

## STC Brand at a Glance

### Brand Principle

Creating opportunity

This means:

- Creating implies a proactive approach.
- STC is always creating opportunity for someone, somewhere, and will continue to do so in everything it does and says.

### Brand Personality

Smart Friendly  
Class Act Visionary Fun  
Engaged Bohemian

### Mission

Designing the future of technical communication

### Association

Sharing community

Sharing community means that everyone is an important piece of the whole. Sharing community is multidimensional, warm, fuzzy, and nurturing, and implies networking, mentoring and the supportive elements that members share with one another.

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### Values

- **Open-minded.**  
This means being open to new ideas and ways of doing things—open to mavericks and the diversity that comes from an organization composed of so many different people.
- **Member-focused.**  
This means empowering the members within the organization as much as recognizing their role in the success of STC.
- **Effective.**  
This means ensuring that all actions and communications are effective, and that processes and methodologies will be timely and useful—not a hindrance to the mission of STC.
- **Ethical.**  
This is self-explanatory.

### Positioning Statement

STC helps you design effective communication for a technical world through information sharing and industry leadership.

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### Putting Your Brand to Work

- Each board and staff member needs to be a brand champion.
- It is an ongoing process of nurturing and growing the brand through your daily actions and communications.

### The Brand Filter

- When making any decision, ask yourself—
  - ✓ Will this action support our brand for “creating opportunity?”
  - ✓ Does my action demonstrate how we are serving our members and the public?
- When communicating, ask—
  - ✓ “Am I projecting the society personality of fun, bohemian, class act, smart, visionary and engaged?”
  - ✓ “Am I consistently mentoring and empowering members with my decisions?”
  - ✓ “Will this communication lead the recipient to experience more opportunities?”

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### Brand Story

Through information sharing and industry leadership, STC helps professionals design effective communication for a technical world. Because technology touches everyone, STC promotes public welfare by encouraging the development of better-educated professionals whose jobs are to make complicated information usable by many.

The organization’s growth has mirrored our growing dependence on technology. Initially, STC was primarily made up of engineers who, among other activities, wrote instructions and descriptions of how electrical and mechanical products worked. A profound change took place as the pervasiveness of technology and the need to understand it became an integral part of our everyday lives. With the emergence of the Internet and online communication, our members now focus on supporting all aspects of the rapidly evolving world of technology.

The organization began because those working in the field recognized themselves as professionals with unique training and career issues. Today, STC is nearly 50 years old, with 145 chapters and 25,000 members worldwide. It is the largest international organization for technical communicators. STC offers industry leadership and the education, networking, and information required in a world where change is “the way it is.”