



CAMTASIA STUDIO STANDARDS AND STYLE GUIDE

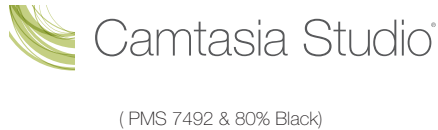
The following pages detail the correct application of using the Identities for the Camtasia Studio product family.

Camtasia Studio - Logo

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

Logo use

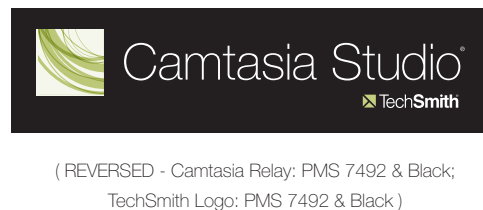
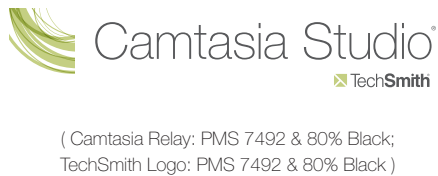
The Camtasia Studio logo should always appear as shown below.



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

TechSmith logo usage

When the TechSmith logo is used with the Camtasia Studio 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 Studio logo typeset.



One color - clothing

When a one color version of the Camtasia Studio logo is need for embroidery, clothing, etc., just the typeset of the logo should be used.

Camtasia Studio®

Camtasia Studio - 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 Studio logo.



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



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



DO NOT use a border to contain the Camtasia Studio 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 Studio 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 square portion of the product 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".

Camtasia Studio - Logo

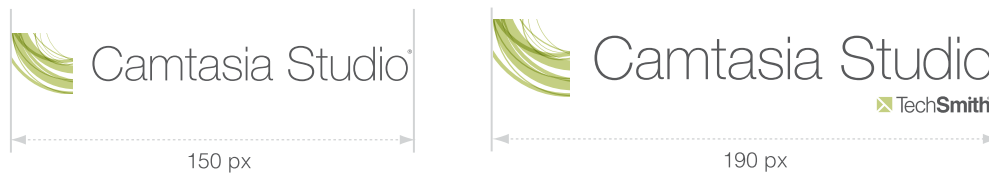
Minimum size

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

Print



Web



When used smaller, the Camtasia Studio rune/icon should be removed and the two logos should be separated but appear in the vicinity of each other in the application.

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

Print



Web

