

TECHSMITH CORPORATE – BRAND GUIDELINES

Clear space

Clear space on the TechSmith corporate logo is to equal the height of the TechSmith logomark from the corner to the “T” cross bar on each side. The size of the TechSmith logomark is defined as equal to the T’s size in the placed 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 .33"

Primary usage of logo: minimum sizes
(used with independently placed TechSmith logo).



Unacceptable logo usage

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



DO NOT tint the product logo.



DO NOT create different color combinations – use only the official versions of the product logo



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



DO NOT use any other color combinations when reversing the product logo out of a solid color background.



DO NOT use the TechSmith corporate wordmark without the logomark



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


MORAE – BRAND GUIDELINES

Logo Use

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

- » Use approved, unaltered versions of the wordmark only
- » Do not recreate the mark.
- » Do not use the wordmark within text.
- » Do not combine with any other marks, graphic elements, or words except as specified in this Graphic Standards Guide.
- » Do not alter the wordmark except to enlarge or reduce proportionally.

NOTE: The Morae logo should always appear as shown below.

Morae®	100% BLACK	
Morae®	90% BLACK	
Morae®	100% PMS 5473	
Morae®	100% WHITE	
		COATED PMS 5473C CMYK: C:83 M:14 Y:23 K: 50 RGB: R=21 G=101 B=112 HTML: 156570
		UNCOATED PMS 3155U CMYK: C:100 M:05 Y:31 K:33

Clear space

Clear space on the Morae logo is defined as the height of the TechSmith logomark from the corner to the “t” cross bar on each side. The size of the TechSmith logomark is defined as equal to the height of the initial capital letter of the product logo. This proper spacing will always be equivalent in proportion no matter the finished size of the logo.



Primary logo: minimum sizes

(used with independently placed TechSmith logo).



The TechSmith corporate logo and the product logos are no longer “locked.” Whenever possible, the TechSmith logo should be placed in lower left of the design and, failing that, preferably in one of the other three corners. In no case should the “unlocked” logos be placed (whether stacked or side by side) so that they are separated by less than the height or width of the larger logo. If space does not permit adequate separation, the locked version of the product/corporate logo should be used.

Secondary logo: **minimum size:** when locked with TechSmith logo



Unacceptable logo usage

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



DO NOT tint the product logo.



DO NOT create different color combinations – use only the official versions of the product logo



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



DO NOT use any other color combinations when reversing the product logo out of a solid color background.