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 programmes 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.