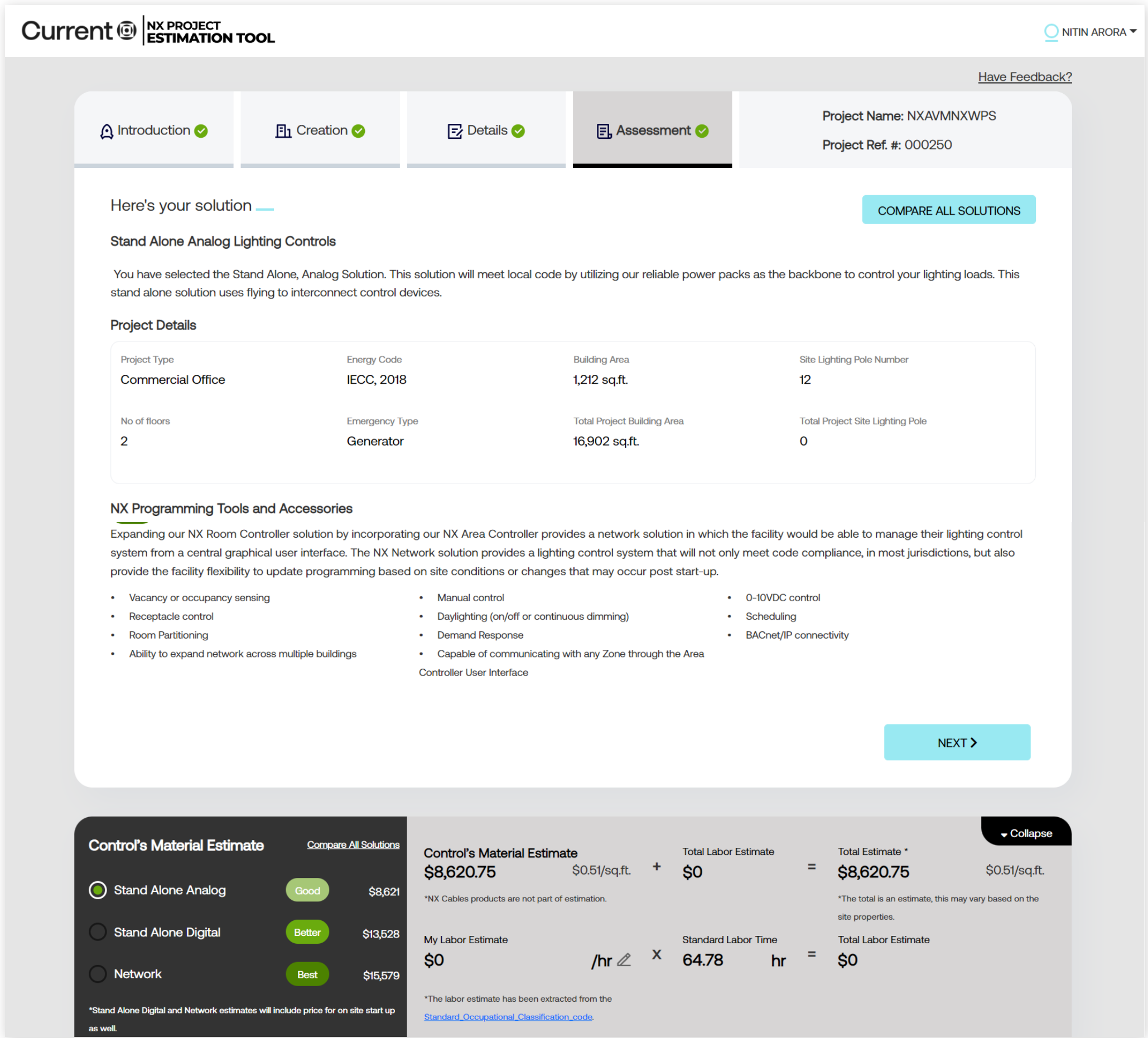
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Digital Apps

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

Tertiary signifiers

Used to communicate “correct” and “incorrect” only

HEX: #accd74

HEX: #6cb11c

HEX: #508b00

HEX: #ea6e6b

HEX: #d64023

HEX: #a93216

Favicon



Lockups

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

✗

 EnergyDash

✗

 Sales Hub

✗

 IPC



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Current

INDOOROUTDOORCONTROLSBRANDSMARKETSRESOURCES

WHERE TO BUYFIND AN AGENT

Come see how your power to deliver “better,” just got “stronger.”

Current is here to reshape our industry with renewed passion for creating reliable, quality solutions and a focus on putting the customer first. With our new name comes our new logo - with you at the center. Always.

Discover Current

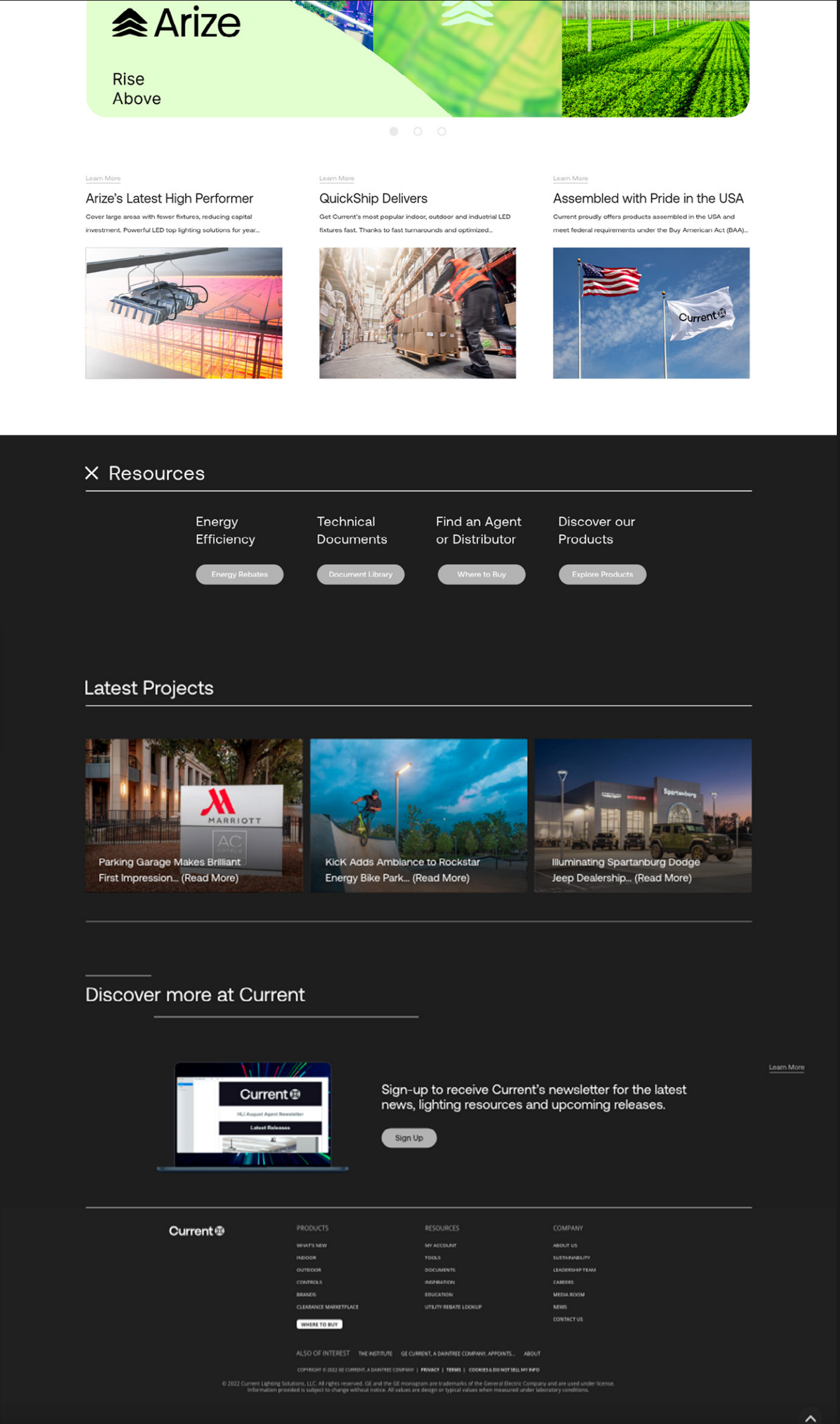
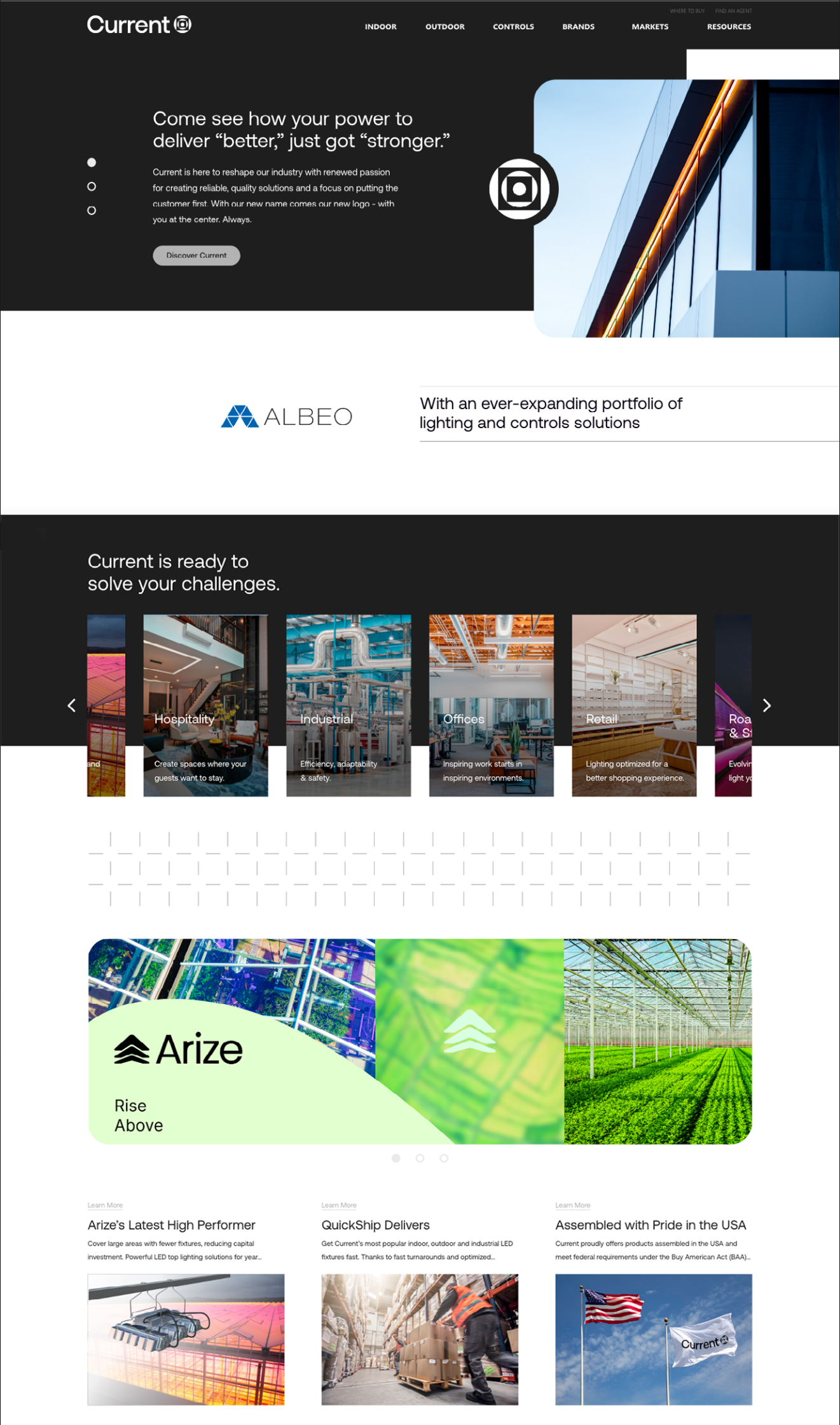


ALBEO

With an ever-expanding portfolio of lighting and controls solutions



Homepage - Primary Design



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Current

[INDOOR](#)[OUTDOOR](#)[CONTROLS](#)[BRANDS](#)[MARKETS](#)[RESOURCES](#)

Always Ready. Always Solving.
Always On.

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

About Us







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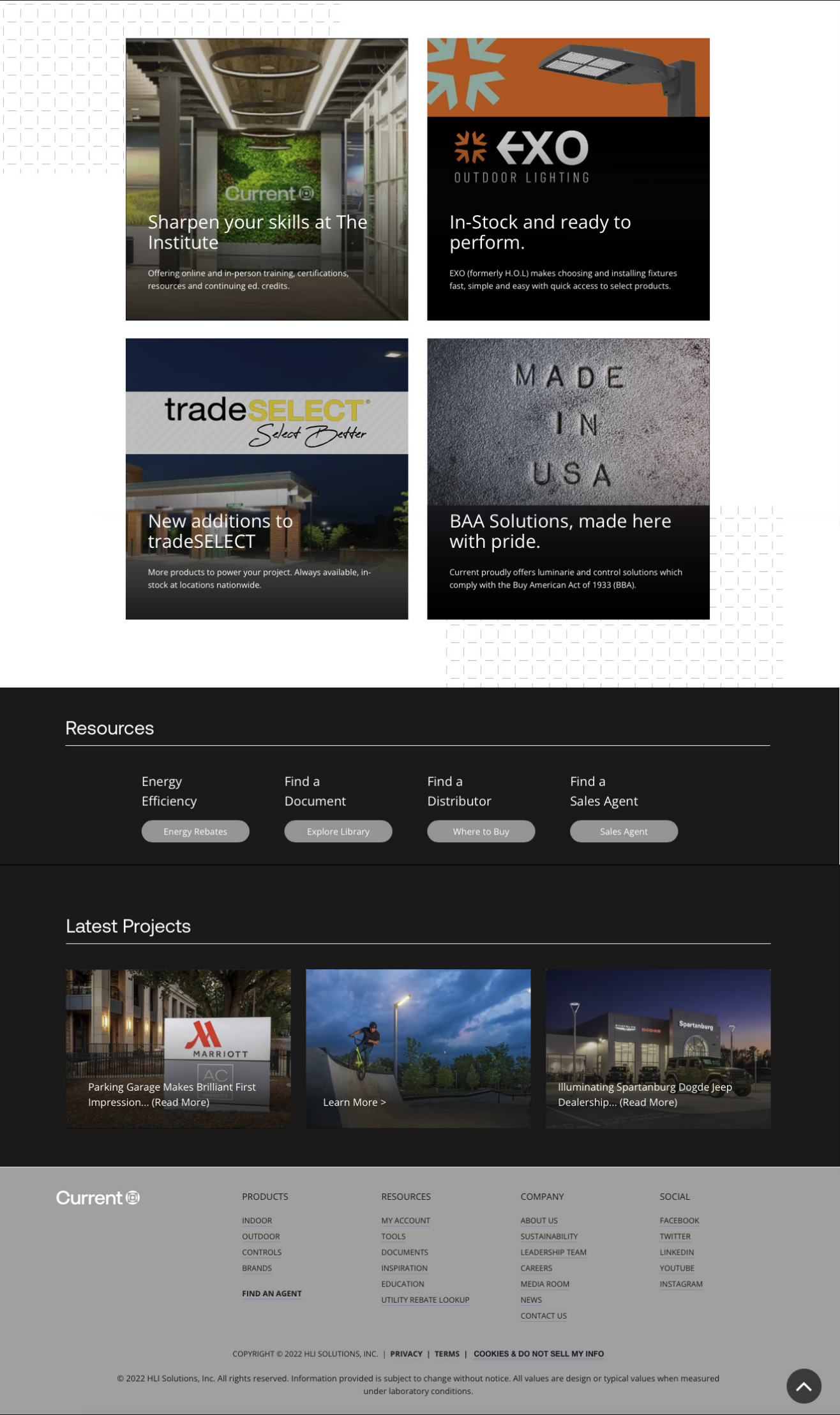
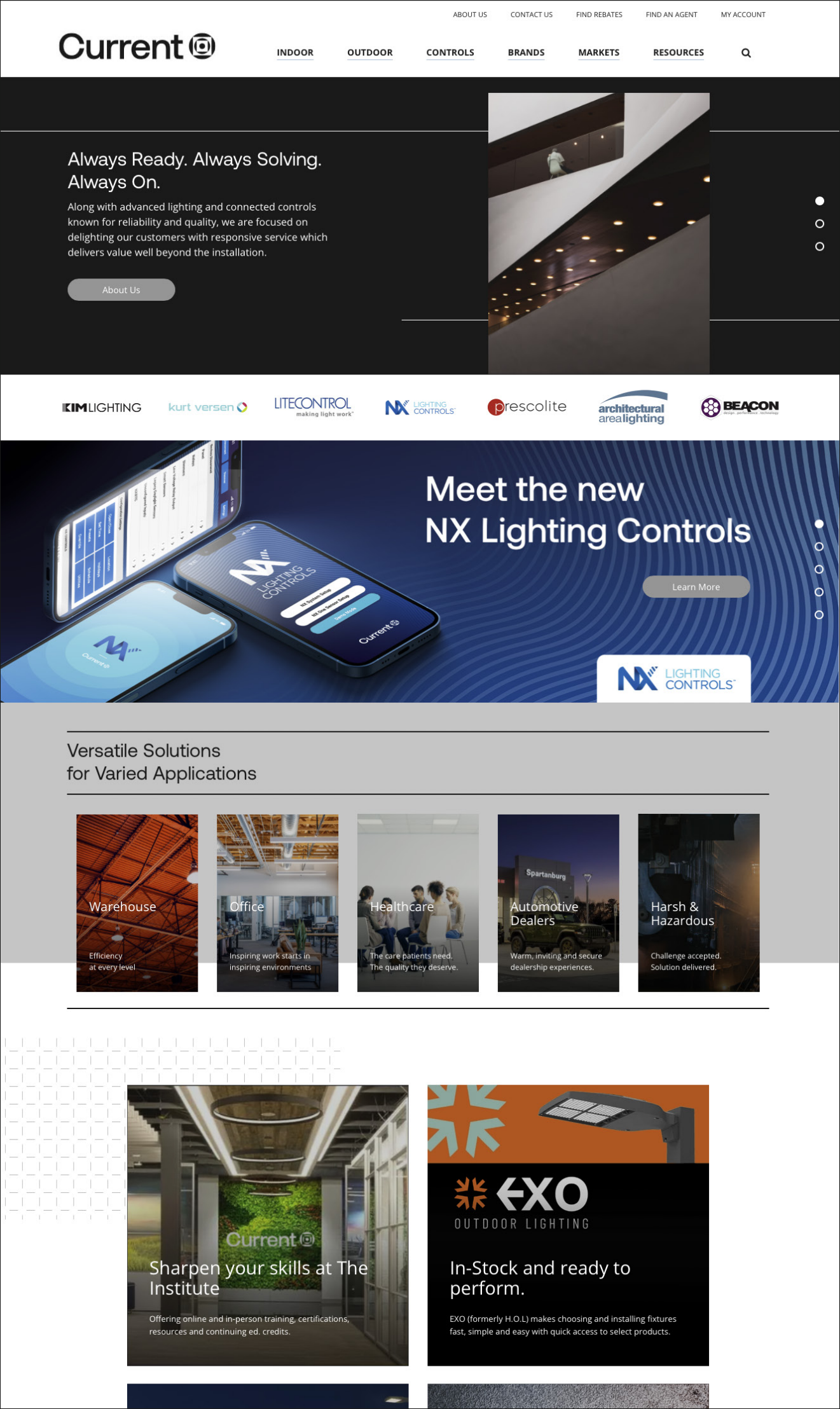
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Homepage - Secondary Design



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Roadway to retail



Current’s “Brand Video” featured
in H1 header.



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Q





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

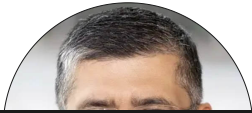
Experience
Meets Passion

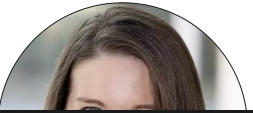
Versatile
and Flexible

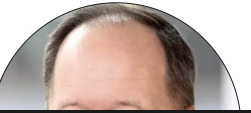
Efficient
and Sustainable

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.









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Internal Banners



Sub-brand banners must follow each respective brand’s identity system and brand guidelines.

Sub-brand banners should not utilize common or generic layouts shared across many or all brands - each banner should be a shining example of its given identity.

External Banners



Internal sub-brand banners should not feature the Current brand or elements - the Current brand has already been established on the website.

External sub-brand banners should feature the Current brand in similar fashion to literature - lower visual hierarchy, aligned at header or footer and justified to the left or right margin.



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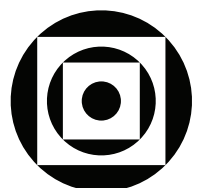
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Our Purpose

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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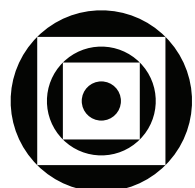
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Our Mission

The how to our why.

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



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Our Values

The pillars that support our brand.

Bold in action.

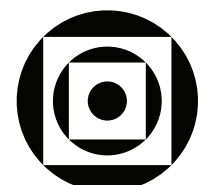
Be decisive and curious. Don't wait for permission, and don't be afraid to take risks. We learn and grow from our mistakes as well as victories.

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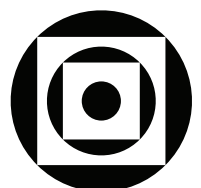
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Our people, products and services are bold in action,
outcome driven, and focused on doing right by
the customer, the environment and the industry,
with unrivaled responsiveness, quality and reliability.

Value Statement

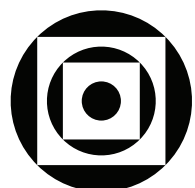


Positioning

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.



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Brand Voice

How we communicate
our Brand personality.

Our Brand Voice is:

Human

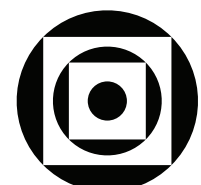
Our tone is approachable, genuine,
customer-centric and people-first.
We are high tech but also high touch.

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.



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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.



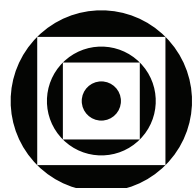
The Brand Translated

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.



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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.

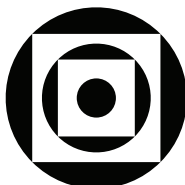
We're embracing energy efficiency — not just with our products but with our people. Yes, you'll see a rapid payback on our intelligent energy-saving lighting solutions. You'll also save time, effort and frustration with an agile partner who's eager to work and here to make your life easier.

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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Current, LLC

Contact Alex Price alex.price@currentlighting.com for
assistance and art direction.

Current 