

Guidelines for Schools in candidacy

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 completed the requirements for the authorization process to begin, they then achieve In Candidacy status 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 key components for schools in candidacy

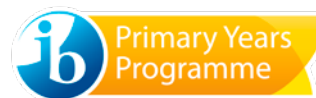
The In Candidacy logo

Schools with candidacy status may use the In Candidacy logo in connection with the programme(s) for which they are seeking authorization.



The IB programme logos

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



Using the In Candidacy and programme logos together

Programme logos for use by schools in candidacy

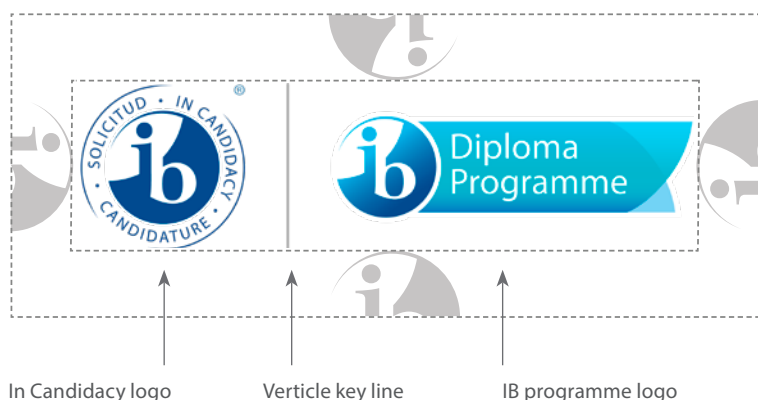
Programme logos must only be used to identify and support programme-related information and must always be accompanied by the In Candidacy logo. For convenience and correct application, we have created versions of the programme logos in combination with the In Candidacy logo.

These combination logos are offered in English, French and Spanish and are available in various formats.

These are the preferred versions of IB programme logo lockups to be used by schools with candidacy status for the relevant programme.

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.



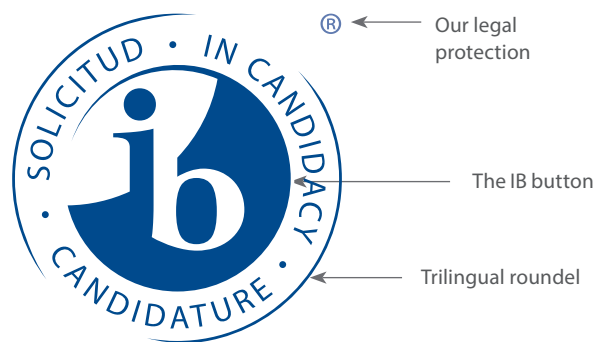
The In Candidacy logo

Schools in candidacy for one or more programmes may use the In Candidacy logo in connection with the programme(s) for which they are seeking authorization. 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. 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.



The right logo in the right place

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



Positive



Reversed

IB programme 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 formats.

IB programme logos for application onto white and light backgrounds.



Logo versions for application onto dark and solid colour backgrounds.

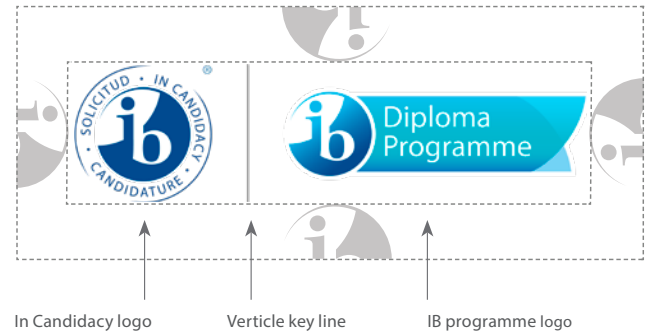


Correct use of IB logos

The In Candidacy and programme logos are an important and valuable component of the IB brand identity system and as such we rely upon candidate 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

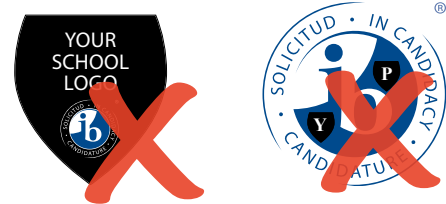
To protect the legal status of our logos and to ensure they are consistently displayed to best effect, a clear zone has been defined and must always surround the In Candidacy logo. The simplest way to establish the correct minimum clearance from other content and your document edge is to use half the 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 In Candidacy logo

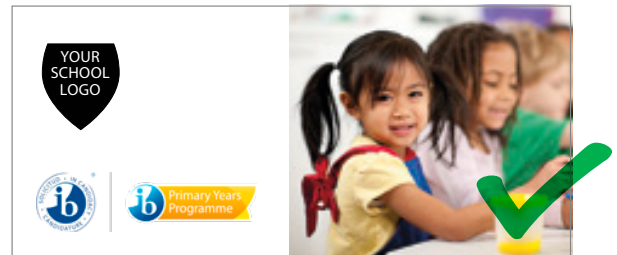
The right to use the In Candidacy logo within the school's community is restricted to the school itself via its IB coordinators and administrators. It is not for use by parent or student groups.

When using the logo provided, neither the school nor its supplier may modify it in any manner. The 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.



Combining the In Candidacy logo and programme logos

A simple solution for using both the In Candidacy logo and IB programme logo is to use the single device that has been created specifically for schools in candidacy 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 In Candidacy logo.

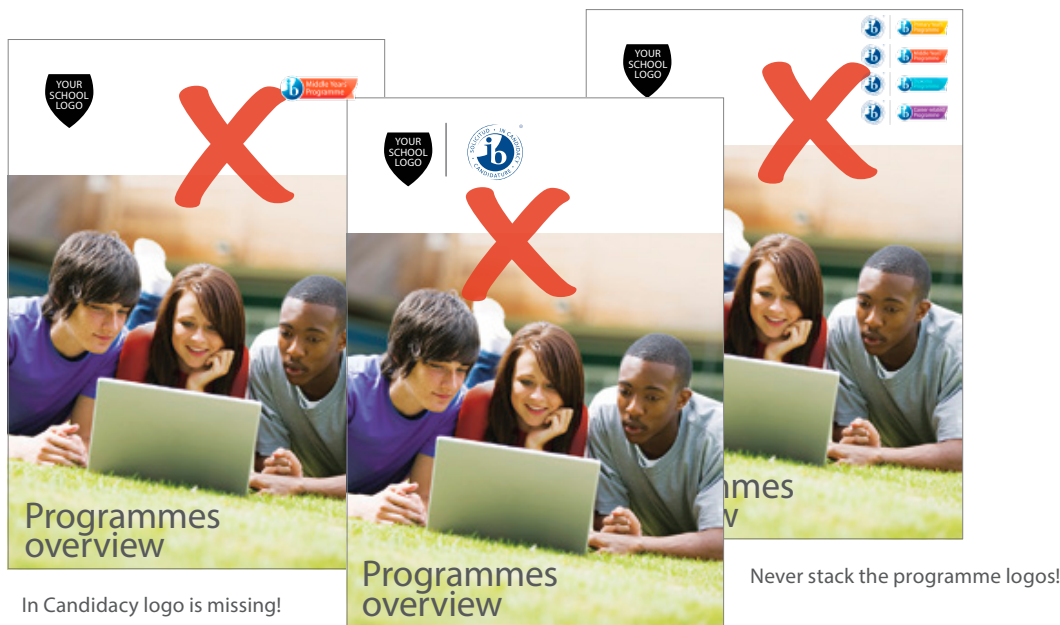
Programme logos must only be used to identify and support programme-related information and must always be accompanied by the trilingual In Candidacy logo.

Regardless of which IB programmes you offer, the In Candidacy logo is the only logo to be used when identifying your school as a School in candidacy.



“We are becoming an IB World School”

Explaining our programmes



In Candidacy logo is missing!

Programme logo is missing!

Never stack the programme logos!

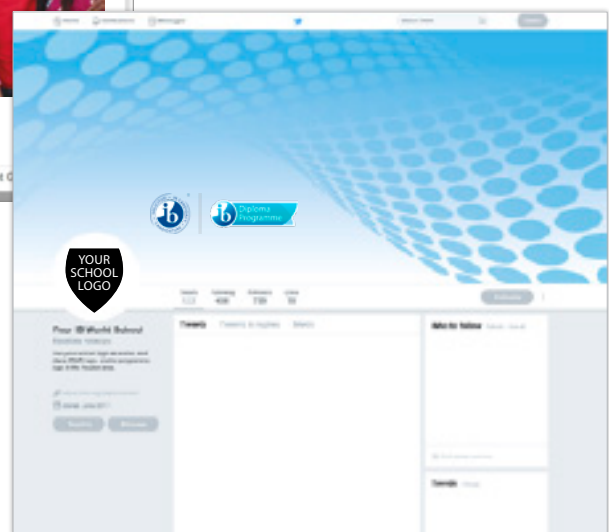
Using the IB programme logos online



Explaining our programmes



Web banners and tiles



Social media profiles

IB brochures, posters 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 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. Candidate 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 nale 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

Resources for education leaders

Brochures, flyers and posters >


Presentations

Resources for adopting DP courses school-wide

Logos and programme models

Videos

^ About the IB



04:00

Download

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


IB Home / 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 \(PDF, 5.6 MB\)](#) 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.


Explore and download our wide range of communication materials in our digital toolkit below.



Brochures and posters
Download brochures on the philosophy behind an IB education. There are also programme-specific brochures, flyers and posters.



Presentations
The IB has created presentations on each IB programme, which you can download and use. There are also general presentations on the IB philosophy.



Logos
Find the IB World School, IB learner profile and IB programme logos. You can also download the programme models.

Digital toolkit homepage