

# Making reference to the IB – guidance for candidate schools

“Schools which have candidate status for one or more IB programmes may make reference on their website, advertisements and school materials to the programme/s for which they have candidate status provided their status is made clear.” ([Rules for use of IB Intellectual Property, 2018](#))

## DO...

- ✓ Use the **required text for candidate schools** (both paragraphs as below) in school marketing materials.
- ✓ Clearly indicate the school’s candidate status with every reference to the programme on the school website or promotional material.
- ✓ Only use the IB World School logo if you are already authorized for an IB programme, and only in reference to the authorized programme.
- ✓ Use materials from the [Digital Toolkit](#) in accordance with the IB brand guidelines and [Rules for use of IB Intellectual Property](#).
- ✓ Use the Programme Models and/or Learner Profile description and attributes with the line “© International Baccalaureate Organization 2018”.



## DON'T...

- ✗ Imply that the school is authorized, or will be authorized by a certain date or academic year.
- ✗ Refer to IB programmes for which candidate status has not yet been granted.
- ✗ Advertise the school as an “IB school” prior to authorization.
- ✗ Modify the Programme Models in any way (apart from re-sizing) or create your own programme model.
- ✗ Use any IB logos prior to authorization (including the IB World School logo and programme logos).



## Required text for candidate schools

[School Name] is a Candidate School\* for the [programme name]. This school is pursuing authorization as an IB World School. These are schools that share a common philosophy—a commitment to high quality, challenging, international education that [School Name] believes is important for our students.

\*Only schools authorized by the IB Organization can offer any of its four academic programmes: the Primary Years Programme (PYP), the Middle Years Programme (MYP), the Diploma Programme, or the Career-related Programme (CP). Candidate status gives no guarantee that authorization will be granted. For further information about the IB and its programmes, visit [www.ibo.org](http://www.ibo.org).