

Rules for use of IB Intellectual Property

The IB has a policy for use of its intellectual property in order to make clear what can and can't be done with IB logos, trademarks and copyrighted materials.

Purpose and General Principles

The International Baccalaureate Organization (hereinafter the “IB”) values its intellectual property and always seeks to protect it. The way in which the intellectual property of the IB can be used varies in accordance with the relationship the user has with the IB.

This document summarizes the rules (hereinafter the “Rules”) of the IB Organization regarding the permitted and prohibited uses of its intellectual property. **Any use not expressly permitted by these Rules is prohibited unless special permission is obtained in writing from the IB.** All queries regarding these Rules or the use of IB intellectual property should be addressed to copyright@ibo.org.

1. Trademarks

The IB owns several registered trademarks and logos that it uses and licences to third parties allowing them to show their relationship with the IB. The use of these trademarks and logos is restricted.

Schools that have been authorized by the IB to implement one or more IB programs (hereinafter “IB World Schools”) and third parties who obtain a written license from the IB may only use these logos as described below exactly as they are downloaded or received (although they may be re-sized proportionately if required) and not altered in any way; no additions may be made to the logos and the colours must not be changed. IB World Schools and authorized third-party licensees must not create or develop their own logos or insignia which bear a similarity to or infringe any of the IB trademarks or logos.

IB World Schools must not do anything which might impair the validity or enforceability of the IB’s trademarks, including, without limitation, IB World Schools must not apply for trademarks, domain names or business names that are identical or similar to or contain any of IB’s trademarks, whether in English or the school’s local language.

The IB actively monitors the use of its trademarks and logos by IB World Schools and takes compliance with its trademark usage requirements set out in these [Rules and IB Brand Guidelines](#) very seriously. From time to time, the IB may ask IB World Schools in writing to demonstrate compliance with the IB’s trademark usage requirements. Such written requests may (without limitation) include requests to provide samples of materials carrying IB trademarks or logos (in electronic or hardcopy form), and requests to grant the IB (either its staff or appointed

agents) access to IB World Schools' premises and materials for compliance auditing purposes. IB World Schools agree to comply with any such request as and within the time frame specified in the request. If as a result of such a trademark and logo usage compliance review or otherwise, the IB concludes that an IB World School does not comply with the IB's trademark and logo usage requirements, the IB will demand that non-compliant use of its trademarks and logos be rectified and that the relevant IB World School agrees to comply with any such demand.

Candidate schools are not authorised to use any IB logo listed below and made available in the IB digital toolkit, however they may reproduce certain IB materials which incorporate any of these logos.

A- Logos:

This is the IB's Corporate logo and it is a registered trademark:



The IB Corporate logo can be found on publications and documents produced by the IB, on the IB's websites and in the email signatures of IB staff.

The IB Corporate logo may be used only by the IB Organization. The IB Corporate logo must not be used by schools or any other 3rd parties. Although IB World Schools and Candidate Schools may use and reproduce certain materials which already incorporate this logo (such as the those available on www.ibo.org or IB applications accessible via My IB, including but not limited to the Programme Resource Centre for all IB educators, the Workshop Resource Centre for workshop leaders, etc) they must not use or reproduce the IB Corporate logo independently or in any other context.

This is the Learner Profile logo and it is a registered trademark:



The Learner Profile logo is licensed to IB World Schools. IB World Schools and Candidate Schools may use and reproduce certain materials which already incorporate the Learner Profile logo. For example, the logo together with the poster and the attributes are available for download and use from the IB digital toolkit.

This is the IB Button logo and it is a registered trademark:



The IB Button logo may be used only by the IB and not by schools or other 3rd parties. Although IB World Schools and Candidate Schools may use and reproduce certain materials which already incorporate the IB Button logo, they must not use or reproduce the IB Button logo independently or in any other context.

This is the IB Continuum logo:



The IB Continuum logo can be found on publications and documents produced by the IB relating to the IB Continuum and on www.ibo.org pages related to the IB Continuum.

The use of the IB Continuum logo is restricted to IB World Schools offering 3 or more of the 4 IB programmes. Although IB World Schools and Candidate Schools may use and reproduce certain materials which already incorporate the IB Continuum logo, they must not use or reproduce the IB Continuum logo independently or in any other context.

This is the IB World School logo and it is a registered trademark:



The right to use the term “IB World School” and the related logo is granted exclusively to IB World Schools. The term and logo indicate a school’s special working relationship with the IB Organization.

The IB World School logo cannot be used by student or parent groups of IB World Schools, only by the school entity itself. IB World School may use the IB World School logo on their website, stationary, signage publicity and school materials. The IB World School logo can be downloaded from the IB digital toolkit in various formats.

The IB World School logo must always be used in accordance with [IB Brand Guidelines](#) which are available on the IB website. In summary, these guidelines state that the logo must not be altered in any way (although the logo may be re-sized proportionally if required), no additions

may be made to the logo and the colour must not be changed. The IB World School logo must not be incorporated into any other logos or placed so that it is directly touching or close to words or another logo. The IB World School logo must not appear larger than any other logos on the page. **The logo must only be used for non-commercial purposes by IB World Schools.**

The logo must not be used on materials that relate only to activities or programmes non-authorized by the IB.

The IB World School logo cannot be used by Candidate Schools, interested or withdrawn schools or any other school that has not been formally authorized by the IB to offer an IB programme.

The IB World School logo cannot be used by 3rd parties with the exception of third parties who have been engaged under contract that protects IB intellectual property rights by an IB World School to produce materials for the school in line with the above rules. In such cases the third party must destroy their copy of the IB World School Logo once the order is complete.

Schools authorized to offer the Primary Years Programme (PYP) may use the IB World School logo on certificates for students provided that the school certificate could not be mistaken in any way for an official IB certificate. The certificate must clearly show that it has been issued by the school and not by the IB. The certificate can indicate the participation, performance or achievement of a student within the programme as run by the school but must not imply that any grades or performance referred to has been validated or approved by the IB.

Schools authorized to offer the Middle Years Programme (MYP), Diploma Programme (DP) or the Career-related Programme (CP) may use the IB World School logo on certificates of participation for students but not on certificates of achievement since these will be issued by the IB. Certificates of Participation on which the IB World School logo is used must be designed so that they could not be mistaken in any way for an official IB certificate. The certificate must clearly show that it has been issued by the school and not by the IB.

This is the In Cooperation logo protected by trademark registrations:



The In Cooperation logo is used by third parties to use on products or services of which the IB approves or has helped develop. The In Cooperation logo is most commonly used by workshop providers who are engaged to offer IB approved workshops and on publications which have been produced in collaboration with the IB. For more information about IB criteria for approval of products published “in cooperation with IB”, please [click here](#).

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.

The In Cooperation logo must always be used in accordance with [IB brand guidelines](#) which are available on www.ibo.org. The In Cooperation logo must only be used in accordance with the terms of the licence agreement that has been signed.

This is the Associations logo protected by trademark registrations:



The Associations of IB World Schools logo is licensed to Associations of IB World Schools which have been formally recognized by the IB and have signed an agreement. Associations of IB World Schools may use the Associations of IB World Schools Logo on their website, stationary and publicity materials and in relation to non-commercial activities that are covered by their individual licence agreement.

The Associations of IB World Schools Logo must always be used in accordance with [IB brand guidelines](#) which are available on www.ibo.org. The Associations of IB World Schools Logo must only be used for non-commercial purposes.

This is the In Collaboration With logo:



The In Collaboration With logo is used by third-parties in several situations. It is used by universities when a visual presence is required to highlight the support for the IB from or by universities that offer IB graduates official admission and/or recognition policies, have commissioned or collaborated on research, and/or offer IB Educator and/or IB Leadership certificates. The In Collaboration With logo is also commonly used by workshop providers who are engaged to offer IB approved workshops and on publications which have been produced in collaboration with the IB. For more information about IB criteria for approval of products published “in collaboration with IB”, please [click here](#).

The In Collaboration With logo may also be used at an event which the IB endorses. The In Collaboration With 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.

The In Collaboration With logo must always be used in accordance with [IB brand guidelines](#) which are available on www.ibo.org. The In Collaboration With logo must only be used in accordance with the terms of the licence agreement that has been signed.

These are the IB sub-brand logos for each programme:



The sub-brand logos are licensed to IB World Schools that are authorized to offer an IB programme. Schools using the IB sub-brand logos may only use the logo associated with the programmes for which they are authorized. Schools may not reproduce the IB sub-brand logo individually, but must always use the sub-brand logo alongside the IB World School logo as described in [IB brand guidelines](#). The sub-brand logos must not be altered in any way (although the logo may be re-sized proportionally if required), no additions may be made to them and the colours may not be changed. The sub-brand logos must not be incorporated into any other logos or placed so that they are directly touching or close to words or another logo (except the IB World School logo). The sub-brand logos must not appear larger than any other logos on the page. **The sub-brand logos must only be used for non-commercial purposes by IB World Schools.**

Candidate Schools are not authorized to use IB sub-brand logos, however they may reproduce certain IB materials which already incorporate IB sub-brand logos.

Retired Logos:

These are old logos which were previously used by the IB or licensed to IB World Schools. They should no longer be used by IB World Schools:



B- Word marks:

The IB has registered or is registering the following word marks:

- INTERNATIONAL BACCALAUREATE
- BACCALAURÉAT INTERNATIONAL
- BACHILLERATO INTERNACIONAL
- 国际文凭组织 (IB)
- IB

These word marks must never be incorporated into school or the business/commercial or legal names of other third-parties. These word marks must not be used or incorporated into any logos or insignia of any other organizations.

Whenever a third party wishes to develop materials, products or services for the IB community, the word marks above should not be incorporated into the name or title of the materials or product or service. However, use of IB word marks in a referential manner (i.e as part of descriptive text or sub headings) by a third party to inform users that the product or service is intended for the IB community is permitted provided that no endorsement, sponsorship or affiliation with the IB is claimed or implied. To avoid any risk of confusion and infringement of IB trademark rights, we recommend using the following disclaimer:

This work/product/service has been developed independently from and is not endorsed by the International Baccalaureate Organization. International Baccalaureate, Baccalauréat International, Bachillerato Internacional and IB are registered trademarks owned by the International Baccalaureate Organization.

C- Trade dress

Trade dress is the non-functional physical detail and design of a product or its packaging, which indicates or identifies the product's source and distinguishes it from the products of others. Trade dress includes colour schemes, textures, sizes, designs, shapes, and placements of words, graphics, and decorations on a product or its packaging.

The IB's trade dress includes the blue "swoop" designs that can be found on our websites and materials. No school or third party may use of any of the IB's trade dress.

D- School names and school logos

IB World Schools must not (i) create their own trademarks or logos incorporating the following terms or (ii) file any trademark application in any jurisdiction to protect a wordmark, logo incorporating the following terms or (iii) incorporate the terms into their school name either officially or unofficially:

- IB
- International Baccalaureate
- Baccalauréat International
- Bachillerato Internacional
- IB World School
- World School
- Primary Years Programme
- PYP
- Middle Years Programme
- MYP
- Diploma Programme
- DP
- Career-related Programme
- CP

- Learner Profile
- 国际文凭
- 国际文凭组织

In addition, the IB will not grant candidate or authorized status to any schools that use any of the above terms in their own logos or insignia or school name.

2. Copyrighted Materials

All materials produced by the IB (both fee-covered and non-fee-covered publications) such as examination papers and mark schemes, curriculum materials, informational leaflets and flyers and the IB's websites, are *copyright* of the IB. This is usually (but not always) expressed using the *copyright* line “© International Baccalaureate Organization, *year of publication*”. The IB claims the *copyright* on all its publications regardless of whether a *copyright* line is used.

How you are able to use IB content under copyright depends upon your relationship to the IB.

A- IB World Schools and Candidate Schools

Materials on the Programme Resource Centre

IB World Schools and Candidate Schools (and teachers and other staff at those schools) are able to access, download and reproduce electronically or physically all IB materials which are available through the Programme Resource Centre which is accessible via My IB. All use of IB materials from the Programme Resource Centre must be non-commercial and must only be made for use within the school community for the purposes of implementing and running the IB programme(s) at the school. Copies must not be distributed outside of the school community.

Copies of these materials from the Programme Resource Centre may be posted on a school's own website or internal intranet for use by the school community provided that they are not accessible by persons who are outside of the school community (ie they cannot be seen or accessed by the general public). Copies of these documents may also be placed on external websites, wikis or cloud services where a school uses these in place of its own website to communicate information and materials to the school community; however, these copies, sites or wikis must not be accessible to persons outside of the school community.

Schools must not upload material from the Programme Resource Centre to any type of electronic file sharing or document sharing service (eg Scribd, TES).

Schools may quote from IB materials from the Programme Resource Centre for the purpose of teaching and providing information to the school community and may include quotes within their own internal documents. All material quoted must be acknowledged as being the copyright of the IB. The title and publication date of the original publication must also appear. Documents containing quotes from IB material must not be shared outside of the school community or IB

community via its applications accessible from My IB (eg IB online communities) unless otherwise agreed to.

Schools must not post on websites, or in any other way share publicly, copies of IB Materials on the Programme Resource Centre.

Examination material and stationary supplied for examination purposes

IB World Schools must not, under any circumstances, make copies of any examination material or examination stationary supplied to the school by the IB for the purpose of examination of students, even once the exam for which the materials was supplied has occurred. If further copies of examination material or examination stationary are required these should be requested via IB Answers.

Materials on www.ibo.org

IB World Schools and Candidate Schools (and teachers and other staff at those schools) may reproduce electronically or physically downloadable documents found on the IB's public website www.ibo.org provided that the materials are exactly as they are downloaded and not altered in any way. Schools may share these materials from www.ibo.org either in print or electronically via their own website. Schools must not share materials from www.ibo.org on third party websites or upload them to any type of electronic file sharing or document sharing service (eg Scribd).

IB World Schools and Candidate Schools may not reproduce any images or photos from www.ibo.org. Although IB World Schools may use and reproduce certain IB materials which feature pictures or images, they must not use or reproduce the pictures or images contained in those materials independently or in any other context.

IB Programme Models

IB World Schools and Candidate Schools (and teachers and other staff at those schools) are able to reproduce either electronically or physically the Programme Model related to all programmes for which they hold authorized or candidate status. IB Programme Models are available for download in the IB digital toolkit.

Whenever a Programme Model is reproduced the line "© International Baccalaureate Organization 2018" must always be used to indicate that the programme model is the intellectual property of the IB.

Programme Models must be used exactly as they are downloaded or received (although the models may be re-sized proportionally if required) and not altered in any way, no additions may be made to the models and the colours must not be changed.

Schools must not create their own programme models. Schools must not share programme models on other third-party websites or upload them to any type of electronic file sharing or document sharing service (eg Scribd).

Materials purchased from the Follett IB Store

Two types of materials are available from the [Follett IB store](#). "Fee covered materials" are those materials which are also available from the Programme Resource Centre (such as Subject Guides and Teacher Support Materials). "Commercial materials" are materials that are only available via

the Follett IB Store and are not available from the Programme Resource Centre (such as the IB Prepared textbook series, Examination Papers, Mark Schemes and posters).

IB World Schools and Candidate Schools (and teachers and other staff at those schools) may reproduce either electronically or physically any “fee covered materials” that they purchase from the Follett IB Store subject to the same conditions as materials that have been obtained from the Programme Resource Centre (please see the above section).

Schools may not reproduce, either whole or in part, any “commercial materials” purchased from the Follett IB store with the exception of materials which include a separate license allowing such reproduction under specified restrictions (i.e 50 Excellent Extended Essays, Examination and Mark scheme Packs, Question banks etc). Where a product or material does include a separate license allowing such reproduction the conditions of that license must be adhered to and no reproduction is permitted other than that described in the license. Please note that the conditions of the license will vary from product to product.

B- Schools in the Consideration Phase/ Interested Schools

Materials on the Programme Resource Centre

Schools who have submitted a school information form (which can be found [here](#) and who are considering offering an IB programme do not have access to the Programme Resource Centre.

Materials on www.ibo.org

Schools who have submitted a school information form and who are considering offering an IB programme may to reproduce electronically or physically downloadable documents (such as programme brochures) found on www.ibo.org provided that the materials are not altered in any way and are used only internally within their existing school community.

These materials must not be used to advertise or communicate the school’s consideration of an IB programme to external parties or to encourage new students to enrol at the school. Therefore, schools who have submitted a school information form and who are considering offering an IB programme must not share these materials on public areas of their own website, on other public websites or upload them to any type of electronic file sharing or document sharing service (eg Scribd).

IB Programme Models

Schools who have submitted a school information form and who are considering offering an IB programme may reproduce internally for use within their existing school community either electronically or physically the programme model related to all programmes for which they have entered consideration into.

The programme models must not be used to advertise or communicate the school’s consideration of an IB programme to external parties or to encourage new students to enrol at the school. Therefore, schools who have submitted a school information form and who are considering offering an IB programme must not share these materials on public areas of their own website, on other public websites or upload them to any type of electronic file sharing or document sharing service (eg Scribd).

Whenever a programme model is reproduced the line "© International Baccalaureate Organization 2018" must always be used to indicate that the programme model is the intellectual property of the IB.

Programme models must be used exactly as they are downloaded or received (although the models may be re-sized proportionally if required) and not altered in any way, no additions may be made to the models and the colours must not be changed.

Schools must not create their own programme models.

Materials purchased from the Follett IB Store

Two types of materials are available from the Follett IB store (<http://www.follettibstore.com/main/home>). "Fee covered materials" are those materials which are also available from the Programme Resource Centre (such as Subject Guides and Teacher Support Materials). "Commercial materials" are materials that are not available from the Programme Resource Centre (such as IB Prepared, Examination Papers and posters).

Schools who have submitted a school information form and who are considering offering an IB programme may not reproduce either whole or in part, any "commercial materials" or "fee covered materials" purchased from the Follett IB store with the exception of materials which include a separate license allowing such reproduction under specified restrictions (i.e 50 Excellent Extended Essays, Examination and Mark scheme Packs, Question banks etc). Where a product or material does include a separate license allowing such reproduction the conditions of that license must be adhered to and no reproduction is permitted other than that described in the license. Please note that the conditions of the license will vary from product to product.

C- Schools or third parties which have no relationship with the IB

Materials on the Programme Resource Centre (PRC)

Schools or third parties which have no formal relationship with the IB do not have access to the Programme Resource Centre and are not permitted to reproduce any IB content available from IB's public website and IB password-protected websites without the IB's prior written consent through a license. More information on the licensing process and how to request permission can be found [here](#).

Unauthorized use of IB content constitutes copyright infringement and will be prosecuted by the IB to the fullest extent of the law.

Materials on www.ibo.org

Schools or third parties which have no formal relationship with the IB may not reproduce any materials from www.ibo.org.

IB Programme Models

Schools or third parties which have no relationship with the IB may not reproduce the IB programme models.

Schools or third parties must not create their own programme models based upon the IB programmes of study.

Materials purchased from the Follett IB Store

The IB does not prevent schools, tutoring services, educational publishing companies and any third party acting in the IB's ecosystem with no formal relationship with the IB from purchasing IB materials on the IB Follett Store (including but not limited to curriculum materials, past papers and mark schemes). **However, except for strictly personal and non-commercial use, all rights of reproduction are reserved and prior permission from the IB through a written license is mandatory prior to reproducing either whole or in part any IB publication purchased on the IB Follett Store.** Please send your license request to copyright@ibo.org. More information on how to request a license can be obtained [here](#).

D- Teachers in IB World Schools and in Candidate Schools

Teachers at an IB World School or Candidate School have the same rights of reproduction as their school when they are acting on behalf of the IB World School or Candidate School at which they teach. They may choose to create a website or wiki for their students which is independent from their school's own website. In such cases, they may place copies of IB documents on these websites or wikis, in line with the rules for IB World Schools and Candidate Schools above, provided that these sites or documents can only be accessed by the students of that teacher.

Where a teacher is not acting on behalf of the IB World School and Candidate School at which they teach, for example if a teacher is offering private tutoring services, running private or competitive professional development services or running a private blog, he/she must not reproduce materials from the Programme Resource Centre, www.ibo.org or any other IB materials that they may have obtained through the IB World School and Candidate School at which they teach or any materials or documents which contain extracts of such materials without the IB's prior consent through a written license. Any license request must be submitted to copyright@ibo.org. More information on how to request a license can be obtained [here](#).

E- IB students or alumni

IB students retain copyright in all materials that they submit for assessment purposes, and by submitting those materials, IB students and their legal guardians thereby grant the IB a non-exclusive, charge-free, worldwide license, for the duration of the applicable jurisdiction's copyright protection, to reproduce submitted materials, to use the image and voice of the student where they appear on audio or video materials and to reproduce any musical performances in any medium for assessment, educational, training, commercial and/or promotional purposes relating to the IB's activities, or to those related activities of which it approves. Such licenses shall become effective from the date of submission to the IB. For more information, see IB General Regulations: Diploma Programme and Middle Years Programme.

IB students may wish to develop online or physical materials that detail their IB study experiences or offer advice to other IB students. The IB is happy for IB students and alumni to

do this, however no IB materials may be used online or in physical materials unless a written license to do so has been obtained. For more information on how to request permission please [click here](#).

F- IB Educators and Workshop Providers

IB Educators often also have roles within an IB school. When acting under their role as an IB Educator all Educators and outsourced Workshop Providers may only use IB materials in accordance with their contract with the IB. Any use of IB materials outside the scope of the license grant would be deemed as an infringement permitting the IB to terminate the contractual relationship.

G- Associations of IB World Schools

Associations of IB World Schools are made up of IB Schools. When acting on behalf of an Association, a member or school may only reproduce IB materials according to the terms of the Associations contract with the IB.

H- Universities and Governments

Staff in universities, university admissions centres and governments may request authorized user status for the password-protected pages on the public website (www.ibo.org). This service has been created so that Universities and Governments can verify the academic standard of the IB programmes and examinations either in general or for a particular subject.

For these purposes and provided that the IB is always acknowledged as the copyright holder of the materials, representatives may download and reproduce IB materials from this system whole or in part, provided that the materials are not altered in any way, to enable their institution or their government to come to an informed decision about the IB or its programmes.

Universities, Governments and their representatives may not distribute, sell, use or reproduce these materials for any other purpose. Universities, Governments and their representatives must destroy all physical and electronic material once it is no longer needed for this purpose.

I- Journalists

Journalists who wish to include IB materials in an article should contact the communications department via communications@ibo.org.

J- Other External Parties

With the exception of materials purchased from the Follett IB store which include a separate license allowing use and reproduction under specified restrictions, written permission must be obtained from the IB before any IB materials can be used or reproduced by any third party regardless of whether the use will be commercial or non-commercial. More information on the licensing process and how to request permission can be found [here](#).

The IB asks that persons who create materials for the IB market include a disclaimer stating that their materials or product is not approved or endorsed by the International Baccalaureate Organization, even in cases where no actual IB material will be used.

To avoid any legal dispute, we recommend using the following disclaimer:

This work/product/service has been developed independently from and is not endorsed by the International Baccalaureate Organization. International Baccalaureate, Baccalauréat International, Bachillerato Internacional and IB are registered trademarks owned by the International Baccalaureate Organization.

3. Making Reference to the IB

A- IB World Schools:

IB World Schools may make reference on their website, advertisements and school materials to the programmes for which they are authorized and also to any programmes for which they hold candidate status provided that their candidate status for that programme is made clear. In addition, as per the General Regulations, schools must make it clear to Legal Guardians and the relevant authorities that the school has the sole responsibility for the implementation of the IB programmes and the quality of teaching. Schools must also ensure that, where relevant, it is made clear that the award of the IB Diploma, DP Course Results, the Career-related Programme Certificate and MYP Certificate is made at the sole discretion of the IB.

B- 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 programme/s for which they have candidate status provided their status is made clear. Per the candidacy letter issued by the IB, Candidate Schools are requested to use the following language:

[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 <http://www.ibo.org>*

In addition, as per the General Regulations, schools must make it clear to Legal Guardians and the relevant authorities that IB schools have the sole responsibility for the implementation of the IB programmes and the quality of teaching. Schools must also ensure that, where relevant, it is made clear that the award of the IB Diploma, DP Course Results, the Career-related Programme Certificate and MYP Certificate is made at the sole discretion of the IB.

C- Schools in the Consideration Phase

Schools who have submitted a school information form and who are considering offering an IB programme can inform current members of the school community and the appropriate authorities of their plans. However, they **must not make any reference to the IB or to any IB programmes** on their public website, in any advertisements or in any school materials which may be seen by persons outside of the school community.

D- All other Schools

Schools which have no formal relationship with the IB **must not make any reference to the IB or to any IB programmes**.

E- Associations of IB world Schools

As per their agreement with the IB, each Association of IB World Schools must make it clear to its members and to third parties that they are an entity independent from the IB.

F- Third parties

When referring to IB wordmarks and the names of IB products and services, third parties operating in IB's ecosystem may use IB trademarks in text (i.e as part of descriptive text or sub headings) solely to refer to and/or link to IB's products and services.

However, third parties operating in IB's ecosystem may not:

- use IB logos, trade dress or other elements of IB Branding identity, websites or materials unless specifically permitted under these Rules;
- use the trademarks in the name of your business, product, service, app, domain name, social media account, or other offering;
- use the trademarks on promotional merchandise that you are selling or distributing (such as t-shirts, mugs, etc.);
- alter, animate, or distort the trademarks or combine them with any other symbols, words, images or designs, or incorporate them into a tagline or slogan;
- do or say anything or use the trademarks in a way that implies affiliation with, or sponsorship, endorsement or approval by the IB Organization of your products or services; to avoid any legal dispute, we recommend using the following disclaimer:

This work/product/service has been developed independently from and is not endorsed by the International Baccalaureate Organization. International Baccalaureate, Baccalauréat International, Bachillerato Internacional and IB are registered trademarks owned by the International Baccalaureate Organization.

4. Translating IB materials

IB World Schools and Candidate Schools may request permission to translate IB materials where it is necessary in order to communicate with parents or authorities or to enhance the understanding of teachers and administrative staff at the school.

A request for permission must be sent to multilingual.services@ibo.org stating which materials will be translated and what language will be used.

Permission will be granted subject to the following conditions being adhered to:

- In all translated texts the IB must be acknowledged as the copyright holder of the original work;
- A disclaimer must be inserted into all translated text stating that the work is not an official IB translation;
- Programme models, logos and other IB diagrams must not be translated or altered unless an additional permission from the IB is granted;
- The format and appearance of the translated texts must be clearly different from that of any IB materials;
- The translated materials must only be used for non-commercial purposes;
- The translated materials must not be distributed publicly or outside of the IB school communities;
- IB logos must not be used on any translated materials.

Once permission is granted the IB asks that, where possible, schools cooperate with other schools working in the same language to produce their translations. The IB also asks that schools develop glossary of terms for their translation and provide these to the IB along with copies of all translated materials.

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