IB Schools Australasia
BRAND GUIDELINES

ib schools
australasia

IB Schools Australasia was formed to represent and advance the interests of International Baccalaureate® Schools in the Australasian region. IB Schools Australasia as originally incorporated in South Australia as the Association of Australasian International Baccalaureate Schools (AAIBS) Incorporated by the South Australian Office of Consumer and Business Affairs. This was amended in 2010 to the Association of Australasian IB Schools (AAIBS) Incorporated. Following a rebranding this was amended in March 2016 to IB Schools Australasia. The registration details of IB Schools Australasia are:

Incorporated Association Registration Number: A22426
Australian Business Number (ABN) 38 129 667 431

The Association comprises of members who are candidate, partner or fully authorised schools delivering at least one IB Programme.

The Primary Years Programme
The Middle Years Programme
The Diploma Programme
The Career-Related Programme

These Brand Guidelines outline the required application of the IB Schools Australasia brand for creating consistent design material.

It should be followed at all times to ensure a consistent image and maintenance of our identity.

CONTENTS

1 LOGO

This is the IB Schools Australasia Primary logo.

Whenever the logo is featured, this is the preferred version.

The logo is a visual expression of the brand and should always be used in accordance with these guidelines.

Consistent and correct use of the IB Schools Australasia logo makes it easy for our affiliated members to identify and recognise that a communication is from us. We have several versions of our logo to allow greater flexibility of use.

PRIMARY LOGO

ALTERNATIVE LOGOS

The preferred use is the primary logo on a white or light background. In environments where it's not possible to use the primary logo, white, greyscale or black or versions of the logo can be used.

LOGO USAGE

Our logo is a valuable brand asset. To protect and preserve our brand identity, never alter, modify, or recreate our logo.

Correct Use
On the right are examples of how the logo is to be used.

Incorrect Use
Never distort or skew the logo. Always maintain the correct colour, as per the digital artwork supplied, and only use the logo as specified in this section.

A copy of our logo can be requested from the IB Schools Australasia office.

CORRECT USE

Where possible we recommend the logo is used on a white background.

If the logo is used on a dark background, use the reverse version.

If there are other graphic elements used in the layout they must not interfere with the logo.

INCORRECT USE

Never skew or morph the logo.

Never resize or edit any part of the icon of the logo.

Never change the colours in any part of the logo outside the colours specified in this document.

LOGO CLEAR SPACE AND SIZING

To ensure maximum impact for the logo, it is important to avoid placing text or imagery too close to the logo. Where space permits, the ideal amount of room to leave is indicated by the clear zone.

The "O" creates an invisible frame based on the width and height of the letter "O" giving it space to stand out.

MINIMUM SIZE

35mm

The IB Schools Australasia logo should never be reduced below the recommended size of 35mm wide as indicated here.

ASSOCIATION **LOGO**

The IB has developed a logo for use with specific groups within recognised associations.

The right to use the **"Association of IB World Schools"** logo is restricted to the recognized association that has signed an agreement with the IB, via its officers and administrators who may use it on its official stationery, publications and website in relation to non-commercial activities that are covered by the cooperation and licence agreement that it has entered into with the IB. The Association may not modify the logo in any way and must reproduce it only in accordance with the design guidance at right.

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

Positive two-colour

Reversed two-colour

Positive single colour blue
PMS 288 coated

Positive black and white
Black 100% and 50%

Positive solid black

Reverse single colour blue
PMS 288 coated

Reverse black and white
Black 100% and 50%

Reverse solid black

PRESENTING OUR
RELATIONSHIP WITH IB

To help Associations explain the special working relationship that they have with the IB, the IB has created a small amount of suggested text that can be used on websites and in publicity material.

"The Association is recognized by the IB Organization as an independent entity that promotes the IB in the region but does not have any authority to represent the IB Organization itself or sign any documents on its behalf."

Always use the approved name for your Association, IB Schools Australasia (as stated in the licence agreement).

Do refer to yourselves as an "Association", or "Association of IB World Schools". To help prevent confusion over your Association's relationship with the IB, you may wish to use the IB's suggested text above.

CLEAR SPACE

Minimum clearance space around the logo is half that of the IB button symbol.

The simplest way to establish the correct minimum clearance from other content and your document edge is to use half the size of the IB button symbol to visually position the logo. When your clear space is at least the same size as half of the button symbol, then adequate clearance has been applied.

RELATIONSHIP WITH IB

Use the "Associations of IB World Schools" logo (available from the Digital Toolkit page on www.ibo.org/en/digital-toolkit/ or by contacting the IB Communications and Marketing department at communications@ibo.org) for which you are licensed by the Agreement and follow the usage guidelines in this document. Do not use any other IB logo, past or present.

MEMBER SCHOOLS LOGO

This is the logo for use by Member Schools of IB Schools Australasia.

The logo is the visual expression of the brand and should always be used in accordance with these guidelines.

Consistent and correct use of the IB Schools Australasia member schools logo makes it easy for parents and interested parties to identify your schools IB programmes and membership to IB Schools Australasia.

The Member Schools Logo can be used on website, print format and other school documentation as required.

The Member School Logo does not replace the use of the IB World School Logo provided by the IB.

We have several versions of the Member School Logo and ask that if your membership or programmes offered changes you cease use and notify us. Providing that you continue membership you will be provided with a revised version.

FULL MEMBER SCHOOL LOGO

ib schools
australasia

FULL MEMBER SCHOOL
PYP MYP AND CP SCHOOL
*CANDIDATE DP SCHOOL

ASSOCIATE MEMBER SCHOOL LOGO

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australasia

ASSOCIATE MEMBER SCHOOL
*CANDIDATE DP SCHOOL

The preferred use is the logo on a white or light background.

2 COLOURS

Colours are an important part of the IB Schools Australasia brand. It has three primary colours. Grey can also be used in conjunction with the primaries.

This distinctive colour palette is the visual expression of the brand's personality.
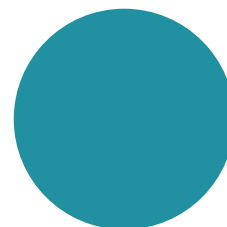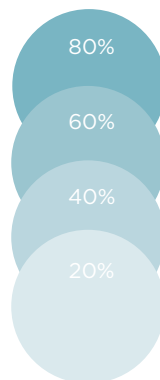
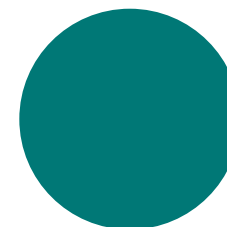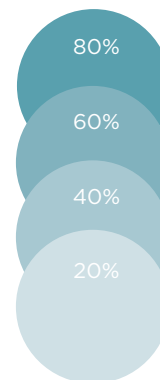Shades of the primary colours can also be used for backgrounds and highlights.
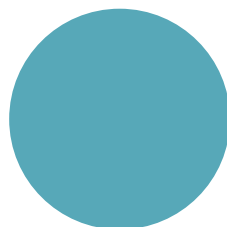
TEAL
#58A8B7

Pantone 7709 C
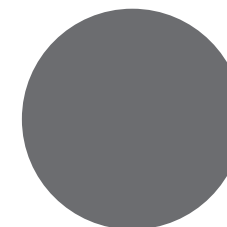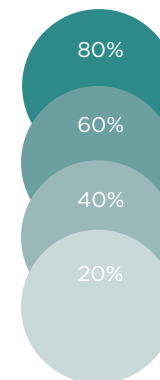C-64 M-16 Y-24 K-1
R-88 G-168 B-183

DARK TEAL
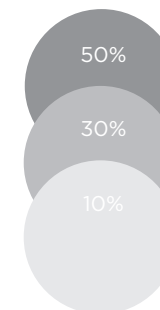#1E909F

Pantone 7711 C
C-78 M-21 Y-30 K-9
R-30 G-144 B-159

SEA
#007875

Pantone 7718 C
C-100 M-40 Y-60 K-2
R-0 G-120 B-117

GREY
#6D6E71

Pantone Cool Gray 9 C
C-0 M-0 Y-0 K-70
R-109 G-110 B-113

80%	80%	80%	50%
60%	60%	60%	30%
40%	40%	40%	10%
20%	20%	20%	

Gotham is IB Schools Australasia's primary typeface.

Arial can be used when Gotham is not available.

GOTHAM

Gotham is a versatile typeface and we use a number of weights. For legibility, we often use Gotham Book for body copy. The strength of Gotham Black makes it highly effective for headlines.

Gotham Light
ABCDEFGHIJKLMabcdefghijklm1234567890?!&()%

Gotham Book
ABCDEFGHIJKLMabcdefghijklm1234567890?!&()%

Gotham Medium
ABCDEFGHIJKLMabcdefghijklm1234567890?!&()%

Gotham Bold
ABCDEFGHIJKLMabcdefghijklm1234567890?!&()%

Gotham Black
ABCDEFGHIJKLMabcdefghijklm1234567890?!&()%

ARIAL

Arial Regular
ABCDEFGHIJKLMabcdefghijklm1234567890?!&()%

Arial Bold
ABCDEFGHIJKLMabcdefghijklm1234567890?!&()%

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