

# Guidelines for Using the STC Logo and Logotype



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Communication

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In a Nutshell...



The STC logo:

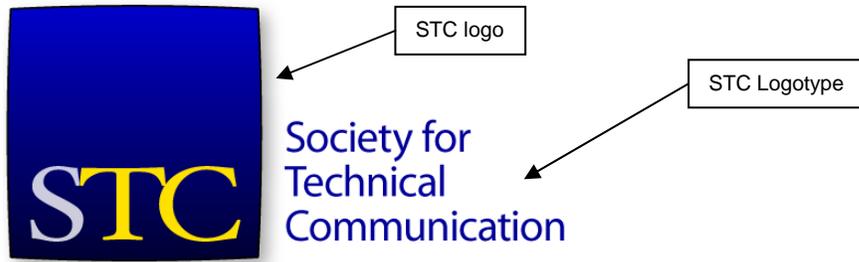
- is a carefully designed graphic element. Keep the same proportions when resizing the logo; never change them as this distorts the logo.
- is two colors: blue and yellow. Grayscale and black & white versions are both available.
- can be used with or without the logotype 'Society for Technical Communication'.
- must never be reversed.
- must be at least one-half inch (100 X 100 pixels) in height or larger.
- must never be blended with another logo or altered in any fashion without written permission from STC's Executive Director.

## The Importance of a Logo

The STC logo is part of the brand that defines the Society to its members, staff, and the public. The brand is experienced in every interaction, every visual image, every communication, and in everything the Society does. You must follow the guidelines and correct usage for the STC logo in order to reflect the powerful brand correctly. STC leaders (at both the community and Society levels) and staff should use these guidelines and strictly adhere to them.

## STC Signature

The STC signature includes the logo (the boxed graphic element) and logotype (name of the Society in a specific, constant font).



## Three Versions: Color, Grayscale, and Black & White

There are three version of the STC signature. Each can be rendered with the logotype to the right of the logo, with the logotype underneath the logo, or with the logo by itself. The logotype must never appear to the left of the logo.

### Use Logo and Logotype Together

Use the logo and logotype together whenever possible. The preferred way to present the STC logo is with the 'horizontal' version—with the logotype to the right of the logo. If this is not possible, then use the 'vertical' version.

When either of these cannot be used (such as certain documents or Web page designs), then use the 'no tag' version with STC's full title—Society for Technical Communication— appearing elsewhere on the same page. No other rendition of the STC signature and STC logo is allowed.

### Color

Use the color version of the STC logo whenever possible.



### Grayscale

Use these grayscale versions when you cannot use the color versions. Notice that the 'TC' is now rendered in white.

## Guidelines for Using the STC Logo and Logotype



stc logo gray horizontal.png



Society for  
Technical  
Communication

stc logo gray vertical.png



stc logo gray no tag.png

### Black & White

Only use the black & white versions when you cannot use either the color or grayscale versions. Notice that the 'S' is now rendered in white.



stc logo b-w horizontal.png



Society for  
Technical  
Communication

stc logo b-w vertical.png



stc logo b-w no tag.png

### Technical Specs for the Logo

Here are the PMS (Pantone Matching System), CMYK (also referred to as process color or four color, meaning Cyan, Yellow, Magenta, and Key for black), RGB (Red, Green, Blue), and hex (hexadecimal) color specifications for the STC logo.

Pantone colors are used as the basis for the STC logo, and should be used whenever possible. When that is not possible, use one of these close approximations.

For offset printing, use either the PMS or CMYK specifications. Use the RGB specifications for electronic displays (such as computers and televisions). Use the hex specifications for HTML Web pages.

Use these colors, and no others.

	Blue gradient stop-color for the rounded box	'TC' in the logo	'Society for Technical Communication' logotype
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## Guidelines for Using the STC Logo and Logotype

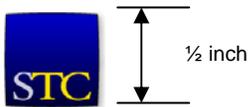
Pantone	PMS 2738	PMS 012	PMS 273
CYMK	C93 M87 Y0 K0	C0 M7 Y100 K0	C100 M100 Y5 K5
RGB	R0 G0 B204	R255 G225 B0	R0 G0 B153
Hex	Hex 0000CC	Hex FFE100	Hex 000099

The drop shadow on the bounding box is set at 33% Black, and is offset at 3% of the height and width with a 3% Gaussian Blur.

The STC logo features the STC acronym inside a rounded rectangle with a graduated screen background and drop shadow. The letter “S” is gray, and “TC” are yellow; all the letters are touch kerned. The ‘STC’ is set in the Myriad Pro font. The STC logotype is the full name of the Society, upper and lower case, and is set in the Hoefler Text font.

### No Changes to the STC Logo Design

Do not change or alter any element of the Society logo in any way. When using the logo in different sizes, the proportion between the height and the width must remain the same; do not alter the proportion between the height of the box and the height of the letters inside the box. Never set the logo less than one-half inch high (about 100 X 100 pixels).



This is the smallest size for the logo to be properly displayed.

The rounded rectangle around the letters “STC” is part of the logo; do not eliminate them.

In essence, you can only use one of the graphic vector files as is or resize it proportionately.

## Placement of the Logo

### Placing Text Near the Logo

The STC signature was designed to define STC and its values. In order to maintain the integrity of the logo and logotype, there must be clear space all around the signature. No text (other than the logotype) should be placed immediately next to the logo. Leave a text-free and image-free border area around the logo so that a casual observer can easily distinguish the logo from the nearest text. This allows the STC signature to clearly communicate the STC brand.

### Reversing the Logo

When setting the logo on dark or colored backgrounds, use a reversed version of the STC logo and logotype. In these versions, a white rule surrounds the bounding box and the logotype is set in white.

The reversed logo is shown here against a black background.



stc logo reverse horizontal.png

## Printing the STC Logo and Logotype

Reproduce the STC logo and logotype on a printer capable of producing smooth, dark images—otherwise, the letters within the logo may appear pixilated and jagged. Whenever possible, use the logo and logotype on all STC materials. The logo and logotype *must* appear on official STC documents such as letterhead and publications.

### STC Stationery

The Society's stationery is used for all official correspondence and documents from the STC. The STC logo and logotype should appear on all official communication from the Society, including that of chapters, SIGs, and committees. Do not alter the placement of the logo, logotype, and contact information on any official STC stationery.

STC currently displays the logo on the left-hand side at the top edge of a document, called a bleed. In the future, to reduce the added expense of having a "bleed edge," STC will eliminate the bleed and position the logo one-half inch

from the top of documents. Examples of other uses of the logo, such as envelopes, note cards, etc., may be obtained from the STC office.

## Publications

The STC signature must appear on all STC publications, chapter and SIG newsletters, brochures and pamphlets, as well as any general communications and forms.

## Specialized Uses

### Society members

STC members may use a specialized rendition of the STC logo on stationery, business cards, and websites to indicate their membership in the Society. Members should use the appropriate rendition below. Member logos are available for Members, Senior Members, Associate Fellows, and Fellows in horizontal or vertical format as PNGs.



### STC Competitions

Winners of STC competition awards at the international level can use the STC award emblems in resumes or company publications, on websites, or on reproductions of the winning piece. Competition managers can customize the emblems with the competition name and year in your choice of font, so long as that font is appropriate to use with the fonts in the STC logo.

These emblems are for the international level of competition only and must not be used for chapter-level award winners. Chapters are encouraged to create their own emblems and create similar design elements, although they cannot incorporate the STC logo.

STC suggests including a tagline (or similar text) to accompany the logo based on this example:

*Best of Show Winner of an STC International Competition*



*Winner of an STC International Competition*



Community of Distinction Awards

Winners of an STC Community of Distinction Award can use the STC award emblem on websites or communications. Any chapter or SIG that has received the Community of Distinction Award is welcome to display the corresponding STC logo. The emblem can be customized with the chapter or SIG's name and year in your choice of font, so long as that font is appropriate to use with the fonts in the STC logo.

STC suggests including a tagline (or similar text) to accompany the logo based on this example:

*Recipient of STC's Community of Distinction Award*



*Recipient of STC's Community of Excellence Award*



*Recipient of STC's Community of Merit Award*



Chapters may also adapt the ribbon to designate chapter-level awardees, such as the example below.



**Incorporating the STC Logo into a Chapter and SIG Logo**

In past years, chapters and SIGs were given carte blanche in the design of their respective logos. Many creative designs have been developed and used. To unify the communities, STC now encourages the Society logo to be incorporated into chapter and SIG logos to identify them as a division of STC.

While existing logos can continue to be used, STC requests and encourages chapters and SIGS to incorporate the STC logo to create a consistent brand as soon as possible (and forego any unique logos that do not comply with these standards).

**STC Communities and Committees**

Chapters, SIGs, and Society-level committees should prominently display their logos and names on publications, correspondence, and websites, with the STC logo displayed in a manner that shows the group's relationship to the Society.

The chapter or SIG name, logo, and address must appear prominently on the document, with a small STC logo elsewhere on the page.

The Society name and logo must appear on the front page of any chapter, SIG, committee publication, or Web page to show that they are a part of the Society. However, the STC logo should not be incorporated into the banner of the newsletter or Web page.

**Using the STC Logo and Logotype with Background Elements or Colors**

The logo can be placed on background elements and colors in printed materials or on websites, although STC asks that proper steps are taken to use a quality

image file. When printing on colored backgrounds, use a rendition of the reversed logo as explained above under “Reversing the Logo”.

### Use of the STC Logo and Logotype on Merchandise

Promotional items always reflect the organization. STC requests that STC leaders use their best judgment when choosing appropriate promotional items to ensure they reflect STC positively.

*Important:* Communities—chapter and SIGs—that create items such as T-shirts, coffee mugs, or other promotional items for their chapter must use the *chapter’s logo* on those items and not the STC logo.

Communities can include the STC logo (to show the relationship with the international organization), but the STC logo must be smaller and less conspicuous than the community logo. Some promotional materials might not provide much space for the STC logo and logotype to appear clear and readable; in these situations, use the logo-only version. If space permits, use the STC logo and logotype together to ensure the consistency of the brand recognition.

### Corporate Usage

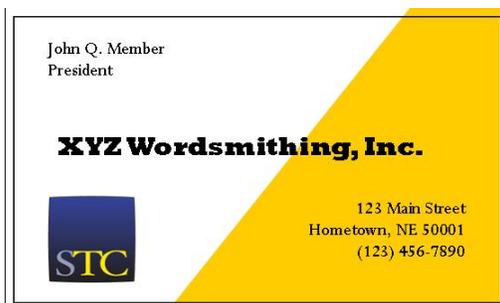
The STC logo can be displayed on third-party websites to indicate a Corporate Value Program membership, organizational partnership, or sponsorship of the Society. Other companies that wish to show support for the Society can display the STC logo only with the written approval of STC’s Executive Director.

The logo can appear on a Web page exclusively as a link to the STC website home page ([www.stc.org](http://www.stc.org)). Written permission is not needed for this use.

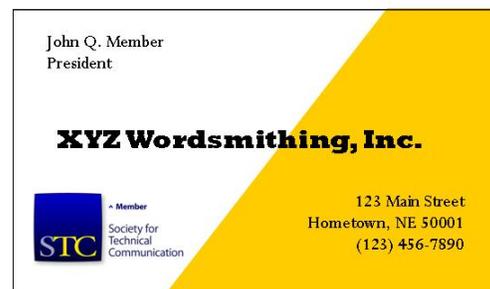
### Restrictions on the use of the STC Signature

Never use the STC logo and logotype on personal or business stationery, business cards, or on any publication or document. Its use on personal documents implies that these documents have been approved or monitored by STC.

Current individual members may choose to associate themselves with the Society by indicating they are an STC member by using the ‘Member’ version of the STC



EXAMPLE OF IMPROPER USE OF THE STC LOGO



EXAMPLE OF PROPER USE OF THE STC-MEMBER VERSION LOGO

## Guidelines for Using the STC Logo and Logotype

Do not put the STC logo and logotype in advertisements, literature, or other communications that promote, or include the promotion of, products or services of others without the written approval of STC's Executive Director, as this implies endorsement by STC.

Do not incorporate or blend the STC logo into another logo, company name, product name, lettering, or in any way become part of any surrounding shape or design without the written approval of STC's Executive Director.