

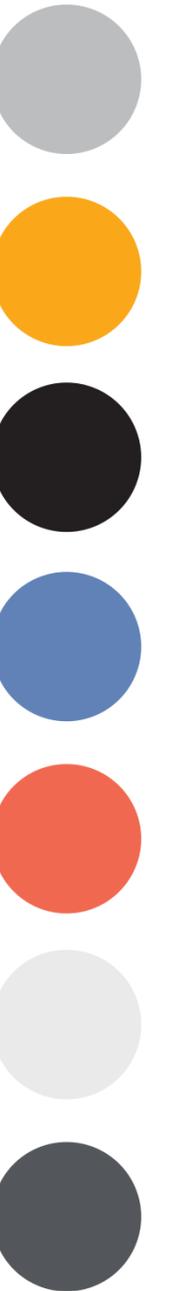


External Brand & Identity Guidelines

REVISED: JUNE 2021

WELCOME.

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PERSONA



Purpose.

GE Current, a Daintree company, enhances spaces with advanced lighting and intelligent controls. We deliver solutions that reduce energy consumption and empower intelligent outcomes in commercial and industrial facilities, cities, greenhouses and all specialty applications in between. We do this with solutions recognized for unbeatable quality and reliability, and a team trusted to get the job done right the first time.



Mission.

Current empowers people to build a smarter future with advanced lighting and intelligent controls. Our team of employees and partners work together to create inspired, uplifting environments that make people safer, more comfortable and more productive.



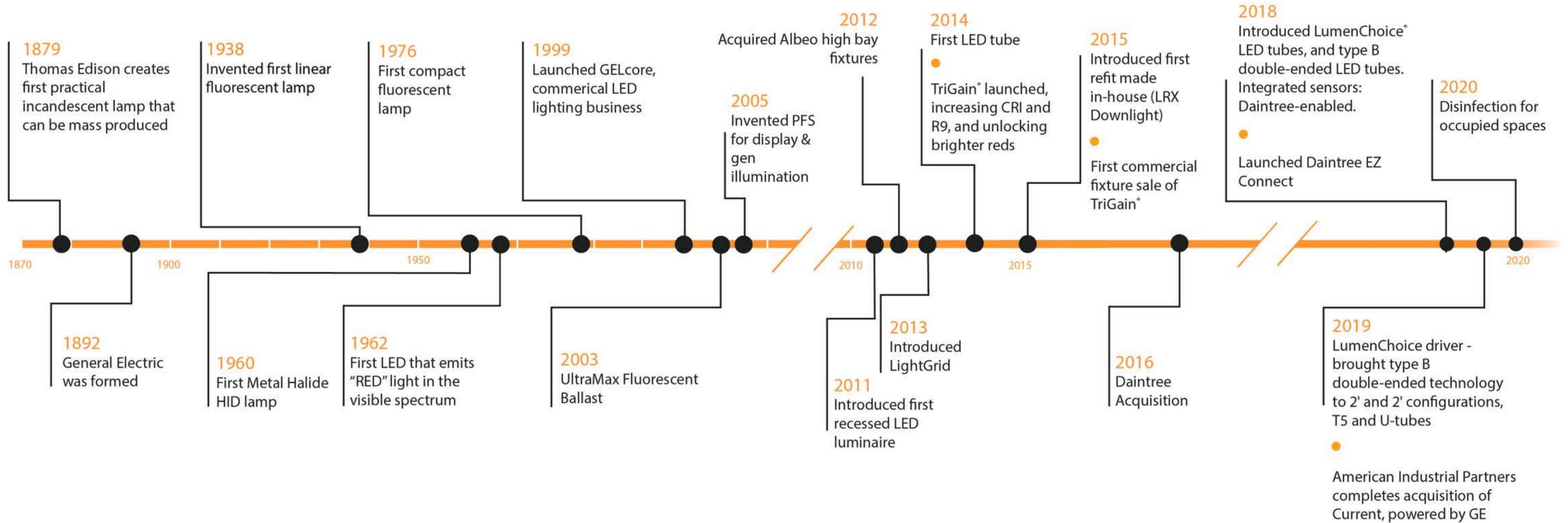
Boilerplate.

About GE Current, a Daintree company

Current enhances commercial, industrial, city and specialty applications with advanced lighting and intelligent controls. Working with our partners, we deliver the best possible outcomes for our customers. See why Current is **always on** at www.gecurrent.com.

HISTORY

Timeline.



NAME

GE Current, a Daintree company

Current has invested in this brand.

Keeping 'GE' in our name reflects our strong lighting foundation and heritage, and the inclusion of Daintree signals the importance of our promising digital future.

Our mission has not changed. We are still focused on delivering energy efficiency and digital productivity outcomes for our customers.

A Few Notes.

Upon first mention, our full company name GE Current, a Daintree company must be used. After that you can refer to the business as Current.

The "c" in Current is lowercase in the logo, but always upper case when spelled out: GE Current, a Daintree company.

"GE CURRENT" MAY NOT BE USED

LOGO



Primary: CMYK

GE current
a Daintree company



Secondary: White

GE current
a Daintree company

Secondary: Black

Logo Sizing.

For print, such as an installation guide, please do not make our logo any smaller than 1.5" wide.

When it comes to digital, no smaller than 150 px wide.

Need our logo?

www.gecurrent.com/media-room



Ratios.

The monogram should not be more than 80% of the height of the Current logo.

This ratio holds true for all branded logos.



GE current
a Daintree company



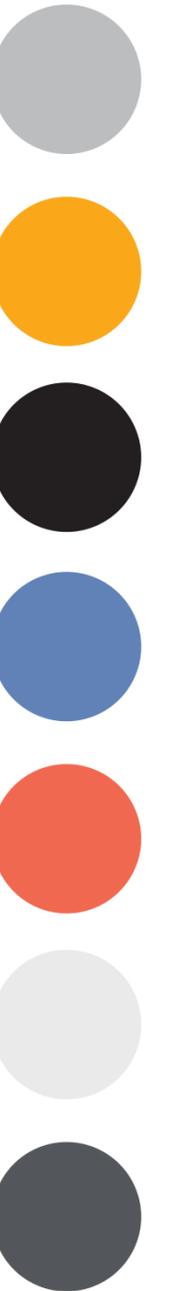
Logo Resizing.

Be careful when resizing our logo and be mindful of how it will be used and displayed.

Attempting to enlarge an image (or logo) could result in distortion or pixelation. Please utilize our website to acquire the highest quality logo for printing, presentations and other uses.



Make sure to hold down the shift key and drag from the corner when resizing. Do not drag from the sides.



Don'ts.

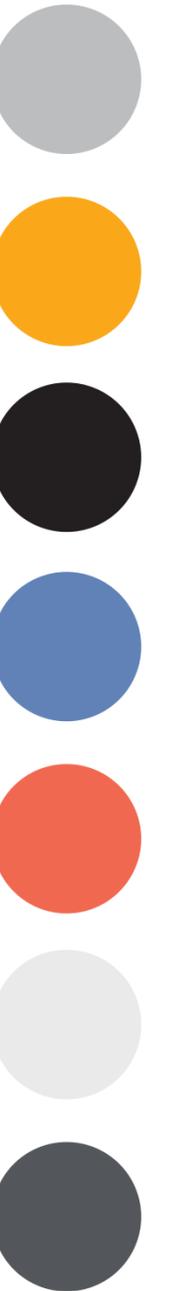
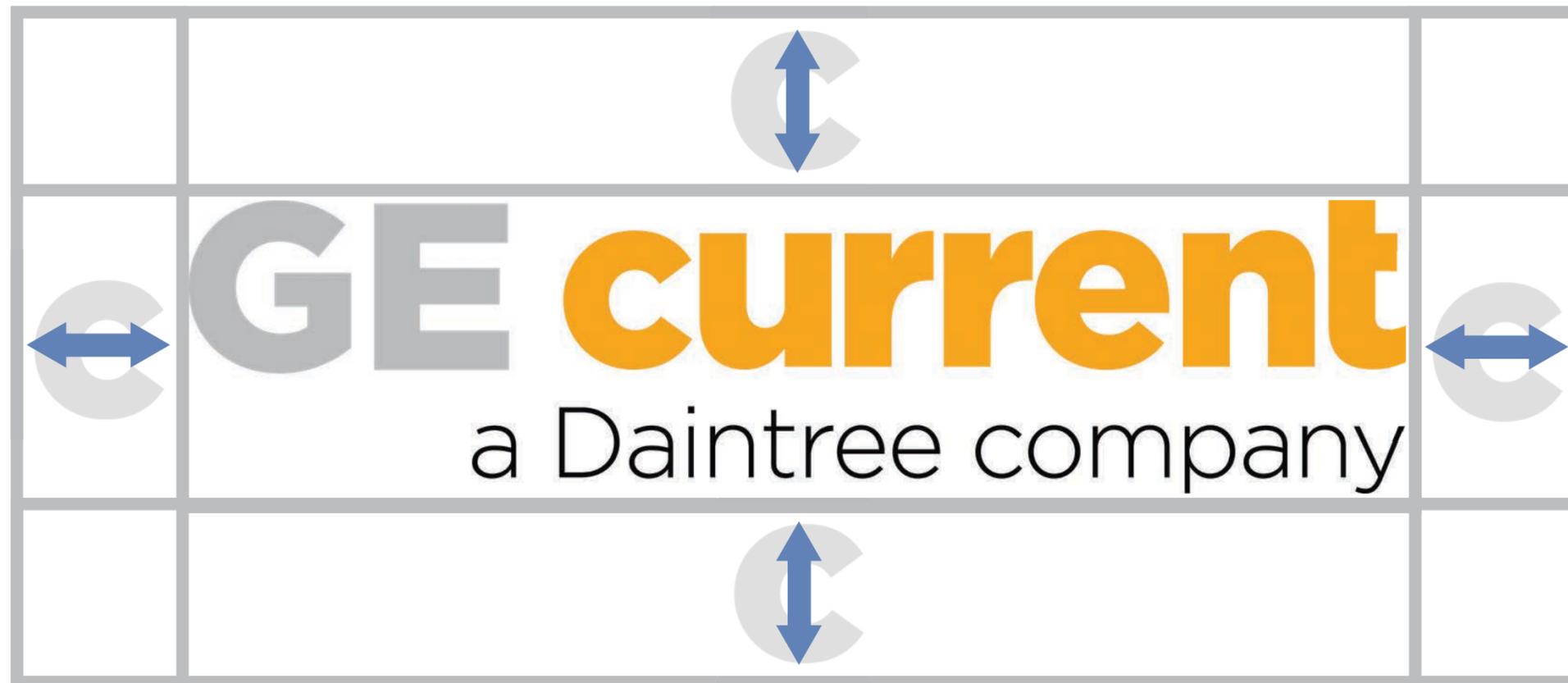


Our logo may not be altered in shape, separated, or distorted in any way. No use of the GE monogram can accompany our logo. Don't place our logo over graphics.



Give It Room To Breathe.

The "c" is the standard reference point for creating minimum "white space". To create the greatest impact, allow even more space around our logo. Do not allow typography, or other graphic elements to enter this space.



Our Logos & Brands.

GE current
a Daintree company

FORUM
LIGHTING

the institute@ **current**

Careers @
current

values@
current

Life @
current

ProLine[®]

Luxscena

365DisInFx[™]
technology

365DisInFx[™] **365DisInFx**[™]
UVC technology UVA technology

RadiantRed[™]
technology

TriGain[®]
technology

RefitAdvantage

QuickConfigure

QuickShip QuickStock

JADEluxe[™]

Daintree
NETWORKED **Daintree**
EZ CONNECT

Daintree
WIRELESS CONTROLS **Daintree**
ONE

Need a logo file?

www.gecurrent.com/media-room

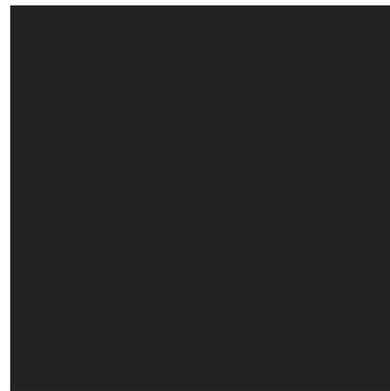
COLORS

Brand Colors.

Primary Colors



Current Orange
Pantone 1375
RGB: 255, 159, 25
CMYK: 0, 45, 96, 0
HEX: #FF9F19



Pantone 419
RGB: 33, 35, 34
CMYK: 73, 65, 65, 72
HEX: #212322

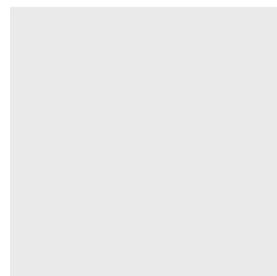


Pantone 14-4203 TPG
(Valor Blue)
RGB: 187, 189, 191
CMYK: 27, 20, 20, 0
HEX: #BBBDBF

Secondary Colors



Pantone Cool Gray 11
RGB: 83, 86, 90
CMYK: 44, 34, 22, 77
HEX: #53565A



Light Gray
RGB: 233, 234, 233
CMYK: 7, 5, 6, 0
HEX: #E9EAE9



Red
RGB: 241, 104, 80
CMYK: 1, 74, 71, 0
HEX: #F16850



Blue
RGB: 95, 130, 182
CMYK: 67, 45, 7, 0
HEX: #6082B6

Brand Colors, Continued.

Branded Colors



Pantone: Cool Gray 10
RGB: 99, 102, 106
CMYK: 0, 0, 0, 70
HEX: #63666A



RGB: 204, 31, 37
CMYK: 11, 99, 97, 2
HEX: #CC1F25



Current Orange
RGB: 255, 159, 25
CMYK: 0, 45, 96, 0
HEX: #FF9F19



Pantone 419
RGB: 33, 35, 34
CMYK: 73, 65, 65, 72
HEX: #212322



TriGain[®]
technology



Pantone 14-4203 TPG (Valor Blue)
RGB: 187, 189, 191
CMYK: 27, 20, 20, 77
HEX: #BBBDBF

RadiantRed[™]
technology

365DisInFx[™]
technology

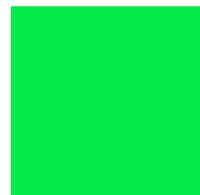

Daintree
WIRELESS CONTROLS

Brand Colors, Continued.

Branded Colors



Pantone: Cool Gray 10
RGB: 99, 102, 106
CMYK: 0, 0, 0, 70
HEX: #63666A



RGB: 0, 235, 72
CMYK: 66, 0, 100, 0
HEX: #00EB48

JADEluxe™

ProLine®



Pantone: Cool Gray 10
RGB: 99, 102, 106
CMYK: 0, 0, 0, 70
HEX: #63666A

RefitAdvantage



Current Orange
RGB: 255, 159, 25
CMYK: 0, 45, 96, 0
HEX: #FF9F19

QuickShip



Blue
RGB: 95, 130, 182
CMYK: 67, 45, 7, 0
HEX: #6082B6

QuickStock
QuickConfigure

CO-BRANDING

Co-Branding.

- Logos should be placed horizontally when possible
- Only Current's CMYK colored logo should be used for lockups
- A vertical line should be used to separate logos
- Logos should be the same visual size

All co-branding must be approved by Current's marketing team.

GE current
a Daintree company

 **FORUM**
LIGHTING

FONT

Current's Font.

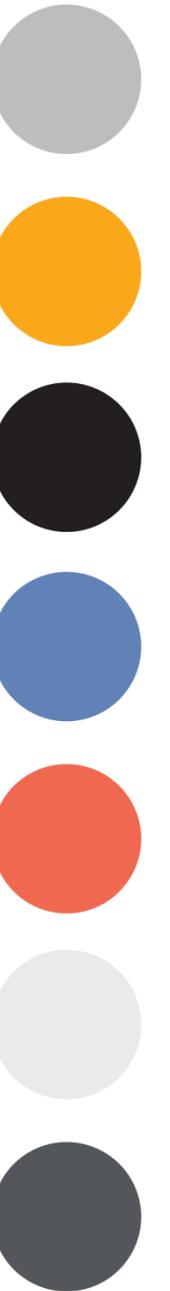
To change your default font in Word to Segoe UI, follow these steps:

- Hit Ctrl+D
- Select font
- Click 'Set as Default'
- Click OK

SEGOE UI

bold | *bold italic* | *italic* | regular | light | *light italic* | semilight | *semilight italic* | semibold | *semibold italic* | black | *black italic*

Standard with Windows machines.
Must be downloaded for MAC.



LEGAL LANGUAGE

Legal Language.

Usage Guidelines with TM & [®]

**LEGAL TERMS MUST
ACCOMPANY ALL
COLLATERAL WITH
COMPANY LOGO**

Logo Only  **GE current**
a Daintree company

© 2021 Current Lighting Solutions, LLC. All rights reserved. GE is a trademark of the General Electric Company and is used under license.

Product & GE Monogram 

© 2021 Current Lighting Solutions, LLC. All rights reserved. GE and the GE monogram are trademarks of the General Electric Company and are used under license. Information provided is subject to change without notice. All values are design or typical values when measured under laboratory conditions.



GE & GE MONOGRAM USAGE

Current will continue to have access to the GE monogram for use with our products and services in the industries in which we operate today.

- “GE” may not be used as a part of product name (i.e., “GE [Product]” is not permitted). However, when required in limited circumstances within body copy or verbal references, “GE” may be used with a general product category (e.g., “Current offers GE LED lighting products that provide our customers a unique...”). This approach is not intended for stand-alone titles or headers (e.g., “GE LED Lighting Products” should not be used as the title of a brochure).
- The monogram must be positioned on its own, visually, and use should be limited to the sale and service of products on product-specific touch points.
- Prominence (position, size, color, etc.) relative to the offering brand mark / logo should help ensure the monogram is not perceived as representing the offering company brand.
- The monogram can and should be positioned in close proximity to the product content, but generally should not appear in a direct ‘lock-up’ with any other text or visual element.

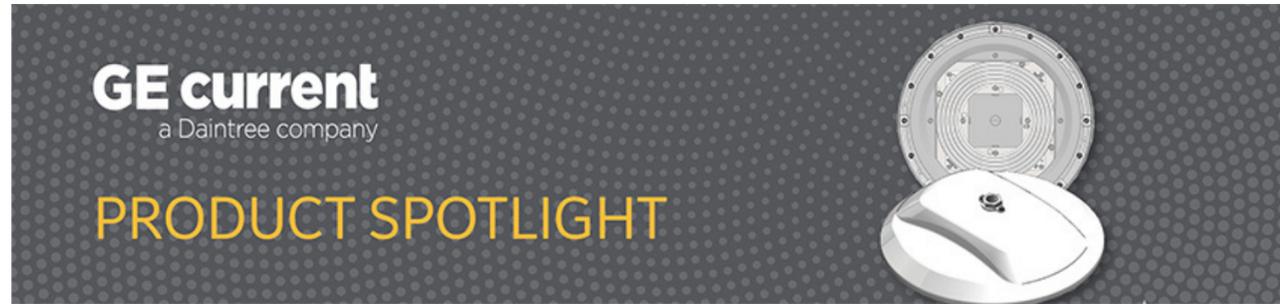
GE Monogram, Continued.



Pantone: Cool Gray 10
RGB: 99, 102, 106
CMYK: 0, 0, 0, 70
HEX: #63666A

- Avoid featuring the monogram in black, however, with a product name plate - it can be black if that is required from a manufacturing perspective.
- The monogram should be Pantone: Cool Gray 10 unless placed on a dark background where white is acceptable.
- Don't allow the monogram over graphics.
- The monogram should have at least 1x the width of the monogram in spacing around it, preferably 1.5x or 2x.
- Make sure the monogram is clear and readable.

Some Samples.



GE current
a Daintree company

PRODUCT SPOTLIGHT



WIDTH OF 1
MONOGRAM

Evolve™ Compact Low Wattage Area Light (EACL)

CONTENT BELOW LINE

GE current
a Daintree company

Lumination® PVT
Proline® Volumetric T-Grid



12345678 1234567890123456789012345678901234567890



Use: Interior/LED
1234567 VAC, 50/60 Hz,
12345 A Max, 123 Watt, 1234 kWh

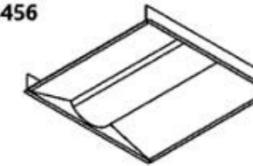


SN: 12345678901234567890

Assembled in Mexico
Fabriqué au Mexique
Hecho en México

CONT: 1 PC/PZ.
2021-04-01

123456



Customer: 123456789012345678901234
Type: 123456789012345678901234
Sales Order: 123456789012345678901234

Current Lighting Solutions, LLC
1975 Noble Road
Cleveland, Ohio 44112 USA



• Lo
• Er
• M
• Li

GED100MVP1480L
SAP:95045876
PC:509404

UltraMax®
Programmable
LED Driver

LED Driver, 100W, Multivolt input, 480mA
Programmable, 0-10V dimming,
North America
Country of Origin: Vietnam
Voltage: 120-277V

QTY: 10

Date
Firmware:

509404

UL LISTED
LED DRIVER
E340135

UltraMax®
Programmable
LED Driver

GED100MVP1480L
SAP:95045876
PC:509404

509404

INPUT
Voltage 120-277 VAC 50/60 Hz
Current 0.9-0.41 Amps
PF>0.9

OUTPUT
280VDC Max
200-480mA Output
100Watts

120-277V

120-270V
0-10V Class 2 dimming wire
Min Start Temp -40°C
Tc=85°C Max
Class 1 per UL 8750
Class P per UL 8750
FCC Part 15, Non-Consumer
CAN ICES-005(A)/NMB-005(A)
High Power Factor
Sound Rated A
Constant Current Isolated
For Connections Use Wire Rated
for at Least 90°C (194 F)
Install and Ground per National
Electric Code
For Dry or Damp Locations

Made in Vietnam, Designed & Distributed
by GE Current, a Daintree company
Nela Park, Cleveland, Ohio 44112

Firmware:

For technical assistance call:
1-800-327-0097

UL LISTED
LED DRIVER
E340135

WARNING/AVERTISSEMENT
Risk of electric shock. Disconnect power before servicing or installing product.
Risque de choc électrique. Débrancher l'alimentation électrique avant tout entretien ou l'installation de ce produit.

PARTNER / SUPPLIER LOGO TERMS

Licensee channel partner sites that display logos of brand partnerships should feature the name and / or logo of the offering brand (GE Current, a Daintree company).

All external links related to GE-licensed products must refer back to GE Current, a Daintree company and its websites.

Based on existing examples of line cards, many of the company logos have enough space to leverage the new visual setup / watermark / logo for “GE Current, a Daintree company.” Using that new logo includes the “GE” trade name, still allowing channel partners to sell with the GE name, but with clear attribution.

- Use of the monogram in isolation on channel partners sites is **not permitted**.
- Just using “GE Current” as a logo is **not permitted** on channel partner sites. We want to avoid representing GE Current as a stand-alone GE business. Full company name must be used: GE Current, a Daintree company.

Channel partners should follow their own identity guidelines when designing business cards and may feature the logo of the offering brand (GE Current, a Daintree company), if they wish. **Brand identity elements from GE - including the monogram - may not be used.**

The GE Current, a Daintree company logo must be equal surface proportions of its partners logo.

Partners must comply with logo white space requirements and respective logo sets. Current's logo may not be altered in shape, separated, or distorted in any way. No use of the GE monogram can accompany GE Current, a Daintree company's logo.

