

Guidelines for IB World Schools and partners

Promoting and explaining your IB programmes

The International Baccalaureate (IB) offers high-quality international education to a worldwide community of schools through four programmes.

For schools that have achieved the high standards required for authorization, they then become an IB World School and can make use of the IB brand. This helps to reinforce the reputation and credibility of the school by associating it with the globally recognized quality and values of the IB.

These guidelines provide schools with information on how to apply the IB brand alongside their own marketing materials and how to make the most of using the IB brand. It also provides details of the other promotional materials available for schools to use when presenting IB programmes to their local communities and other important stakeholders.

Please note: all of the materials described in this booklet are available to download at www.ibo.org/en/digital-toolkit or on request to communications@ibo.org. Your feedback and suggestions are always welcome.

Please contact IB Answers by email at ibid@ibo.org or by calling us on any of the numbers below:

IB Global Centre, Cardiff: + 44 29 2054 7740

IB Foundation Office, Geneva: + 41 22 309 2515

IB Global Centre, Singapore: + 65 6579 5055

IB Global Centre, Washington DC: + 1 301 202 3025

IB Global Centre, The Hague: +31 70 352 6055



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Communicating the IB mission and values

The IB brand is not just what we say about our organization, it is what others have to say about us. Communicating consistently at all times ensures our brand messages remain accessible, recognizable and relevant. Conflicting messages lead to confusion so when creating your school communications consider using the values at the heart of our organization as a tool to better communicate what makes us unique.

Our mission is a simple idea—by educating students we create a better world..

The International Baccalaureate aims to develop inquiring, knowledgeable and caring young people who help to create a better and more peaceful world through intercultural understanding and respect.

To this end the organization works with schools, governments and international organizations to develop challenging programmes of international education and rigorous assessment.

These programmes encourage students across the world to become active, compassionate and lifelong learners who understand that other people, with their differences, can also be right.

Consider using the values at the heart of our organization to create more meaningful messages and to better differentiate your communication.

Motivated by a mission

By educating students we can create a better world. The learner profile expresses our mission statement in action.

International-mindedness

We think and work internationally. We welcome the variety of cultures, opinions, languages and experiences that make up our organization. We acknowledge our own cultural identity but also the cultural diversity of the world we live in.

Quality

The quality of our IB programmes is at the heart of our reputation. Our curriculum is challenging, our assessment is rigorous, our teacher training is professionally rewarding. Our processes of school authorization and evaluation “raise the bar” when they are implemented in schools.

Participation and partnerships

We choose to collaborate with and involve as many people as possible in our work. Our curriculum reflects the shared experiences and best practice of thousands of educators from around the world. Many of our services depend on the freely given contributions of professional educators.

Pedagogical leadership

We seek to foster positive attitudes and a love of learning in both teachers and students.

The three key components for IB schools

The IB World School logo

IB World Schools may use the IB World School logo in connection with the programme(s) for which they are authorized.



The IB programme logos

The IB has made available unique programme logos representing each of the IB's four programmes.



The IB Continuum logo

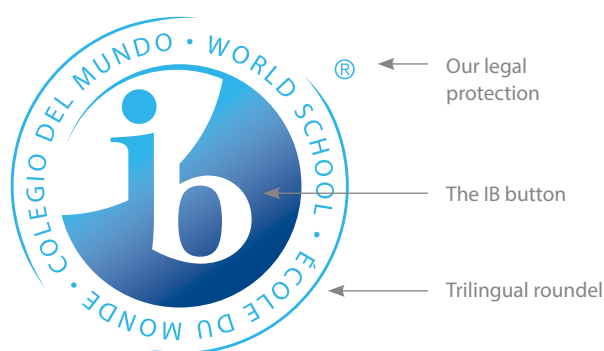
The IB Continuum of international education has a unique visual logo icon. IB World Schools offering a combination of the Primary Years Programme (PYP), the Middle Years Programme (MYP) and the Diploma Programme (DP) and/or Career-related Programme (CP), may use the IB Continuum logo to reflect their commitment to the IB.



The trilingual IB World School logo

IB World Schools may use the IB World School logo in connection with the programmes for which they are authorized. The logo is a registered trademark to ensure that only schools that have achieved the high standards required by the IB are able to use it.

The design uses the same core as the main IB logo. It is available for download from the IB's public website in a wide variety of formats, as one colour, two colour, tonal and reversed images. For professional designers EPS versions of all files are available.



The following rules for use of the logo must be carefully observed in order to maintain the integrity and consistency of the logo wherever it is used.

We encourage you to consider using this logo on your school website, your headed paper, your annual report and in your school prospectus.

Please note:

When incorporating the IB World School logo into your marketing material, web pages and other communication, you should only use the IB World School trilingual version.

This trilingual logo is the only version of the world school logo that is legally protected and registered around the world. Use of single language logos is no longer permitted.

The right to use the IB World School logo within the school's community is restricted to the school itself via the IB coordinators and administrators. It is not for use by parent or student groups. When using the logo provided, it may not be modified in any manner.

The right logo in the right place

Native/original artwork must always be used.
Never use logo artwork extracted from other web pages.



Positive two colour



Positive single colour blue



Positive black and white



Positive solid black



Reversed two colour



Reversed single colour blue



Reversed black and white



Reversed solid black

IB programmes logos

A natural outcome of the growth in service provision offered by the IB is the evolution of both existing and new product and service offerings. In support of these developments, the IB has made available unique programme logos representing each of the IB's four programmes.

This is simply an extension of the IB brand that allows the IB Organization and the IB community a more deliberate and

distinct method of promoting each of the individual IB programmes. The programme logos draw on the core IB colours and attributes of the already recognized brand to ensure that all marques remain fully connected.

Programme logos are offered in English, French and Spanish and are available in various application styles for different backgrounds for both colour and black and white reproduction.

IB programme logos for application onto white and light backgrounds.



Logo versions for application onto dark and solid colour backgrounds.



Black and white versions are available for use in simple single colour applications.



Using the IB World School and programme logos together

Programme logos for use by IB World Schools

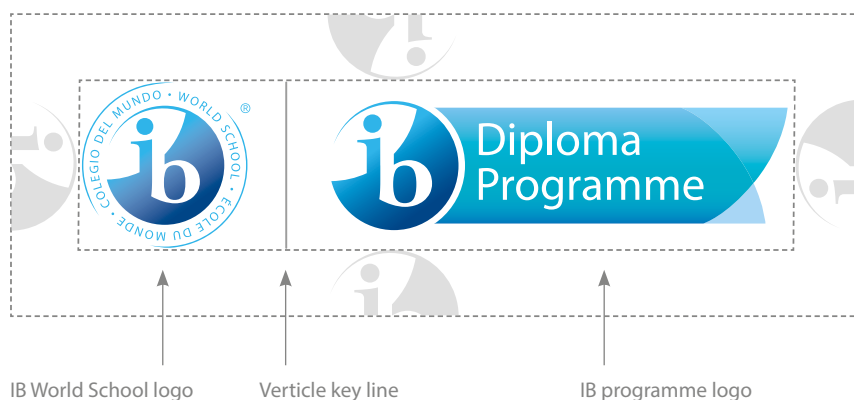
Programme logos must only be used to identify and support programme-related information and must always be accompanied by the trilingual IB World School logo. For convenience and correct application, we have created versions of the programme logos in combination with the trilingual school's logo.

These combination logos are offered in English, French and Spanish and are available in various application styles for different backgrounds for both colour and black and white reproduction.

These are the preferred versions of IB programme logos to be used by IB World Schools.

Native/original artwork must always be used.

Never use logo artwork extracted from other web pages.



To protect our identity and to ensure it is consistently displayed to best effect, a 'minimum clear space' surrounding the identity should be applied. A means of determining the minimum clearance is to use half the height of the IB button as shown here.



The IB Continuum logo

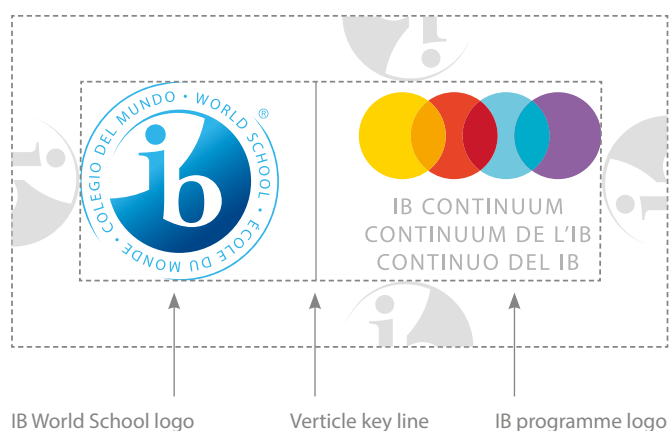
The IB Continuum logo for use by IB World Schools offering three or more IB programmes

An IB Continuum logo, with overlapping spheres connecting the Primary Years Programme (PYP), Middle Years Programme (MYP), Diploma Programme (DP) and the IB Career-related Programme (CP), has been developed. This visual represents the alignment and articulation of IB programmes and the IB's philosophy of the continuum of international education.

These are the preferred versions of IB programme logos to be used by authorized IB World Schools

Native/original jpeg artwork must always be used.

Never use logo artwork extracted from other web pages..



To protect our identity and to ensure it is consistently displayed to best effect, a 'minimum clear space' surrounding the identity should be applied. A means of determining the minimum clearance is to use half the height of the IB button as shown here.

The IB Continuum logo for schools is available in the following application styles.



Correct use of IB logos

The IB World School and programme logos are an important and valuable component of the IB brand identity system and as such we rely upon IB World Schools to use them in a considered and respectful way. By following the rules set out below you will help ensure that wherever and however IB logos are presented, they are always shown correctly and consistently.

Logo clear zones

To protect the legal status of our logos and to ensure they are consistently displayed to best effect, a clear zone has been defined and must always surround the IB World School logo. The simplest way to establish the correct minimum clearance from other content and your document edge is to use half the size of the IB button symbol to visually position the logo. When your clear space is at least the same size as half of the button symbol, then adequate clearance has been applied. Always ensure that document text, other graphic devices, images or logos remain outside of this zone.



(Minimum clearance space around the logo is half that of the IB button symbol.)

Using the IB World School logo

The right to use the IB World School logo within the school's community is restricted to the school itself via its IB coordinators and administrators. It is not for use by parent or student groups. When using the logo provided, neither the school nor its supplier may modify it in any manner. The IB World School logo should always be published in context with the logo of the school itself, so that the relationship between the IB and school is clear.



Option 1: Partnering with your logo

Consider bringing both logos together in partnership by applying the same proportions to both your school logo and the IB World School logo, separating them with a simple black vertical key line.



Option 2: Sharing the same space

Alternatively, place the IB World School logo in the corner of your communication giving consideration to the correct clear zone as set out above. Always ensure that the IB World School logo only appears on a solid white background in isolation from other text, graphic or photographic elements.



Combining the IB World School and programme logos

A simple solution when using both the IB World School and IB programme logo is to use the single device that has been created specifically for IB World Schools in which both logos are combined.



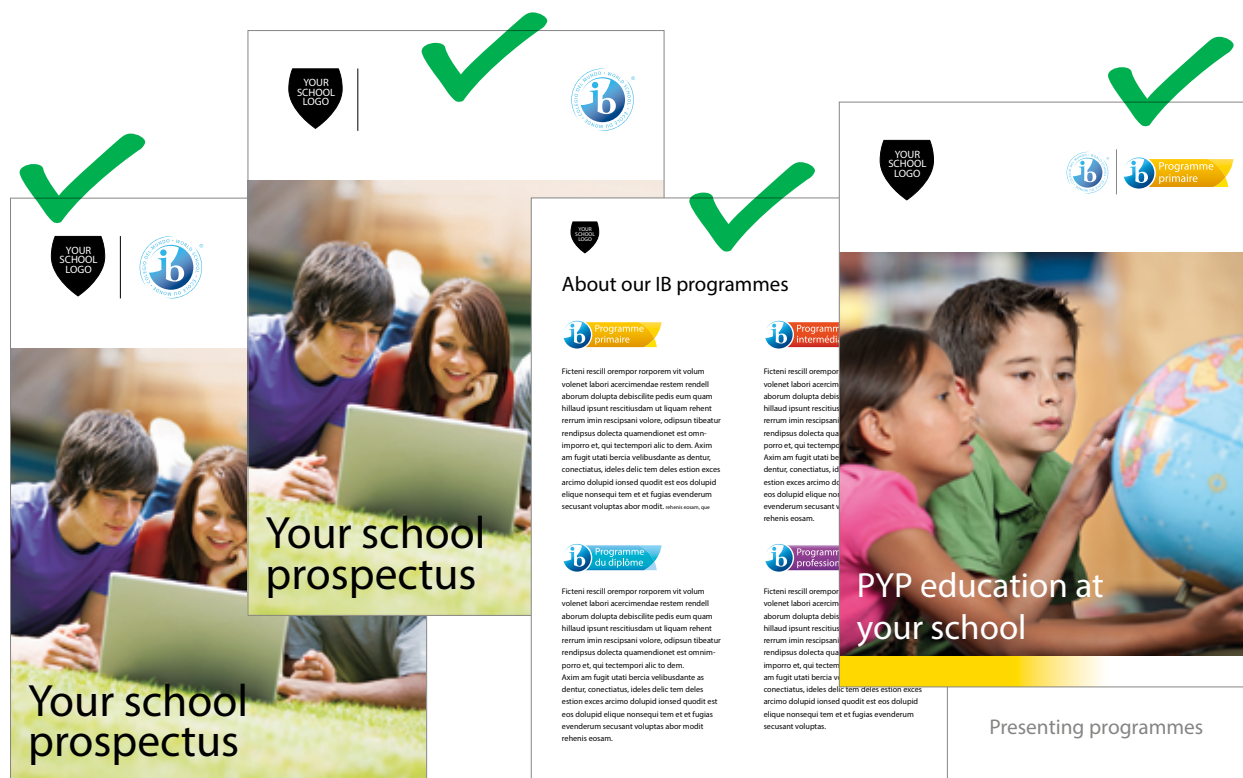
Using the IB programme logos in print

Our programme logos must never be used as a replacement or an alternative to the IB World School logo.

Programme logos must only be used to identify and support programme-related information and must always be

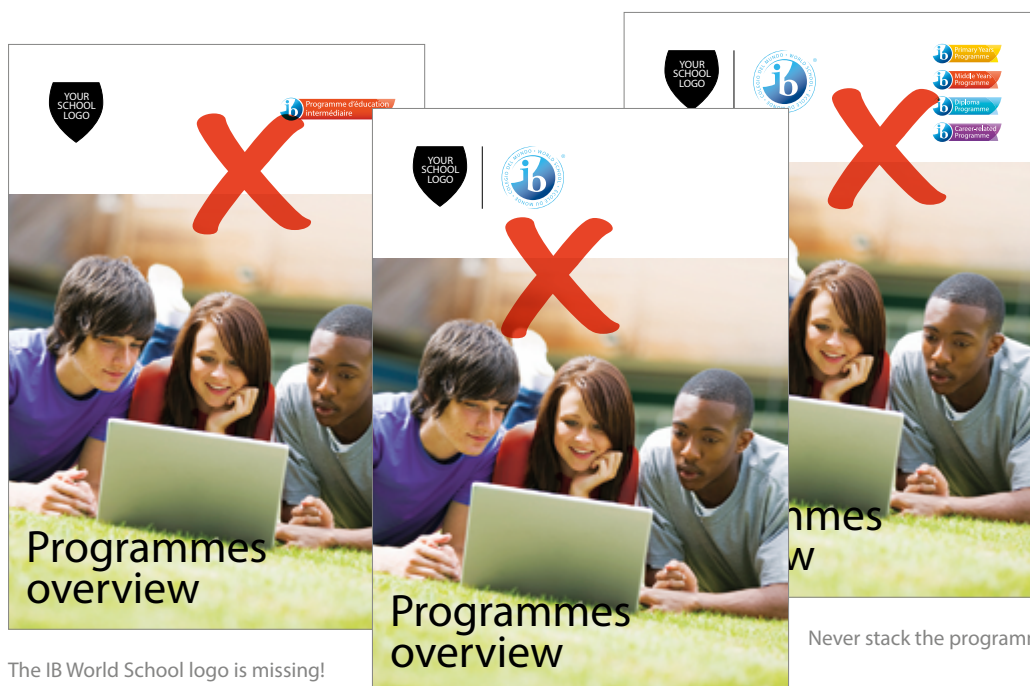
accompanied by the trilingual IB World School logo.

Regardless of which IB programmes you offer, the IB World School logo is the only logo to be used when identifying your school as an IB World School.



"We are an IB World School"

Explaining our programmes



The IB World School logo is missing!

Programme logo is missing!

Never stack the programme logos!

Using the IB programme logos online

“We are an IB World School”



Web banners and tiles

Explaining our programmes



Social media profiles

Your page on the IB website

Over the last two years, more than 3.5m users have viewed over 20m pages on the IB website — it is most widely used source of information about the IB. Almost one third of all pages are downloaded by people searching for IB World Schools.

The school search option is available from every page on the site

because we know that many people, having read about the IB programmes, want to find a local IB World School.

Every IB World School has its own page on IB public website (www.ibo.org) that is automatically created and maintained using data from My School.

The screenshot shows the IB website interface. At the top is a navigation bar with links like 'ibo.org', 'My IB', 'IBIS', 'Students', 'Store', 'Blogs', 'Ask a question', 'Crisis Support Resources', 'COVID-19', 'News', 'About the IB', 'Jobs and Careers', 'Contact the IB', and 'English'. Below this is a secondary navigation bar with 'Benefits of the IB', 'Programmes', 'Become an IB school', 'University admission', and 'Professional development'. The main header image features a smiling student with glasses. The page title is 'Dwight School London'. A table lists school details: Type (PRIVATE), Head of school (Mr Chris Beddows), IB School since (14 December 1995), Country / territory (UNITED KINGDOM), Region (IB Africa, Europe, Middle East), IB School code (000865), and Website (www.dwightlondon.org/). To the right is the IB logo and a 'Back to search results' link. Below the table is a 'Programmes offered' section with the 'Diploma Programme' logo. At the bottom left is the 'Authorised' date (14 December 1995). At the bottom right is a map of the school's location in North Finchley, London, and a section for 'OUR COORDINATORS'.

| | |
|----------------------|--|
| Type: | PRIVATE |
| Head of school: | Mr Chris Beddows |
| IB School since: | 14 December 1995 |
| Country / territory: | UNITED KINGDOM |
| Region: | IB Africa, Europe, Middle East |
| IB School code: | 000865 |
| Website: | www.dwightlondon.org/ |

Programmes offered

Diploma Programme

Authorised: 14 December 1995

WHETSTONE, NORTH FINCHLEY, FRIERN BARNET

OUR COORDINATORS

You can maximize the impact and benefit of this page by:

- Ensuring that the information on your page is up-to-date. Your IB coordinator can make most changes through My School.
- Supplying us with one or more photographs. These should be supplied as JPG files, at 1600px width and 1200px height. Email them along with the copyright and completed image consent forms to communications@ibo.org and we will add them to your page.
- Creating a link from your school website to your page on www.ibo.org. Incoming links will help to increase your page ranking in search engines.

IB brochures, posters and and flyers

The IB brochure *Education for a Better World* is a high impact, full colour brochure available in English, French and Spanish. The brochure is ideal for anyone who needs a high level introduction to the IB and its work.

Four IB programme flyers support the brochure. Each full-colour flyer provides an introduction to one of the IB programmes. They have been written with audiences such as parents in mind and are ideal for distribution at information evenings. The flyers can be inserted within a flap at the back cover of the *Education for a Better World* brochure. However, they can also be ordered and distributed without the brochure, as each leaflet contains a complete programme description and can be used independently.

IB programme posters are used by schools to provide students and parents with an illustration of the unique nature of each IB programme and highlight the benefits and cohesive nature of the IB continuum of international education for students from 3 to 19 years of age.

You can order printed copies of these materials through <http://store.ibo.org>. Alternatively, authorized and candidate IB World Schools can download, at no charge, PDF versions of all of this material from the IB's public website. Please note that no alterations should be made.



IB learner profile

The IB learner profile is the IB mission statement translated into a set of learning outcomes for the 21st century. The learner profile provides a long-term vision of education. It is a set of ideals that can inspire, motivate and focus the work of schools and teachers, uniting them in a common purpose. Authorized and candidate IB World Schools are encouraged to download a description of the learner profile from the IB website, and to reproduce and distribute it within their school community without making any changes..



IB learner profile video

There is also a video available that helps to bring the IB mission to life by showing the learner profile in action in IB World Schools

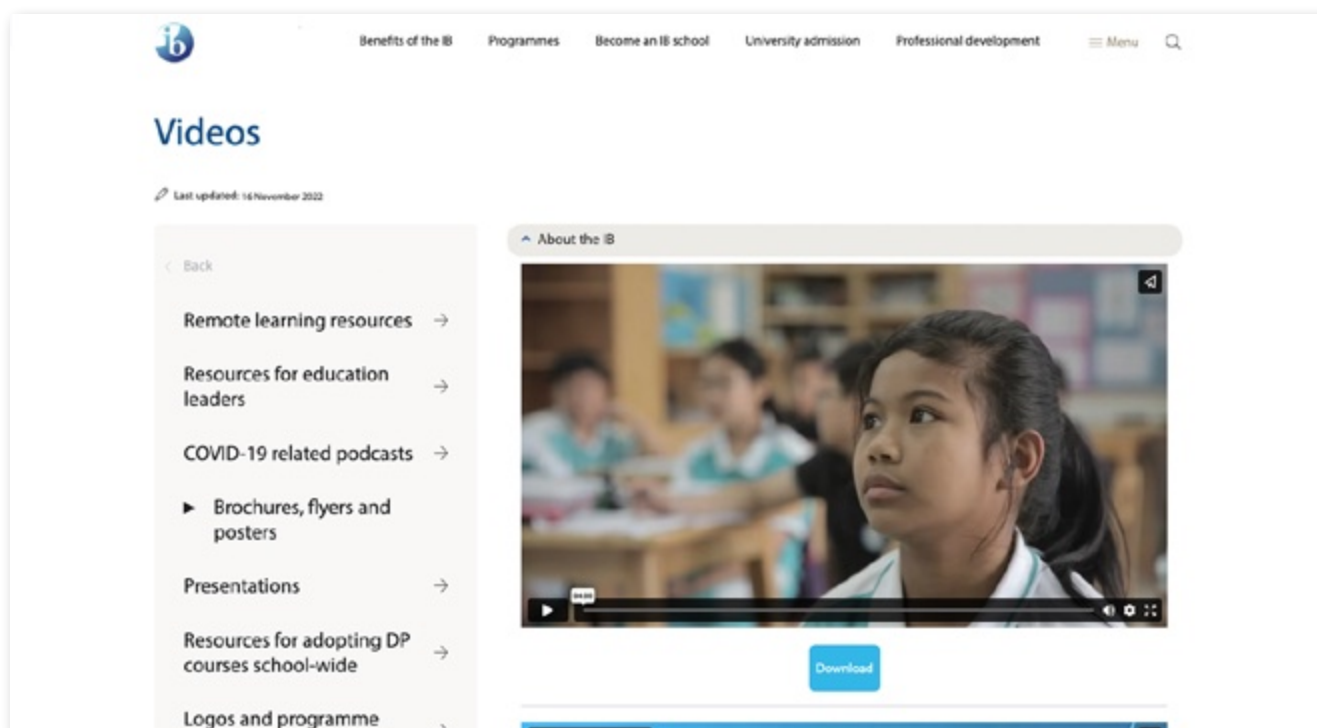
The video:

- is ideal as an introduction or finale to a presentation about the IB at parents' evenings, board meetings or other school events
- includes a diverse group of IB students from all over the world and from all IB programmes
- is available to download and use in your school's presentations or embed on your website
- is available in English, French and Spanish versions.

Our IB programme videos

A series of academic programme videos are available to download, which include teachers and students giving an overview of the IB programmes in their own words, including what the programmes mean to them and what they get out of studying and teaching the IB programmes.

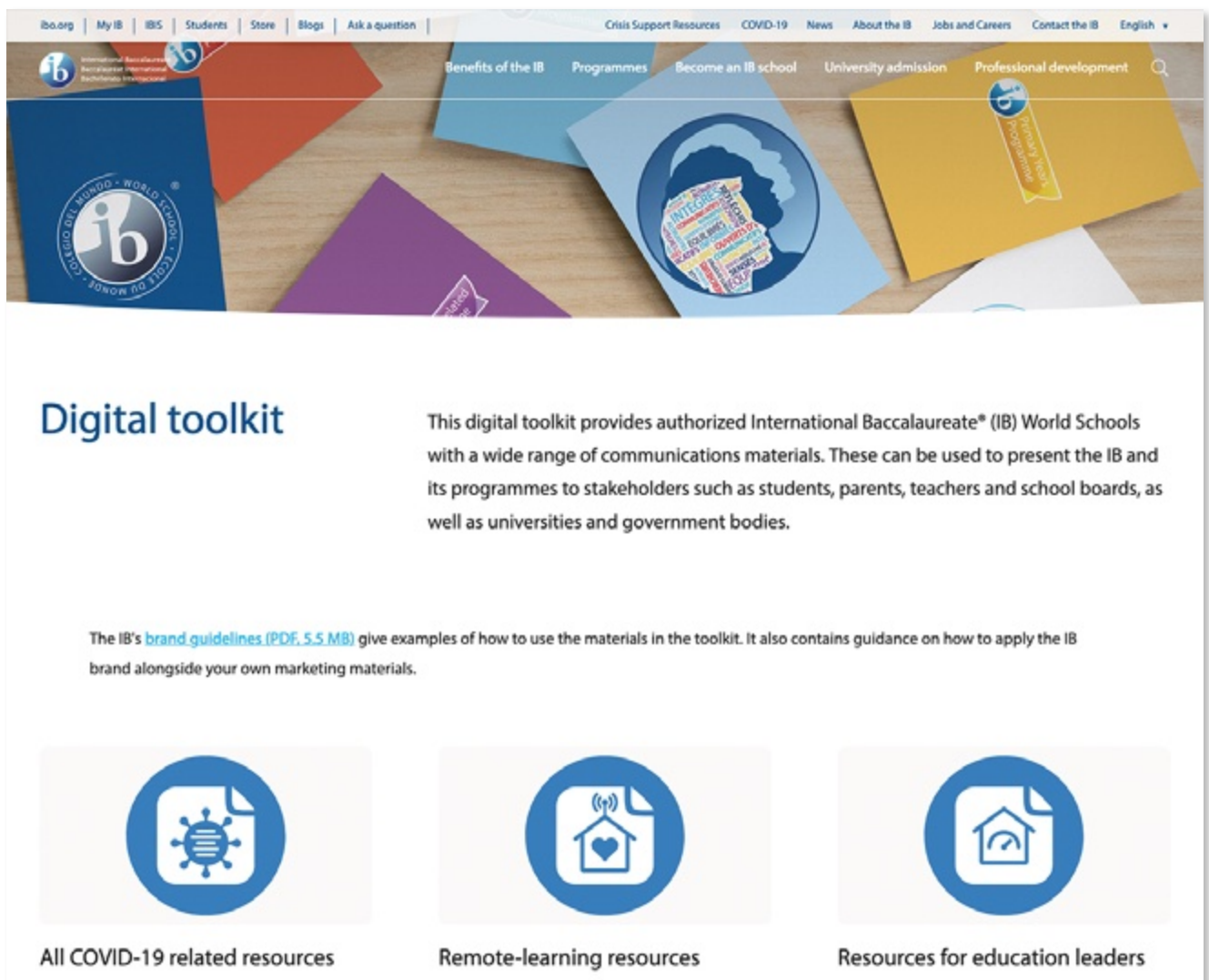
These are extremely powerful communication tools for schools to use. Visit www.ibo.org/digital-toolkit/videos/ and find out more.



Digital toolkit

In order to ensure consistent, clear messages to our audiences, the IB and our IB World Schools should communicate globally with an awareness and sensitivity to local cultures. This enables us to engage our global network of students in 153 countries along with all of our stakeholders, including alumni, parents, educators and the many people who support the IB.


One of the key marketing assets we provide is a digital toolkit containing tools for IB World Schools only, which helps them to use the IB brand in a consistent way. These tools, which should not be altered, are updated regularly and can be found at www.ibo.org/en/digital-toolkit/





Digital toolkit

This digital toolkit provides authorized International Baccalaureate® (IB) World Schools with a wide range of communications materials. These can be used to present the IB and its programmes to stakeholders such as students, parents, teachers and school boards, as well as universities and government bodies.

The IB's [brand guidelines \(PDF, 5.5 MB\)](#) give examples of how to use the materials in the toolkit. It also contains guidance on how to apply the IB brand alongside your own marketing materials.

**All COVID-19 related resources**

**Remote-learning resources**

**Resources for education leaders**

Digital toolkit homepage

Association, In Cooperation and In Collaboration logos

The IB has developed three logos for use with specific groups within the IB community.

Association of IB World Schools logo

Artwork is available in a range of application styles and in English, French and Spanish.

The right to use the “Association of IB World Schools” logo is restricted to the recognized association that has signed an agreement with the IB, via its officers and administrators who may use it on its official stationery, publications and website in relation to non-commercial activities that are covered by the cooperation and licence agreement that it has entered into with the IB. The Association may not modify the logo in any way and must reproduce it only in accordance with the design guidance below..



Positive two-colour



Reversed two-colour



Positive single colour blue
PMS 288 coated



Reversed single colour white

Presenting your relationship with the IB

The simplest way to establish the correct minimum clearance from other content and your document edge is to use half the size of the IB button symbol to visually position the logo. When your clear space is at least the same size as half of the button symbol, then adequate clearance has been applied.



Minimum clearance space around the logo is half that of the IB button symbol.

To help Associations explain the special working relationship that they have with the IB, the IB has created a small amount of suggested text that can be used on websites and in publicity material. “The Association is recognized by the IB Organization as an independent entity that promotes the IB in the region but does not have any authority to represent the IB Organization itself or sign any documents on its behalf.”

When it comes to creating a website for your Association, or any publicity material, please follow the simple rules below to ensure that you comply with the IB’s policy on use of its trademarks and intellectual property, and to correctly convey the special relationship between your Association and the IB.

Please contact copyright@ibo.org if you have any queries.

1. Always use the approved name for your Association (as stated in the licence agreement) which may be an agreed “public name” if you were asked to create one.
2. If it has been agreed, you may use “IB” or “BI” in your public name but not in full or on their own in a banner or header as “International Baccalaureate”, “Baccalauréat International” or “Bachillerato Internacional”. You may write the words in full only in normal descriptive text, for example when talking about any of the four IB programmes.
3. Do refer to yourselves as an “Association”, or “Association of IB World Schools”. To help prevent confusion over your Association’s relationship with the IB, you may wish to use the IB’s suggested text shown here on the right.
4. Use the “Associations of IB World Schools” logo for which you are licensed by the Agreement and follow the usage guidelines in this document. Do not use any other IB logo, past or present. To obtain the logos please contact communications@ibo.org.
5. Do create a logo for your Association that is distinct from the IB identity and not one that bears a resemblance to any past or present IB logo.
6. Do not refer to yourselves as a “sub-region”, or “sub-regional group” in connection with the IB, or use the word “organization” to describe yourselves (to avoid confusion with the IB Organization). The term “not-for-profit organization” is fine.

LEARNING with the IB

The Southwest Association of IB World Schools

The Association is recognized by the IB Organization as an independent entity that promotes the IB in the region but does not have any authority to represent the IB Organization itself or sign any documents on its behalf.

LEARNING
SOUTHWEST



LEARNING
SOUTHWEST

Association of IB World Schools

In Cooperation logo

The In Cooperation logo is used by third parties to designate products or services endorsed by the IB. The In Cooperation logo is most commonly used by workshop providers who are engaged to offer IB approved workshops, co-publishers of printed and digital textbooks and other resources for teachers and students, and by universities that offer IB Educator and/or IB Leadership certificates. The In Cooperation logo may also be used at an event which the IB endorses.

The In Cooperation logo must not be used without the written permission of the IB and is only issued to third parties once a licence agreement has been signed.



Positive two-colour



Reversed two-colour

The In Cooperation logo is made up of two main components—the IB symbol, taken from the core IB logo (shown below) and a roundel device which is made up of both type and graphic lines.

Although the In Cooperation logo displays the IB symbol at its core, it is different from the IB logo which use is solely restricted to the International Baccalaureate Organization..



Positive single colour blue
PMS 288 coated



Reversed single colour white

Construction and clear zone

The IB In Cooperation logo is only available as finished digital artwork and should never be recreated or modified in any way. Should you require an alternative version to those available please contact IB Answers.

To protect the identity's legal status and to ensure it is consistently displayed to best effect, a clear zone surrounding the logo should always be considered (see below). Always ensure that document text, other graphic devices, images or logos remain outside of this zone.

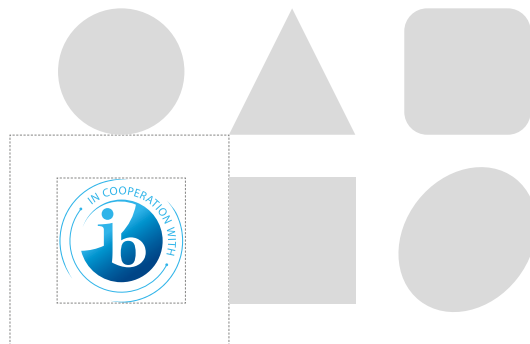
The simplest way to establish the correct minimum clearance from other content and your document edge is to use half the size of the IB button symbol to visually position the logo. When your clear space is at least the same size as half of the button symbol, then adequate clearance has been applied.



Minimum clearance space around the logo is half that of the IB button symbol.

Positioning with other non-IB logos

Where the In Cooperation logo needs to appear as part of a grouping of logos, always ensure that the correct clear space is applied..



Positioning with one other partner logo

Where the In Cooperation logo needs to appear with one other non-IB logo, the use of a key line in either black, white, blue or grey as a separating device must be used. Including this additional component will ensure that both logos are clearly separated and not mistaken as a single entity. This key line should be no thicker than 1 mm, clearly visible and positioned at the outer edge of the IB logo clear zone. Its correct length is equal to either the x or y dimensions of the clear zone



In Collaboration logo

The In Collaboration logo may be used by universities that wish to signal recognition of IB alumni in their enrolment acceptance criteria. Such use case does not require a formal written agreement from the IB.



Positive two-colour



Reversed two-colour

The In Collaboration logo is made up of two main components—the IB symbol, taken from the core IB logo (shown below) and a roundel device which is made up of both type and graphic lines.

Although the In Collaboration logo displays the IB symbol at its core, it is different from the IB logo which use is solely restricted to the International Baccalaureate Organization.



Positive single colour blue
PMS 288 coated



Reversed single colour white

Construction and clear zone

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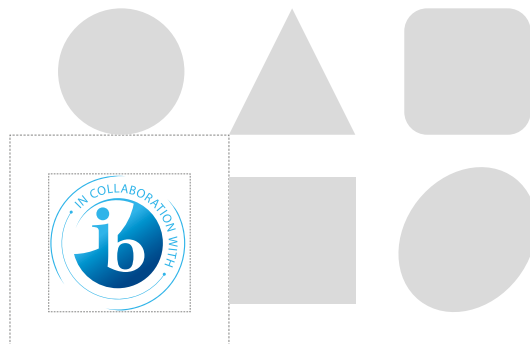
The simplest way to establish the correct minimum clearance from other content and your document edge is to use half the size of the IB button symbol to visually position the logo. When your clear space is at least the same size as half of the button symbol, then adequate clearance has been applied.



Minimum clearance space around the logo is half that of the IB button symbol.

Positioning with other non-IB logos

Where the In Collaboration logo needs to appear as part of a grouping of logos, always ensure that the correct clear space is applied..



Positioning with one other partner logo

Where the In Collaboration logo needs to appear with one other non-IB logo, the use of a key line in either black, white, blue or grey as a separating device must be used. Including this additional component will ensure that both logos are clearly separated and not mistaken as a single entity. This key line should be no thicker than 1 mm, clearly visible and positioned at the outer edge of the IB logo clear zone. Its correct length is equal to either the x or y dimensions of the clear zone



Other Partner
Inc



Other Partner
Inc