



CORPORATE IDENTITY GUIDELINES FOR **THE INTERNATIONAL BACCALAUREATE ORGANIZATION**

The IBO's *Corporate identity guidelines for the International Baccalaureate Organization* defines, for staff and outside suppliers, the organization's corporate identity.

It covers graphic design for use in print and electronic forms, as well as the use of language and other aspects of the appearance of materials that reflect this identity.

The manual is published on www.ibo.org, the IBO's staff intranet and as a PDF document on CD. It is available in English, the IBO's administrative language.

Produced by Zidao Communication for the IBO [^]

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THE IMPORTANCE OF CORPORATE IDENTITY

This section should be read before the other sections are consulted.

It provides an overview of corporate identity and why it is important to the IBO and its stakeholders.

The IBO's most valuable assets are its employees and its intellectual property (IP), and foremost among the IP assets are the organization's name and corporate logo, both of which are registered in many countries.

The value of the name and logo lie in their ability to unite a group that is committed to international education but with offices around the world that play varied roles, and staff who come from many cultures and work in several languages. The name and logo communicate the quality and professionalism that lie behind the IBO's success. Correct and consistent use of them wherever visual identification occurs strengthens the IBO's credibility.

Companies and organizations use designs, such as logos, but also a variety of other communications tools to help them more clearly define who they are and what they do. Symbols and language have long been used by humanity for the purposes of identity, for individuals and groups.

The IBO has an *identity*, forged by the group over the years and redefined on a regular basis through strategic plans, the work it does and the services it provides.

It also has an *image*: the way it is perceived by the public and in particular its stakeholders. Corporate identity guidelines align the identity the IBO has created for itself with its public image, which improves the IBO's ability to fulfill the vision laid out in the organization's mission statement and its strategic plan.

These guidelines provide direction for staff and suppliers who work closely with the IBO.



THE ORGANIZATION

International Baccalaureate Organization

Organisation du Baccalauréat International

Organización del Bachillerato Internacional

“International Baccalaureate Organization” is a registered trademark, as are the French and Spanish equivalents: “Organisation du Baccalauréat International” and “Organización del Bachillerato Internacional”.

“IBO” is also registered. In English and French the definite article is used: “the IBO” and “l’IBO”. In Spanish it is not: “IBO”.

IBO is the official acronym used by the organization: it represents the company itself. Schools work closely with, but are not part of, the IBO.

IB is an abbreviation used loosely and informally to indicate that something has a recognized connection to the IBO, such as its programmes, schools and teachers, as well as students following its programmes. Used alone, IB is an informal reference to the three programmes and all that is part of a school offering, and students following, them. *Note:* historically this was used to refer to the Diploma Programme only, but today it refers to the Middle Years and Primary Years Programmes as well.

THE PROGRAMMES

The IBO offers to schools an international curriculum which is at the heart of the work it does. This curriculum is based on three programmes.

The official names in English of the three programmes are always capitalized and spelled as shown:

Diploma Programme

Middle Years Programme

Primary Years Programme.

Their official acronyms are:

“DP”, “MYP” and “PYP”.

“DP” is used only occasionally and “Diploma Programme” is preferred.

USAGE EXAMPLES:

CORRECT

the IBO
the IBO's Council of Foundation
the IBO's staff
the IBO's strategic plan
the IBO's mission statement
the IBO's programmes
IB programmes
IB schools
IB students
the IB (as a reference to all three IBO programmes)
DP, MYP, PYP

INCORRECT

IBO (as a noun, without the article "the" in front)
IBO schools
IBMYP, IBPYP
the IB (as a reference to the Diploma Programme alone)



THREE LOGOS

The IBO has one corporate logo, but it has registered as trademarks three logos:

For its own use:

the corporate logo

For use by others:

the IB world school logo

In cooperation with the IBO logo

IBO TRADEMARKED LOGOS:



CORPORATE



IB WORLD SCHOOL



IN COOPERATION
WITH THE IBO

THE CORPORATE LOGO

For use by the IBO only, to represent its programmes and services. It is the only logo used by the IBO. The IBO's corporate logo, a registered trademark in a number of countries, is a truncated sphere with three bars in blue (top), red (middle) and yellow (bottom) and the acronym "IBO" above. The bars' colours are used to represent the three programmes that are at the heart of the organization's work in international education.

History of the logo

The logo was adopted by the IBO in 2001 after consultation with staff in all IBO offices around the world; it initially used a set of colours (blue, green, purple) that had traditionally been used by the three programmes. The change to the new colours was made in early 2002, with a deadline to move completely to the new colours by the end of 2003. The relatively long deadline is designed to keep down costs.

The new logo was designed by Mary Tiegreen, New York, USA, and replaced one created by a now-unknown artist in the 1980s.

In 2000 the IBO took several measures to better protect its intellectual property in order to ensure that the quality of its programmes, products and services is safeguarded. The organization wanted to provide the public with a clear symbol of its work and to give IB world schools greater value for their money and an image with which they are proud to be associated.



THE CORPORATE LOGO

Who may use it

All IBO offices

A limited number of other organizations to which the IBO wishes to be linked, in print and on web sites; with prior permission

A limited number of manufacturers of merchandise, for sale by the IBO only; with a contractual agreement

Who may not use it

Schools, their staff and students

Organizations and companies, without prior permission from the IBO

Manufacturers of merchandise, without prior permission from the IBO

For more information: logos@ibo.org



Pantone colours: 280, 199 and 138



Black on light colours



Pantone 876 metallic ink limited to corporate stationery items



Black and white reversed, used on dark backgrounds



CORPORATE LOGO COLOURS

Consistency in colour, proportion and placement should be maintained when using the corporate logo. The three programme colours are present in the full colour version of the logo. Following is a list of colour guidelines specific to different media.

Pantone (PMS) colours: The programme colours listed in the box, right, are the standard colours to match in all media. Note: when viewing and printing this PDF document, colours may be altered due to variations of printers and screens. Colour chips of the actual Pantone colours can be ordered; IBO senior managers should contact Zidao for details.

Pantone metallic ink: The logo and additional graphic elements appear in PMS 876 metallic copper on corporate stationery items.

Full-colour printing: When using the logo for full-colour printing, a logo in CMYK colours must be supplied to the printer.

Screen colours: For use in screen presentations such as PowerPoint the logo and corresponding graphics must be in RGB.

Web colours: For use on web sites, the logo appears using web-safe colours.

With authorization, logos can be obtained from the IBO's online image bank.

For more information: logos@ibo.org

	Logo in colour is used for full colour printing, web use and screen presentations.		Pantone 876 metallic ink is used for corporate stationery items.
Pantone colours:		RGB:	
PMS 280	dark blue	280	red: 0
PMS 199	red	green:	43
PMS 138	yellow	blue:	127
Full colour/CMYK:			
280	cyan: 100	199	red: 216
	magenta: 89	green:	28
	yellow: 30	blue:	63
	black: 10	138	red: 216
199	cyan: 3	green:	140
	magenta: 96	blue:	2
	yellow: 50	html web colours:	
	black: 1	280	002B7F
138	cyan: 5	199	D81C3F
	magenta: 49	138	D88C02
	yellow: 100		
	black: 1		

CORPORATE LOGO USAGE

Consistency: The colours must always appear in the correct order. The logo never appears next to the complete name of the organization. The logo is never printed with just one of the programme colours. It is either shown in all three colours or in black, white or gray. An exception is corporate stationery, where the logo is bronze.

Proportion: Be sure to maintain a consistent proportion so that the half circle remains round and is not stretched or compressed. When you need to resize an image, maintain its proportions.

White Space: An adequate amount of white space must be preserved around the logo. Try to keep a clear space at least the height of the letters "IBO" on all sides of the logo.



IB WORLD SCHOOL LOGO

For use by schools that have been authorized to offer the IBO's programmes, to indicate their special working relationship with the IBO, and to ensure that the quality of the programmes is recognized.

This is a circle with "IB" inside, used in black and white or with three colours in the background, and the words "IB world school", "École du monde", "colegio del mundo" around the outside of the circle. An alternative version, for limited use where design restrictions call for this shape, is a horizontal bar with the IB circle and the words "world school" or "École du monde" or "Colegio del mundo" written to the right of the circle, in one language only.

The logo is sent on printer-ready bromide sheets to the head of each school when it receives its authorization letter from the IBO's director general. It is also available in electronic formats to coordinators of IB programmes and school administrators on lbn.net, the IBO's web site for coordinators.

The original programme colours, blended in the circle, are: 3285 green, 288 blue, and 234 purple.

For more information: logos@ibo.org



Who may use it

Schools authorized to provide IB programmes (coordinators and administrators only), following suggested guidelines sent to schools at the time of authorization.

Who may not use it

Groups connected to the school such as students, teachers, alumni, unless they have the express consent of the school's administration and/or IB programme coordinators, and the IBO's guidelines for the logo's use are respected. It is the responsibility of the school to ensure that the logo is used correctly.

Schools that have begun the authorization process but that have not yet received their letter of authorization from the IBO's director general.

Prospective IB schools.

“IN COOPERATION WITH THE IBO” LOGO

For use by groups who are sharing projects with the IBO, mainly through IBO regional offices. The logo is available, at the discretion of the regional offices, in a variety of file formats for print and electronic use. Its use is covered by a contract that stipulates the time period and terms under which the logo may be used. Indefinite use of the logo is not permitted.

Who may use it

Individuals, schools, organizations and companies approved by the regional office to use this logo temporarily

Who may not use it

Anyone whose use of it is no longer covered by a valid contract with the IBO
Anyone who does not have a contractual agreement with the IBO for its use

contact: ibaem@ibo.org
ibap@ibo.org
ibla@ibo.org
ibna@ibo.org

For more information: logos@ibo.org





CHOOSING A FILE FORMAT

Each of the three logos is available in three different file formats—EPS, JPEG, and TIFF. The EPS and high resolution (300 DPI, or dots per inch) JPEG and TIFF files are for printed materials, and the smaller JPEG file is for web and screen presentation use and should be 72 DPI. Printers generally will request file formats appropriate to each job.

EPS: The EPS version is appropriate for commercial printing and can be used with vector/illustration programs such as Adobe Illustrator and Freehand. The advantage of EPS is that it can be scaled from small to large sizes appropriate for use on signage.

JPEG: The large JPEG version is appropriate for printing on personal and office printers, while the smaller JPEG is for use on the web and in screen presentations such as PowerPoint. The advantage of JPEGs over TIFFs is their smaller size and faster downloads.

TIFF: The TIFF versions of the logos are appropriate for both commercial and laser printing. While larger in size than the JPEG, they maintain more information and are preferred when high resolution is important.

Please note that file sizes can be large and may take some time to download.

With authorization, logos can be obtained from the online image bank.

For more information: logos@ibo.org

SUGGESTED USES FOR DIFFERENT FORMATS:

EPS:

- commercial printing
- stationery items
- book printing
- advertising
- signage

JPEG:

- PowerPoint presentations
- web design
- brochures
- name tags

TIFF:

- commercial printing
- stationery items
- name tags
- book printing
- advertising

TYPOGRAPHY

The font used on all IBO corporate stationery items is Adobe Garamond. A secondary font family used in many IBO publications, including *IB World*, is Futura.

Adobe Garamond

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Futura

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

PROGRAMME ICONS

Each of the IBO's three programmes has an "icon", used to visually identify materials for the programme. These icons were created in the 1990s (designer: John Stephens) to give the programmes higher profiles when the Middle Years and Primary Years Programmes were added to the original IBO programme, the Diploma Programme.

The icons are used today almost exclusively by the publications group, for curriculum documents and materials in print and on the online curriculum centre (OCC).

The icons, generally presented in colour, are used as the official IBO signature on curriculum materials and therefore are not available for use by schools.

Who may use them

- IBO's publications group
- other IBO departments and offices, with prior permission from the publications group

Who may not use them

- schools and other organizations outside the IBO

For more information: copyright@ibo.org



CURRICULUM MODELS

At the centre of each IBO programme is a curriculum model. These designs are the graphic expression of the IBO's curriculums, which have been developed over time by the IBO and IB world schools working closely together. This collaborative effort is a key factor in the success of the IBO's programmes. The models have been carefully crafted and approved by programme committees that have considered their implications for schools worldwide. The models may not be changed in any way except by the groups charged with their responsibility.

The IBO encourages schools to reproduce these models, in order to ensure that the IBO curriculum is accurately represented.

The models are, however, copyrighted by the IBO and permission to reproduce must be sought. The following information must appear below the model:

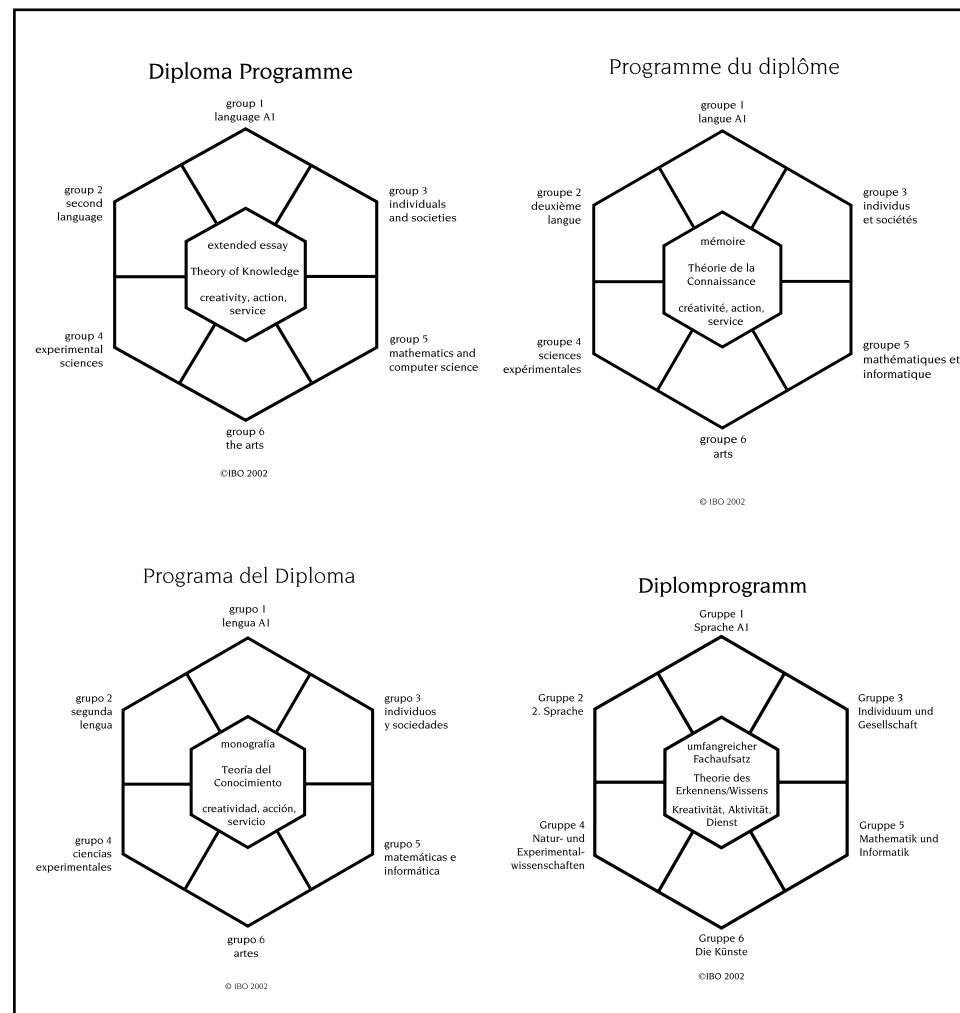
© IBO year Reprinted with permission from the IBO.

Electronic formats:

The IBO provides these models in various file formats, all of which can be resized: JPG, GIF, EPS

Languages available, for the models:

the Primary Years Programme, available in English, French, Spanish
 the Middle Years Programme, available in English, French, Spanish, Chinese
 the Diploma Programme, available in English, French, Spanish, German



CURRICULUM MODELS

Who may use them

All IBO departments with access to the current models available in the IBO's online image bank.

IB world schools, with prior permission from the publications group:

copyright@ibo.org

With prior permission, schools applying for IBO authorization or prospective IB schools.

Who may not use them

Anyone who has not obtained prior permission from the IBO.

Correct use

The models may be reproduced in colour, using the graphic elements available in the IBO's image bank (for staff and approved suppliers) or from the IBO (for schools).

The models may also be reproduced in black and white, using approved and current graphic designs.

Incorrect use

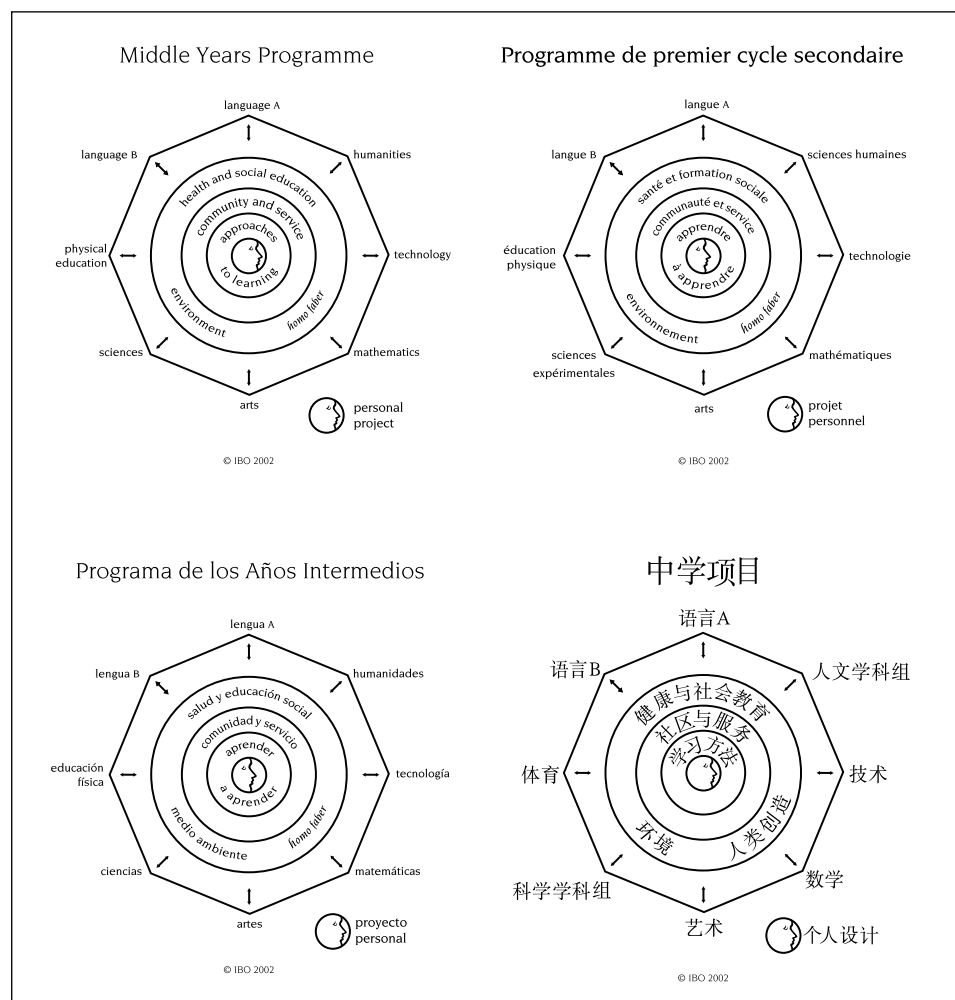
The models may not be used without prior permission.

They may not in any way be modified or added to, for example, to show a school's courses or a country's national requirements.

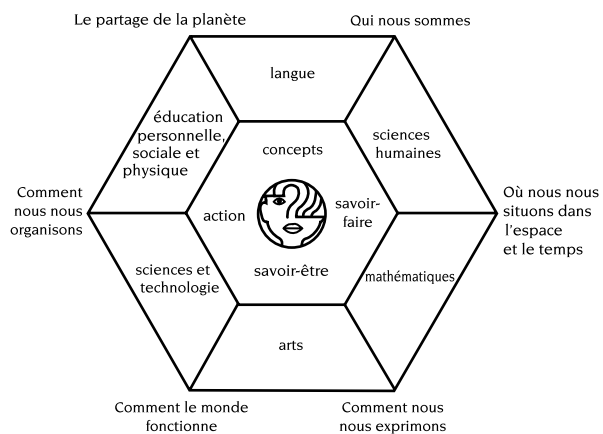
Electronic formats

The IBO provides these models in the following electronic file formats, all of which can be resized: JPG, GIF, EPS.

For more information: copyright@ibo.org

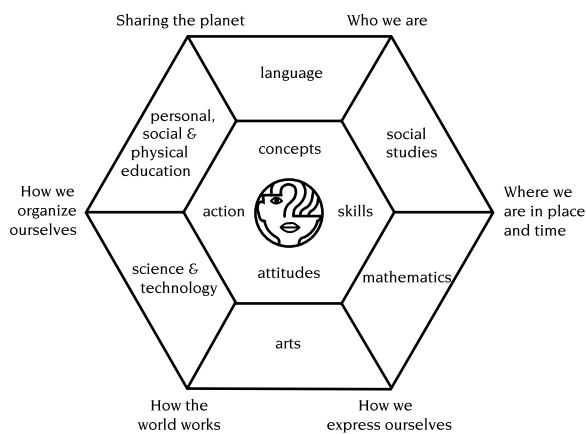


Programme primaire



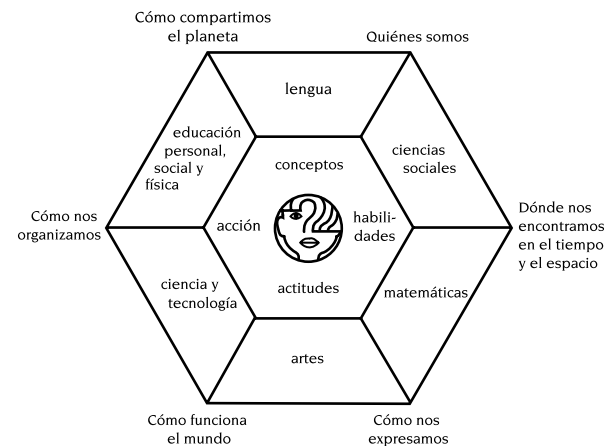
© IBO 2002

Primary Years Programme



© IBO 2002

Programa de la Escuela Primaria



© IBO 2002

PHOTOGRAPHS AND VIDEO CLIPS

Legal issues

The IBO uses photographs and video clips in some of its print and electronic publications as well as on some of its web sites.

There are two general sources for these materials: IBO staff and schools. All images, no matter what their source, are protected by two types of international agreement on privacy laws and copyright. The first covers the rights of individuals whose images are reproduced and the second covers the rights of those who have taken the photos or made the films. Permission must be sought to reproduce before these images can be used in any way. In the case of employees, IBO contracts cover both privacy and author's (photographer's) rights. For all other photos, the IBO asks permission, using a standard form. A file with these forms is maintained by Zidao Communication for the IBO.

A limited number of older photos, obtained before the permissions policy was put into effect in 2003, may be reproduced, with prior permission from Zidao Communication. Contact: info@zidao.com.

Where to find images

All photographic images reproduced by the IBO are stored in its online image bank, available online to a group of employees and a small number of approved suppliers.

Photos that are not housed in the image bank must not be reproduced; photos from non-IBO sources may be used only if permission has been granted in writing and the photos entered in the IBO's image bank.

IBO photo archives are also stored in the image bank.

Image quality

Most photographs used by the IBO are supplied by schools, since photos of students and teachers are the best means of visually showing the IBO's work in international education. Many of these are sent to *IB World* magazine (www.ibo.org, *Around the IB world*); they are kept in the IBO's image bank. They are often re-used, mainly for web sites. Schools and staff supplying photos will find that the list of DO'S and DON'TS below will help their photos to be considered for the image bank. The IBO uses photos taken mainly by amateur photographers, but insists on maintaining high standards that reflect the quality of the work of the organization. Photos of poor quality may be rejected.

IBO staff who need information about submitting photos for the image bank

should contact: imagebank@zidao.com

Video clips

Video clips are the responsibility of the online curriculum centre.

DO'S

- Take photos close up, so that faces show clearly.
- Ask subjects to look at the camera if possible.
- Ensure that the light is good.
- Focus sharply on one person or object rather than trying to fit in as many as possible.

DON'TS

- Stand at the back of a room of people, with the main subject—a speaker, for example—in the distance.
- Assume that unwanted parts of the photos can be cut out.
- Have heads without visible faces in the foreground.
- Show people's backs.

For more information: info@zidao.com.

GOOD EXAMPLES



POOR EXAMPLES



POWERPOINT PRESENTATIONS

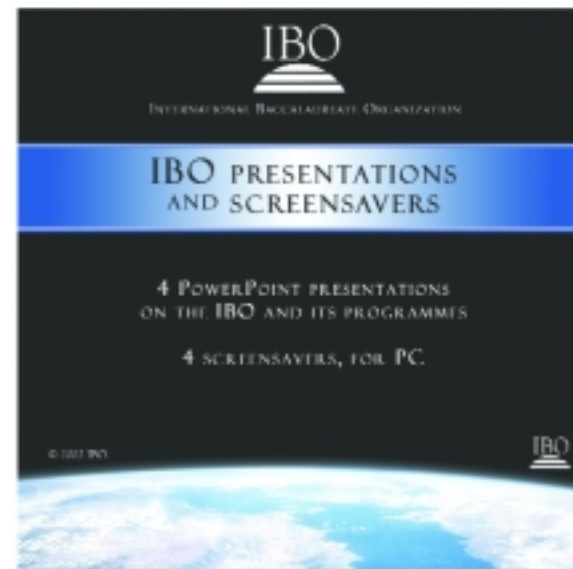
The IBO produces, as part of its corporate relations package, a set of four PowerPoint presentations in English, French and Spanish about the organization in general and its three programmes. These are distributed to interested parties, such as universities and governments, and they are also sold to the public—mainly schools—for their own marketing purposes. These are often shown to school boards, parent groups and others who need to better understand the IBO's international curriculum. New slides to keep the presentations up to date are posted on www.ibo.org periodically.

For more information: www.ibo.org/publications

IBO staff also regularly prepare presentations, for a variety of purposes. To make it clear that these are official IBO presentations, and to help strengthen the organization's corporate identity in the public's eyes, staff are requested to use, whenever possible, templates that are based on the official IBO presentations. These provide a colour scheme and correct placement and size of the logo, while leaving staff to decide on content.

For more information: info@zidao.com

IBO staff who prefer not to use the templates should keep in mind that PowerPoint shows are similar to corporate correspondence, in that they reflect the organization. They are no more personal than a letter, and these are always written on corporate letterhead. The IBO corporate logo must appear on each slide, in a size and location similar to that on the templates. The logo must be obtained from the image bank to ensure that this is a correct and current version of the logo. Instructions about logo use, from the *Corporate identity guidelines for the International Baccalaureate Organization*, must be observed.



IDENTITY AND LITERATURE

The IBO's corporate relations literature has been created as part of a process that identifies the organization's audiences, then ensures that appropriate sets of documents and other materials are available for each of these groups, in print and electronically. The corporate relations literature explains, to those who have had little or no contact with the IBO, the work it does and the services it offers. This literature also includes general information for schools; curriculum documents are published separately by the publications group.

The role of corporate relations literature is dual: to inform but also to provide a clear identity for the IBO through a consistent visual approach. These documents set the tone for design work throughout the organization.

Corporate relations for the IBO is planned and managed by Zidao Communication, www.zidao.com.



THE DOCUMENTS

IB World magazine, published four times a year (February, May, August, November), mainly in English with articles occasionally in French and Spanish

Annual review and report, published annually in May, in English

www.ibo.org, the IBO's public web site, in English, French, Spanish

PowerPoint presentations: four basic presentations, in three languages, on the IBO and its three programmes

General information folder in three languages, in print

Three **schools' guides to the programmes**, in three languages, online and in print

Four **monographs, "A basis for practice"**, for the three programmes as well as one that addresses how they fit together to provide an international curriculum; in three languages, online and in print

The printed documents are sold through the IBO's online catalogue, www.ibo.org/publications

For more information: info@zidao.com



IBO STATIONERY

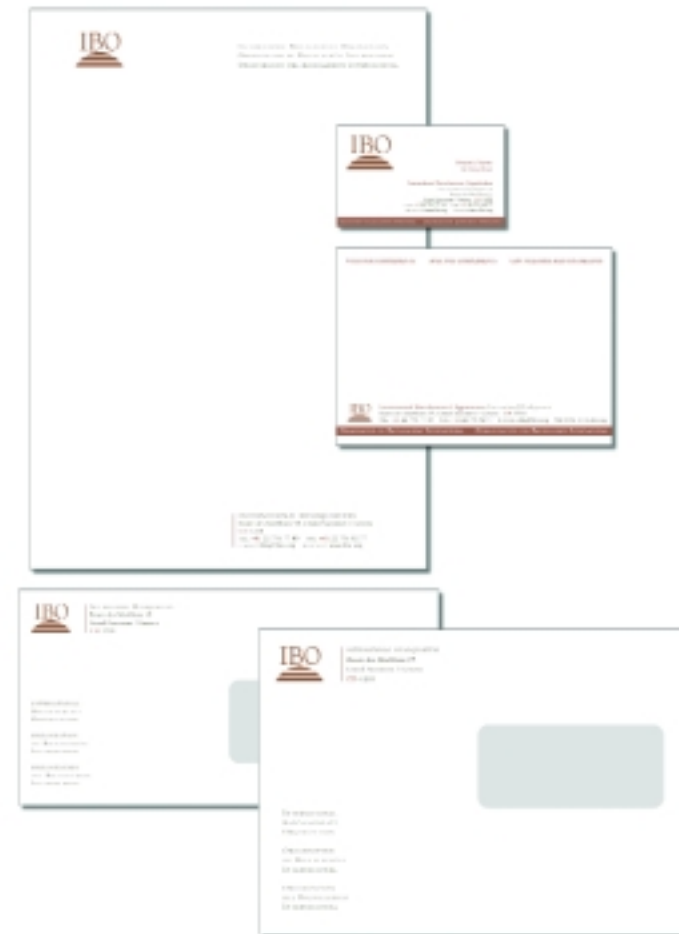
The IBO redesigned its corporate stationery in 2001, establishing a series of basic paper designs that all IBO offices use:

Officially approved stationery

- Letterhead
- Second (continuation) sheets
- Envelopes in standard sizes for each office
- Business cards
- Compliments slips

Where to find stationery samples

Samples of this stationery are given to each member of the IBO's senior management team. They are responsible for ensuring that all staff who report to them are familiar with the stationery elements and understand the corporate policy for stationery. The policy itself, outlined below, is published on www.ibo.org, the staff intranet, and is provided to all senior management team members on the CD, *Corporate identity guidelines for the International Baccalaureate Organization*.



Where to find files needed by printers

The files needed by printers to produce all stationery items are available in the online image bank to authorized personnel and outside suppliers, such as printers who work routinely with the IBO. No changes may be made to these files, nor can printers use the art from these files for new stationery products. Requests for new stationery products must be made to Zidao Communications, which manages the IBO's corporate relations programme, and the design work will be provided directly by the designer to the printer.

IBO staff should not supply printers with the necessary files, but should request that printers be given access to the image bank. Where this is not considered appropriate, Zidao Communication's designer will supply the files to printers.

Other stationery items

Other stationery items, such as fax and memo sheets, and nametags for conferences are produced by individual offices. These offices bear the responsibility for ensuring that the logo, to be used only in black and white in most cases, is used correctly. It is available on most office networks for internal document use, and is also available to authorized staff through the online image bank. Requests to use the logo in colour should be directed to Zidao Communication; Zidao has responsibility for ensuring correct use of the logo in colour.

DO'S

Each office must have only one person who is responsible for ordering stationery, getting printing estimates once every year or two years, as appropriate, and creating a good working relationship with a regular printer.

The person responsible for printing ensures that the printer has access to the IBO's image bank, and understands what files are available.

If contact information (other than names and titles for business cards) needs to be changed on any of the stationery, the person responsible for printing in each office informs Zidao Communication, with a copy to the human resources office in Cardiff, which officially approves changes to IBO contact information.

If a new type of stationery is needed, the person responsible for stationery informs Zidao Communication.

Once a year, in December, the person responsible for stationery must send a copy of all stationery, new or revised during the previous 12 months, to Zidao Communication, for quality control and archiving purposes.

DON'TS

Staff must not provide stationery files directly to printers.

Staff must not instruct or approve changes to stationery files already in a printer's possession or change the type of paper and ink used.

Staff must not ask anyone other than Zidao for access to the image bank, for printers and other outside suppliers.

For more information: info@zidao.com.

THE DOCUMENTS

The IBO authorizes schools to offer the three IB programmes, which have an excellent public image. To safeguard this image the IBO in 2002 created a series of certification documents, in English, French and Spanish, with features that make them difficult to copy.

Issued by the IBO to schools, for students

- Middle Years Programme, certificate
- Middle Years Programme, record of achievement
- Diploma Programme, certificate
- Diploma Programme, diploma
- Diploma Programme, diploma results

Issued by the IBO to authorized schools

- Primary Years Programme, authorization to offer the programme
- Middle Years Programme, authorization to offer the programme
- Diploma Programme, authorization to offer the programme

The IBO also issues student transcripts to universities, as part of the certification.



SECURE DOCUMENT FEATURES

The certificates are printed on paper with a watermark, metallic thread that turns black when reproduced, and other secure document design features. The complex colour and design patterns are one of the features intended to discourage reproduction. A text on each document explains that these are secure documents and provides a list of the features that should appear if the document is legitimate. Universities and others who need to be sure that these papers are originals should check that these features appear correctly.

Who may use them

Only a small number of authorized departments in the IBO have access to the certificates designed to be sent to schools, for students. Security is tight in the building where results for the Diploma and Middle Years Programmes are added to the documents, as well as in the shipping system of these certificates.

The authorization certificates are sent to the head of each newly authorized school, by the IBO's director general.

Who may not use them

The certificates for students clearly state their name and other information; there should be no evidence that this has been tampered with.

The certificates for schools are issued only to fully authorized schools and are an indication that the school is in good standing with the IBO. A school that is no longer authorized may not use the certificate and should return it to the IBO, to the director general's office.



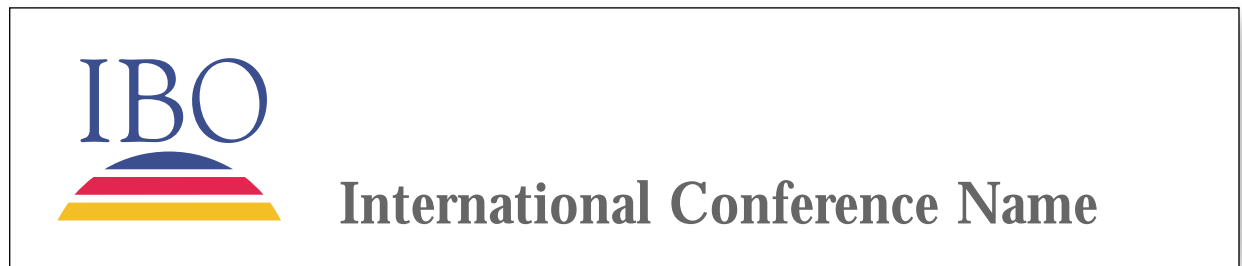
SIGNAGE

The IBO uses signs in a variety of ways: on its buildings, inside and out; as flags or banners or panels at conferences and workshops; as nametags for a variety of events, to give some examples.

Staff directly responsible for office signs or events should as a general rule use the official logo only, with the half-sphere and “IBO”. Staff who need to provide the logo to outside suppliers on a regular basis should ask for access for suppliers to the IBO’s image bank, where these are stored. There are several options for the file format, depending on the project, and the choice of black and white versus colour is generally a budget issue, to be decided by the office that is commissioning the work.

For more information: info@zidao.com

PREFERRED



DO'S

The logo must appear on all IBO office entrances. If the full name of the organization is used, be sure it is spelled in English with a "z".

If the logo is used with the full name of the organization, the logo type should be larger than the type size for the name. In general, it is better to use the logo alone.

Consider the distance from which people will be viewing the sign when you select the size: the greater the distance the larger the typeface as a general rule.

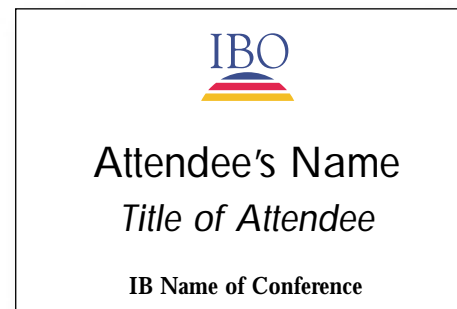
The logo will generally be seen more clearly on a light rather than a dark background.

Regional conference material should make it plainly visible that this is an official IBO event; to that end the logo must appear in a size equal to or larger than the title information about

the region or the conference. The name of the region must include "IB" before it (example: IBAP 25th annual regional conference or IB Asia-Pacific regional conference).

Nametags: leave enough room for the names to be large, so they can be easily read; keep the logo relatively small.
Recommended: Nametags and name plates should carry the IBO logo.

Send copies or photographs of signs to Zidao Communication for the archives. This is extremely important as part of efforts to protect the IBO's intellectual property. In the event of legal problems it is crucial to have evidence that the organization's name and logo have been used, from all countries where the IBO works.

NAMETAGS**DON'TS**

The logo must be used with the official colours, or in black on a light background or in white on a dark background. No other colours are allowed, including screened percentages of black.

Avoid using the name of the organization without the logo.

THE SITES

The IBO has five web sites, designed to meet the needs of its various publics. The information and all graphics on these sites are the copyrighted material of the International Baccalaureate Organization and may not be reproduced without permission.

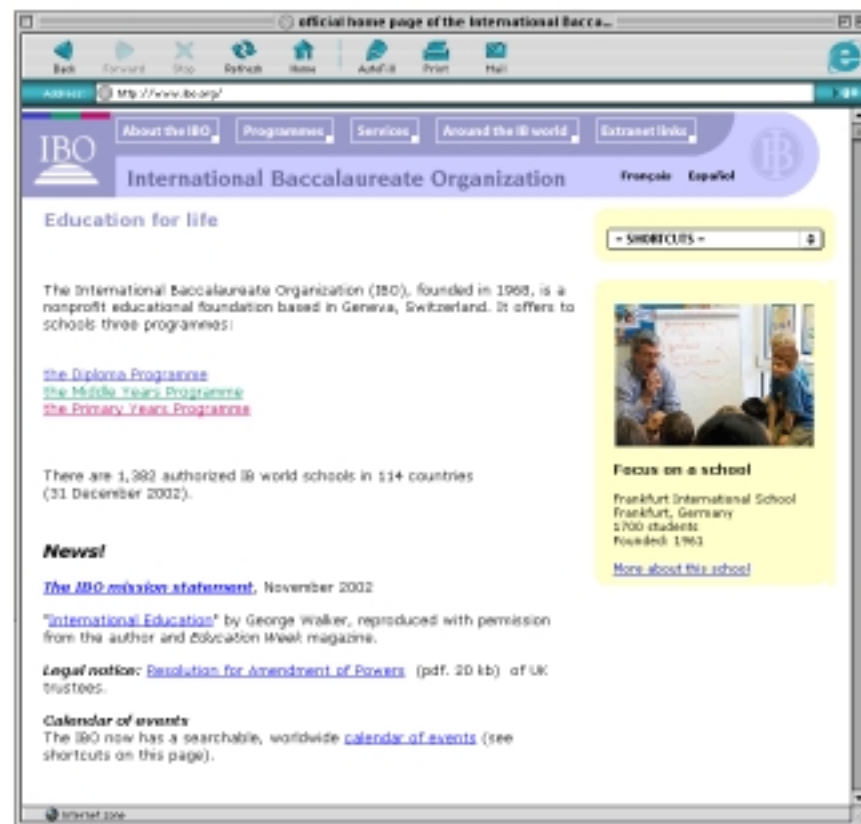
www.ibo.org, for the general public, and groups outside the IBO that work closely with it, including authorized and prospective IB world schools

OCC, the online curriculum centre, for teachers in IB world schools

Ibnet, for programme coordinators in IB world schools

The staff intranet, for IBO employees

A site for examiners. In addition, the IBO has a research database, accessible through both the public site and the OCC.



THE SITES' CORPORATE IDENTITY

All the IBO's sites in 2002–2003 are adopting a new look, to give them a stronger corporate identity and to make it easier for users of more than one site to intuitively know where they are in the IBO's web system. The new designs will be introduced for most of the sites in 2003. Design elements are clearly defined for staff in a document called "[IBO web sites harmonization](#)".

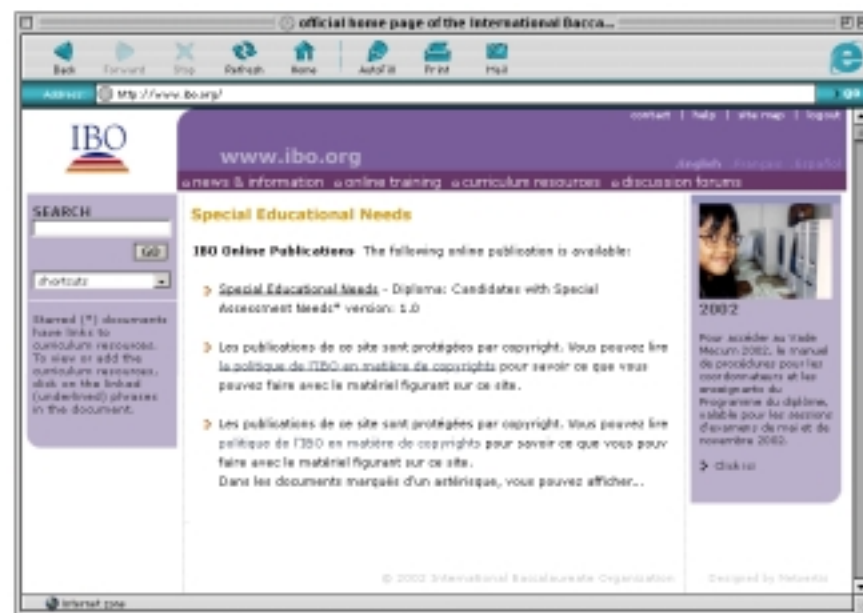
DO'S

- Staff must use the design rules provided in the harmonization document.
- Design changes to any of the sites must be approved by Zidao Communication, which has overall design responsibility for the IBO.

DON'TS

- The sites' material is copyrighted and may not be reproduced without permission.
- Staff may not create a new site without prior discussion about target audiences and design approval from Zidao.

For more information: info@zidao.com



HOUSE STYLE FOR LANGUAGE

The IBO's house style guide, *The Fine Line*, is used throughout the organization to provide the public with texts that are clear and consistent in their use of English. This is part of efforts to ensure a strong, high-quality image in the area of print and electronic texts. The need for English that is widely understood, based on research into current usage in a variety of media, is particularly important in the international setting in which the IBO operates, where feelings and cultural language habits run strong. It is also the IBO's administrative language.

A house style guide, revised and updated on a regular basis, serves another function, which is to improve staff efficiency by providing employees with a ready reference for language use, eliminating time spent discussing and rediscussing the same language issues.

The publications group, which publishes the IBO's curriculum materials, uses a style that varies slightly from house style in a limited number of areas, particularly for subjects where language currently in use in the field is necessary, even though this usage might not yet be widespread. These exceptions to house style are approved by Zidao Communication, which has overall responsibility for the use of language in the IBO, and their use is limited to texts published by the publications group.

English is often the IBO language selected by groups and individuals who consider it their international language, but for whom it is not their first language. It therefore plays a role that is different from that of French and Spanish.

The IBO tolerates greater flexibility with its two other languages, French and Spanish, which reach smaller audiences.

DO'S

All staff are expected to be familiar with, and to follow, spelling and language use conventions laid out in *The Fine Line*. For staff for whom English is not a first language, the IBO office where they work is responsible for ensuring editorial solutions so that house style is respected.

Some flexibility is allowed for internal documents, but all documents available outside the organization should conform to house style.

DON'TS

Avoid regional variations in English where *The Fine Line* provides a corporate style solution.

Do not assume that someone else will edit your work; each employee is responsible for using house style or requesting editorial help.

Do not apply variations that are accepted by the publications group for specific documents to any other IBO documents.

For more information: info@zidao.com