



OFFICIAL IBQA-USA RESOURCE

Logo Use & Public Representation Policy

Responsible use of IBQA-USA identity, status statements and public claims

Document Code

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Scope note: Permission to use IBQA-USA identity is limited to the written scope granted. This policy does not create any governmental, statutory, university or professional status.

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This policy sets out the basic controls for organisations or persons permitted to reference an IBQA-USA service, approval, certification, affiliation, membership or verification status. Written approval and the applicable service record always control permitted use.

1. General principles

- ✓ Use the IBQA-USA name, logo or status statement only where written permission or an applicable agreement allows it.
- ✓ Public representation must be accurate, current and limited to the approved service scope.
- ✓ Do not imply ownership of IBQA-USA marks or create modified versions that could cause confusion.

2. Permitted status statements

- ✓ Use the exact approved organisation or centre name.
- ✓ Identify the relevant service category and approved scope accurately.
- ✓ Include verification information where the service provides a public verification route.
- ✓ Where a status has an expiry or validity period, do not present it as current after expiry, suspension or withdrawal.

3. Prohibited or misleading claims

- ✓ Do not state or imply governmental, statutory, university or professional recognition unless it exists independently from the relevant authority.
- ✓ Do not describe an affiliation as a franchise, university campus or degree-awarding authority unless separately authorised by law.
- ✓ Do not use an IBQA-USA logo or certificate to imply that unreviewed programmes, sites or activities are approved.
- ✓ Do not alter certificate numbers, verification data, dates or status wording.

4. Logo and artwork controls

- ✓ Use only current artwork supplied or approved by IBQA-USA.
- ✓ Maintain proportions and do not stretch, redraw, recolour or remove elements from the official logo unless a specific approved variant is supplied.
- ✓ Keep adequate clear space around the logo and ensure it remains legible.
- ✓ Do not place the mark in a way that suggests endorsement of products or activities outside the authorised scope.

5. Digital and print use

- ✓ Websites, social media, brochures, certificates, advertisements and signage must use status wording consistent with the approved record.
- ✓ Hyperlinks or QR codes should point to the official verification route where one is provided.
- ✓ If a status changes, digital references should be updated promptly and obsolete printed material should not continue to be distributed.

6. Misuse and corrective action

- ✓ IBQA-USA may request correction or removal of inaccurate or unauthorised references.
- ✓ Continued misuse may result in suspension or withdrawal of permission to use the relevant mark or status statement, subject to the applicable agreement.
- ✓ Organisations should retain records of approved artwork and public statements for internal control.

Important: Permission to use IBQA-USA identity is limited to the written scope granted. This policy does not create any governmental, statutory, university or professional status.

This document is applicant guidance. The applicable application, agreement, decision record, certificate, verification record or written approval controls the actual service scope.