



Protecting Our Intellectual Property

The ISTC has a valuable brand in the form of its name, logos and styles. Its 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 the ISTC).

The ISTC has a duty – both to our subscribing members and to the public – to prevent intentional or accidental misuse of our brand and good name.

The ISTC's policy has been updated and this new version was formally approved by the ISTC Council on 14th November 2015. It 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.

Using MISTC and FISTC 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.

As it is now regarded as common practice to omit the points between the letters, FISTC or MISTC (as appropriate) is also 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 grades of Member and Fellow reflect a level of experience or competence. Any other grade of membership (for example, student, junior or Business Affiliate) may be stated only as a fact.

Members and Fellows are bound by their membership to follow the ISTC's Code of Professional Practice, and so are free to refer to this obligation as a fact.

Fellows are bound by their membership to maintain a personal Continuous Professional Development (CPD) record, and can refer to this obligation as a fact.

In relation to the ISTC, the words 'member' and 'fellow' may only start with an initial capital letter when referring to the Member or a Fellow grades.

Examples of acceptable texts

- John Smith is a Member of the ISTC
- Sarah Khan is a Fellow of the Institute of Scientific and Technical Communicators
- Kim Brown is a Member of the ISTC and follows the Institute's Code of Professional Practice.
- [All] [Some] [Many] communicators [employed] [engaged] by [name of organisation] are full members of the Institute of Scientific Technical Communicators and follow the Institute's Code of Professional Practice.
- Technical Writers plc is a Business Affiliate of the ISTC

Examples of unacceptable texts

- Writers Anonymous 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 apply for trademark registration of its logo and therefore must take steps to counter infringement when brought to its attention.

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 the ISTC itself is strictly forbidden except with the prior, express, written consent of the ISTC.

The logos are available in a variety of sizes and formats: high and low resolution png files for websites and desktop printing, and EPS files for commercial printing. The blue used in the logo is Pantone Reflex Blue (CMYK equivalent 100% 72% 0% 6%).

Use of ISTC logo by corporate members (Members and Fellows)

Corporate members – Members and Fellows – may use the appropriate version of the ISTC logo shown below. The wording on the logo must be legible at whatever size is used.



Use of ISTC Business Affiliate Logo

Business Affiliates may use the logos below to indicate their status. These logos are a combination of the standard logo and the words 'Business Affiliate', which must be legible at whatever size is used. No other word or words may be used in conjunction with the logos by Business Affiliates.



Business Affiliate

The Institute of Scientific and Technical Communicators

Business Affiliates may use these images in any way which could not reasonably be taken to damage the ISTC's standing or reputation, and provided the logo specifications are followed.

No form of words may be used in conjunction with the Business Affiliate logo (nor anywhere else unless expressly allowed by this Brand Policy) that implies endorsement in any way by the ISTC.

The Business Affiliate logo must not be used to imply that the people within a company are corporate members (Members or Fellows) of the ISTC.

Use of the ISTC Accredited Courses logo

Providers of training courses accredited by the ISTC may use the following logo on their websites, promotional materials and course materials related to an accredited course as long as the accreditation remains active. The logo indicates that the course content has been reviewed and accredited by the ISTC.



The logo must not be used in such a way that states or implies any other training courses – including non-accredited courses from the same provider – have been accredited by the ISTC.

Obtaining electronic versions of the logos

All the logos referred to are available from the resources of the ISTC website (log in required) or can be obtained from the ISTC office.

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. Alternatively, contact the ISTC office in confidence to report the infringement. It will be looked into and, if necessary, formal action will be taken. Your name, or anything that could identify you, will not be revealed to the infringing person or organisation without your written consent.