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# Protecting our intellectual property

## *Introduction*

ISTC has a valuable brand in the form of its name, Logo and styles. Our reputation has been built up over many years and deserves protecting against both infringement and “passing off” — giving the unwarranted impression that a product or service is owned by, warranted by or otherwise connected with our Institute. Moreover, our Institute has a duty to avoid consumers of members’ services being misled and to differentiate our members wherever possible. We owe it to our subscribing members and the public to prevent free-riders either intentionally or accidentally misusing our brand and good name.

This is the ISTC’s Policy on the use of its name and Logo. It was formally approved by the ISTC Council on 9th June 2001 and is binding all members of whatever grade. It has been kept as straightforward as possible in the confidence that the overwhelming majority of members will use their good judgement in these matters.

## *Policy on use of the MISTC and FISTC abbreviations after names*

This is provided for in bye-law 16 of the Institute:

16 Corporate members of The Institute may, for the purpose of indicating their grade of membership, use the following abbreviated designations after their names:

Fellow	F.I.S.T.C.
Member	M.I.S.T.C.

It is now regarded as common practice to omit the points between the letters, and so either style is acceptable.

## *Use of the fact of membership in text*

Avoid making any claims about what the ISTC is, what membership implies or does not imply, or about what the ISTC can deliver, promise or warrant, beyond those contained in marketing and policy materials published by the ISTC. Only the corporate grades of Member and Fellow may in any way be used as suggesting a particular level of qualification, experience or competence. Any other grade of membership (for example, student member or Business Affiliate) may be stated only as a fact.

Members and Fellows are bound by their membership to follow the Institute’s Code of Conduct and Professional Practices, and so are free to refer to this obligation as a fact.

The words ‘member’ and ‘fellow’ in relation to the ISTC may only start with an initial capital letter in relation to a corporate member of the Institute.

### **Examples of acceptable texts**

- John Smith is a Member of the ISTC
- John Smith is a Fellow of the Institute of Scientific and Technical Communicators
- Malcolm Brown is a Member of the ISTC and follows the Institute’s Code of Conduct and Professional Practices.

- [All] [Some] [Many] communicators [employed] [engaged] by [name or organisation] are full members of the Institute of Scientific Technical Communicators and follow the Institute's Code of Conduct and Professional Practices.
- Technical Writers plc is a Business Affiliate of the ISTC

#### Examples of unacceptable texts

- Fred Bloggs Limited is a Member of the ISTC
- ScribeRight is a member of the Institute of Scientific and Technical Communicators
- ScribeRight is registered by the ISTC
- Mybook approved by the ISTC
- Mybook, by Fred Bloggs, ISTC



#### Use of the ISTC Logo

ISTC has valuable intellectual property rights in its Logo, the typography of which goes back over 20 years. It may well choose to apply for trademark registration of its Logo and therefore must take steps to counter infringement when brought to its attention.

#### Use of the Logo on its own

The ISTC Logo on its own — or in combinations with any other words or graphic devices than provided for in this Policy — by anyone other than the ISTC itself is strictly forbidden except with the prior, express, written consent of the Institute.

#### Use of ISTC Logo by corporate members (Members and Fellows)

Corporate members may use the Logo as suggested below only in combination with the words “xxx is a Member of the” or “yyy is a Fellow of the ISTC”. An example is shown below.

**John Smith** is a Member of the



*Note: The word “member” should be with a leading capital.*

The ISTC Council has decided that the juxtaposition of the member's name, the member's corporate grade and the Logo gives the maximum benefit for the member while minimising the risk of consumers incorrectly inferring that the ISTC endorses, recommends or guarantees (for example) the work of the member. In fact, the ISTC Council encourages the use of the Logo in this way, which is beneficial for both the corporate member and the Institute.



#### Use of ISTC Business Affiliate Logo

Business Affiliates may use the special graphic device below to indicate their status. This graphic device is a combination of the Logo and the words “Business Affiliate”. No other word or words may be used in conjunction with the Logo by Business Affiliates.

# Ourcompany



Business Affiliates may use this graphic device in any way which could not reasonably be taken to damage the ISTC's standing or reputation in the mind of any right-thinking person or organisation, and provided the Logo specifications are adhered to.

No form of words may be used in conjunction with the Business Affiliate graphic device (nor indeed anywhere else) that implies the endorsement in any way by the Institute. Business Affiliates may not create any new graphic device incorporating the ISTC Logo. The Business Affiliate logo should not be used to imply that the people within a company are corporate members (that is to say, M.I.S.T.C. or F.I.S.T.C.).

## *Logo specifications*

If corporate members choose to use the ISTC Logo or Business Affiliates wish to use the Business Affiliate logo, the following straightforward rules must be followed:

### **Size**

Maximum size: 93.1 x 65.6 mm approximately (for example, as used for A3 work).

Minimum size (reduce to 25% of above): 23.3 x 16.4 mm approximately (for example: for business cards).

### **Colour**

Spot: Pantone Reflex Blue.

CMYK equivalent: 100%/72%/0%/6%

(CMYK files available on request)

### **Minimum resolution**

Paper: 600dpi

Web: 72dpi

*Note: If EPS files provided are used then they will print at printer resolution.*

### **Positioning**

The ISTC Logo should be positioned at the top left-hand side of any paper or web page.

(Optional: 'Institute of Scientific and Technical Communicators', written in full to the right of the logo - preferably in a single line, but may be wrapped onto two or three lines if space not available.)

### **Fonts**

Preferred corporate font family is Adobe Myriad. If this not available the Arial font family should be used.

### **Obtaining electronic versions of the Logo and graphic devices**

All the graphic devices referred to are in a single zipped file that can be downloaded from the ISTC website at [www.istc.org.uk/site/logos.zip](http://www.istc.org.uk/site/logos.zip). This file includes graphic devices in various common graphics file formats, and a copy of this Policy. However, the ISTC does not supply copies of the

Adobe Myriad or Arial fonts required for lettering which corporate members and Business Affiliates need to use in conjunction with the Logo.

*Protecting our intellectual property - everyone's responsibility*

We all should look out for infringement - especially by individuals and organisations believed not to even be members.

If you believe that these rules are being infringed, you may like to draw this policy to the attention of the infringing person or organisation. However, you may well not wish to do that. Contact the ISTC office in confidence to report the infringement. It will be looked into and, if it becomes necessary, formal action will be taken. **Your name, or anything that could identify you, will not be revealed to the person or organisation complained of without your written consent.**

Thank for your support in helping to protect our Institute's name, Logo and reputation!

**Iain Wright**, FISTC  
ISTC President  
December 2001