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

For schools that have achieved the high standards required for authorization, one of the benefits is to be known as an IB World School and to make use of the IB brand. This helps to reinforce the reputation and credibility of the school by associating with the globally recognized quality and values of the IB.

This guide provides 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.

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:
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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 academic 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 programmes 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 icon
The IB Continuum of international education has a unique visual icon. This is restricted to schools offering three or more IB programmes.
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 (GIF, JPG, EPS) and in different sizes. For professional designers, the EPS versions include one colour, two colour, tonal and reversed images.

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, neither the school nor its supplier may modify it in any manner.

Native/original artwork must always be used. Never use logo artwork extracted from other web pages.
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 sub-brands representing each of the IB’s four programmes. This is simply an extension of the IB brand that allows the IB Organization and the extended community a more deliberate and distinct method of promoting each of the individual IB programmes. The sub-brands draw on the core IB colours and attributes of the already recognized brand to ensure that all marques remain fully connected.

Sub-brand 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 sub-brand 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.
Sub-brand logos for use by IB schools

Sub-brand 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 sub-brand logos in combination with the trilingual schools 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 authorized IB 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 icon for use by IB schools offering three or more IB programmes

An IB Continuum icon, 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 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 icon for schools is available in the following application styles.
Correct use of IB logos

The IB World School and sub-brand 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.

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.

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 sub-brand logos in print

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

Sub–brand 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.
Using the IB sub-brand logos online

“We are an IB World School”

Web banners and tiles

Explaning our programmes
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 www.ibo.org that is automatically created and maintained using data from our administrative website (IBIS).

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 IBIS or by contacting your IB regional office.
- 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 Google.
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 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://www.follettibstore.com. 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.
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 in a number of formats for use in PowerPoint presentations or on your school website
- is available in English, French and Spanish versions.

**Our academic 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 will ultimately enable us to engage our global network of over 1.25 million students in over 140 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, that they can use to promote themselves using the IB brand in a consistent way. These tools, which should not be altered, are updated regularly and distributed via www.ibo.org/en/digital-toolkit/
The IB has developed two logos for use with specific groups within the IB community.

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.

Association of IB World Schools logo

Artwork is available in a range of application styles and in the three official IB languages. Versions included are full-colour, black and white and versions for solid dark backgrounds.
Presenting your relationship with the IB

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 (available from the Digital Toolkit page on www.ibo.org/en/digital-toolkit/ or by contacting the IB Communications and Marketing department at communications@ibo.org) 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.

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.
In Cooperation logo

We occasionally choose to demonstrate support of the work done by third parties through the application of our “In Cooperation” logo on printed and electronic materials. The IB “In Cooperation” logo is the only approved version of the IB identity system to be used where a visual presence is required to highlight the support of the IB for projects and activities organized by third parties, such as joint initiatives, courses, events or publications. It cannot be used unless express permission and a licence have been given by the IB and it should not be handed to any third parties by anyone until authorized to do so.

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. The IB core logo is related to, but different from, the In Cooperation logo. Its use is restricted to the International Baccalaureate Organization and not by those third parties authorized to use the In Cooperation logo.
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, defined by the “i”and “b” of the IB in the symbol, 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.

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

Where the In Cooperation logo needs to appear with one other partner 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