
Current
Lighting

Brand
Guidelines

Version 1.1

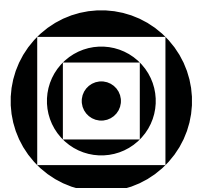
2022

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.

Logos & Brandmarks



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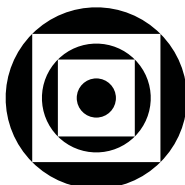
09. Website
10. Brand

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

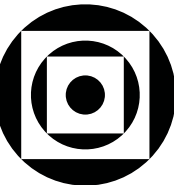
This is the Official Current Logomark, it is a primary signifier of the brand.

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.



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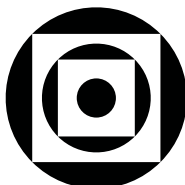
Logo &
Tagline

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 

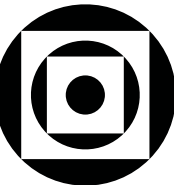
Current 

Current 

Current 

Current 

Current 

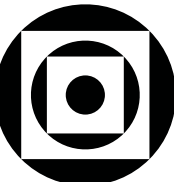


Logo Palette

Secondary

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

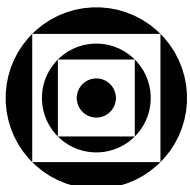
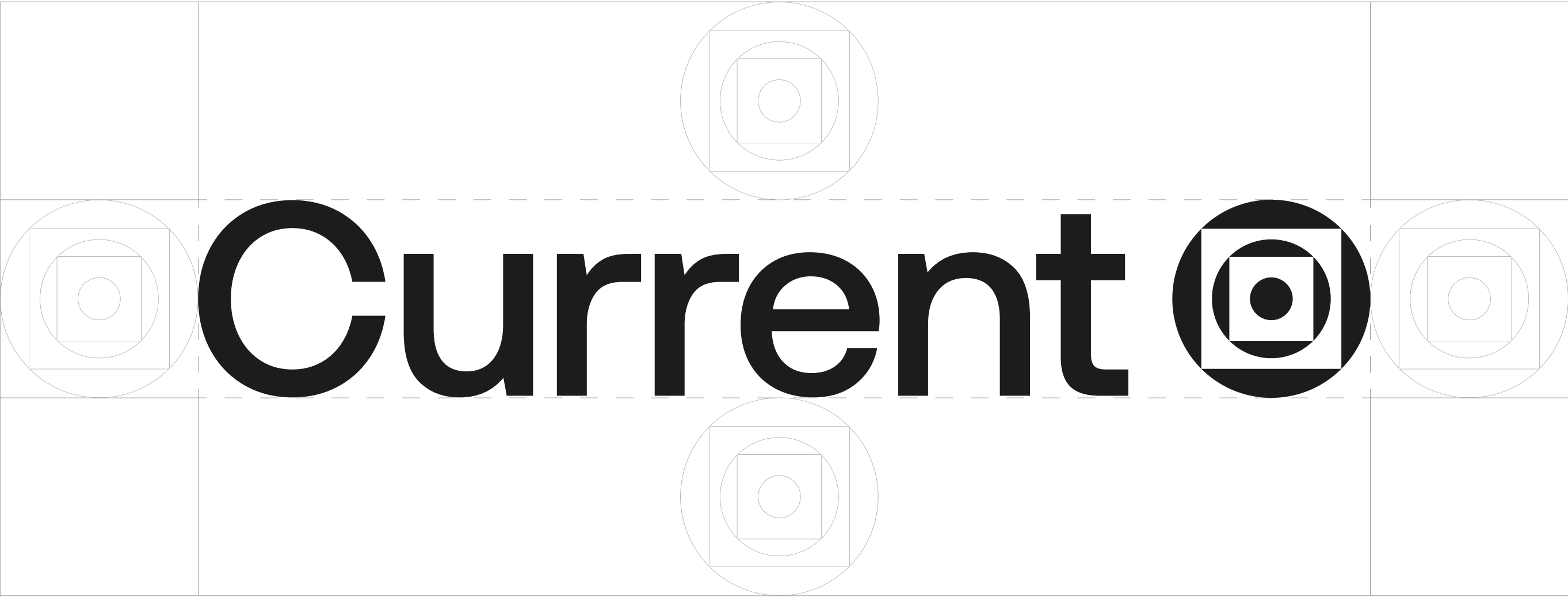
The Logo should generally be presented in Current Black, Current Gray, or White depending on the background color and the intended amount of contrast.



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.

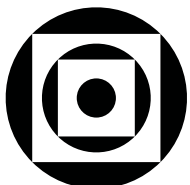
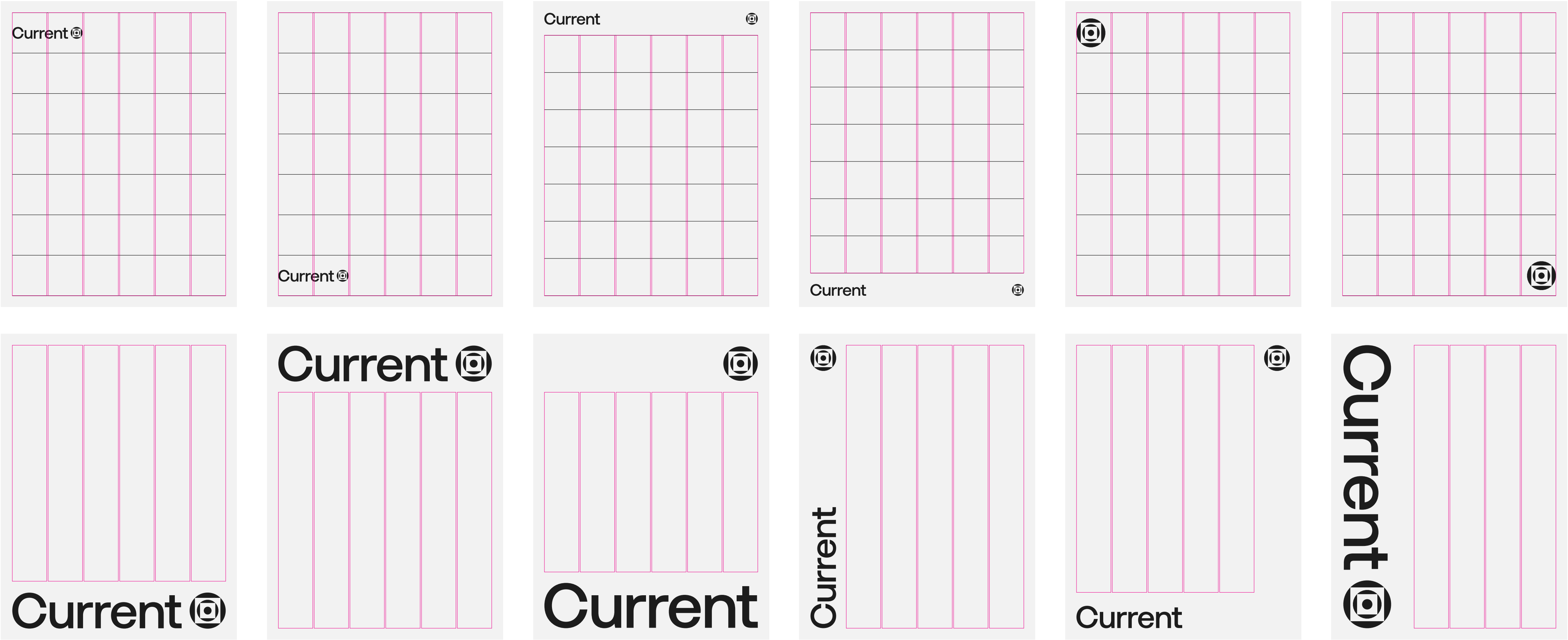


Logo Layouts

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 



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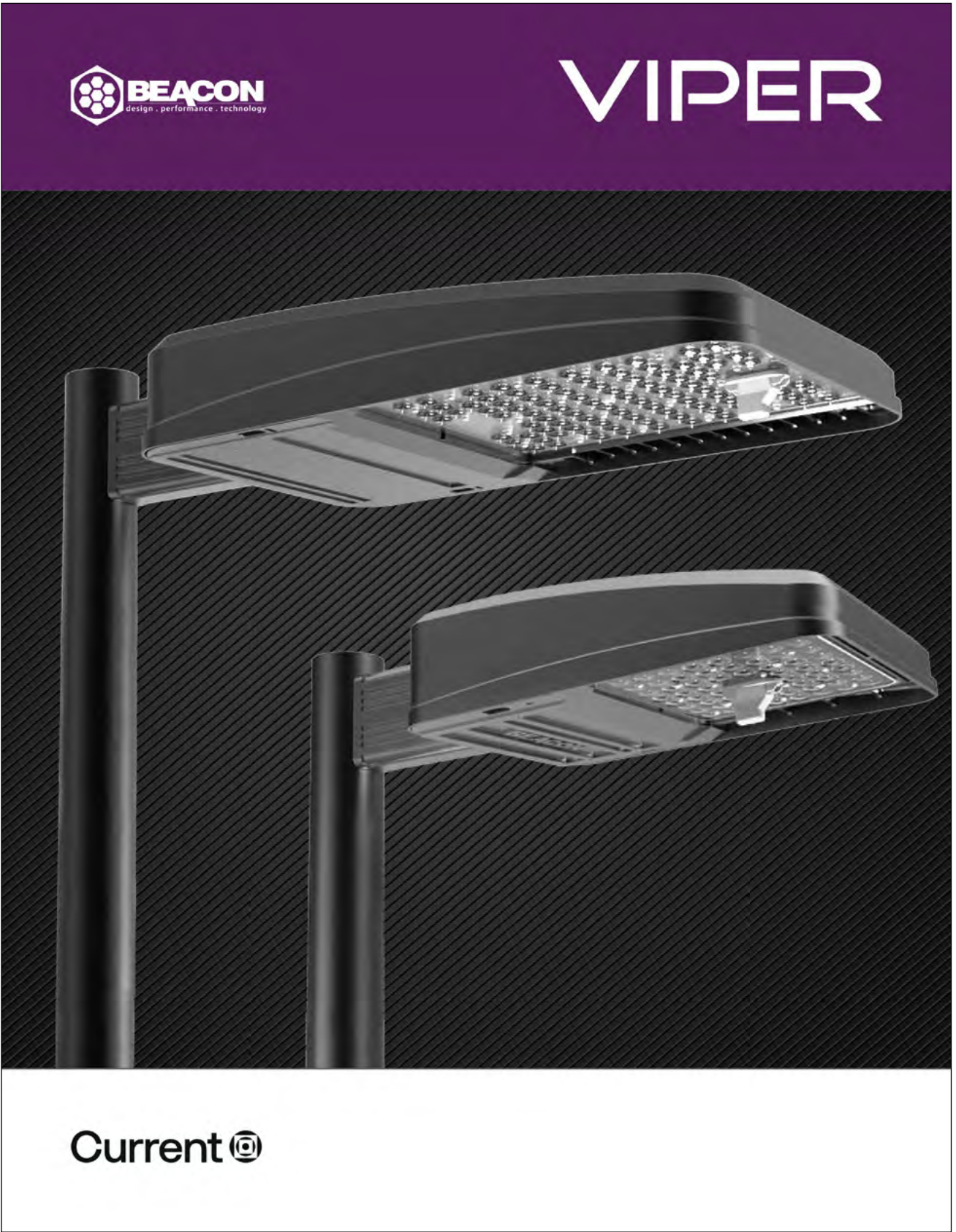
09. Website
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SubBrand Brochure

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 fluxuate 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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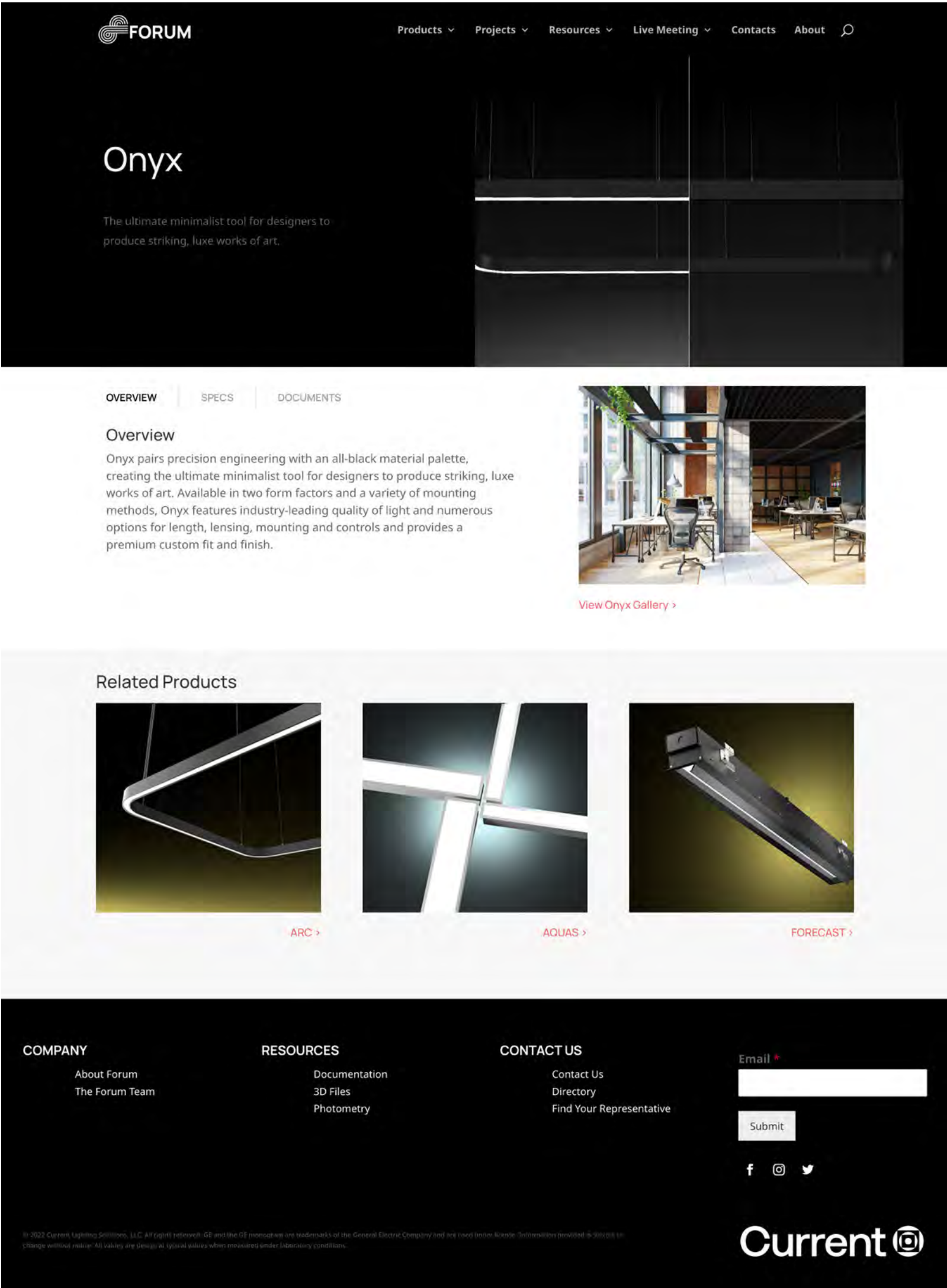
05. Photo
06. Video

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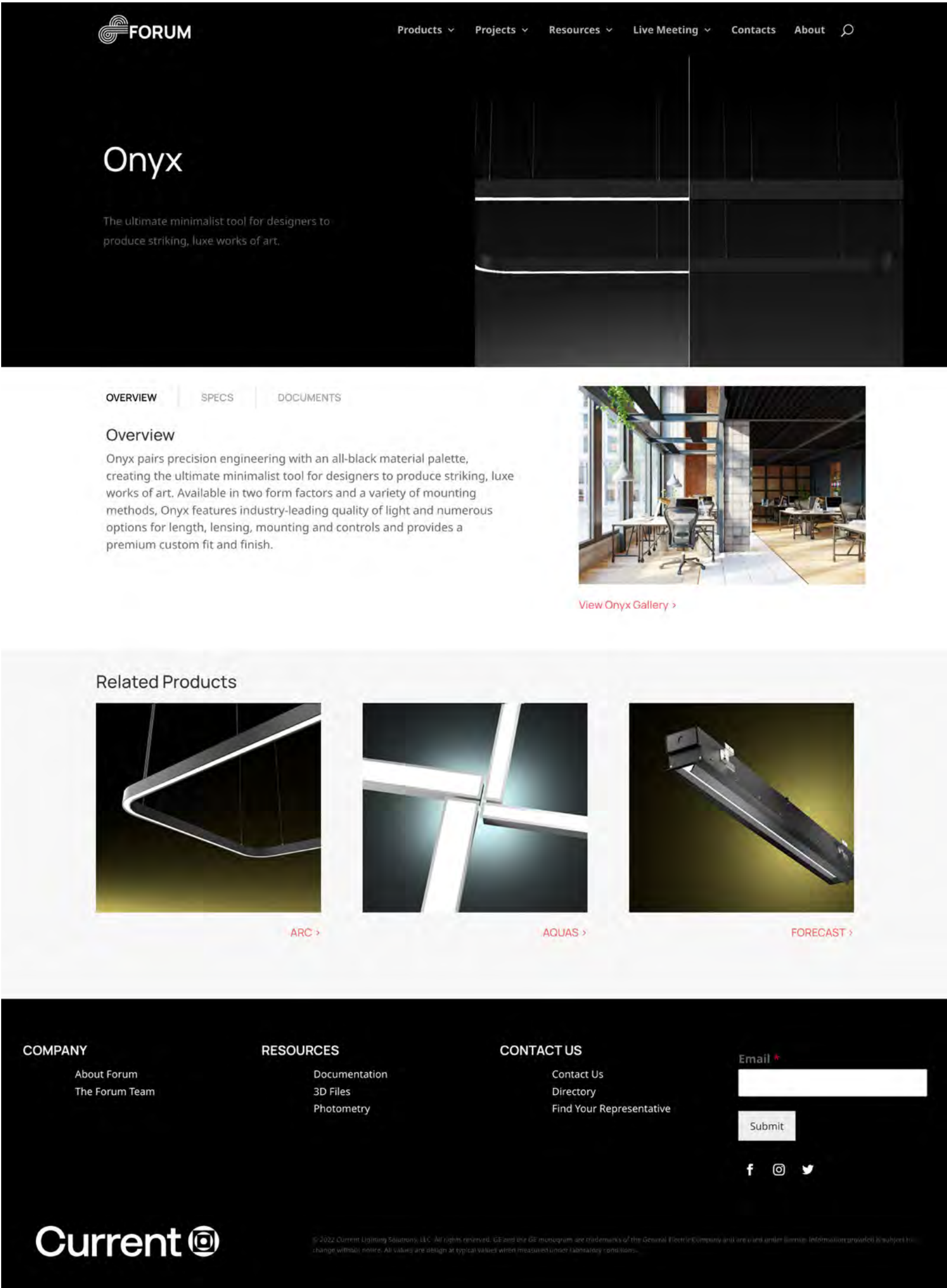
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SubBrand Website

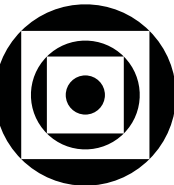
When placing the Current lockup or logo in the footer of a subbrand website, we recommend using a placement that adopts the design layout of the page, or standardizing footers across all subbrand sites.



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



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



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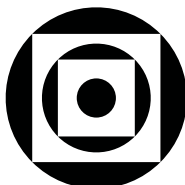
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CurrentChemicals



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

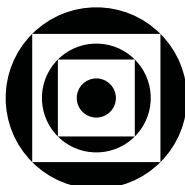
Standard – Best for Larger Scale Usage

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

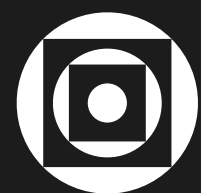
Thin
Light
Regular
Medium
Bold

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

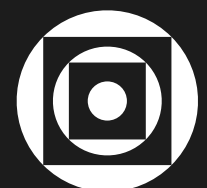
Thin
Light
Regular
Medium
Bold

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](#).

Usage:

Headlines
Subheadings
Paragraphs
Details



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Arial

Regular Bold

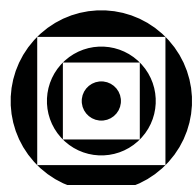
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

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 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



Inspiration
Flows
Both Ways

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.

Current

Architectural
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Headline:
Aeonik Regular
76pt on 64pt leading

Subheading:
Aeonik Regular
16pt on 14pt leading

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



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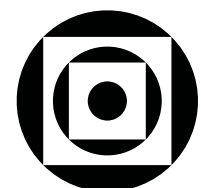
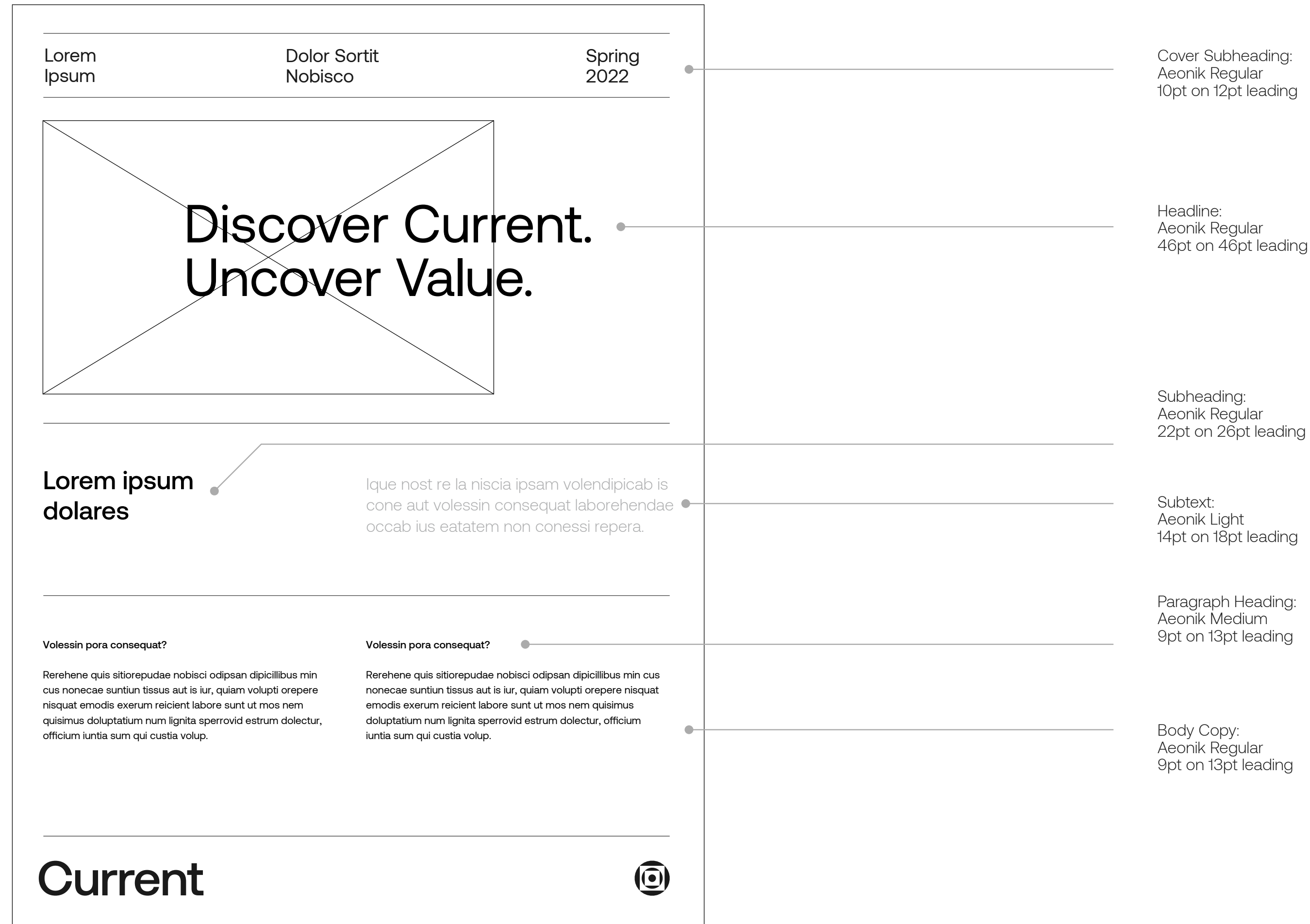
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06. Video

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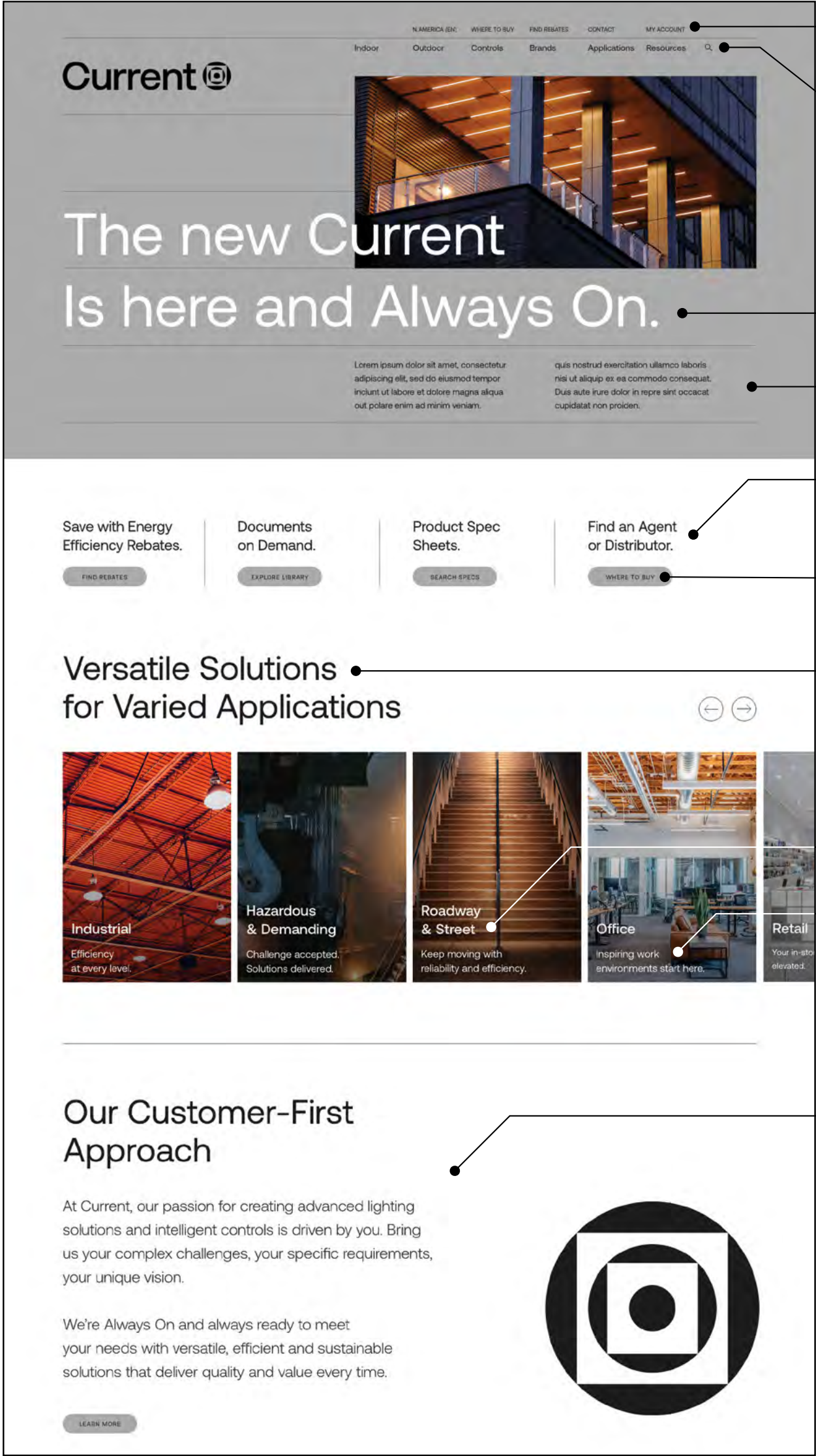
Typographic Hierarchy

This is an example of the Current's typographic hierarchy, 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

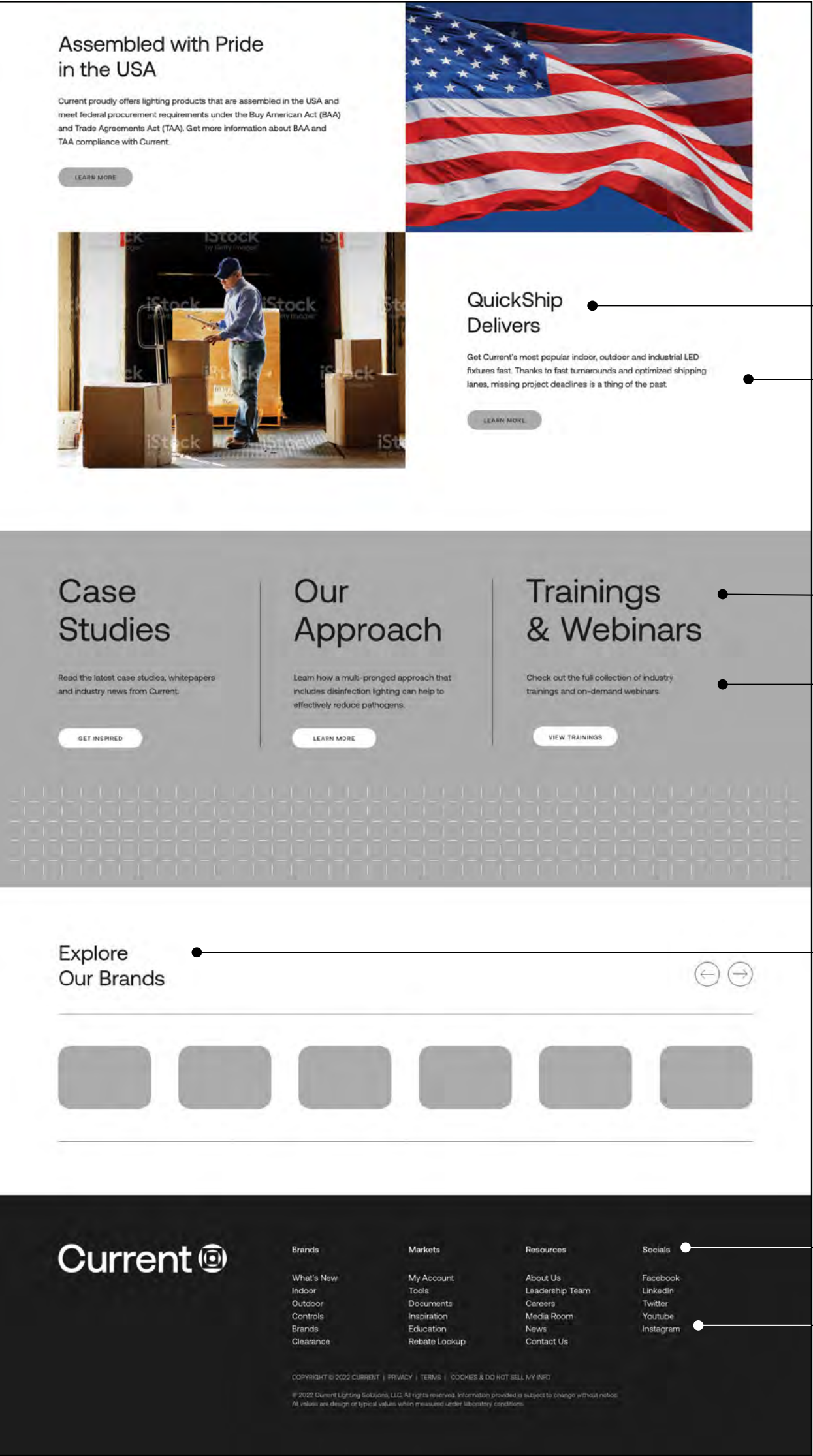
Aeonik Regular 14pt

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

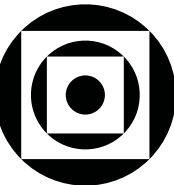
Aeonik Regular
20pt on 32pt leading

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



04. Brand Elements



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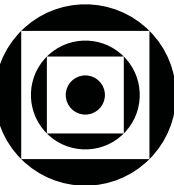
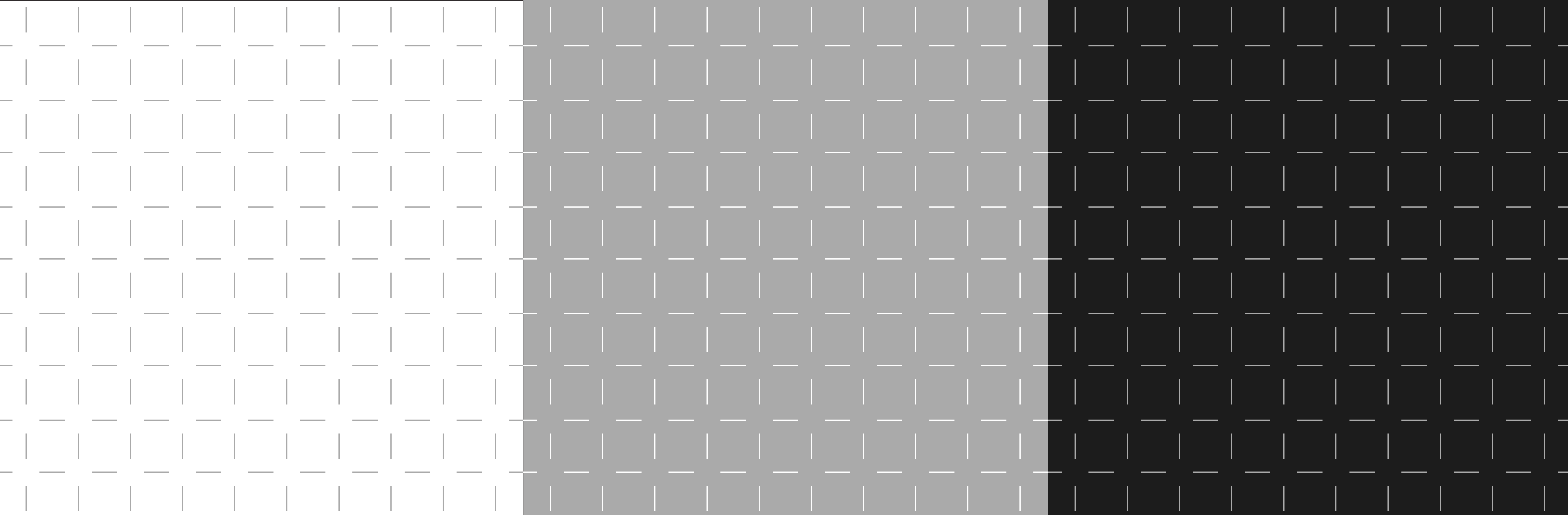
05. Photo
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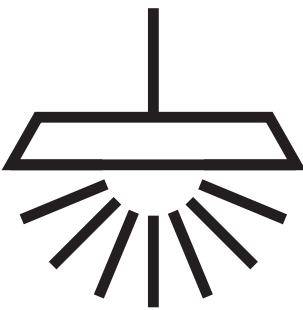
Brand Patterns

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.

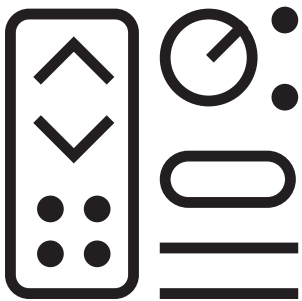


Icon Style

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.



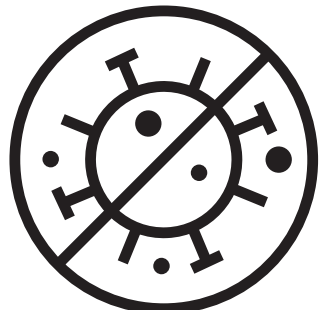
Led
Lighting



Controls,
Sensors &
IoT Solutions



Energy
Management
Systems



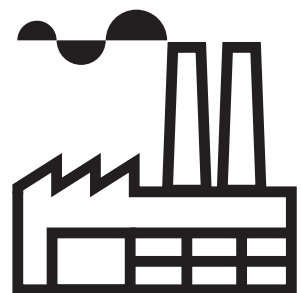
Disinfection
for Occupied
Spaces



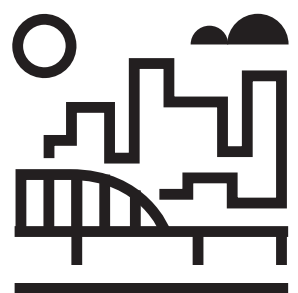
Horticulture
Lighting



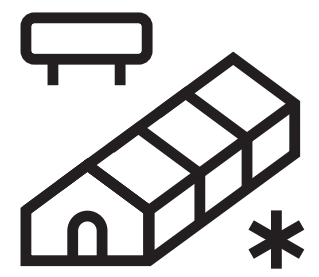
Commercial
Lighting



Industrial
Lighting



City/Urban
Lighting



Specialty
Lighting



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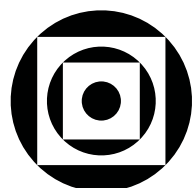
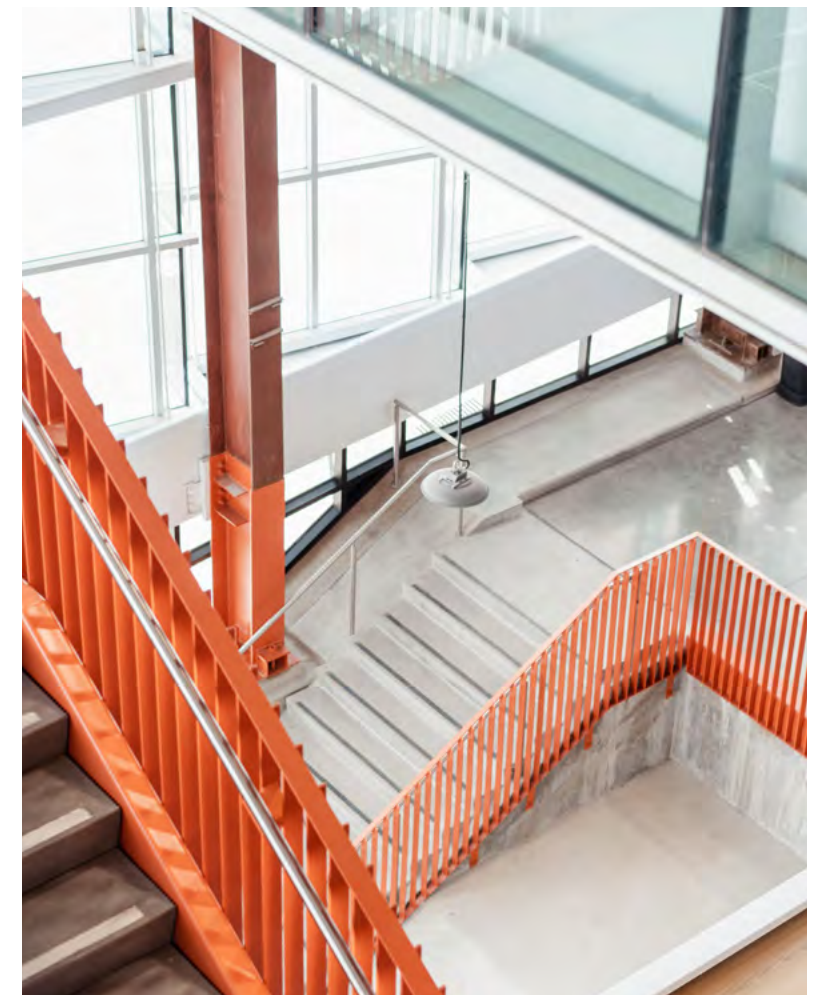
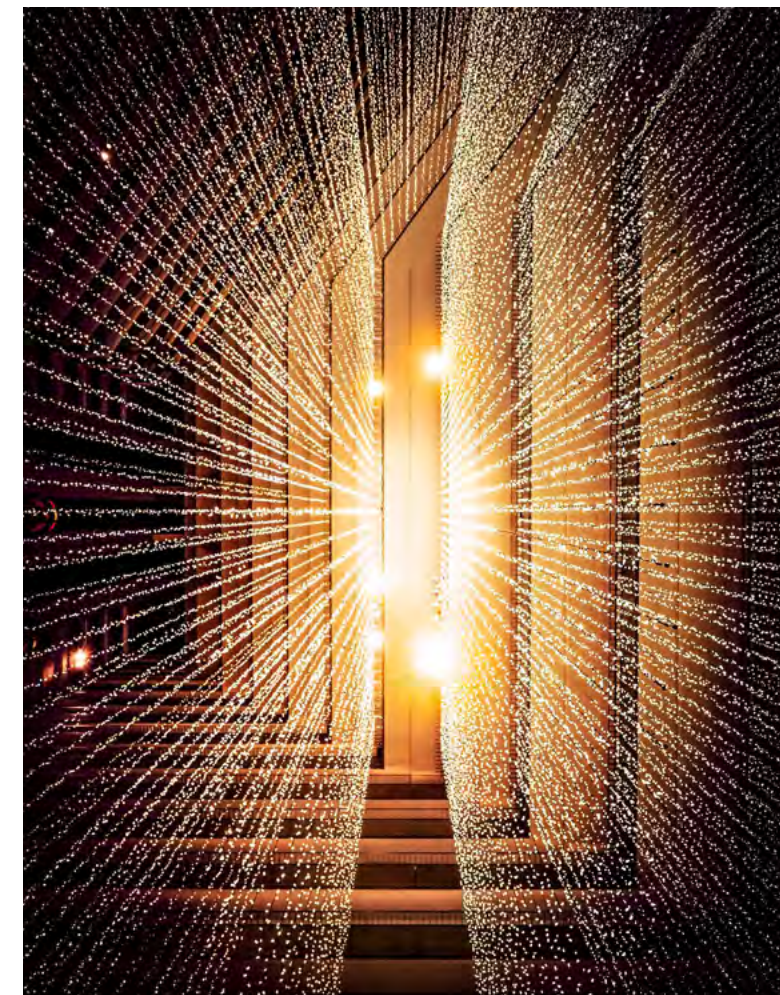
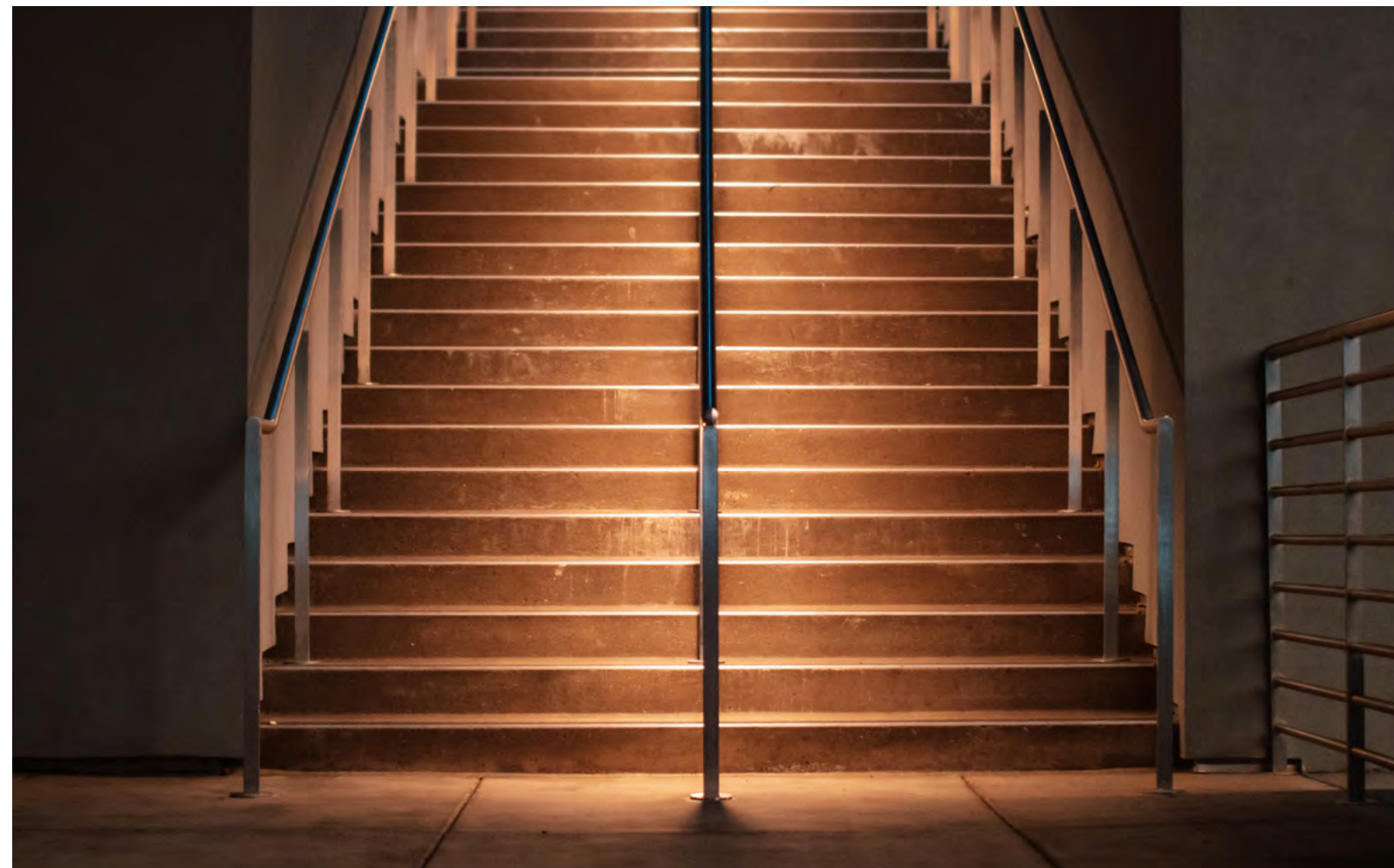
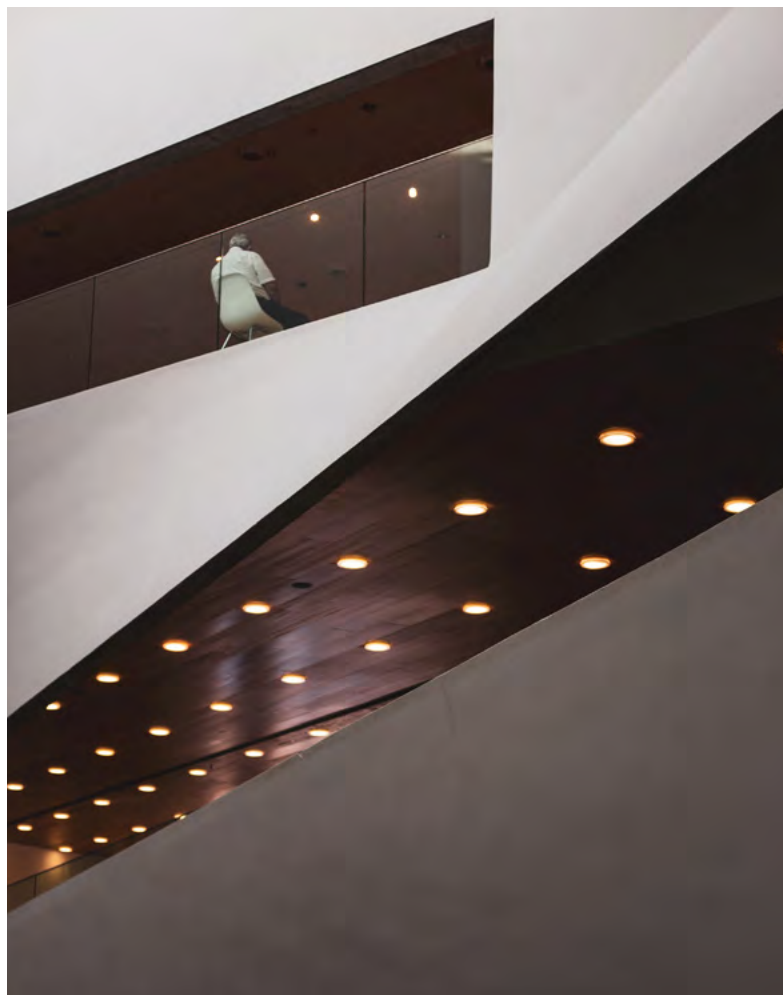
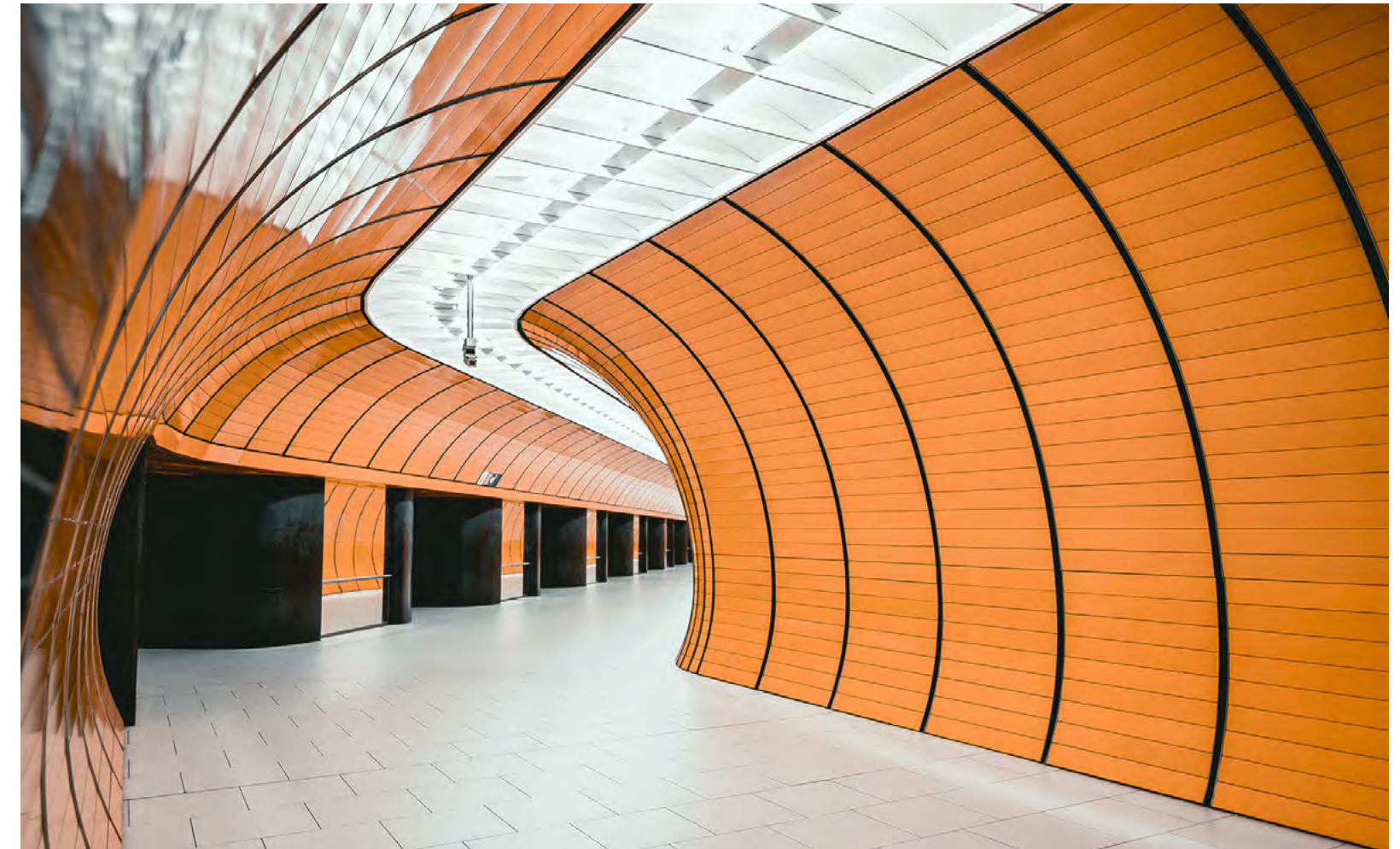
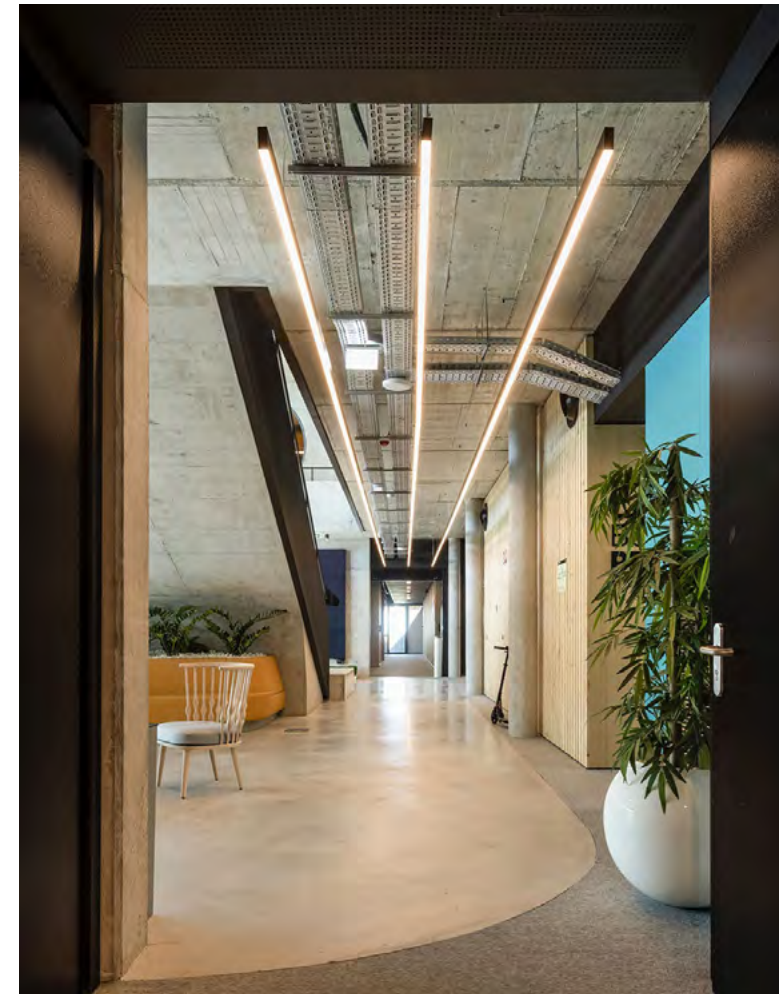
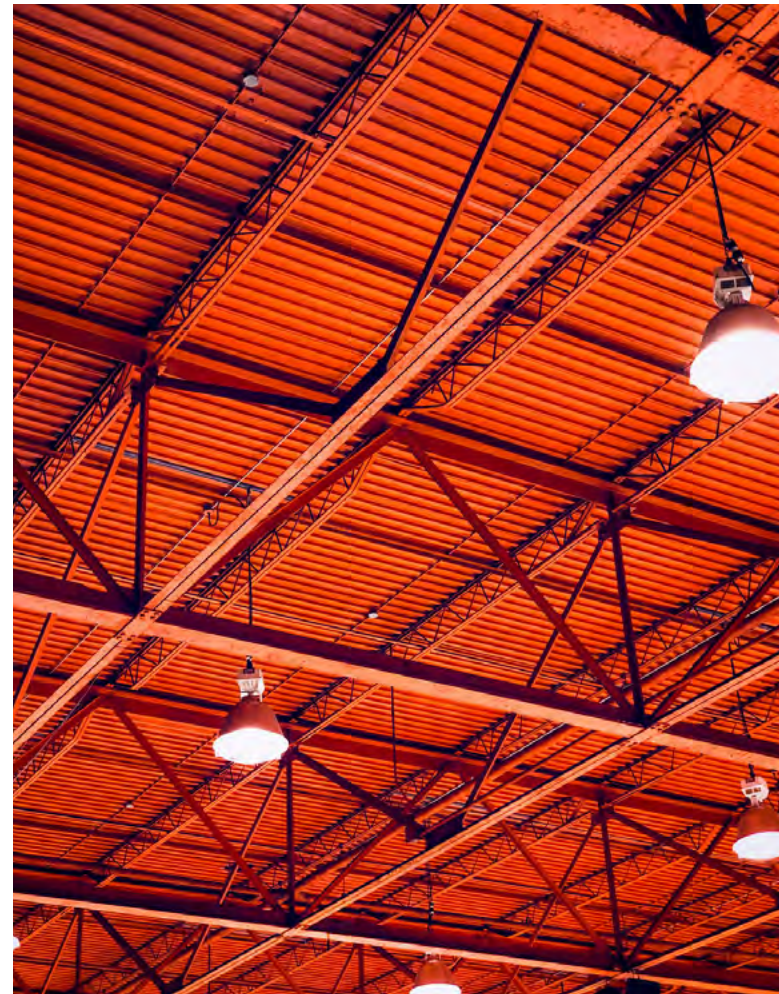
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Architectural spaces



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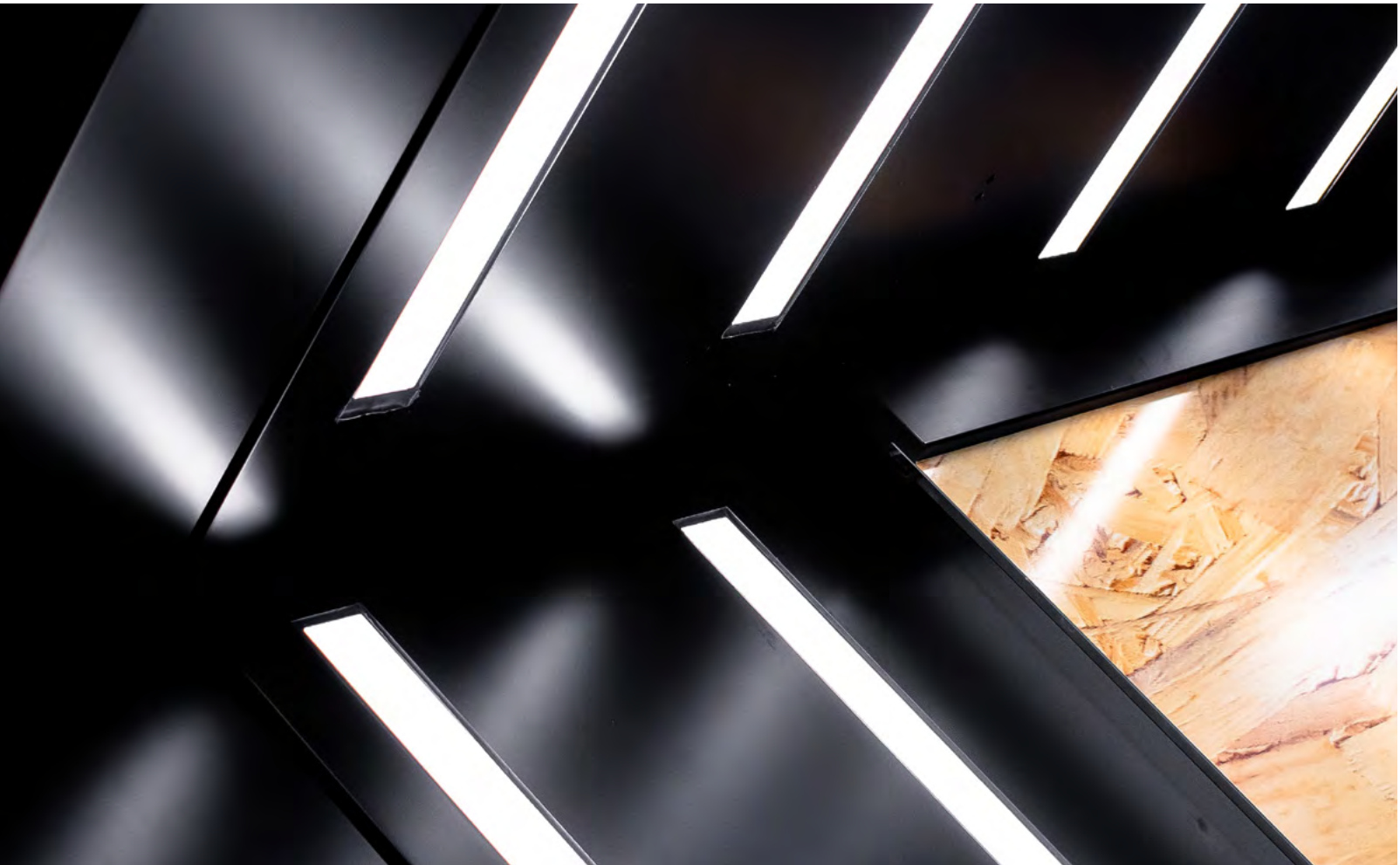
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Product focus



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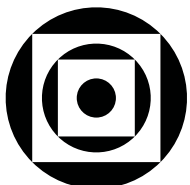
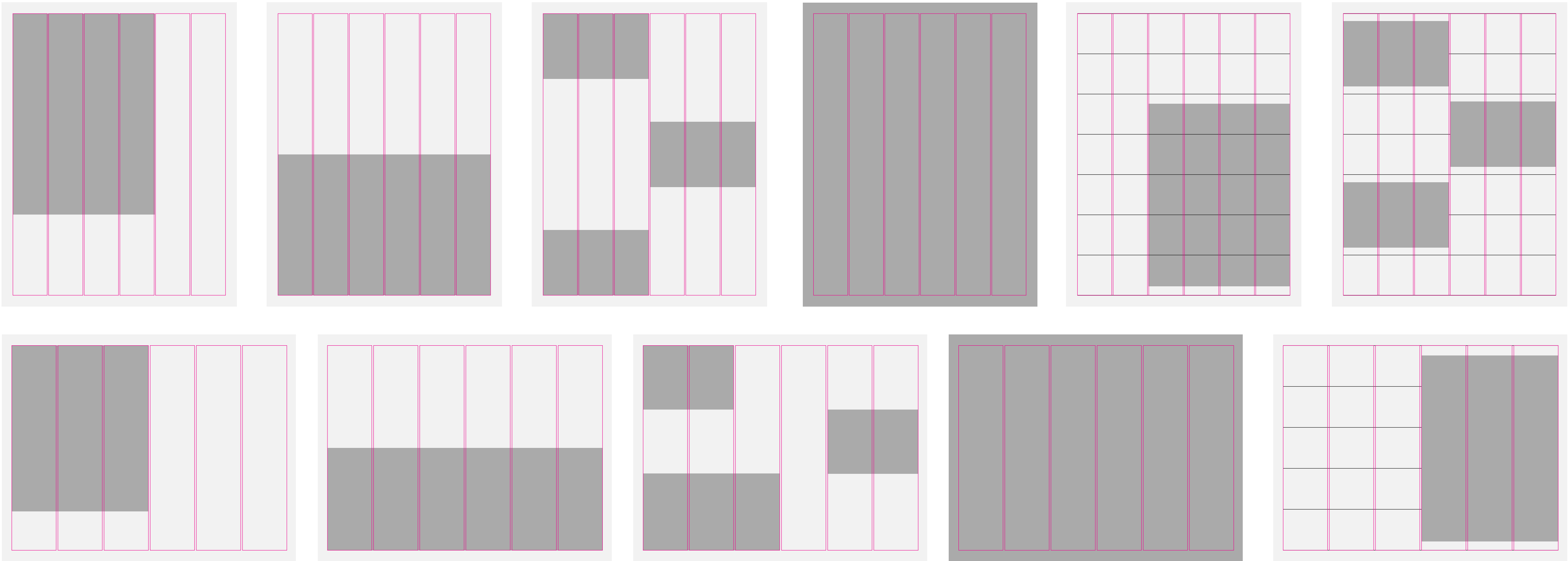
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Photography Positioning

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.



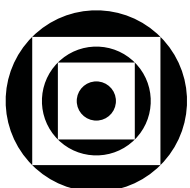
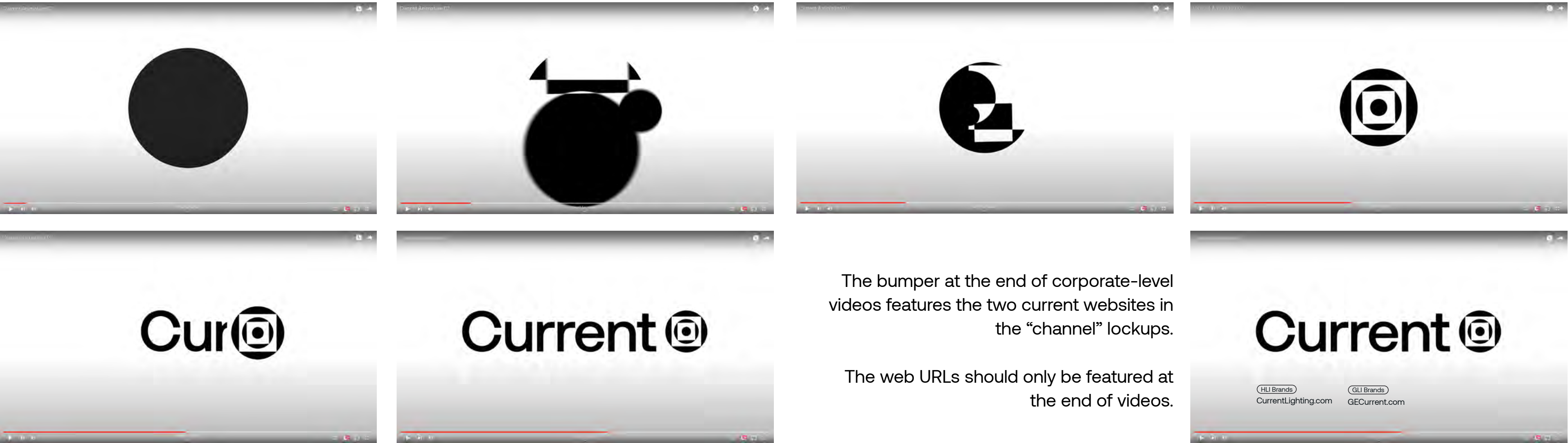
Current Bumpers

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



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Current Bumpers

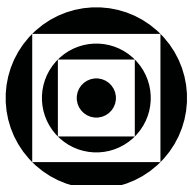
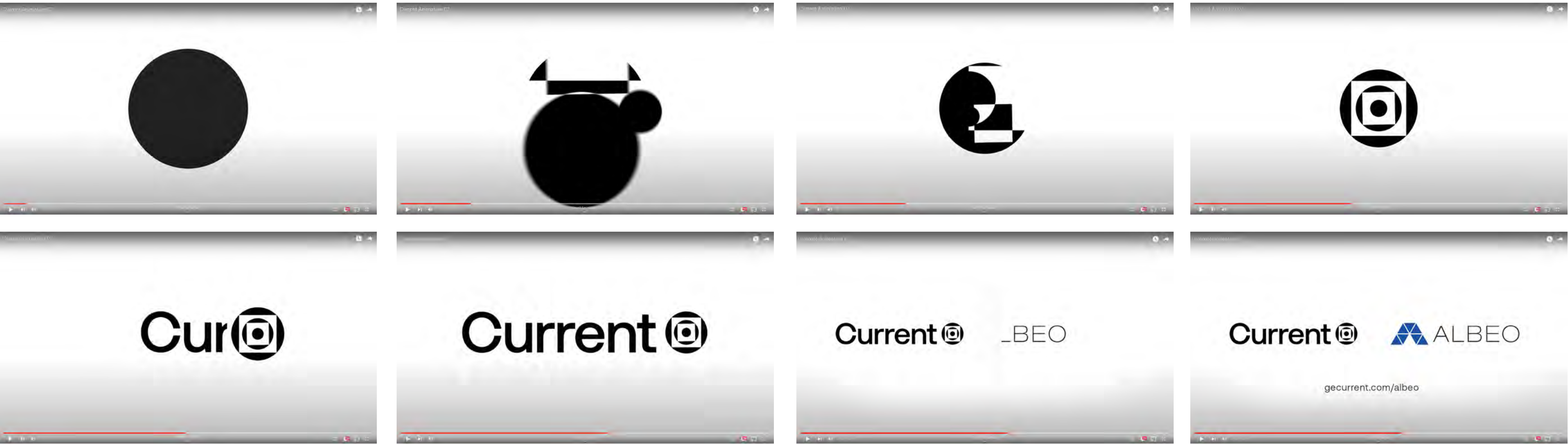
This is the approved co-branded bumper.

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



Current
Lighting

Brand
Guidelines

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03. Color
04. Elements

05. Photo
06. Video

07. Application
08. Digital Apps

09. Website
10. Brand

06. Application



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06. Video

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08. Digital Apps

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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.



Current
Lighting

Brand
Guidelines

01. Logos
02. Typography

03. Color
04. Elements

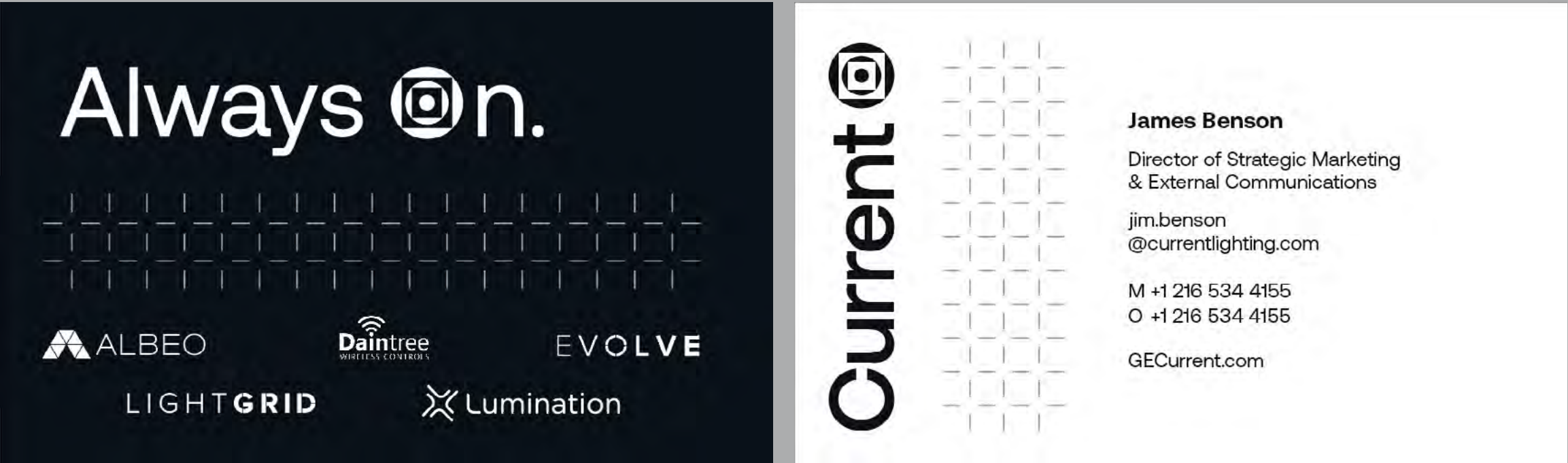
05. Photo
06. Video

07. Application
08. Digital Apps

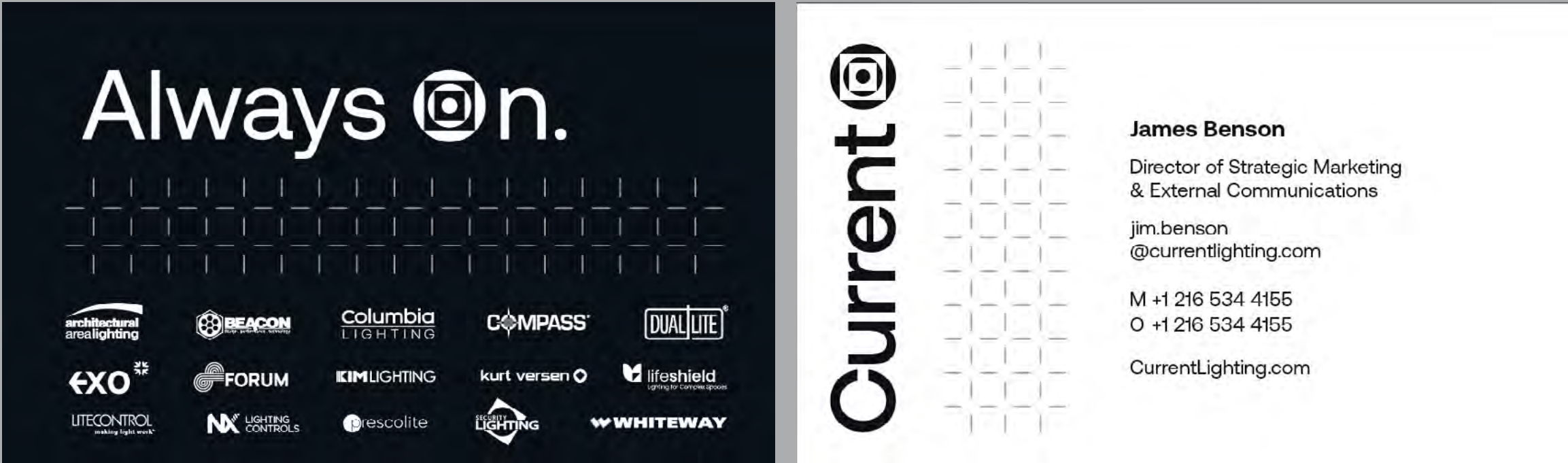
09. Website
10. Brand

Business Cards

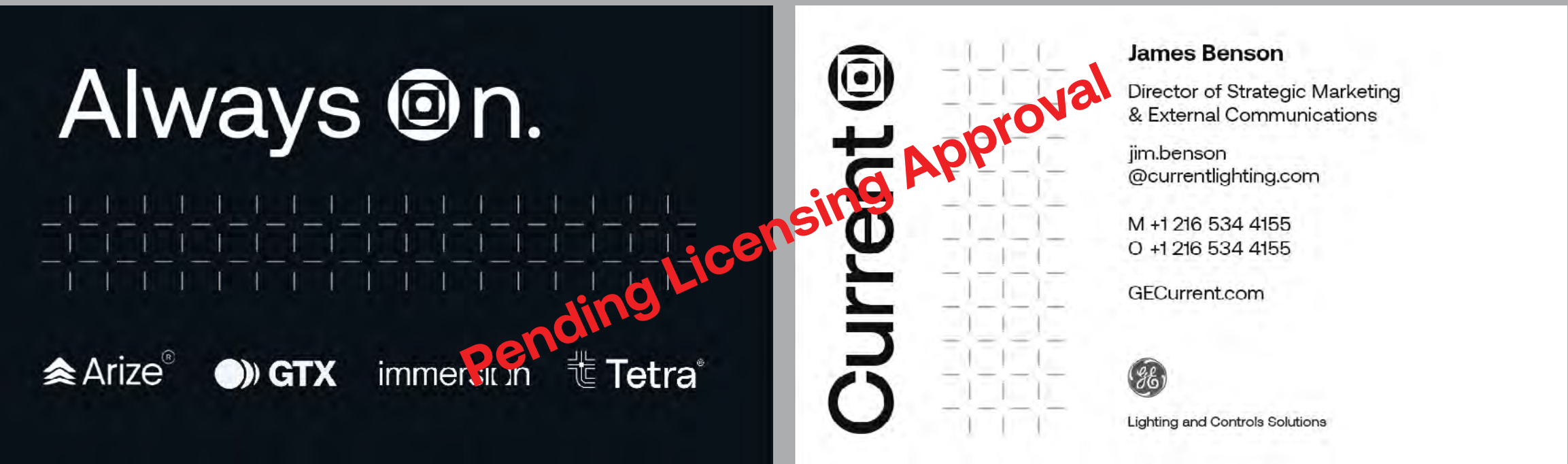
GLI Brands



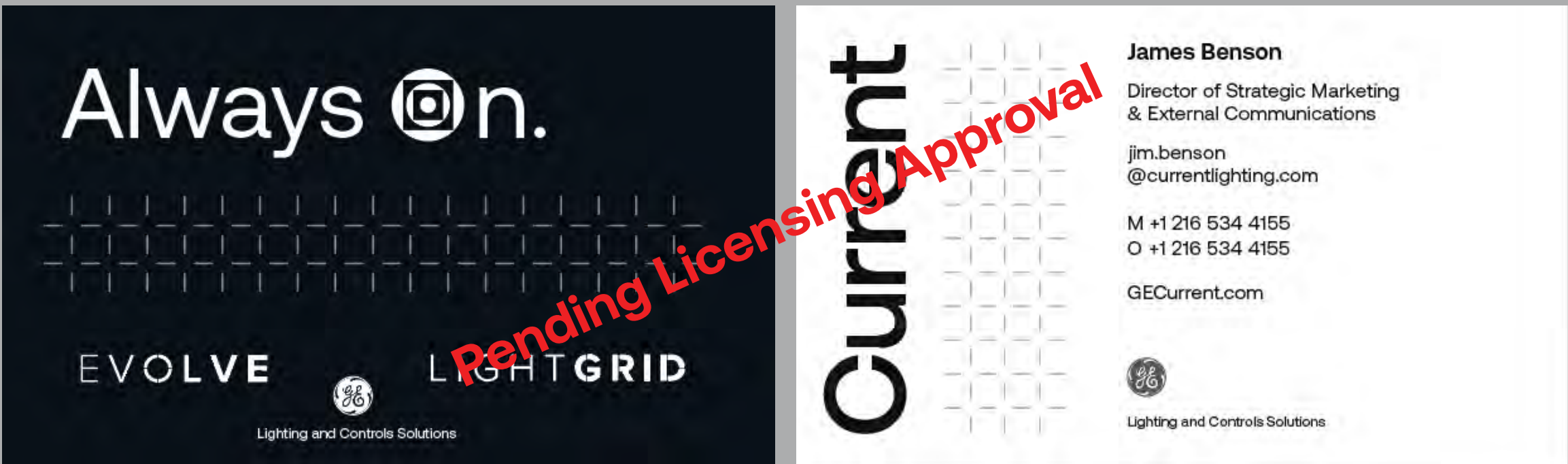
HLI Brands



Specialty



Roadway



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



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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam mollis nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam 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,



Jim Benson

Current

currentlighting.com

1975 Noble Road,
East Cleveland, Ohio, 44112

© 2022 Current Lighting Solutions,
LLC. All rights reserved.



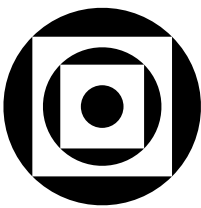


To:JohnDough1423 Steelwave AveLos Angeles, CA 90016

From:1234 Headquarters DrCleveland OH, 65432

Current





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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam 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 zaril delenit augue duis dolore te feugait nulla facilisi.

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Sincerely,

Jim Benson

Current

currentlighting.com

1975 Noble Road,
East Cleveland, Ohio, 44112

© 2022 Current Lighting Solutions,
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

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
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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



James Benson

Director of Strategic Marketing
& External Communications

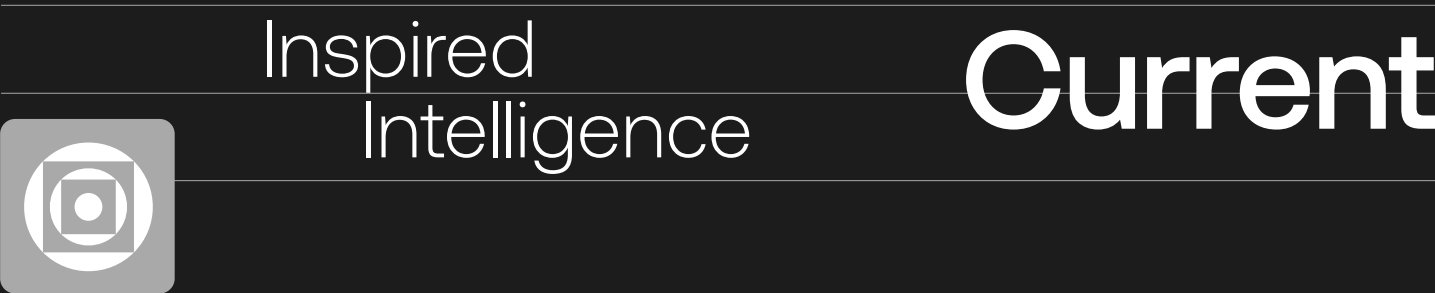
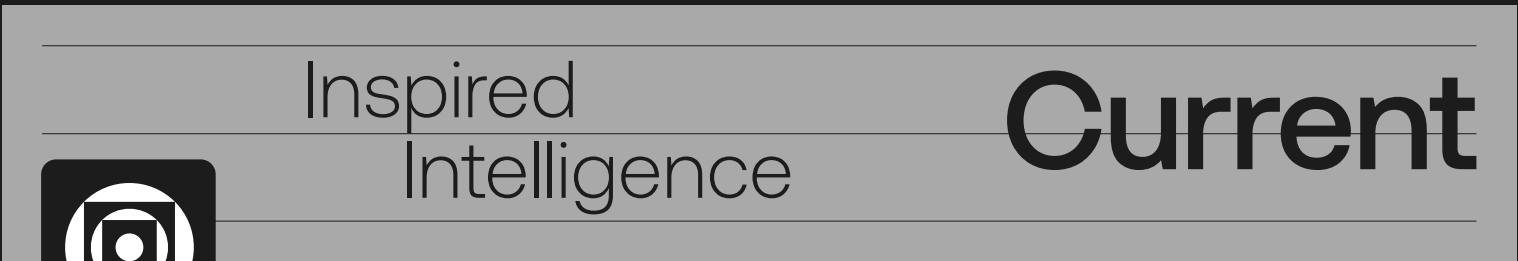
—



+1 216 534 4155


—


currentlighting.com












Current 




Inspired
Intelligence 




Current 




Always On. 






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





Architectural
Lighting

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

Current 



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

Architectural
Lighting

Current 



Current
Lighting

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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



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.

Current Events:

LightFair 2022
June 19-23

Las Vegas Convention Center

Come find us there.

Current



Current Events:


LightFair 2022
June 19-23

We're lighting up Las Vegas.

Las Vegas Convention Center

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



Current Events:


LightFair 2022

We're lighting up Las Vegas.

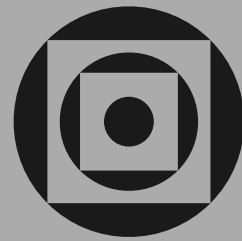
Las Vegas Convention Center
June 19-23

Come find us there.

Current





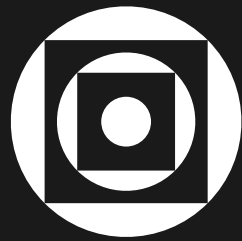


Architectural
Lighting

Inspiration
Guide

Spring
2022

Current

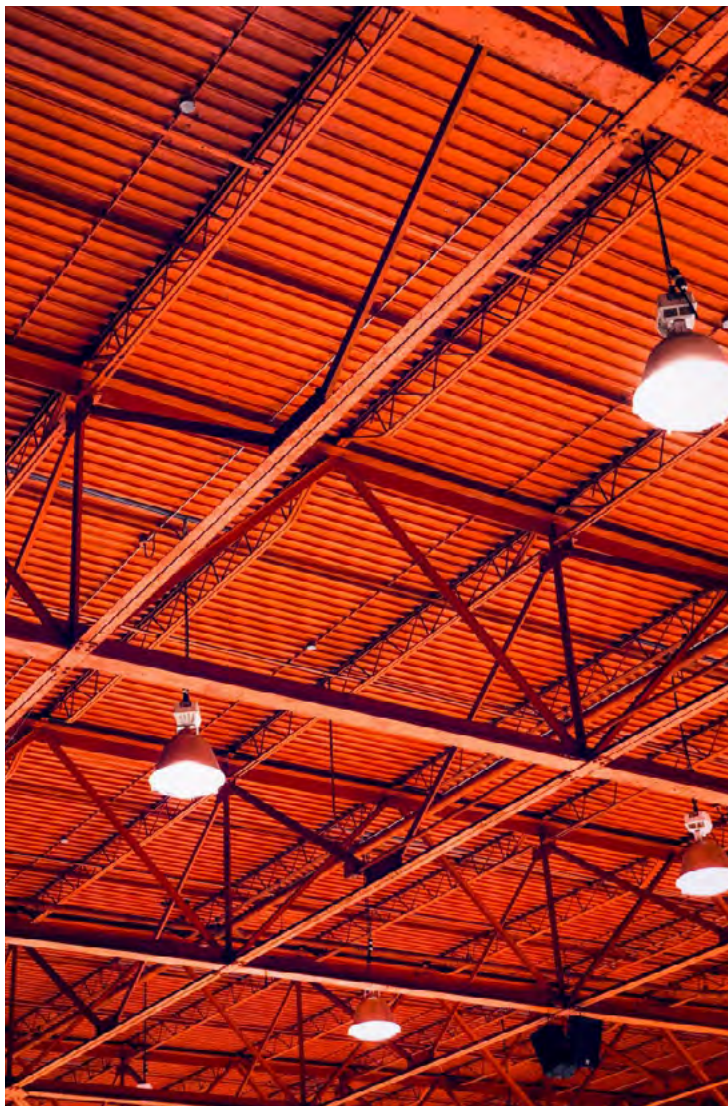
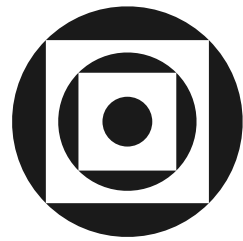


Architectural
Lighting

Inspiration
Guide

Spring
2022

Current



Architectural
Lighting

Inspiration
Guide

Spring
2022

Current






Architectural Lighting

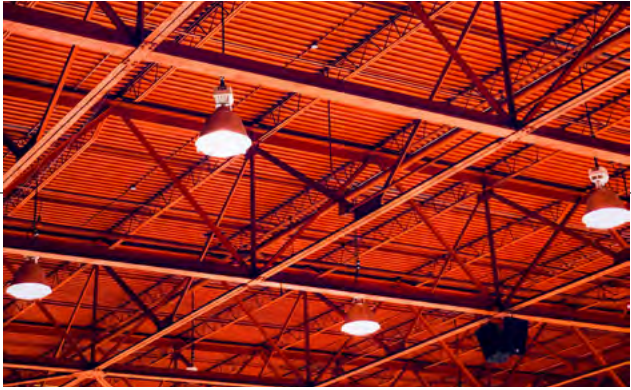
Inspiration Guide

Spring 2022

Current




Inspiration Flows Both Ways



Downlights that Uplift.


Section C
Pg. 13



Simply Suspended.

Section A
Pg. 03

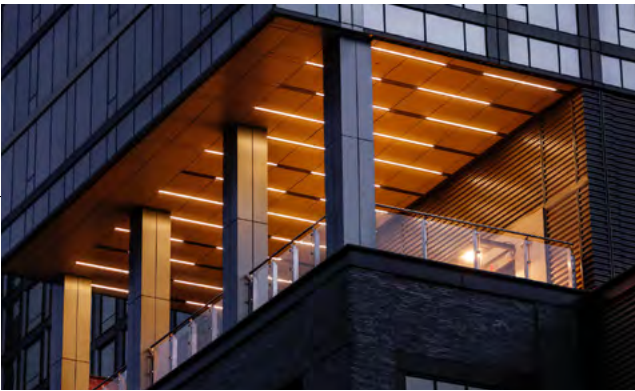
Maximum light meets maximum efficiency with ceiling grid, drywall and a host of recessed lighting solutions that leverage the latest LED technology.



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

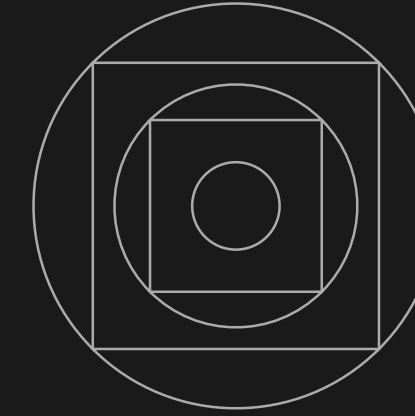
Spring 2022

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5-6

Architectural Lighting



01

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Inspired Intelligence.



Current
Lighting

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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


Placeholder text

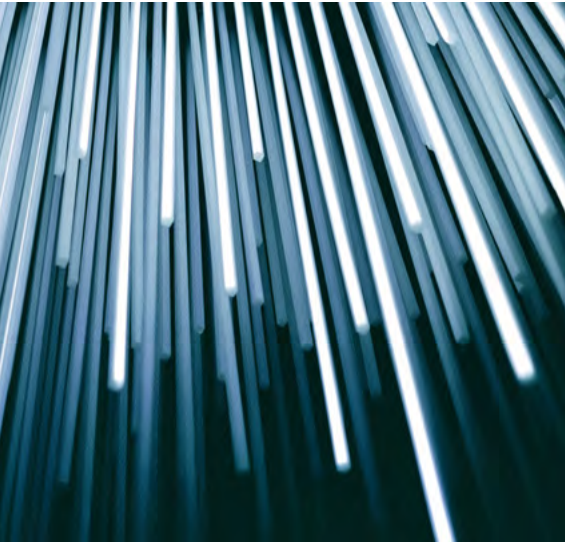
Subheading

Placeholder text

Subheading


Placeholder text

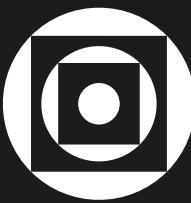
CurrentPresentation Title10



Placeholder text

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

CurrentPresentation Title11

Current

jim.benson@
currentlighting.com

+1216 534 4155
+1123 456 7890

Always
On.



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



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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

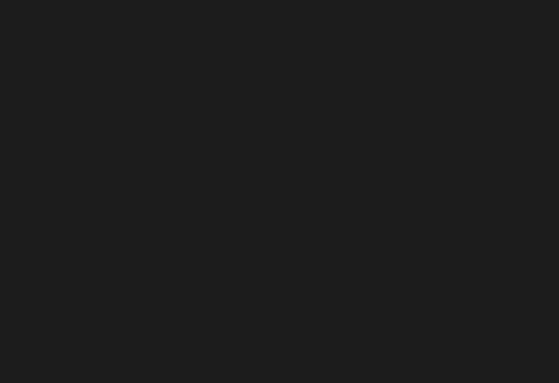


Channel Lettering

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

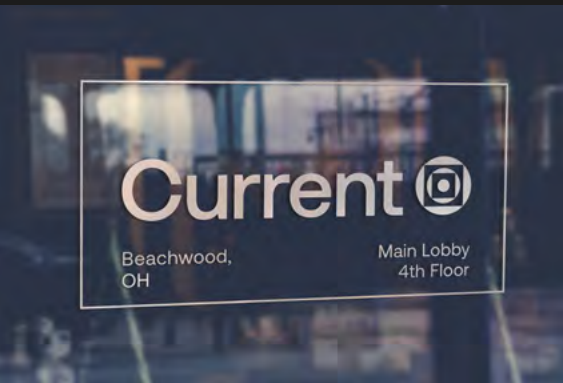


Placards and Secondary Signage

Current Logo Lockup

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

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



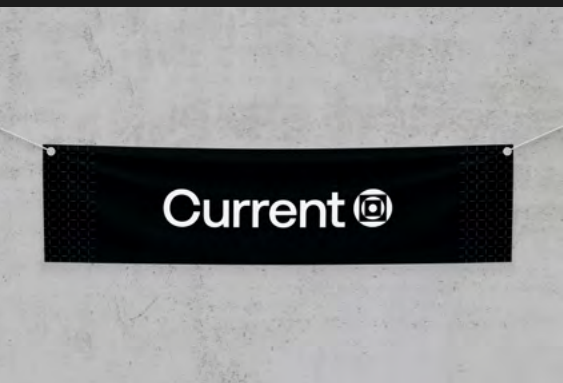
Decorative Banners

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

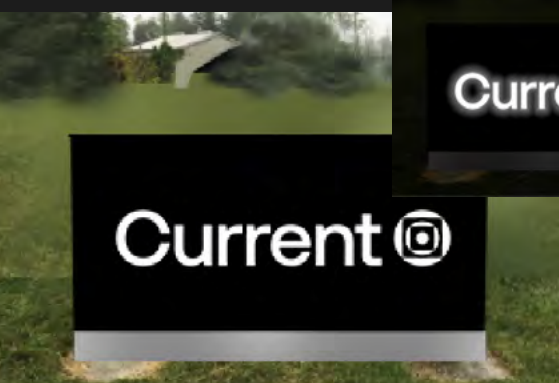


Backlit Cabinet Signs

Current Logo Lockup

Backlighting: 7100K “white” only

Color: White Lettering on dark mounting surfaces



Current
Lighting

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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



^ Main Lobby
< 400-499
> 450-499



^ Main Lobby
< 400-499
> 450-499



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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01. Logos
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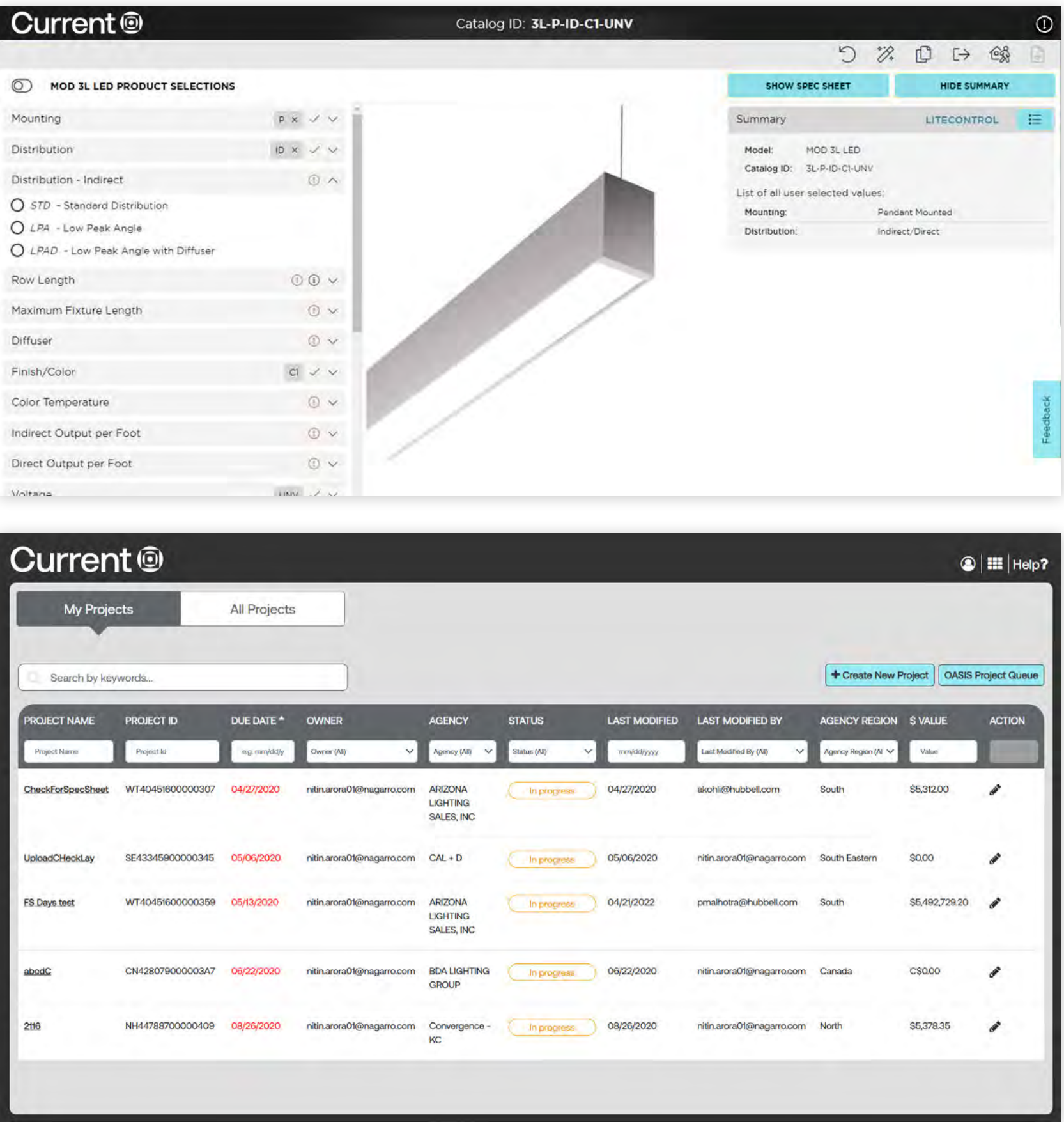
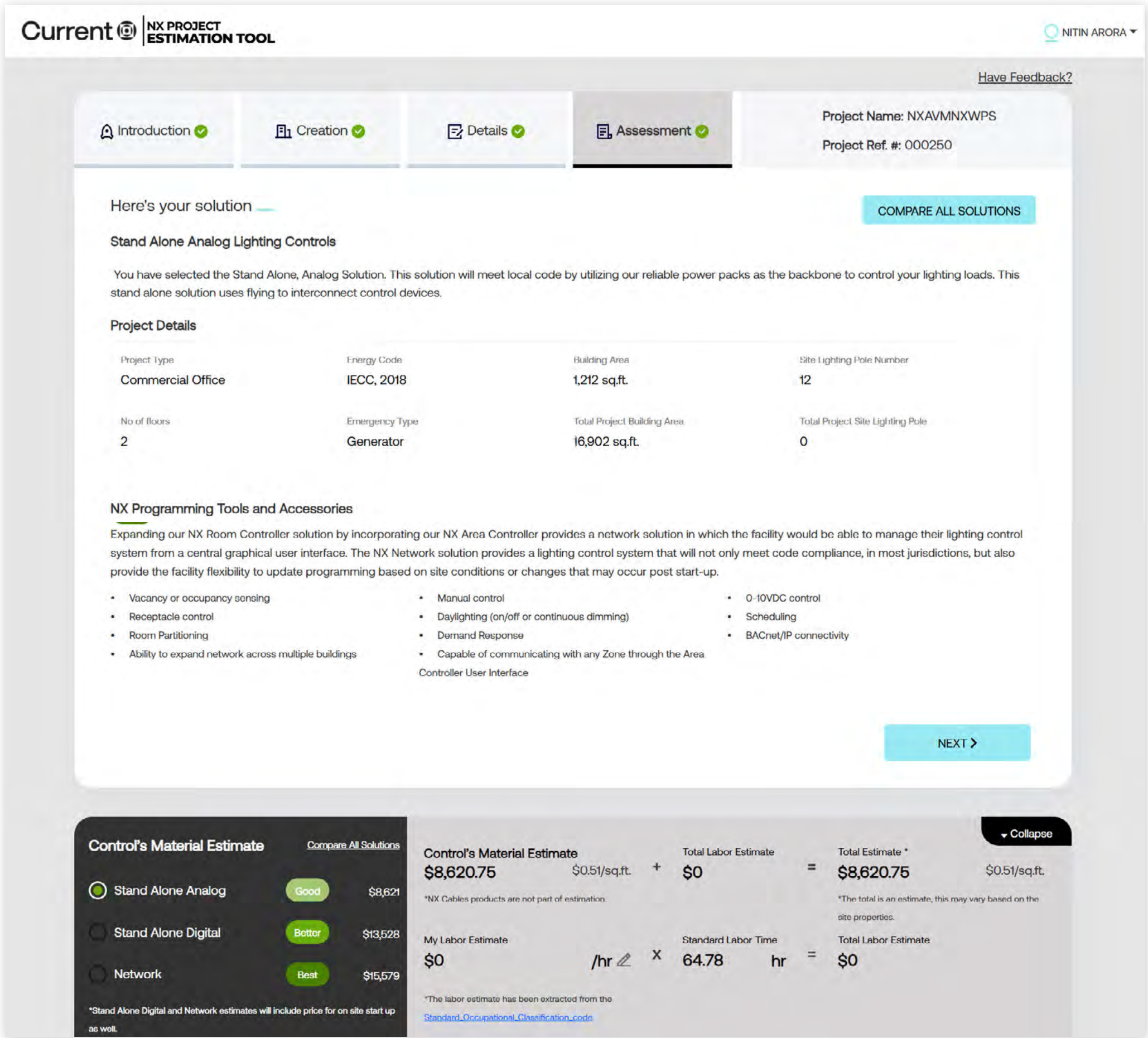
09. Website
10. Brand

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: #d0f5ff

HEX: #d0f5ff

HEX: #d0f5ff

Favicon



Lockups

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

✗

 EnergyDash

✗

 Sales Hub

✗

 IPC



09. Website



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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

Current




The New Current is Here and Always On.

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NAVIGATION

Current

INDUSTRY

THE NEW CURRENT IS HERE AND ALWAYS ON.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDidunt LABORE ET DOLORE MAGNA ALIQUA OUT POLARE ENIM AD MINIM VENIAM.

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INDOOR

OUTDOOR

CONTROLS

BRANDS

APPLICATIONS

RESOURCES

SEARCH

SAVE WITH ENERGY EFFICIENCY REBATES.

DOCUMENTS ON DEMAND.

PRODUCT SPEC SHEETS.

FIND AN AGENT OR DISTRIBUTOR.

Versatile Solutions for Varied Applications

Industrial

Hazardous & Demanding

Roadway & Street

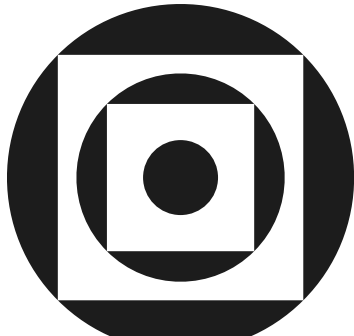
Office

Retail

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

Case Studies

Our Approach

Trainings & Webinars

Explore Our Brands

Current
Lighting

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01. Logos
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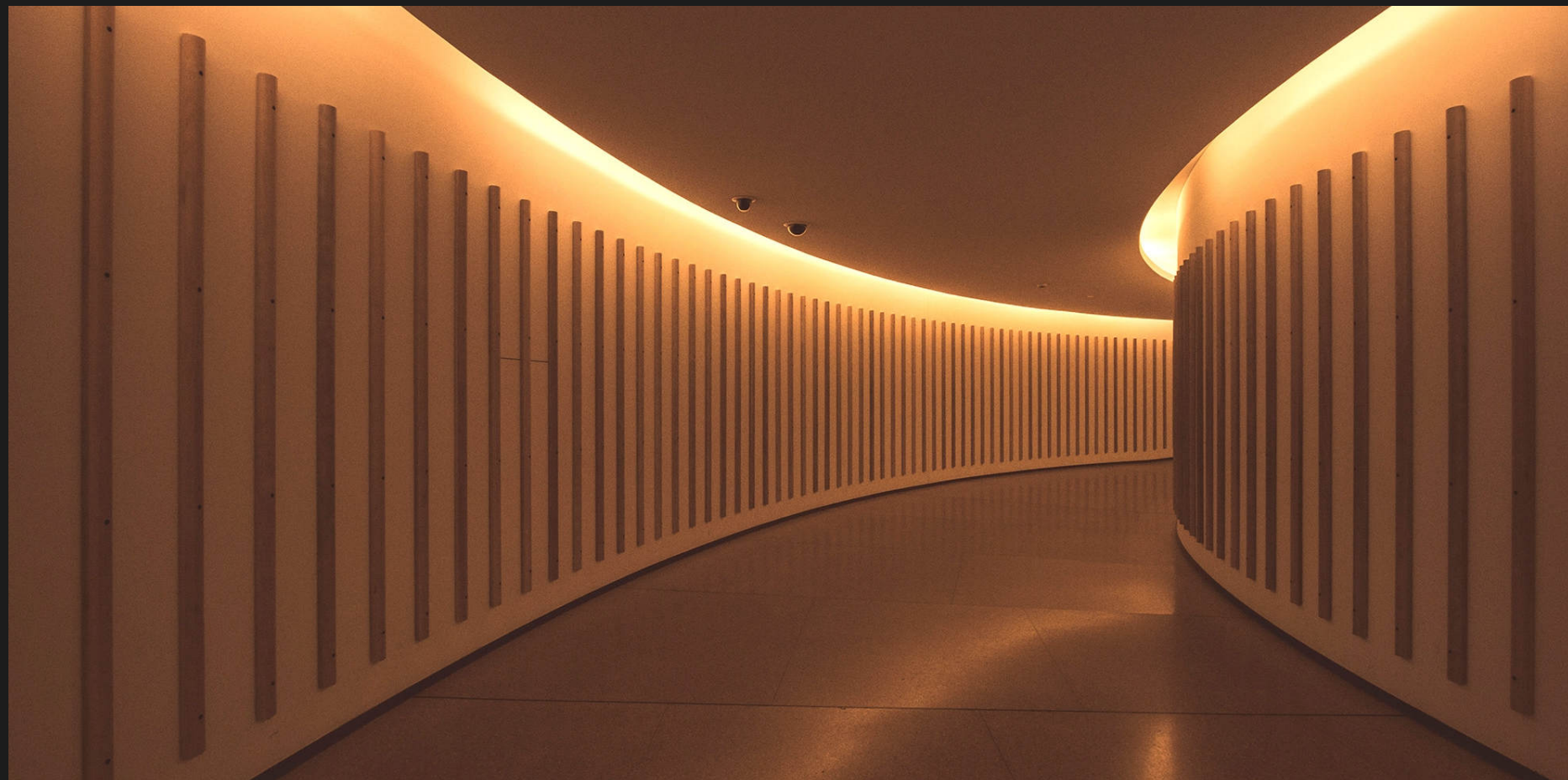
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Current

Always
Focused.

About Current



NAVIGATION

INDOOR

OUTDOOR

CONTROLS

BRANDS

APPLICATIONS

RESOURCES

SEARCH

Current@

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

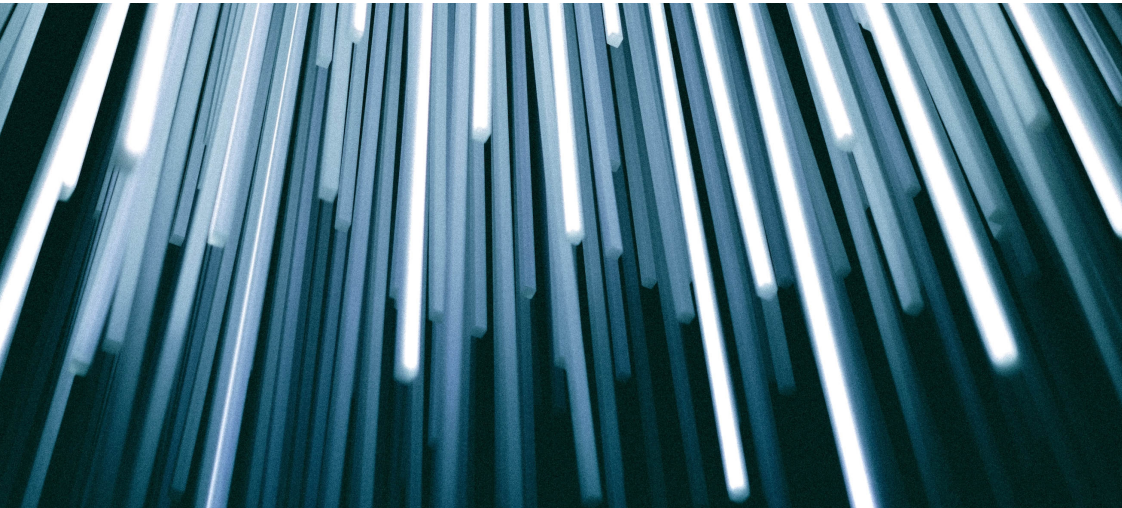
We embrace change and take risks to bring solutions that meet the challenge, move us forward, and make our customers successful.

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.



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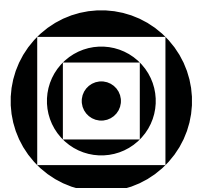
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Our Purpose

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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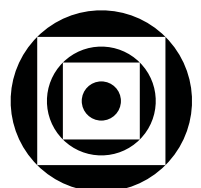
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Our Mission

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.

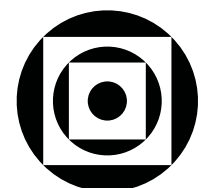
Be decisive and curious. Don't wait for permission, and don't be afraid to take risks. We learn and grow from our mistakes as well as victories.

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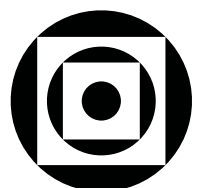
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Our people, products and services are bold in action,
outcome driven, and focused on doing right by
the customer, the environment and the industry,
with unrivaled responsiveness, quality and reliability.

Value Statement

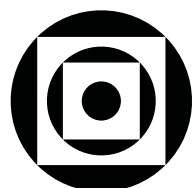


Positioning

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

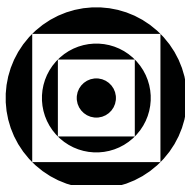
Our tone is approachable, genuine, customer-centric and people-first. We are high tech but also high touch.

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.



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.



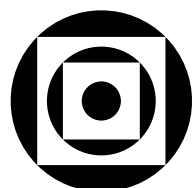
The Brand Translated

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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