

Brightline

Task lighting and workspace hardware, designed and assembled in Oakland, California.

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ASSET LIBRARY
brightline.co/press

FOUNDED	HEADQUARTERS	TEAM	CAPITAL RAISED	RETAIL DOORS	UNITS SHIPPED
2016	Oakland, CA	84	\$34M	1,240	610,000

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Brightline makes task lighting and workspace hardware for people who work at a desk all day. Founded in Oakland in 2016 by Dana Kohl and Elena Marsh, the company designs, tools and assembles in California and sells direct and through 1,240 retail doors in eleven countries. Its Halo task lamp has shipped more than 400,000 units since 2019.

SHORT FORM — 18 WORDS

Brightline designs task lighting and desk hardware in Oakland, California, and has shipped 610,000 units since 2019.

COMPANY TIMELINE

2016	2019	2022	2024	2025
Founded above a bike shop in West Oakland	Halo ships; 41,000 units in the first year	Ridge light bar; first 500 retail doors	\$22M Series B; Fremont line opens	610,000 units, eleven countries

PRODUCT LINE



HALO IN ANODISED GRAPHITE

Halo

Three-axis task lamp, 2700–5000K, hinge rated to 40,000 folds

\$189 SINCE 2019

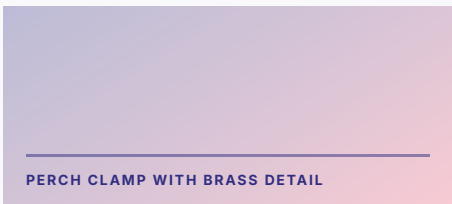


RIDGE 24 IN MATTE WHITE

Ridge

Asymmetric monitor light bar; lights the desk, never the screen

\$129 SINCE 2022



PERCH CLAMP WITH BRASS DETAIL

Perch

Clamp mount and cable spine for edge-mount and standing desks

\$54 SINCE 2023

LEADERSHIP

DK

Dana Kohl

CO-FOUNDER & CHIEF EXECUTIVE

Ten years in consumer hardware at Toyco before Brightline. Runs supply, assembly and retail.

EM

Elena Marsh

CO-FOUNDER & HEAD OF DESIGN

Industrial designer. Holds the hinge patent and signs off every product decision since 2016.

Portraits at 300 dpi, long-form bios and a speaker one-sheet are in the asset library. Both founders are available for interview with five days’ notice.

RECENT COVERAGE

FIELDNOTES	The lamp that finally fixed the hinge	Apr 14, 2025
SHOP FLOOR	Dana Kohl on making a hinge survive 40,000 folds	Feb 25, 2025
THE DESIGN REVIEW	Ten objects that defined the year at the desk	Dec 3, 2024
MODERN WORKSPACE	Brightline raises \$22M to light the home office	Sep 9, 2024
BENCH & BEAM	Inside the Fremont line, where every lamp is folded twice	Jun 18, 2024

LOGO, COLOUR AND USAGE



Brightline Indigo
#312E81



Signal Coral
#FB7185



Bone
#F9F9FB

- **Clear space** — one cap-height of the wordmark on all four sides; nothing sets inside it.
- **Minimum size** — 18 mm wide in print, 72 px on screen. Below that, use the mark alone.
- **Never** — recolour, outline, stretch, add a rule to, or reset the wordmark in another face.