

# INTERNATIONAL EDUCATION BOARD



## Logo Use and Intellectual Property Policy

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## 1. Preamble

- 1.1. The International Education Board (IEB) is an independent, private, non-governmental, and non-statutory international education authority.
- 1.2. IEB is registered in the United Kingdom with Registration Number 13759057.
- 1.3. IEB operates as a voluntary quality assurance and accreditation body for educational institutions worldwide.
- 1.4. IEB has developed distinctive intellectual property assets including its official logo, marks, names, and branding elements.
- 1.5. These assets represent the quality, integrity, and reputation of IEB accreditation.
- 1.6. This policy establishes the framework for the protection and authorized use of IEB intellectual property.
- 1.7. IEB is committed to maintaining the integrity and value of its intellectual property assets.
- 1.8. Proper use of IEB intellectual property protects stakeholders and preserves accreditation value.
- 1.9. This policy reflects IEB's commitment to brand consistency and professional standards.
- 1.10. IEB is not a government agency, statutory body, or regulatory authority in any jurisdiction.
- 1.11. IEB accreditation does not constitute government approval, statutory recognition, or professional licensure.
- 1.12. This policy governs all use of IEB intellectual property by accredited institutions and other parties.
- 1.13. IEB's values of **Discipline, Excellence, and Merit** are central to its identity and branding.

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## **2. Purpose**

- 2.1. The purpose of this policy is to protect IEB's intellectual property assets.
- 2.2. This policy establishes guidelines for authorized use of the IEB logo and marks.
- 2.3. This policy ensures consistent and professional presentation of IEB branding.
- 2.4. This policy defines the rights and responsibilities of parties using IEB intellectual property.
- 2.5. This policy prevents misuse, unauthorized use, and infringement of IEB intellectual property.
- 2.6. This policy maintains the integrity and value of IEB accreditation branding.
- 2.7. This policy provides clear guidance to accredited institutions on proper logo use.
- 2.8. This policy establishes enforcement mechanisms for intellectual property violations.
- 2.9. This policy supports stakeholder confidence in IEB accreditation marks.
- 2.10. This policy protects the reputation of IEB and its accredited institutions.

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### **3. Scope**

#### **3.1. Organizational Scope**

- 3.1.1. This policy applies to all institutions holding IEB accreditation.
- 3.1.2. This policy applies to institutions with Candidate status.
- 3.1.3. This policy applies to former accredited institutions regarding cessation of use.
- 3.1.4. This policy applies to all IEB staff, committees, and representatives.
- 3.1.5. This policy applies to third parties seeking to use IEB intellectual property.
- 3.1.6. This policy applies to partners, collaborators, and affiliated organizations.

#### **3.2. Asset Scope**

- 3.2.1. This policy covers the IEB Primary Logo (circular seal design) in all formats.
- 3.2.2. This policy covers IEB accreditation marks, seals, and badges.
- 3.2.3. This policy covers the IEB name and organizational identity.
- 3.2.4. This policy covers IEB trademarks and service marks.
- 3.2.5. This policy covers IEB-developed content, publications, and materials.
- 3.2.6. This policy covers IEB website content and digital assets.
- 3.2.7. This policy covers IEB brand elements including colors, fonts, and design systems.
- 3.2.8. This policy covers the IEB tagline "Discipline Excellence Merit."

#### **3.3. Activity Scope**

- 3.3.1. This policy covers all uses of IEB intellectual property in any medium.
- 3.3.2. This policy covers print, digital, electronic, and physical applications.
- 3.3.3. This policy covers marketing, promotional, and informational uses.
- 3.3.4. This policy covers use on certificates, documents, and official materials.
- 3.3.5. This policy covers use on merchandise and promotional items.

#### **3.4. Geographic Scope**

- 3.4.1. This policy applies globally wherever IEB intellectual property is used.
- 3.4.2. This policy applies regardless of the jurisdiction of the user.

3.4.3. Users must comply with applicable local intellectual property laws.

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## 4. Definitions

4.1. **Intellectual Property** refers to creations of the mind protected by law, including trademarks, copyrights, and designs.

4.2. **Primary Logo** refers to the official IEB circular seal design featuring the globe, IEB letters, graduation cap, and tagline.

4.3. **Logo** refers to any official IEB graphic symbol used to identify the organization.

4.4. **Trademark** refers to a distinctive sign identifying IEB services and distinguishing them from others.

4.5. **Service Mark** refers to a mark identifying and distinguishing the source of a service.

4.6. **Accreditation Mark** refers to visual symbols indicating IEB accreditation status.

4.7. **Accreditation Seal** refers to the official emblem granted to accredited institutions.

4.8. **Brand** refers to the overall identity of IEB including visual, verbal, and experiential elements.

4.9. **Brand Guidelines** refers to the documented standards for using IEB brand elements.

4.10. **Co-Branding** refers to the combined use of IEB branding with institutional branding.

4.11. **Clear Space** refers to the minimum unobstructed area around the logo.

4.12. **Minimum Size** refers to the smallest permitted dimensions for logo reproduction.

4.13. **Gold Border** refers to the metallic gold circular border element of the Primary Logo.

4.14. **Globe Element** refers to the world map graphic within the logo background.

4.15. **Wordmark** refers to the stylized "IEB" text with graduation cap element.

4.16. **Tagline** refers to "Discipline Excellence Merit" appearing in the logo.

4.17. **Color Palette** refers to the official colors approved for IEB branding.

4.18. **Authorized User** refers to a party granted permission to use IEB intellectual property.

4.19. **License** refers to formal permission to use intellectual property under specified conditions.

4.20. **Infringement** refers to unauthorized use of intellectual property.

4.21. **Derivative Work** refers to a work based upon or incorporating existing intellectual property.

## 5. Guiding Principles

### 5.1. Protection of Assets

- 5.1.1. IEB intellectual property assets are valuable and must be protected.
- 5.1.2. Unauthorized use diminishes the value of IEB accreditation.
- 5.1.3. All uses must be authorized and in accordance with this policy.
- 5.1.4. Infringement will be addressed through enforcement mechanisms.

### 5.2. Consistency

- 5.2.1. IEB branding must be presented consistently across all applications.
- 5.2.2. Consistency builds recognition and trust.
- 5.2.3. Deviations from brand guidelines are not permitted.
- 5.2.4. IEB provides resources to support consistent presentation.

### 5.3. Quality

- 5.3.1. Use of IEB intellectual property must meet quality standards.
- 5.3.2. Poor quality reproduction damages IEB's reputation.
- 5.3.3. Only approved artwork and files may be used.
- 5.3.4. Quality standards apply to all media and applications.

### 5.4. Integrity

- 5.4.1. IEB intellectual property must not be altered or modified.
- 5.4.2. The meaning and impression conveyed must not be distorted.
- 5.4.3. Use must not bring IEB into disrepute.
- 5.4.4. Use must be appropriate to the context.

### 5.5. Proportionality

- 5.5.1. Use rights are proportionate to the relationship with IEB.
- 5.5.2. Accredited institutions have defined use rights.
- 5.5.3. Candidate status institutions have limited use rights.
- 5.5.4. Third parties require explicit authorization for any use.

## **5.6. Transparency**

- 5.6.1. The nature of IEB accreditation must be clear in all uses.
- 5.6.2. Logo use must not create misleading impressions.
- 5.6.3. IEB's independent, non-governmental status must be maintained.
- 5.6.4. Use must comply with the Recognition and Representation Policy.

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## 6. IEB Intellectual Property Assets

### Primary Logo Image:



#### 6.1. Primary Logo (Circular Seal)

- 6.1.1. The IEB Primary Logo is the main visual identifier of the organization.
- 6.1.2. The Primary Logo is a circular seal design consisting of the following elements:
  - 6.1.2.1. **Gold Metallic Border:** A circular gold/metallic border forming the outer ring.
  - 6.1.2.2. **Organization Name:** "INTERNATIONAL EDUCATION BOARD" in white uppercase letters curved along the top inner portion of the seal.
  - 6.1.2.3. **Globe Background:** A dark blue/navy world map illustration showing continental outlines.
  - 6.1.2.4. **IEB Wordmark:** "IEB" in large white and blue three-dimensional letters positioned centrally.
  - 6.1.2.5. **Graduation Cap:** A blue graduation cap with tassel positioned on top of the letter "I."
  - 6.1.2.6. **Registration Information:** "UNITED KINGDOM" and "Regd. NO: 13759057" centered below the IEB wordmark.
  - 6.1.2.7. **Tagline:** "discipline excellence merit" in white lowercase italicized letters curved along the bottom inner portion of the seal.
- 6.1.3. The Primary Logo represents the complete brand identity of IEB.
- 6.1.4. All elements must be reproduced together; individual elements may not be used separately without authorization.

### 6.2. Accreditation Seal

- 6.2.1. The IEB Accreditation Seal is granted to fully accredited institutions.

- 6.2.2. The Seal indicates current accreditation status.
- 6.2.3. The Seal is provided in standard and compact formats.
- 6.2.4. Seal variations exist for different accreditation levels.
- 6.2.5. Specifications are detailed in the Brand Guidelines (Annexure A).

### **6.3. Candidate Status Mark**

- 6.3.1. The Candidate Status Mark is provided to institutions with Candidate status.
- 6.3.2. The Mark clearly indicates Candidate status, not full accreditation.
- 6.3.3. The Mark is distinct from the Accreditation Seal.
- 6.3.4. Specifications are detailed in the Brand Guidelines (Annexure A).

### **6.4. Accreditation Badges**

- 6.4.1. Digital badges are provided for online and electronic use.
- 6.4.2. Badges are optimized for web display.
- 6.4.3. Badges include verification links to the IEB Public Register.
- 6.4.4. Specifications are detailed in the Brand Guidelines (Annexure A).

### **6.5. IEB Wordmark**

- 6.5.1. The IEB Wordmark is the three-dimensional "IEB" text with graduation cap.
- 6.5.2. The Wordmark uses specified typography, colors, and styling.
- 6.5.3. The Wordmark may be used in specific applications as defined.
- 6.5.4. Specifications are detailed in Brand Guidelines.

### **6.6. Color Palette**

- 6.6.1. IEB has an official color palette for brand applications:
  - 6.6.1.1. **Primary Navy Blue:** The deep blue background color of the globe.
  - 6.6.1.2. **White:** Used for text and "IEB" lettering.
  - 6.6.1.3. **Light Blue/Cyan:** Used for dimensional effects on "IEB" letters.
  - 6.6.1.4. **Gold/Metallic:** Used for the outer border ring.
- 6.6.2. Color specifications (CMYK, RGB, HEX, Pantone) are in Brand Guidelines.

## 6.7. **Typography**

- 6.7.1. IEB has specified typefaces for brand communications.
- 6.7.2. The organization name uses uppercase sans-serif typography.
- 6.7.3. The tagline uses lowercase italicized typography.
- 6.7.4. Typography specifications are in Brand Guidelines (Annexure A).

## 6.8. **Tagline**

- 6.8.1. The official IEB tagline is "Discipline Excellence Merit."
- 6.8.2. The tagline represents the core values of IEB.
- 6.8.3. The tagline must be used in its complete form without alteration.
- 6.8.4. The tagline may be used separately in communications with authorization.

## 6.9. **IEB Name**

- 6.9.1. The full name "International Education Board" is a protected asset.
- 6.9.2. The abbreviation "IEB" is a protected asset.
- 6.9.3. Use of the name is subject to this policy.

## 6.10. **Publications and Content**

- 6.10.1. IEB publications, reports, and documents are protected by copyright.
- 6.10.2. IEB website content is protected intellectual property.
- 6.10.3. IEB policies, standards, and frameworks are copyrighted materials.
- 6.10.4. Reproduction requires authorization or must fall within permitted uses.

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## 7. Ownership and Rights

### 7.1. IEB Ownership

- 7.1.1. All IEB intellectual property is owned exclusively by IEB.
- 7.1.2. Ownership includes all variations, adaptations, and derivatives.
- 7.1.3. Ownership is retained regardless of where assets are used.
- 7.1.4. IEB is registered in the United Kingdom (Company No. 13759057).
- 7.1.5. Registration status does not affect IEB's ownership claims.

### 7.2. No Transfer of Ownership

- 7.2.1. Use authorization does not transfer ownership to the user.
- 7.2.2. Accreditation does not confer ownership of IEB intellectual property.
- 7.2.3. No party may claim ownership of IEB intellectual property.
- 7.2.4. All rights not explicitly granted are reserved by IEB.

### 7.3. License to Use

- 7.3.1. Authorized use constitutes a limited, non-exclusive license.
- 7.3.2. The license is revocable at IEB's discretion.
- 7.3.3. The license is non-transferable without IEB consent.
- 7.3.4. License terms are defined in this policy and authorization documents.

### 7.4. Duration of Rights

- 7.4.1. Use rights exist only for the duration of the authorizing relationship.
- 7.4.2. Accredited institutions have rights during valid accreditation.
- 7.4.3. Candidate institutions have rights during Candidate status.
- 7.4.4. Rights terminate automatically when the authorizing status ends.

### 7.5. Territorial Scope

- 7.5.1. Use rights apply globally unless otherwise specified.
- 7.5.2. Users must comply with local intellectual property laws.
- 7.5.3. IEB may restrict use in specific jurisdictions if required.

## 8. IEB Logo Specifications

### 8.1. Primary Logo Components

8.1.1. The Primary Logo (circular seal) contains the following mandatory components:

8.1.1.1. Gold metallic outer border ring.

8.1.1.2. "INTERNATIONAL EDUCATION BOARD" text along upper arc.

8.1.1.3. Dark blue globe/world map background.

8.1.1.4. "IEB" three-dimensional wordmark.

8.1.1.5. Graduation cap on letter "I."

8.1.1.6. "UNITED KINGDOM" country designation.

8.1.1.7. "Regd. NO: 13759057" registration information.

8.1.1.8. "discipline excellence merit" tagline along lower arc.

8.1.2. All components must be present for authorized reproduction.

### 8.2. Logo Formats

8.2.1. **Full Color Primary Logo:** Standard format for most applications.

8.2.2. **Simplified Logo:** For small-scale applications where detail is challenging.

8.2.3. **Monochrome Logo:** Single-color version for specific applications.

8.2.4. **Reversed Logo:** For use on dark backgrounds.

### 8.3. Color Versions

8.3.1. **Full Color:** Primary version with gold border, navy blue, white, and cyan.

8.3.2. **Single Color (Positive):** Navy blue on light backgrounds.

8.3.3. **Single Color (Reversed):** White or light color on dark backgrounds.

8.3.4. **Grayscale:** For grayscale printing applications.

8.3.5. **Black and White:** For high-contrast applications.

### 8.4. Clear Space

8.4.1. Minimum clear space must be maintained around all logo versions.

8.4.2. Clear space equals the width of the letter "I" in the IEB wordmark, measured from the outer edge of the gold border.

8.4.3. No other elements may intrude into the clear space.

8.4.4. Clear space requirements are specified in Brand Guidelines.

## 8.5. Minimum Size

8.5.1. Minimum size requirements ensure legibility of all elements.

8.5.2. **Print minimum:** 30mm diameter for the full circular logo.

8.5.3. **Digital minimum:** 150 pixels diameter.

8.5.4. Below minimum sizes, simplified versions should be used.

8.5.5. Minimum sizes are detailed in Brand Guidelines.

## 8.6. File Formats

8.6.1. Vector formats (AI, EPS, SVG, PDF) for print and scalable applications.

8.6.2. Raster formats (PNG, JPG) for digital and web applications.

8.6.3. PNG format with transparency for digital overlay applications.

8.6.4. Only official files provided by IEB may be used.

## 8.7. Obtaining Logo Files

8.7.1. Logo files are provided to authorized users by the IEB Secretariat.

8.7.2. Files are provided upon confirmation of accreditation or authorization.

8.7.3. Updated files are distributed when brand updates occur.

8.7.4. Users must use current approved files.

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## **9. Eligibility for Logo Use**

### **9.1. Accredited Institutions**

- 9.1.1. Institutions with current, valid IEB accreditation may use the Accreditation Seal.
- 9.1.2. Institutions with Accredited status may use the standard Accreditation Seal.
- 9.1.3. Institutions accredited with Distinction may use the Distinction Seal.
- 9.1.4. Use is contingent on maintaining good standing.

### **9.2. Candidate Status Institutions**

- 9.2.1. Institutions with Candidate status may use the Candidate Status Mark only.
- 9.2.2. Candidate institutions may not use the Accreditation Seal.
- 9.2.3. The Candidate Mark must be clearly distinguished from accreditation marks.
- 9.2.4. Use must not imply full accreditation.

### **9.3. Suspended Institutions**

- 9.3.1. Institutions under suspension may not use any IEB marks during suspension.
- 9.3.2. All logo use must cease upon notification of suspension.
- 9.3.3. Use may resume upon lifting of suspension.

### **9.4. Former Accredited Institutions**

- 9.4.1. Institutions whose accreditation has ended may not use IEB marks.
- 9.4.2. All use must cease within thirty (30) days of accreditation ending.
- 9.4.3. Historical references must comply with the Recognition and Representation Policy.

### **9.5. Third Parties**

- 9.5.1. Third parties require explicit written authorization for any use.
- 9.5.2. Authorization is granted on a case-by-case basis.
- 9.5.3. Third parties include media, publishers, partners, and others.
- 9.5.4. Unauthorized third-party use is prohibited.

### **9.6. IEB Staff and Representatives**

- 9.6.1. IEB staff use logos in accordance with internal guidelines.

9.6.2. Committee members and assessors use logos only for IEB-related activities.

9.6.3. Use must be in official capacity only.

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## 10. Logo Use Authorization

### 10.1. Automatic Authorization

- 10.1.1. Accredited institutions receive automatic authorization upon accreditation.
- 10.1.2. Authorization is confirmed in the accreditation notification.
- 10.1.3. Logo files are provided with accreditation confirmation.
- 10.1.4. Automatic authorization is subject to this policy.

### 10.2. Candidate Authorization

- 10.2.1. Candidate institutions receive authorization for Candidate Mark only.
- 10.2.2. Authorization is confirmed when Candidate status is granted.
- 10.2.3. Candidate Mark files are provided separately.
- 10.2.4. Use is limited as specified in this policy.

### 10.3. Special Authorization

- 10.3.1. Special authorization is required for uses beyond standard permissions.
- 10.3.2. Special authorization requests should be submitted to the IEB Secretariat.
- 10.3.3. Requests should detail the proposed use, context, and duration.
- 10.3.4. IEB will respond within fifteen (15) working days.
- 10.3.5. Authorization may be granted, denied, or granted with conditions.

### 10.4. Third-Party Authorization

- 10.4.1. All third-party use requires explicit written authorization.
- 10.4.2. Requests should be submitted to the IEB Secretariat.
- 10.4.3. Requests should include purpose, context, duration, and samples.
- 10.4.4. Authorization is at IEB's discretion.
- 10.4.5. Fees may apply for commercial third-party use.

### 10.5. Authorization Documentation

- 10.5.1. Authorization is documented in writing.
- 10.5.2. Documentation specifies permitted uses and conditions.

10.5.3. Users should retain authorization documentation.

10.5.4. IEB maintains records of authorizations granted.

#### **10.6. Withdrawal of Authorization**

10.6.1. IEB may withdraw authorization at any time for cause.

10.6.2. Cause includes policy violations, misuse, or reputational concerns.

10.6.3. Notice of withdrawal will be provided in writing.

10.6.4. Use must cease within the timeframe specified in the notice.

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## 11. Approved Uses of the IEB Logo

### 11.1. Institutional Communications

- 11.1.1. Official institutional correspondence and letterheads.
- 11.1.2. Institutional brochures, prospectuses, and catalogues.
- 11.1.3. Institutional annual reports and publications.
- 11.1.4. Official presentations and documentation.

### 11.2. Marketing and Promotional Materials

- 11.2.1. Advertising materials (print and digital).
- 11.2.2. Promotional flyers and leaflets.
- 11.2.3. Exhibition and event materials.
- 11.2.4. Recruitment materials.

### 11.3. Digital Platforms

- 11.3.1. Institutional websites.
- 11.3.2. Social media profiles and posts.
- 11.3.3. Email signatures and templates.
- 11.3.4. Digital newsletters.
- 11.3.5. Mobile applications.

### 11.4. Certificates and Documents

- 11.4.1. Learner certificates and transcripts (as appropriate notation).
- 11.4.2. Programme documentation.
- 11.4.3. Quality assurance documents.
- 11.4.4. Institutional policies referencing accreditation.

### 11.5. Physical Displays

- 11.5.1. Building signage (subject to guidelines).
- 11.5.2. Reception and lobby displays.
- 11.5.3. Graduation ceremony materials.

11.5.4. Event banners and displays.

#### **11.6. Conditions for Approved Uses**

11.6.1. All approved uses must comply with Brand Guidelines.

11.6.2. Use must be in appropriate context.

11.6.3. Use must not mislead about the nature of accreditation.

11.6.4. Use must comply with the Recognition and Representation Policy.

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## 12. Logo Placement and Display Requirements

### 12.1. Prominence Guidelines

- 12.1.1. The IEB logo should be appropriately prominent but not dominant.
- 12.1.2. The institutional logo should be the primary identifier.
- 12.1.3. IEB logo indicates accreditation status, not ownership or control.
- 12.1.4. Relative sizing guidelines are in Brand Guidelines.

### 12.2. Positioning

- 12.2.1. The logo should be positioned clearly and separately from other elements.
- 12.2.2. Common positions include footer, accreditation section, or dedicated area.
- 12.2.3. The logo should not be integrated into institutional logos.
- 12.2.4. Clear separation from competing visual elements is required.

### 12.3. Background Requirements

- 12.3.1. The logo must be displayed on appropriate backgrounds.
- 12.3.2. The gold border must remain visible and distinct.
- 12.3.3. Sufficient contrast must be maintained for visibility of all elements.
- 12.3.4. Busy or patterned backgrounds should be avoided.
- 12.3.5. Background color guidance is in Brand Guidelines.

### 12.4. Accompanying Text

- 12.4.1. Logo display should be accompanied by appropriate text where space permits.
- 12.4.2. Minimum text: "Accredited by the International Education Board."
- 12.4.3. Extended text options are provided in Brand Guidelines.
- 12.4.4. Text must be accurate and compliant with this policy.

### 12.5. Verification Link

- 12.5.1. Digital displays should include a link to the IEB Public Register.
- 12.5.2. The link enables stakeholders to verify accreditation status.
- 12.5.3. Link format guidance is provided by IEB.

12.5.4. Links must be maintained and functional.

## 12.6. Quality Standards

12.6.1. Logo reproduction must be sharp and clear.

12.6.2. All text within the logo must be legible.

12.6.3. The globe element must be clearly visible.

12.6.4. The gold border must appear metallic/gold, not yellow or orange.

12.6.5. Pixelation, distortion, or degradation is not acceptable.

12.6.6. Appropriate resolution files must be used.

12.6.7. Print materials should use vector formats where possible.

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## 13. Prohibited Uses of the IEB Logo

### 13.1. Alterations and Modifications

- 13.1.1. Altering the logo design, proportions, or elements is prohibited.
- 13.1.2. Changing logo colors outside approved versions is prohibited.
- 13.1.3. Removing any element (gold border, globe, text, cap) is prohibited.
- 13.1.4. Changing the registration number or country designation is prohibited.
- 13.1.5. Adding effects (additional shadows, gradients, outlines) is prohibited.
- 13.1.6. Distorting, stretching, or skewing the logo is prohibited.
- 13.1.7. Rotating the logo is prohibited.
- 13.1.8. Cropping or partial display is prohibited.
- 13.1.9. Animating the logo without authorization is prohibited.
- 13.1.10. Changing "discipline excellence merit" tagline is prohibited.

### 13.2. Inappropriate Combinations

- 13.2.1. Combining the logo with other logos to create a new mark is prohibited.
- 13.2.2. Integrating the logo into institutional logos is prohibited.
- 13.2.3. Placing the logo within additional shapes, borders, or containers is prohibited.
- 13.2.4. Adding taglines or text to the logo is prohibited.

### 13.3. Misleading Uses

- 13.3.1. Using the logo to imply government recognition is prohibited.
- 13.3.2. Using the logo to imply endorsement beyond accreditation is prohibited.
- 13.3.3. Using the logo in contexts that misrepresent accreditation is prohibited.
- 13.3.4. Using the logo for non-accredited programmes or activities is prohibited.
- 13.3.5. Using the logo after accreditation has ended is prohibited.

### 13.4. Inappropriate Contexts

- 13.4.1. Using the logo on inappropriate or offensive materials is prohibited.
- 13.4.2. Using the logo for political purposes is prohibited.

13.4.3. Using the logo for personal financial gain unrelated to accreditation is prohibited.

13.4.4. Using the logo in ways that could damage IEB's reputation is prohibited.

### **13.5. Quality Violations**

13.5.1. Using low-resolution or pixelated versions is prohibited.

13.5.2. Using outdated logo versions is prohibited.

13.5.3. Reproducing from screenshots or scans is prohibited.

13.5.4. Using unofficial or recreated versions is prohibited.

13.5.5. Changing the gold border to another color is prohibited.

### **13.6. Unauthorized Applications**

13.6.1. Use on merchandise without authorization is prohibited.

13.6.2. Use by non-accredited institutions is prohibited.

13.6.3. Use by unauthorized third parties is prohibited.

13.6.4. Sublicensing or transferring use rights is prohibited.

13.6.5. Use beyond the scope of authorization is prohibited.

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## 14. Co-Branding Guidelines

### 14.1. Definition of Co-Branding

- 14.1.1. Co-branding involves the combined presentation of IEB and institutional branding.
- 14.1.2. Co-branding is the standard approach for accredited institution communications.
- 14.1.3. Co-branding must maintain clear distinction between the brands.
- 14.1.4. Neither brand should dominate inappropriately.

### 14.2. Hierarchy

- 14.2.1. Institutional branding should be the primary identifier.
- 14.2.2. IEB branding indicates accreditation status.
- 14.2.3. The relationship should be clear to viewers.
- 14.2.4. Size relationships are specified in Brand Guidelines.

### 14.3. Separation

- 14.3.1. Clear visual separation must be maintained between brands.
- 14.3.2. Adequate spacing prevents confusion.
- 14.3.3. Brands should not overlap or merge.
- 14.3.4. Separation requirements are in Brand Guidelines.

### 14.4. Prohibited Co-Branding

- 14.4.1. Creating combined or merged logos is prohibited.
- 14.4.2. Implying partnership beyond accreditation is prohibited.
- 14.4.3. Equal prominence suggesting joint venture is prohibited.
- 14.4.4. Co-branding that confuses the relationship is prohibited.

### 14.5. Partner Organization Co-Branding

- 14.5.1. Co-branding with IEB partners requires specific authorization.
- 14.5.2. Partner agreements define co-branding terms.
- 14.5.3. Guidelines for partner co-branding are provided separately.

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## 15. Digital and Electronic Use

### 15.1. Website Display

- 15.1.1. The logo may be displayed on institutional websites.
- 15.1.2. Appropriate file formats (PNG, SVG) should be used.
- 15.1.3. Resolution appropriate for screen display is required (minimum 150px diameter).
- 15.1.4. Responsive design should maintain logo integrity across devices.

### 15.2. Website Badge

- 15.2.1. IEB provides official digital badges for website use.
- 15.2.2. Badges include verification functionality.
- 15.2.3. Badge code is provided for easy implementation.
- 15.2.4. Badges must link to the IEB verification page.

### 15.3. Social Media

- 15.3.1. The logo may be used in social media posts about accreditation.
- 15.3.2. Profile use requires adherence to platform size requirements.
- 15.3.3. Logo integrity must be maintained despite platform constraints.
- 15.3.4. Posts must comply with accuracy requirements.

### 15.4. Email

- 15.4.1. The logo may be included in email signatures.
- 15.4.2. Appropriate sizing for email display is required.
- 15.4.3. Alt text should describe the accreditation status.
- 15.4.4. Email templates should maintain logo quality.

### 15.5. Digital Documents

- 15.5.1. The logo may be included in digital documents (PDF, presentations).
- 15.5.2. Embedded images should be high quality.
- 15.5.3. Vector formats are preferred where supported.
- 15.5.4. Documents should not compress logos to unacceptable quality.

## 15.6. Mobile Applications

15.6.1. Use in mobile applications requires specific authorization.

15.6.2. App icon use of IEB logo is generally not permitted.

15.6.3. In-app display must follow standard guidelines.

15.6.4. Quality must be maintained across device resolutions.

## 15.7. Video and Multimedia

15.7.1. The logo may be used in video content about accreditation.

15.7.2. Animation of the logo requires authorization.

15.7.3. Logo placement should be professional and appropriate.

15.7.4. Quality must be maintained in all output formats.

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## 16. Print and Physical Materials

### 16.1. Print Quality

- 16.1.1. Print materials must use high-resolution, vector-based files.
- 16.1.2. Minimum resolution of 300 DPI for raster images.
- 16.1.3. Color accuracy must be maintained, particularly for the gold border.
- 16.1.4. Proofing is recommended before production.

### 16.2. Color Printing

- 16.2.1. Full-color logo should be used where color printing is available.
- 16.2.2. CMYK values must be accurate per Brand Guidelines.
- 16.2.3. The gold/metallic border may use Pantone metallic inks where available.
- 16.2.4. Color consistency across materials is expected.

### 16.3. Single-Color and Black/White Printing

- 16.3.1. Approved single-color versions should be used.
- 16.3.2. Black version for black-and-white printing.
- 16.3.3. Reversed version for dark backgrounds.
- 16.3.4. Grayscale version for grayscale printing.

### 16.4. Special Finishes

- 16.4.1. Gold foil stamping may be used for the border on premium materials.
- 16.4.2. Embossing may be used with authorization.
- 16.4.3. Special finishes require approval from IEB.
- 16.4.4. Quality must be maintained with any special finish.

### 16.5. Large Format

- 16.5.1. Large format printing (banners, signage) requires high-resolution files.
- 16.5.2. Vector formats are essential for scaling.
- 16.5.3. Viewing distance should be considered in sizing.
- 16.5.4. Quality must be maintained at all sizes.

## 16.6. **Signage**

- 16.6.1. Building signage requires specific authorization.
- 16.6.2. Signage guidelines ensure appropriate prominence.
- 16.6.3. Permanent signage must be updated if accreditation status changes.
- 16.6.4. Materials must be durable and maintain quality.

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## 17. Merchandise and Promotional Items

### 17.1. General Policy

- 17.1.1. Use of IEB logo on merchandise requires specific authorization.
- 17.1.2. Authorization is granted on a case-by-case basis.
- 17.1.3. Merchandise must be appropriate and professional.
- 17.1.4. Commercial sale of IEB-branded merchandise by institutions is restricted.

### 17.2. Permitted Items

- 17.2.1. Items for internal institutional use may be permitted.
- 17.2.2. Items for events and ceremonies may be permitted.
- 17.2.3. Items given as gifts to stakeholders may be permitted.
- 17.2.4. Items must maintain brand quality and integrity.

### 17.3. Prohibited Items

- 17.3.1. Items for commercial sale are generally prohibited.
- 17.3.2. Items of inappropriate or poor quality are prohibited.
- 17.3.3. Items that could damage IEB's reputation are prohibited.
- 17.3.4. Items associating IEB with inappropriate products are prohibited.

### 17.4. Request Process

- 17.4.1. Requests should be submitted to the IEB Secretariat.
- 17.4.2. Requests should include item description, quantity, and purpose.
- 17.4.3. Samples or mockups should be provided.
- 17.4.4. IEB will respond within fifteen (15) working days.

### 17.5. Quality Control

- 17.5.1. IEB may require approval of final items before distribution.
- 17.5.2. Items not meeting quality standards must not be distributed.
- 17.5.3. Production errors affecting the logo must be corrected.
- 17.5.4. IEB may inspect items upon request.

## 18. Third-Party Use

### 18.1. Categories of Third Parties

- 18.1.1. Media organizations (for news and editorial purposes).
- 18.1.2. Publishers (for directories, guides, and publications).
- 18.1.3. Partners and collaborators.
- 18.1.4. Event organizers.
- 18.1.5. Researchers and academics.
- 18.1.6. Government and regulatory bodies.

### 18.2. Media Use

- 18.2.1. Media may use the logo for legitimate news and editorial purposes.
- 18.2.2. Use should be in context of reporting on IEB or accredited institutions.
- 18.2.3. Accurate representation of IEB is required.
- 18.2.4. High-resolution files are available upon request for media.

### 18.3. Publisher Use

- 18.3.1. Publishers may use the logo in directories listing accredited institutions.
- 18.3.2. Authorization should be requested for significant publications.
- 18.3.3. Accuracy of accreditation information must be verified.
- 18.3.4. IEB may provide official listings for publication.

### 18.4. Partner Use

- 18.4.1. Partners may use the logo as specified in partnership agreements.
- 18.4.2. Use must comply with this policy and agreement terms.
- 18.4.3. Co-branding guidelines apply.
- 18.4.4. Use is limited to the scope of the partnership.

### 18.5. Academic and Research Use

- 18.5.1. Use for legitimate academic and research purposes may be permitted.

18.5.2. Use should be in context of discussing IEB or quality assurance.

18.5.3. Attribution should be provided.

18.5.4. Commercial exploitation is not permitted.

#### **18.6. Government Use**

18.6.1. Government bodies may use the logo for legitimate regulatory purposes.

18.6.2. Accurate representation of IEB's status is required.

18.6.3. IEB cooperates with legitimate government inquiries.

18.6.4. Use implying government endorsement of IEB is not permitted.

#### **18.7. Unauthorized Third-Party Use**

18.7.1. Unauthorized use will be identified and addressed.

18.7.2. Cease and desist notices will be issued.

18.7.3. Legal action may be taken for persistent infringement.

18.7.4. Third parties should contact IEB before using intellectual property.

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## 19. IEB Accreditation Marks and Seals

### 19.1. Types of Marks

- 19.1.1. **Accreditation Seal:** For fully accredited institutions.
- 19.1.2. **Distinction Seal:** For institutions accredited with distinction.
- 19.1.3. **Candidate Mark:** For institutions with Candidate status.
- 19.1.4. **Programme Accreditation Mark:** For programme-specific accreditation.

### 19.2. Accreditation Seal Specifications

- 19.2.1. The Accreditation Seal is based on the Primary Logo design.
- 19.2.2. The Seal includes the IEB identity, globe, and "Accredited" designation.
- 19.2.3. The Seal maintains all key elements of the Primary Logo.
- 19.2.4. Specifications are detailed in Brand Guidelines.

### 19.3. Distinction Seal Specifications

- 19.3.1. The Distinction Seal indicates the highest level of accreditation.
- 19.3.2. The Seal includes designation of "Accredited with Distinction."
- 19.3.3. The Seal has distinctive visual elements indicating distinction.
- 19.3.4. Use is restricted to institutions awarded Distinction status.

### 19.4. Candidate Mark Specifications

- 19.4.1. The Candidate Mark is clearly distinct from accreditation seals.
- 19.4.2. The Mark includes "Candidate" designation prominently.
- 19.4.3. The Mark must not be confused with full accreditation.
- 19.4.4. Specifications ensure clear differentiation.

### 19.5. Programme Mark Specifications

- 19.5.1. Programme marks are used for programme-specific accreditation.
- 19.5.2. Marks may include the programme name or category.
- 19.5.3. Programme marks should only be used for accredited programmes.
- 19.5.4. Specifications are detailed in Brand Guidelines.

## 19.6. Seal Display Requirements

- 19.6.1. Seals should be displayed in accordance with guidelines.
- 19.6.2. Clear space and minimum size requirements apply.
- 19.6.3. Seals should be accompanied by verification links where possible.
- 19.6.4. Appropriate context and accompanying text is required.

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## 20. Use of IEB Name and Terminology

### 20.1. IEB Name

- 20.1.1. The full name "International Education Board" should be used on first reference.
- 20.1.2. The abbreviation "IEB" may be used in subsequent references.
- 20.1.3. The name should be presented in appropriate typography.
- 20.1.4. Modifications or variations of the name are not permitted.

### 20.2. Approved Terminology

- 20.2.1. "Accredited by the International Education Board."
- 20.2.2. "IEB-Accredited Institution."
- 20.2.3. "International Education Board Accreditation."
- 20.2.4. "IEB Candidate Status" (for Candidate institutions).

### 20.3. Prohibited Terminology

- 20.3.1. "IEB-Approved" (implies endorsement beyond accreditation).
- 20.3.2. "IEB-Certified" (implies certification, not accreditation).
- 20.3.3. "IEB-Recognized Government Accreditation" (misleading).
- 20.3.4. "Official IEB Partner" (unless formal partnership exists).

### 20.4. Statements About Accreditation

- 20.4.1. Statements must be accurate and current.
- 20.4.2. Statements must not exaggerate the scope of accreditation.
- 20.4.3. Statements must not imply government recognition.
- 20.4.4. Statements must comply with the Recognition and Representation Policy.

### 20.5. Historical References

- 20.5.1. Former accredited institutions may reference past accreditation.
- 20.5.2. References must clearly indicate past tense.
- 20.5.3. References must specify the dates of accreditation.
- 20.5.4. References must not imply current accreditation.

20.5.5. Example: "Accredited by the International Education Board from [year] to [year]."

## 20.6. **Translations**

20.6.1. Official translations of IEB name and terminology are provided.

20.6.2. Unauthorized translations are not permitted.

20.6.3. Translations must convey the same meaning accurately.

20.6.4. Contact IEB Secretariat for approved translations.

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## **21. Institutional Intellectual Property**

### **21.1. Institutional Ownership**

- 21.1.1. Institutions retain ownership of their own intellectual property.
- 21.1.2. Institutional logos, names, and branding remain institutional property.
- 21.1.3. IEB does not claim rights over institutional intellectual property.
- 21.1.4. Accreditation does not transfer institutional intellectual property to IEB.

### **21.2. IEB Use of Institutional Property**

- 21.2.1. IEB may use institutional names and logos in official communications.
- 21.2.2. Use is for purposes of identifying accredited institutions.
- 21.2.3. Use includes the Public Register, publications, and promotional materials.
- 21.2.4. Institutions grant this limited license upon seeking accreditation.

### **21.3. Quality of Institutional Branding**

- 21.3.1. Institutions should provide high-quality logo files to IEB.
- 21.3.2. Files should be suitable for print and digital use.
- 21.3.3. Institutions should notify IEB of branding changes.
- 21.3.4. IEB will use current approved institutional branding.

### **21.4. Withdrawal of Permission**

- 21.4.1. Institutions may request removal of their branding from IEB materials.
- 21.4.2. Requests should be submitted in writing.
- 21.4.3. Removal does not affect accreditation status.
- 21.4.4. Basic listing information will remain on the Public Register.

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## 22. Copyright and Content Ownership

### 22.1. IEB Copyright

- 22.1.1. All IEB publications are protected by copyright.
- 22.1.2. IEB policies, standards, and frameworks are copyrighted.
- 22.1.3. IEB website content is copyrighted.
- 22.1.4. Assessment materials and reports are copyrighted.
- 22.1.5. Copyright is indicated by the © symbol and year.

### 22.2. Permitted Use of IEB Content

- 22.2.1. Brief quotations with attribution are permitted.
- 22.2.2. References and citations for academic purposes are permitted.
- 22.2.3. Personal use and study copies are permitted.
- 22.2.4. Reproduction for compliance purposes by institutions is permitted.

### 22.3. Restricted Use

- 22.3.1. Reproduction of substantial portions requires authorization.
- 22.3.2. Commercial use of IEB content requires license.
- 22.3.3. Translation of IEB documents requires authorization.
- 22.3.4. Adaptation or modification of IEB content requires authorization.

### 22.4. Request for Permission

- 22.4.1. Requests should be submitted to the IEB Secretariat.
- 22.4.2. Requests should specify the content and intended use.
- 22.4.3. Attribution requirements will be specified.
- 22.4.4. Fees may apply for commercial use.

### 22.5. Institutional Content

- 22.5.1. Institutions retain copyright over materials submitted to IEB.
- 22.5.2. IEB receives a license to use submitted materials for assessment.
- 22.5.3. Confidentiality provisions apply to institutional submissions.

22.5.4. IEB may quote from institutional materials in reports.

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## 23. Trademark Protection

### 23.1. IEB Trademarks

- 23.1.1. IEB names, logos, and marks are protected trademarks.
- 23.1.2. Registration may be sought in relevant jurisdictions.
- 23.1.3. Common law trademark rights apply regardless of registration.
- 23.1.4. The ™ symbol may be used to indicate trademark status.

### 23.2. Trademark Use

- 23.2.1. Trademarks should be used as adjectives, not nouns or verbs.
- 23.2.2. Correct: "IEB-accredited institution."
- 23.2.3. Incorrect: "The institution is an IEB."
- 23.2.4. Trademark notices should be included where appropriate.

### 23.3. Protection Activities

- 23.3.1. IEB monitors use of its trademarks.
- 23.3.2. Unauthorized use is identified and addressed.
- 23.3.3. Infringement actions are taken as necessary.
- 23.3.4. Users should report suspected infringement to IEB.

### 23.4. Third-Party Trademarks

- 23.4.1. IEB respects third-party trademark rights.
- 23.4.2. Third-party marks are used only with permission or fair use.
- 23.4.3. Attribution is provided where appropriate.
- 23.4.4. Concerns about IEB's use should be communicated promptly.

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## 24. Licensing Arrangements

### 24.1. Standard License

- 24.1.1. Accredited institutions receive a standard license to use IEB marks.
- 24.1.2. The license is non-exclusive, revocable, and non-transferable.
- 24.1.3. The license is governed by this policy.
- 24.1.4. No separate license agreement is required for standard use.

### 24.2. Extended License

- 24.2.1. Extended licenses may be granted for special purposes.
- 24.2.2. Extended licenses are documented in writing.
- 24.2.3. Terms and conditions are specified in the license.
- 24.2.4. Fees may apply for extended licenses.

### 24.3. Commercial License

- 24.3.1. Commercial use of IEB intellectual property requires a commercial license.
- 24.3.2. Commercial licenses are negotiated individually.
- 24.3.3. Fees and royalties apply to commercial licenses.
- 24.3.4. Commercial licenses have specific terms and limitations.

### 24.4. License Agreements

- 24.4.1. Formal license agreements document extended or commercial arrangements.
- 24.4.2. Agreements specify permitted uses, duration, and conditions.
- 24.4.3. Agreements specify fees and payment terms where applicable.
- 24.4.4. Agreements are signed by authorized representatives.

### 24.5. License Compliance

- 24.5.1. Licensees must comply with license terms.
- 24.5.2. IEB may monitor license compliance.
- 24.5.3. Non-compliance may result in license termination.
- 24.5.4. Licensees may be liable for breach of license terms.

## 25. Monitoring and Compliance

### 25.1. IEB Monitoring Activities

- 25.1.1. IEB monitors use of its intellectual property.
- 25.1.2. Monitoring includes review of websites and materials.
- 25.1.3. Monitoring may include internet searches for unauthorized use.
- 25.1.4. Monitoring is conducted periodically and in response to concerns.

### 25.2. Institutional Self-Assessment

- 25.2.1. Institutions should regularly review their use of IEB intellectual property.
- 25.2.2. Self-assessment should verify compliance with this policy.
- 25.2.3. Outdated or non-compliant uses should be corrected.
- 25.2.4. Compliance confirmation may be required in Annual Monitoring Reports.

### 25.3. Compliance Verification

- 25.3.1. IEB may request samples of materials using IEB intellectual property.
- 25.3.2. Institutions should provide samples upon request.
- 25.3.3. IEB may conduct compliance reviews during site visits.
- 25.3.4. Compliance may be assessed as part of reaccreditation.

### 25.4. Reporting Concerns

- 25.4.1. Stakeholders may report suspected misuse to IEB.
- 25.4.2. Reports may be submitted via the IEB website or Secretariat.
- 25.4.3. Reports should include details and evidence where available.
- 25.4.4. Reporters may remain anonymous if requested.

### 25.5. Investigation

- 25.5.1. IEB investigates reported or identified concerns.
- 25.5.2. The relevant party is notified and given opportunity to respond.
- 25.5.3. Evidence is gathered and assessed.

25.5.4. Findings are documented and communicated.

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## 26. Non-Compliance and Enforcement

### 26.1. Levels of Non-Compliance

26.1.1. **Minor Non-Compliance:** Inadvertent errors or quality issues easily corrected.

26.1.2. **Moderate Non-Compliance:** Repeated minor issues or significant guideline violations.

26.1.3. **Serious Non-Compliance:** Deliberate misuse or persistent failure to correct.

26.1.4. **Severe Non-Compliance:** Fraud, counterfeiting, or actions causing serious harm.

### 26.2. Responses to Non-Compliance

26.2.1. **Guidance:** Advice on correcting minor issues.

26.2.2. **Correction Request:** Formal request to correct issues within specified timeframe.

26.2.3. **Formal Warning:** Documented warning with required corrective actions.

26.2.4. **Enhanced Monitoring:** Increased oversight of intellectual property use.

26.2.5. **Suspension of Use Rights:** Temporary prohibition on logo use.

26.2.6. **Termination of Use Rights:** Permanent prohibition on logo use.

26.2.7. **Accreditation Sanctions:** Suspension or withdrawal of accreditation for severe violations.

### 26.3. Correction Timeframes

26.3.1. Minor corrections: Fourteen (14) days.

26.3.2. Moderate corrections: Thirty (30) days.

26.3.3. Complex corrections: Sixty (60) days with approved plan.

26.3.4. Confirmation of correction must be provided to IEB.

### 26.4. Unauthorized Use by Non-Accredited Parties

26.4.1. Cease and desist notice requiring immediate cessation.

26.4.2. Demand for removal of all infringing materials.

26.4.3. Invoice for unauthorized use where applicable.

26.4.4. Legal action for persistent or egregious infringement.

### 26.5. Legal Remedies

- 26.5.1. IEB reserves the right to pursue legal remedies.
- 26.5.2. Legal action may seek injunctive relief, damages, and costs.
- 26.5.3. Criminal referrals may be made for counterfeiting or fraud.
- 26.5.4. Infringers may be liable for IEB's enforcement costs.

## **26.6. Appeals**

- 26.6.1. Parties may appeal enforcement actions through the appeals process.
- 26.6.2. Appeals are governed by the Complaints, Appeals, and Grievance Policy (IEB-POL-006).
- 26.6.3. Appeals do not suspend enforcement actions unless otherwise determined.

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## 27. Termination of Use Rights

### 27.1. Automatic Termination

27.1.1. Use rights terminate automatically upon accreditation ending.

27.1.2. Use rights terminate upon expiry of accreditation without renewal.

27.1.3. Use rights terminate upon withdrawal of accreditation.

27.1.4. Use rights terminate upon voluntary withdrawal by institution.

### 27.2. Termination for Cause

27.2.1. IEB may terminate use rights for serious policy violations.

27.2.2. IEB may terminate use rights for misrepresentation.

27.2.3. IEB may terminate use rights for actions damaging IEB reputation.

27.2.4. Notice of termination will be provided in writing.

### 27.3. Effect of Termination

27.3.1. All use of IEB intellectual property must cease.

27.3.2. All IEB logos and marks must be removed from materials.

27.3.3. Digital displays must be updated within thirty (30) days.

27.3.4. Physical materials must be withdrawn from circulation.

27.3.5. Signage must be removed within ninety (90) days.

27.3.6. Certificates and documents must be returned to IEB upon request.

### 27.4. Destruction of Materials

27.4.1. Logo files provided by IEB must be deleted.

27.4.2. Printed materials with IEB logos must be destroyed or amended.

27.4.3. Confirmation of destruction may be required.

27.4.4. IEB may request evidence of compliance.

### 27.5. Transition Period

27.5.1. A transition period of thirty (30) days is standard.

27.5.2. Extended transition may be granted for complex situations.

27.5.3. Requests for extension should be submitted promptly.

27.5.4. Use during transition must not mislead about current status.

## **27.6. Continued Obligations**

27.6.1. Obligations regarding confidentiality continue after termination.

27.6.2. Liability for past infringement continues after termination.

27.6.3. Record-keeping obligations continue as specified.

27.6.4. Cooperation with IEB inquiries continues after termination.

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## 28. Roles and Responsibilities

### 28.1. IEB Governing Council

- 28.1.1. Provides strategic oversight of intellectual property matters.
- 28.1.2. Approves policy amendments.
- 28.1.3. Approves significant licensing or partnership arrangements.
- 28.1.4. Receives reports on intellectual property protection.

### 28.2. IEB Secretariat

- 28.2.1. Manages intellectual property assets.
- 28.2.2. Provides logo files to authorized users.
- 28.2.3. Processes authorization requests.
- 28.2.4. Monitors compliance with this policy.
- 28.2.5. Investigates reported concerns.
- 28.2.6. Issues correction requests and warnings.
- 28.2.7. Coordinates enforcement actions.

### 28.3. Director of Communications

- 28.3.1. Oversees brand management and guidelines.
- 28.3.2. Approves updates to brand assets.
- 28.3.3. Provides guidance on brand application.
- 28.3.4. Reviews special authorization requests.

### 28.4. Accreditation Committee

- 28.4.1. Considers intellectual property violations in accreditation decisions.
- 28.4.2. Decides on sanctions involving accreditation status.
- 28.4.3. Reviews serious cases of misuse.

### 28.5. Accredited Institutions

- 28.5.1. Comply with this policy and Brand Guidelines.
- 28.5.2. Use only approved logo files and versions.

28.5.3. Monitor third-party use of IEB branding on their behalf.

28.5.4. Correct non-compliant uses promptly.

28.5.5. Report concerns about unauthorized use.

28.5.6. Update materials when accreditation status changes.

#### **28.6. Institutional Designated Contact**

28.6.1. Each institution should designate a contact for brand matters.

28.6.2. The contact receives communications about intellectual property.

28.6.3. The contact ensures internal distribution of guidelines.

28.6.4. The contact coordinates compliance activities.

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## 29. Policy Review

- 29.1. This policy will be reviewed every three (3) years.
- 29.2. Reviews will assess the effectiveness of intellectual property protection.
- 29.3. Reviews will consider developments in intellectual property law.
- 29.4. Reviews will update brand guidelines as needed.
- 29.5. Reviews will incorporate lessons from compliance activities.
- 29.6. Amendments will be approved by the IEB Governing Council.
- 29.7. Stakeholders will be notified of significant amendments.
- 29.8. The current version of this policy will be published on the IEB website.
- 29.9. Brand Guidelines may be updated more frequently as operational documents.

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## 30. Disclaimer and Legal Position

- 30.1. IEB is an independent, private, non-governmental, and non-statutory international education authority.
- 30.2. IEB is registered in the United Kingdom with Company Registration Number 13759057.
- 30.3. This policy does not create any legal rights or obligations enforceable in any jurisdiction beyond those established by applicable intellectual property law.
- 30.4. IEB accreditation does not constitute government approval, statutory recognition, or professional licensure.
- 30.5. IEB asserts ownership and protection of its intellectual property under applicable law.
- 30.6. IEB reserves the right to amend this policy at any time without prior notice.
- 30.7. This policy supplements but does not replace applicable intellectual property laws.
- 30.8. Users are responsible for ensuring compliance with local intellectual property laws.
- 30.9. IEB is not responsible for losses arising from authorized use of its intellectual property.
- 30.10. Users indemnify IEB against claims arising from their use of IEB intellectual property.
- 30.11. Disputes regarding this policy shall be resolved in accordance with IEB procedures.
- 30.12. Legal disputes shall be subject to appropriate jurisdiction as determined by IEB.

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## 31. Conclusion

- 31.1. This policy establishes IEB's framework for intellectual property protection and logo use.
- 31.2. IEB intellectual property assets are valuable and must be used appropriately.
- 31.3. The Primary Logo represents IEB's commitment to Discipline, Excellence, and Merit.
- 31.4. Authorized use supports the integrity and value of IEB accreditation.
- 31.5. All users must comply with this policy and Brand Guidelines.
- 31.6. IEB will support authorized users with guidance and resources.
- 31.7. IEB will protect its intellectual property through monitoring and enforcement.
- 31.8. Stakeholders are encouraged to report suspected unauthorized use.
- 31.9. Questions about intellectual property use should be directed to the IEB Secretariat.

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## 32. Annexures

### 32.1. Annexure A: IEB Brand Guidelines

- 32.1.1. Annexure A provides comprehensive brand guidelines.
- 32.1.2. Guidelines include logo specifications, colors, typography, and applications.
- 32.1.3. Guidelines include detailed specifications for the Primary Logo circular seal.
- 32.1.4. The annexure is available as a separate document from IEB Secretariat.

### 32.2. Annexure B: Logo Files Package Contents

- 32.2.1. Annexure B lists files provided in the logo package.
- 32.2.2. Files include all formats and versions for authorized uses.
- 32.2.3. Package includes Primary Logo in full color, monochrome, and reversed versions.
- 32.2.4. The annexure is available as a separate document from IEB Secretariat.

### 32.3. Annexure C: Accreditation Seal Specifications

- 32.3.1. Annexure C provides detailed specifications for accreditation seals.
- 32.3.2. Specifications include dimensions, colors, and placement.
- 32.3.3. Includes Distinction Seal and Candidate Mark specifications.
- 32.3.4. The annexure is available as a separate document from IEB Secretariat.

### 32.4. Annexure D: Digital Badge Implementation Guide

- 32.4.1. Annexure D provides guidance on implementing digital badges.
- 32.4.2. The guide includes code snippets and technical specifications.
- 32.4.3. Includes verification link implementation.
- 32.4.4. The annexure is available as a separate document from IEB Secretariat.

### 32.5. Annexure E: Logo Use Request Form

- 32.5.1. Annexure E provides the form for requesting special logo use authorization.
- 32.5.2. The form includes required information and the submission process.
- 32.5.3. The annexure is available as a separate document from IEB Secretariat.

### 32.6. Annexure F: Merchandise Authorization Request Form

- 32.6.1. Annexure F provides the form for requesting merchandise authorization.
- 32.6.2. The form includes required information including item descriptions and mockups.
- 32.6.3. The annexure is available as a separate document from IEB Secretariat.

### **32.7. Annexure G: Logo Use Compliance Checklist**

- 32.7.1. Annexure G provides a checklist for self-assessment of logo use compliance.
- 32.7.2. The checklist covers common applications and requirements.
- 32.7.3. The annexure is available as a separate document from IEB Secretariat.

### **32.8. Annexure H: Co-Branding Guidelines**

- 32.8.1. Annexure H provides detailed guidance on co-branding applications.
- 32.8.2. Guidelines include hierarchy, spacing, and examples.
- 32.8.3. The annexure is available as a separate document from IEB Secretariat.

### **32.9. Annexure I: Media Kit**

- 32.9.1. Annexure I provides resources for media use of IEB assets.
- 32.9.2. The kit includes approved images, descriptions, and usage guidelines.
- 32.9.3. The annexure is available as a separate document from IEB Secretariat.

### **32.10. Annexure J: Cease and Desist Template**

- 32.10.1. Annexure J provides the template for cease and desist communications.
- 32.10.2. The template is for internal IEB use in enforcement.
- 32.10.3. The annexure is available as a separate document from IEB Secretariat.

### **32.11. Annexure K: Primary Logo Element Specifications**

- 32.11.1. Annexure K provides detailed specifications for each Primary Logo element.
- 32.11.2. Includes gold border, globe, IEB wordmark, graduation cap, and tagline specifications.
- 32.11.3. The annexure is available as a separate document from IEB Secretariat.

## 33. Document Control

### 33.1. Document Information

- 33.1.1. Document Title: Logo Use and Intellectual Property Policy
- 33.1.2. Document Code: IEB-POL-009
- 33.1.3. Version: 1.0
- 33.1.4. Effective Date: January 2026
- 33.1.5. Next Review Date: January 2029
- 33.1.6. Prepared by: International Education Board Quality Assurance Division
- 33.1.7. Approved By: IEB Governing Council
- 33.1.8. Classification: Public

### 33.2. Version History

- 33.2.1. Version 1.0 represents the initial release of this policy.
- 33.2.2. Future versions will be documented with version number, date, and summary of changes.
- 33.2.3. All previous versions are archived and available upon request.

### 33.3. Related Documents

- 33.3.1. IEB Accreditation Framework and Standards Policy (IEB-POL-001)
- 33.3.2. IEB Accreditation Process Policy (IEB-POL-002)
- 33.3.3. IEB Eligibility Criteria Policy (IEB-POL-003)
- 33.3.4. IEB Accreditation Levels and Status Policy (IEB-POL-004)
- 33.3.5. IEB Accreditation Validity, Monitoring, and Review Policy (IEB-POL-005)
- 33.3.6. IEB Complaints, Appeals, and Grievance Policy (IEB-POL-006)
- 33.3.7. IEB Data Protection and Privacy Policy (IEB-POL-007)
- 33.3.8. IEB Recognition and Representation Policy (IEB-POL-008)
- 33.3.9. IEB Accreditation Decision-Making and Oversight Policy (IEB-POL-010)
- 33.3.10. IEB Fee Structure and Payment Policy (IEB-POL-011)

33.3.11. IEB Conflict of Interest Policy (IEB-POL-012)

33.3.12. IEB Brand Guidelines (Operational Document)

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## 34. Approval

34.1. This policy has been reviewed and approved by the IEB Governing Council.

34.2. This policy is effective from the date specified in Document Control.

34.3. All stakeholders are expected to comply with this policy.

34.4. Queries regarding this policy should be directed to the IEB Secretariat.

## Eligibility Summary by Status

Status	Permitted Marks
<b>Accredited</b>	Accreditation Seal (based on Primary Logo)
<b>Accredited with Distinction</b>	Distinction Seal
<b>Candidate</b>	Candidate Status Mark only
<b>Suspended</b>	No marks permitted
<b>Former/Expired</b>	No marks permitted

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**End of Document**

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