



CORPORATE STANDARDS AND GUIDELINES: TABLE OF CONTENTS

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TECHSMITH IDENTITY STANDARDS AND STYLE GUIDE

The following pages detail the correct application of using the Identities for the TechSmith brand and product families.

Why Should I Care?

This book isn't an exercise in rule-making. It's more about not confusing our users—we want people to recognize a TechSmith “thing” when they see it. The easiest way to do that is have a fairly consistent approach to how we represent ourselves, and this booklet attempts to help us do that visually.

The essential elements discussed in this booklet bring a visual foundation to our brand, but still allow for the creative flexibility needed to create communications both inside and around our products.

TechSmith Corporate - Logo

Note: For best results in printing due to variations in tone, please use 4-color CMYK color process.

The TechSmith corporate logo should always appear as shown below.

Primary logo usage



(PMS 5473 & 80% Black)

One-color logo usage



(ONE COLOR - PMS 5473)



(ONE COLOR - Black)



(REVERSED - Black & White)



(REVERSED - PMS 5473 & White)

Note: The TechSmith corporate logo can only be reversed out of a black or PMS 5473 color field.

TechSmith Corporate - Logo

Logo with tagline

When using the TechSmith corporate logo with the corporate tagline, the logo should always appear as shown below.



Product-specific logo usage

When used with a specific TechSmith product family, the TechSmith corporate logo will adopt that product families primary color. See the appropriate product section in the branding guidelines for instructions on product-specific TechSmith logos.

Unacceptable logo usage

The TechSmith logo is to be used only as described within this document. Example of unacceptable usage can be seen below.



DO NOT use the TechSmith corporate typeset without the mark.



DO NOT tint the TechSmith corporate logo.



DO NOT create a two-color version of the typeset in the TechSmith corporate logo.



DO NOT use a tint of the TechSmith corporate logo when reversing out of a solid color background.



DO NOT use any other color combination when reversing the TechSmith corporate logo out of a solid color background.



DO NOT use a border to contain the TechSmith corporate logo within a color.

TechSmith Corporate - Logo

Clear space

Clear space on the TechSmith corporate logo is defined as the height of the TechSmith logomark from the corner to the "t" cross bar on each side. Size of the TechSmith logomark is defined as equal to the it's size in the TechSmith corporate logo. This proper spacing will always be equivalent in proportion no matter the finished size of the logo.



Example: If the height of the mark in the TechSmith corporate logo is .5", the clear space should be approximately .3".

Minimum size

With Tagline.



Without Tagline.



TechSmith Corporate - Colors

Note: For best results in printing due to variations in tone, please use 4-color CMYK color process.

TechSmith brand colors and product colors are one and the same. However, color priorities separate from product – specific usage have been created. The following pages outline color usage for umbrella TechSmith brand materials.

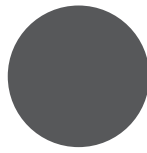
Primary colors

The primary TechSmith color scheme is seen here and is to be used as the primary scheme for all materials throughout the brand ID system. These are the colors that should be most used in the TechSmith system.



Pantone® 5473 C / 3155 U

C : 82 **R** : 0
M : 0 **G** : 106
Y : 28 **B** : 113
K : 52 **Hex** : #006a71



Pantone® Black (80%) C/U

C : 0 **R** : 88
M : 0 **G** : 89
Y : 0 **B** : 91
K : 80 **Hex** : #58595b



Pantone® 7492 C/U

C : 16 **R** : 195
M : 0 **G** : 206
Y : 56 **B** : 129
K : 12 **Hex** : #c3ce81

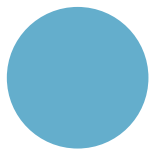


Pantone® 144 C/U

C : 0 **R** : 248
M : 48 **G** : 151
Y : 100 **B** : 29
K : 0 **Hex** : #f8971d

Secondary colors

The secondary TechSmith color scheme is to be used for application on materials in conjunction with the TechSmith product lines. These may be used sparingly on TechSmith brand materials, but are mainly reserved for specific product usage as outlined within each of the product sections of this Standards Manual.



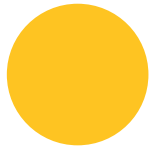
Pantone® 7458 C/U

C : 46 **R** : 102
M : 0 **G** : 174
Y : 0 **B** : 204
K : 21 **Hex** : #66aecc



Pantone® 192 C/U

C : 0 **R** : 221
M : 100 **G** : 21
Y : 70 **B** : 65
K : 7 **Hex** : #dd1541



Pantone® 123 C/U

C : 0 **R** : 255
M : 24 **G** : 196
Y : 94 **B** : 37
K : 0 **Hex** : #ffc425

TechSmith - Typography

The TechSmith primary type family for non-printed materials is **Arial**. Arial should be used for headlines as well as body text.

Arial is used for standard uses to ensure that each person has access to the font. **On the Macintosh platform, Helvetica is used in place of Helvetica** (Arial is a system font for Windows machines, Helvetica for Macintosh).

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890 &\$%(!?::;)

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890 &\$%(!?::;)

For cases when a secondary, serif font is needed, **Georgia** should be used. Please limit the use of Georgia to special cases such as pull quotes, sidebar items, etc.

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890 &\$%(!?::;)

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890 &\$%(!?::;)



Camtasia:mac®

CAMTASIA:MAC STANDARDS AND STYLE GUIDE

The following pages detail the correct application of using the Identities for the Camtasia:mac product family.

Why Should I Care?

This book isn't an exercise in rule-making. It's more about not confusing our users—we want people to recognize a TechSmith “thing” when they see it. The easiest way to do that is have a fairly consistent approach to how we represent ourselves, and this booklet attempts to help us do that visually.

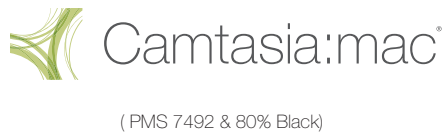
The essential elements discussed in this booklet bring a visual foundation to Camtasia:mac, but still allow for the creative flexibility needed to create communications both inside and around our products.

Camtasia:mac - Logo

Note: For best results in printing due to variations in tone, please use 4-color CMYK color process.

Logo use

The Camtasia:mac logo should always appear as shown below. Because of the nature of the name “Camtasia:mac”, there is no stacked version of this logo.



Note: The Camtasia:mac logo can only be reversed out of a black color field.

TechSmith logo usage

When the TechSmith logo is used with the Camtasia:mac logo, the TechSmith mark takes on the specific product color. The TechSmith logo should always appear in the bottom right corner, right-justified with the Camtasia:mac logo typeset.



Camtasia:mac - Logo

Unacceptable logos

Inconsistent use of the approved colors will diminish the visual impact of the brand and its intended use.



DO NOT tint the Camtasia:mac logo.



DO NOT create a two-color version of the Camtasia:mac logo.



DO NOT reproduce the Camtasia:mac rune/icon or typeset in any color.



DO NOT use a border to contain the Camtasia:mac logo within a color.



DO NOT add the TechSmith logo in any other position other than right justified in the bottom right hand corner.

Clear space

Clear space on the Camtasia:mac logo is defined as the height of the product "tile". This proper spacing will always be equivalent in proportion no matter the finished size of the logo.



Example: If the height of the product tile is .5", the clear space should be approximately .3".

Camtasia:mac - Logo

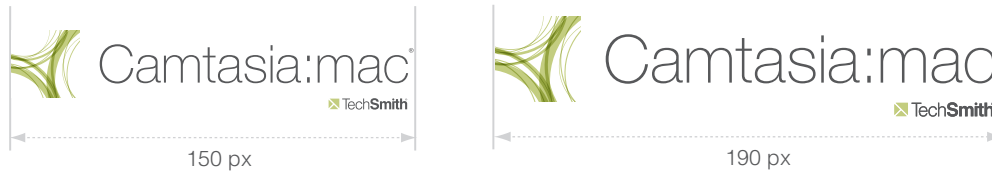
Minimum size

The minimum size for the Camtasia:mac logo and the combined Camtasia:mac and TechSmith logos are seen here below.

Print



Web



When used smaller, the Camtasia:mac rune/icon may be removed and the two logos should be separated but appear in the vicinity of each other. (This is to allow a smaller size of the logo while retaining a legible size for the TechSmith logo.)

Note: The Camtasia:mac typeset logo and the TechSmith logo should never appear smaller than seen here below.

Print



Web

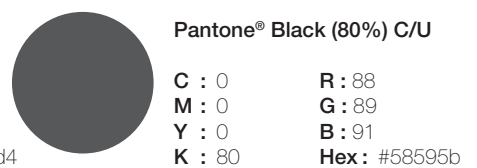
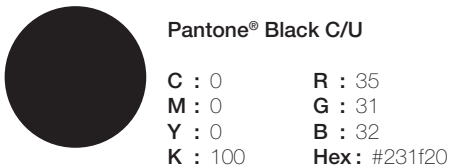
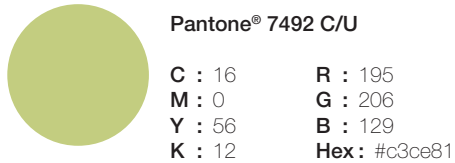


Camtasia:mac - Colors

Note: For best results in printing due to variations in tone, please use 4-color CMYK color process.

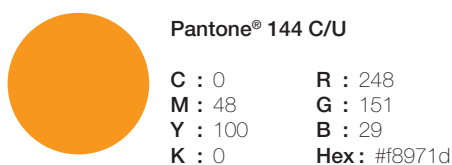
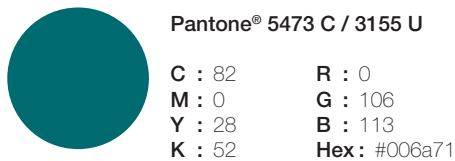
Primary colors

The primary Camtasia:mac color scheme is seen here and is to be used as the primary scheme for all materials throughout the brand ID system.



Secondary colors

The secondary Camtasia:mac color scheme is to be used for application on materials in conjunction with the Camtasia:mac primary colors. These secondary colors are the TechSmith corporate brand primary colors and can be used in any application that requires additional color or graphic treatment.



TechSmith - Typography

The TechSmith primary type family for non-printed materials is **Arial**. Arial should be used for headlines as well as body text.

Arial is used for standard uses to ensure that each person has access to the font. **On the Macintosh platform, Helvetica is used in place of Helvetica** (Arial is a system font for Windows machines, Helvetica for Macintosh).

Arial Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890 &\$%(!?::;)

Arial Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890 &\$%(!?::;)

For cases when a secondary, serif font is needed, **Georgia** should be used. Please limit the use of Georgia to special cases such as pull quotes, sidebar items, etc.

Georgia Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890 &\$%(!?::;)

Georgia Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890 &\$%(!?::;)