



## JING PROJECT STANDARDS AND STYLE GUIDE

The following pages detail the correct application of using the Identities for the Jing Project product family.

## Jing Project - 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 Jing Project logo.



**DO NOT** create a two-color version of the Jing Project logo.



**DO NOT** reproduce the Jing Project rune/icon or typeset in any color.



**DO NOT** use a border to contain the Jing Project 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 Jing Project 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".

## Jing Project - Logo

### Minimum size

The minimum size for the Jing Project logo and the combined Jing Project and TechSmith logos are seen here below.

Print



Web



When used smaller, the Jing Project 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 Jing Project typeset logo and the TechSmith logo should never appear smaller than seen here below.

Print



Web

