

Snagit - 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 Snagit logo.



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



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



DO NOT use a border to contain the Snagit 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 Snagit 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.



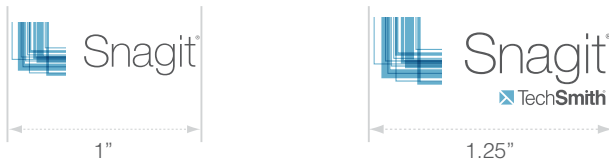
Example: If the height of the mark in the TechSmith corporate logo is .5", the clear space should be approximately .3".

Snagit - Logo

Minimum size

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

Print



Web



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

Print



Web

