

CURRENT™



BRAND GUIDE





CURRENT ARTSPACE OFFERS THRILLING, DYNAMIC IMMERSIVE ARTS EXPERIENCES CREATED BY THE MOST ELECTRIC ARTISTS WORKING TODAY. NO SITTING QUIETLY IN THE ORCHESTRA HERE—WE WANT YOU TO BE DAZZLED, SURPRISED, AND EMPOWERED. AND MOST OF ALL, WE WANT YOU TO BE A PART OF EVERY ADVENTURE.

IN THE **STUDIO AT CURRENT**, OUR VISIONARY VISITING ARTISTS AND ARTISTS-IN-RESIDENCE WILL EXPLORE NEW PROJECTS AND IDEAS, WHILE YOU CAN FIND EVERYTHING FROM BEHIND-THE-SCENES ARTIST TALKS TO CREATIVE WORKSHOPS AND COMMUNITY EVENTS.

STUDIO
at **CURRENT**

Tone

AS A PIONEERING, AVANT-GUARD ARTISTIC ENTERPRISE, CURRENT EXUDES AN INVITING AND INTRIGUING CONFIDENCE IN ITS OUTREACH AND COMMUNICATION. INTERESTING LANGUAGE IS THE CURRENCY WE DEAL IN, A FUNDAMENTAL FEATURE THAT COMBINES WITH IMAGINATIVE VISUAL STYLE TO FORM OUR UNIQUE SELLING PROPOSITION.

Voice

CURRENT SPEAKS WITH CONVICTION IN ASSERTING A FORWARD-THINKING ATTITUDE WHICH DELVES INTO ELEMENTS OF THE ENGLISH LANGUAGE THAT STRIKE CHORDS AND TOUCH EMOTIONS.



Inventive

UNIQUE, SURPRISING, VISIONARY



Engrossing

MAGNETIC, KINETIC, COPASETIC



Unforgettable

HAUNTING, RESONATING, REFLECTIVE



Brilliant

STARTLING, CAPTIVATING, MULTIFACETED

Current is

EXPERIMENTAL

IMMERSIVE

ENGAGING

GROUND-BREAKING

UNEXPECTED

ENLIGHTENING

THOUGHT-PROVOKING

INSPIRING

Current is not

TYPICAL

DERIVATIVE

ORDINARY

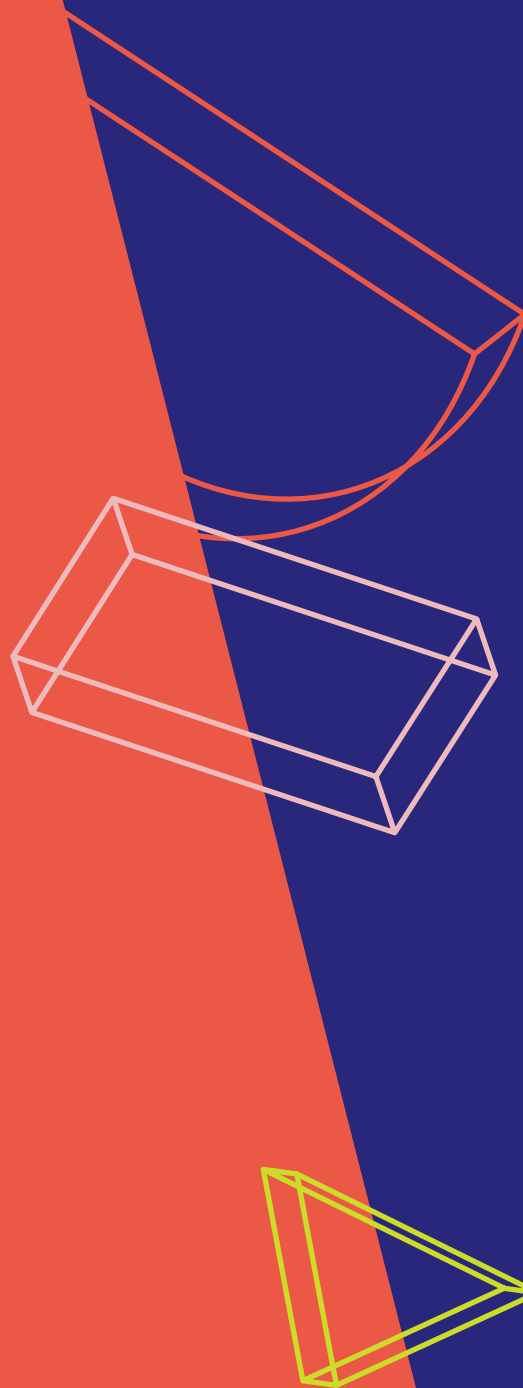
TRADITIONAL

BORING

CONSERVATIVE

ME-TOO

S.O.P.



CURRENT™

CURRENT™

CURRENT™

CURRENT™

CURRENT™

LOGO FULL



CURRENT™
ArtSpace + Studio



CURRENT™
ArtSpace + Studio



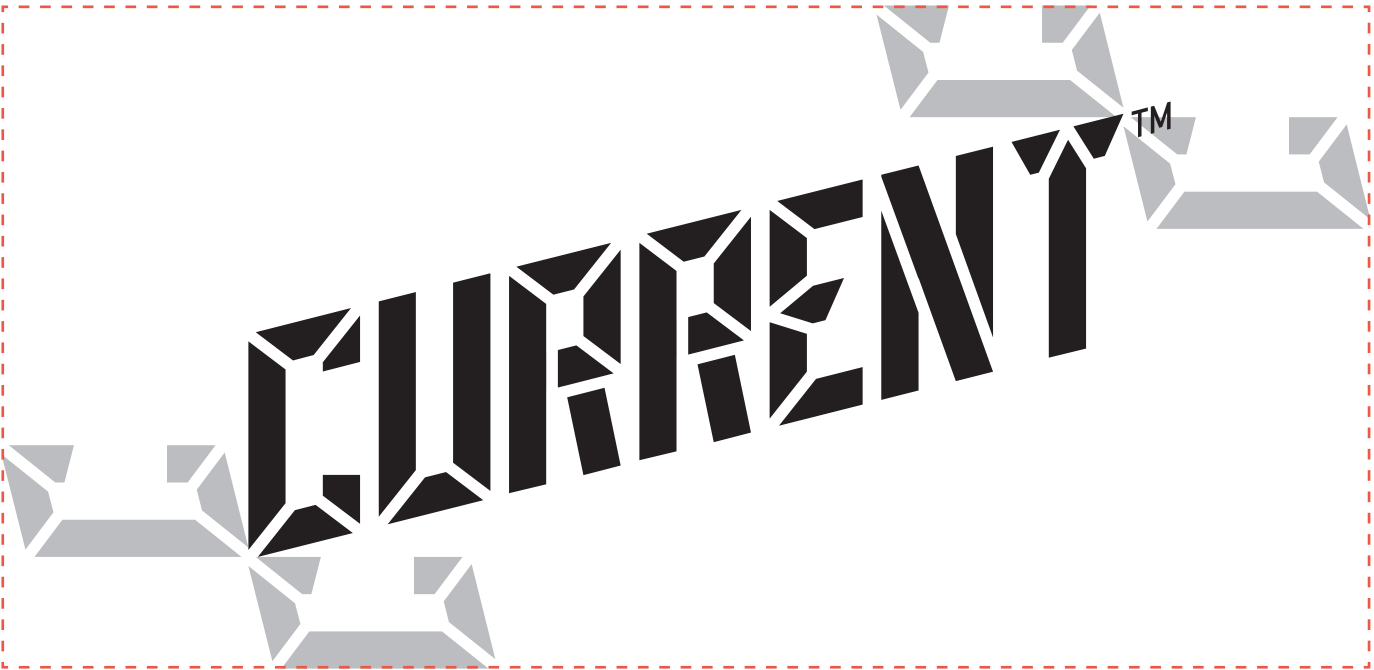
CURRENT™
ArtSpace + Studio

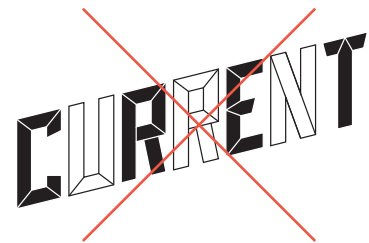
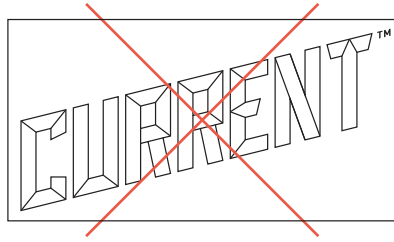
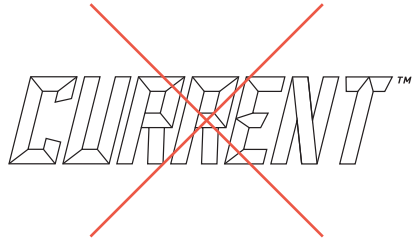
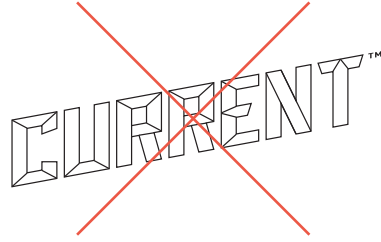
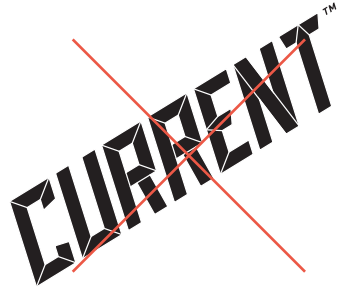


CURRENT™
ArtSpace + Studio

STUDIO
at **CURRENT™**

STUDIO
at **CURRENT™**





LOGO INCORRECT USE



PRINT

DIN OT

BOLD | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”

BOLD ITALIC | *ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”*

LIGHT | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”

LIGHT ITALIC | *ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”*

WEB

Roboto

BOLD | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”

BOLD ITALIC | *ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”*

LIGHT | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”

LIGHT ITALIC | *ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”*

Poppins

BOLD | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”

LIGHT | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890,..;“!?”

Farfalle

COMPAGNIA TPO

THROUGH DANCE, MUSIC, DIGITAL MEDIA AND INTERACTIVE TECHNOLOGIES, THIS WONDROUS THEATRICAL EXPERIENCE INVITES CHILDREN OF ALL AGES TO MOVE, PLAY AND PAINT IN THE AIR AS THEY WITNESS THE METAMORPHOSIS OF CHRYSALIS TO BUTTERFLY.

Revolution Now!

GOB SQUAD

THROUGH DANCE, MUSIC, DIGITAL MEDIA AND INTERACTIVE TECHNOLOGIES, THIS WONDROUS THEATRICAL EXPERIENCE INVITES CHILDREN OF ALL AGES TO MOVE, PLAY AND PAINT IN THE AIR AS THEY WITNESS THE METAMORPHOSIS OF CHRYSALIS TO BUTTERFLY.

PERFORMANCE TITLE DIN OT Bold Italic, Tracking -20

ARTIST NAME DIN OT Bold, Caps, Tracking 50

PERFORMANCE DESCRIPTION DIN OT Light, Caps, Tracking 50

“Con et dolorro cus nimolorem
ea exeri **ilitemodi dus cullaut**
reseritatia inus non eum
erspidios maios nisquisciet!”

QUOTE DIN OT Bold, Tracking -20

**LUPTATUSA AUT VOLUPTA TEMPORE CTURESS IMOLUPID
UT PELENTO RITIUM NON NE SIMUS.**

SUBHEAD DIN OT Bold, Caps, Tracking 50

Xersprien deliquatur maximus ulpa eumquiate od quo que num volupti usdandipsunt et aut utende raepudiscim quiat ante doles eum faccabo reiusda dictiumque volore plistion easti nisque sequia est ad escia et fugitatio doloreris aut inctis sum consequo moles aut est, que expelenima dolupic tem eum aut fugias aut aut il il ma deliqui beaqui ne mi, ut voluptati autet quibus.Otat ipidus mos im aces derrovidusam nonsecae porumqu

BODY COPY DIN OT Light, Tracking 20



C 0 / M 0 / Y 0 / K 100

R 0 / G 0 / B 0

HEX #000000

PMS BLACK C



C 96 / M 96 / Y 0 / K 22

R 43 / G 40 / B 123

HEX #2B287B

PMS 2735 C



C 100 / M 0 / Y 67 / K 0

R 0 / G 168 / B 131

HEX #00A883

PMS 334 C

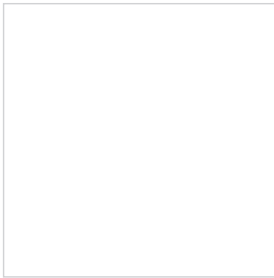


C 2 / M 80 / Y 75 / K 0

R 235 / G 89 / B 71

HEX EB5947

PMS 179 C



C 0 / M 0 / Y 0 / K 0

R 255 / G 255 / B 255

HEX #FFFFFF



C 24 / M 0 / Y 100 / K 2

R 205 / G 220 / B 41

HEX #C3D500

PMS 382 C



C 4 / M 31 / Y 14 / K 0

R 231 / G 196 / B 181

HEX #EDB9BE

PMS 196 C



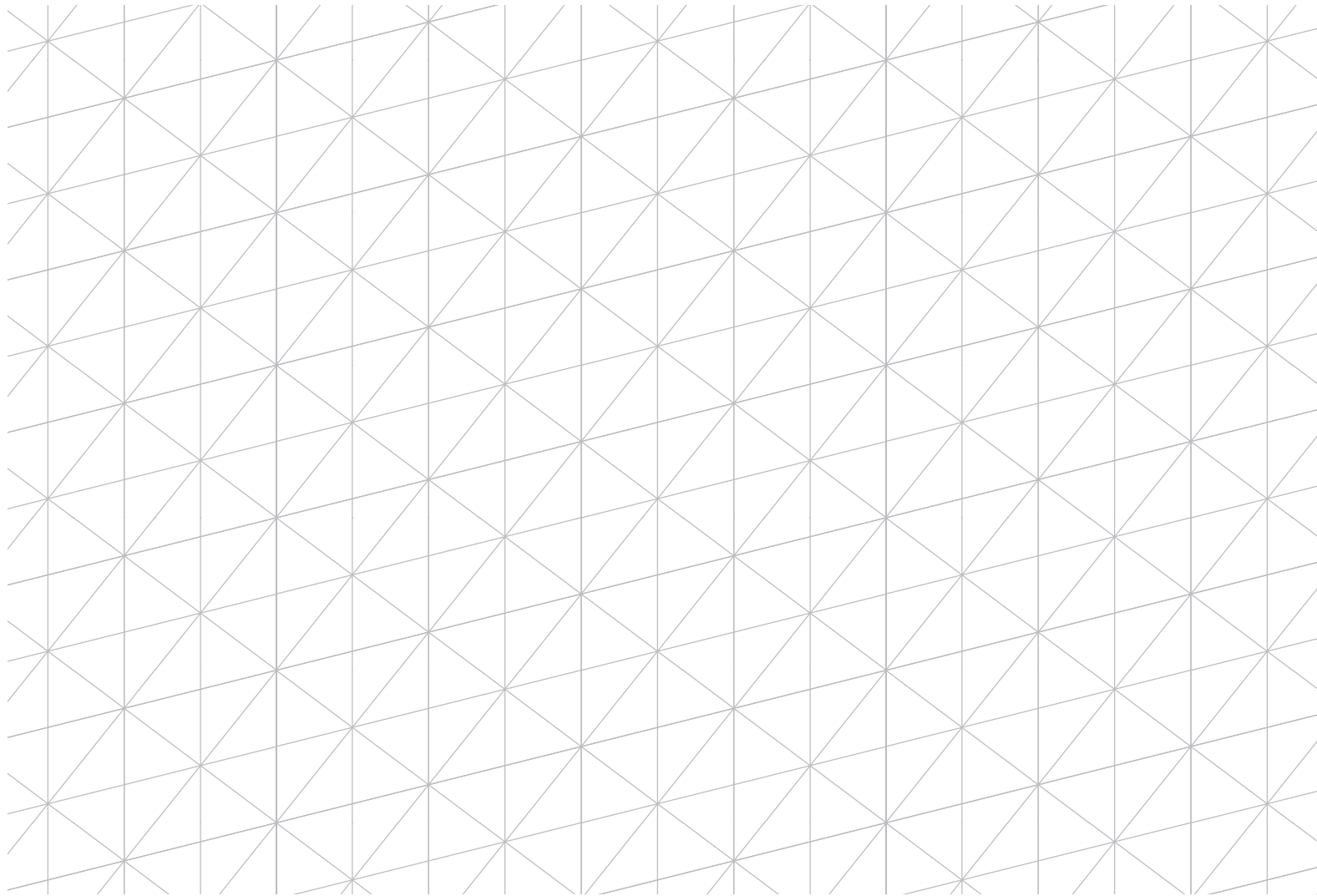
C 0 / M 0 / Y 0 / K 90

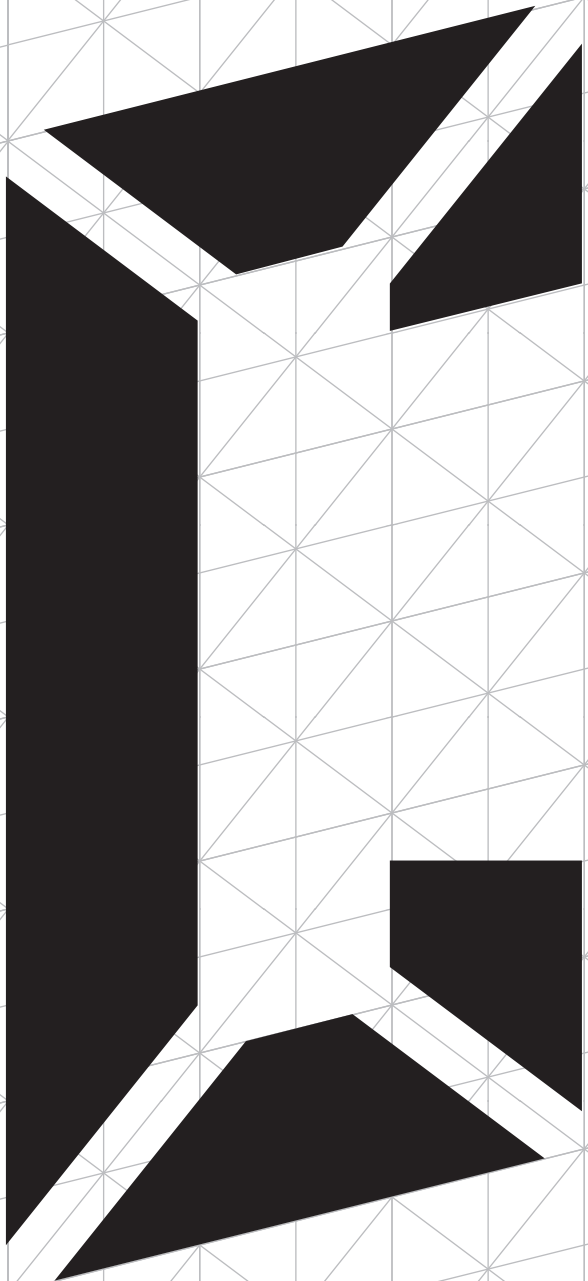
R 65 / G 64 / B 66

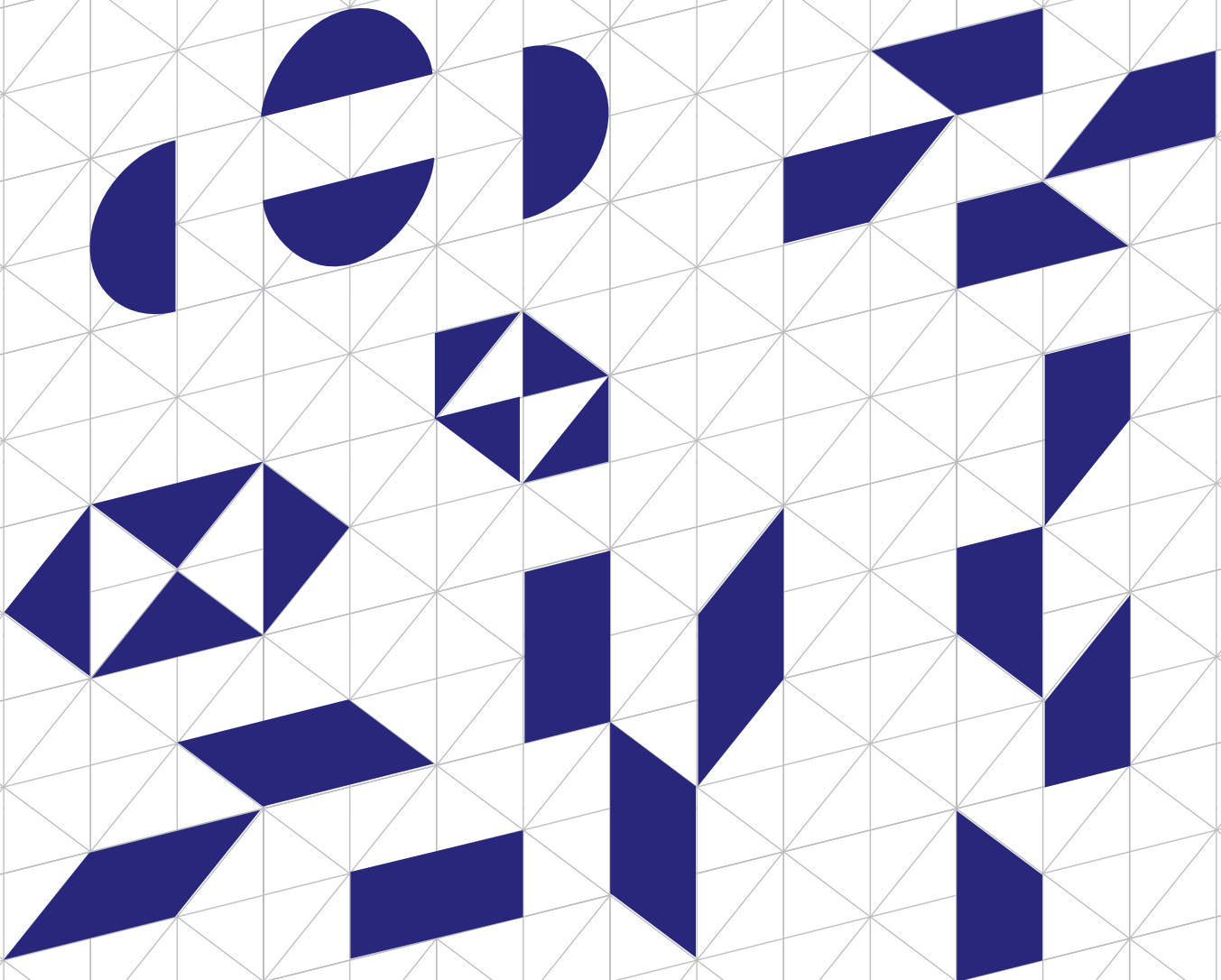
HEX #414042

PMS BLACK C - 90%

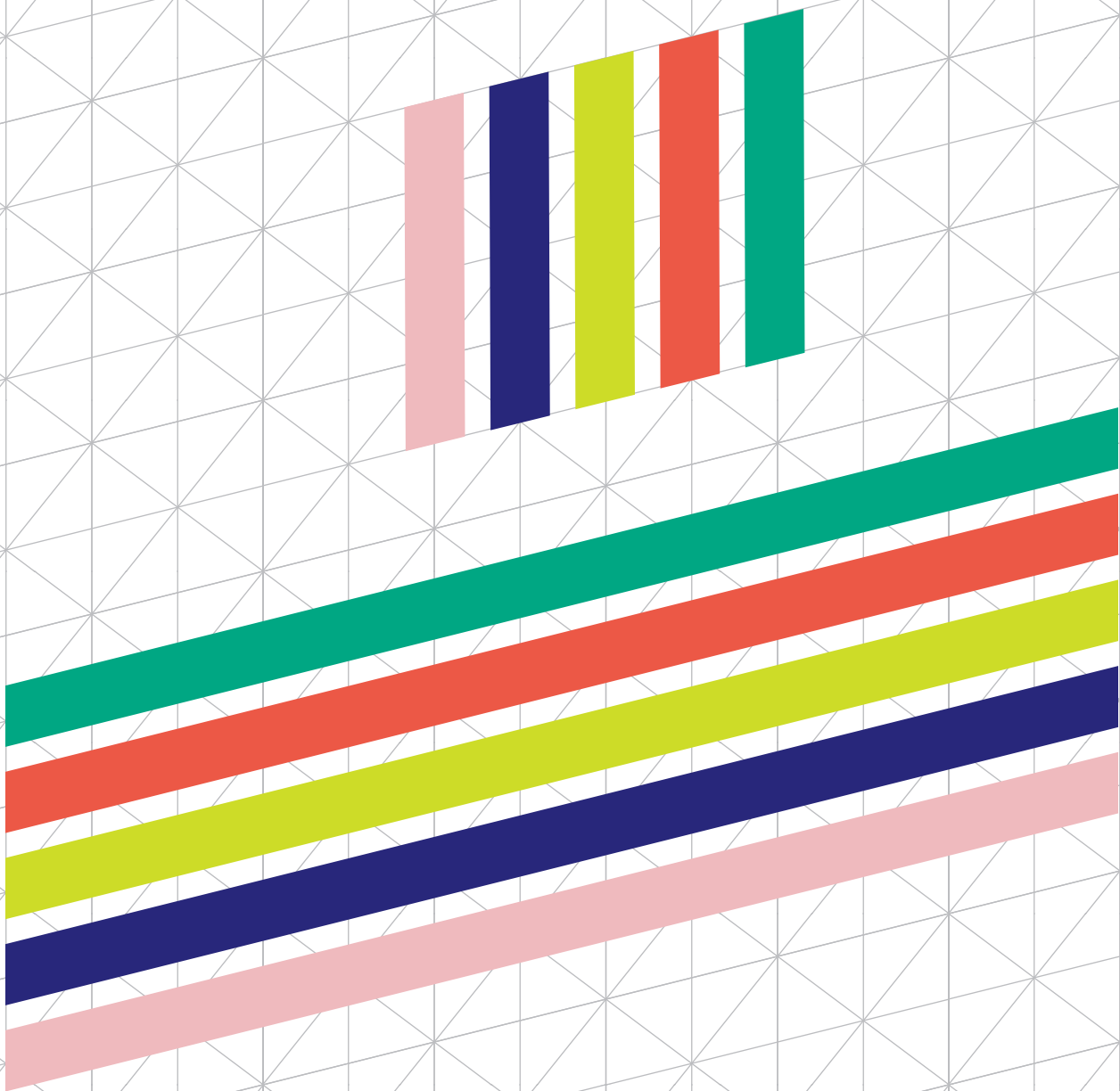
The CURRENT logo and corresponding Brand Elements are built using a custom grid. The grid can be used to build new facets, letter shapes, and stripes. The influence of the grid can be seen throughout Current's promotional materials and allows for a dynamic identity system.

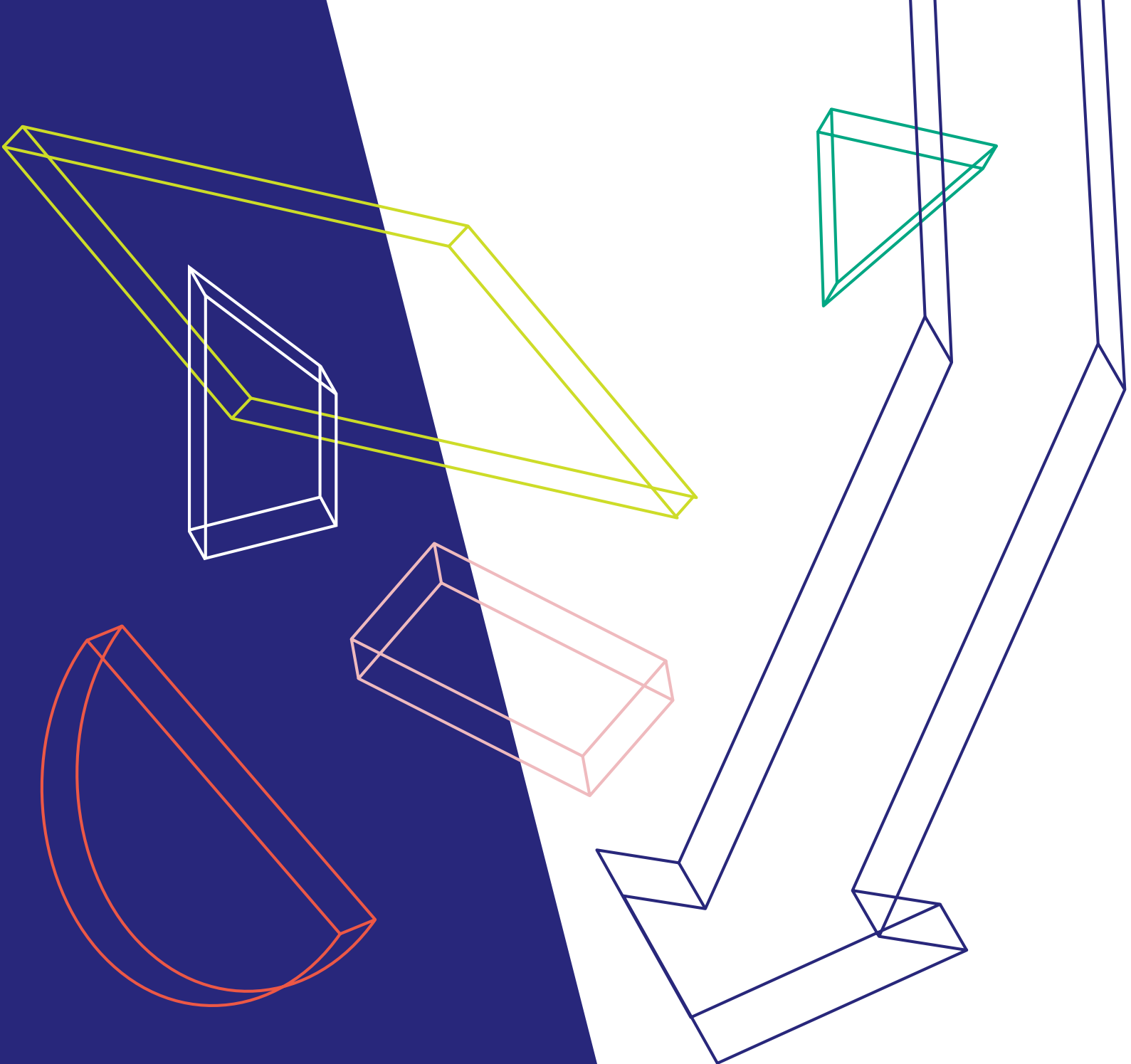




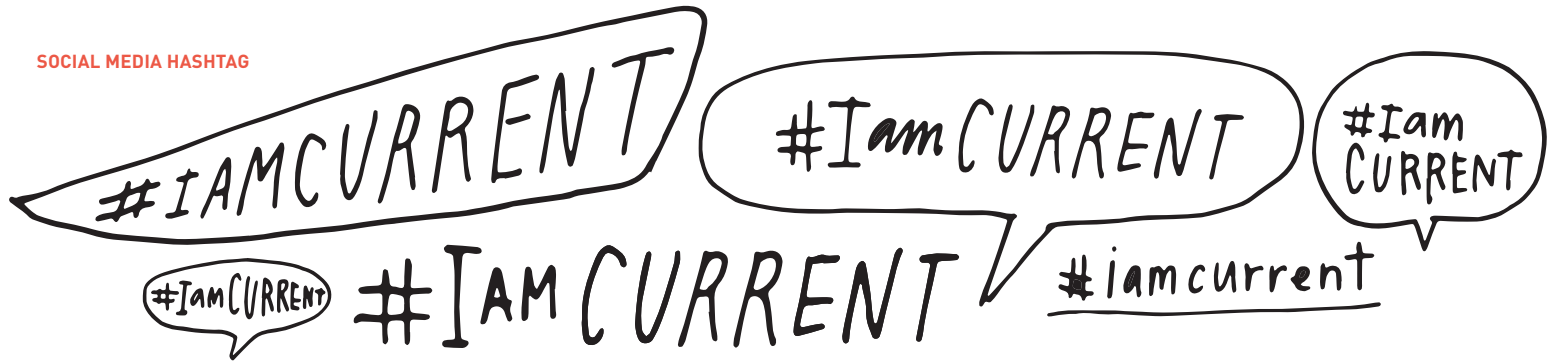


BRAND ELEMENTS STRIPES





SOCIAL MEDIA HASHTAG



DIRECTIONAL ARROWS

