



Intersteno Trademark Use Guidelines

(discussed and approved at the Board meeting in The Hague, 29th January 2010 and by the Council in Budapest, 3rd October 2010)

In 1887, following a meeting held in London, a decision was taken to create an international association uniting persons all over the world, mainly using shorthand for recording parliamentary debates to be released by newspapers. The name INTERSTENO was chosen, merging the idea of International with that of steno.

Several years later, it was decided to have a logo to designate this idea, and the result is a world, embraced by the name INTERSTENO, which rotates on a pencil, signifying the basic means of writing communications. After the second world war, some keys were added to indicate also the connection with keyboard (typewriters and the like).



Intersteno was able to cope with the evolution in the professional and personal use of the various technologies which have been gradually integrated, thus permitting the reporting process, even from distance places, thanks to the Internet and all the relevant means of broadcasting.

The logo was not changed and it became a trademark clearly defining the Federation, which is a not-for-profit entity. whose full description is:

INTERSTENO - International Federation for Information and Communication Processing.

This wording better indicates its mission.

The word INTERSTENO and its logo are therefore clearly identifying the worldwide community of those using a full range of speed writing methods to produce high quality texts accurately and speedily.

A redesign of the logo was made in 2009, retaining the original drawing.

The colour of the logo is blue: CMYK% 100-100-33-27 RGB 0-0-125 #00007D or #000077 ((websafe)).

Since our logo and trademark, constantly and widely used in many countries, clearly identifies our organisation and its activities (such as meetings, competitions and certifications, services etc.) we deem it useful to issue the following rules.

1 General issues

- The logo must be reproduced in black and white, or a single colour only, or in the two colours as specified in the samples available below and in a reasonable size to ensure readability.
- Modifications to the logo are NOT permitted.
- If the logo is used in a website it must also include a link back to www.intersteno.org.
- A Member may not use the logo as an expression of the Federation's views or as its endorsement or approval of a particular topic or matter.

2 Who can use our logo and trademark?

- the approved national groups which are defined as per point 4.2 of our Constitution.
- the Associated members defined in the point 4.3 of our Constitution.
- the professional sections as per point 19.

They can use the logo and trademark in their communications, letters, website for as long as they are in good standing with our Federation.

Authorization to use the logo and trademark is automatically included in the acceptance of a request for membership, in accordance with the rules of the Constitution.

Persons are granted permission to use a logo that clearly indicates that they are a MEMBER of INTERSTENO. They are not allowed to use the logo without the relevant words included in it. For this purpose two logos have been drawn: one for National Groups and one for Associated Members.

3 Who must ask permission to use our logo and trademark?

Any individual or entity that wants to make reference to INTERSTENO for their activity (even if they are not-for-profit) such as education bodies, competition organisers and so on.

The permission must be made in writing to the Board of INTERSTENO, or in good time via an email to board@intersteno.org.

The Board will define the conditions under which the use of trademark can be exercised.

4 When the use is forbidden?

- When the use of our logo and trademark is misleading or confusing in a way that will create a mistaken impression of INTERSTENO'S involvement in an event or operation.
- when it is intended to create a discussion group on the Internet (such as Facebook - Twitter - Youtube) etc.

The Board, upon specific request, can authorise the use of the logo and trademark of INTERSTENO when joined with specific country or association information. Such authorisation will be granted in writing at the sole discretion of the Board.

5 End of use

The use of our logo and trademark must cease when the relationship with INTERSTENO is no longer in good standing or is ended and in any case not later than 3 months after the receipt of a registered letter demanding cessation.

6 The logo's



You can download the logo's at www.intersteno.org (*Home-About us > Logos and leaflet*).