



IOTEFL

Accreditation Mark & Badge Usage Guide

Rules for accurate public representation of IOTEFL status

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Official controlled document. The current published online version takes precedence over downloaded copies.

1. Who may use the mark

Only organisations and educators with current, verifiable status may use the corresponding IOTEFL badge. Use must match the exact approved scheme, entity and validity period.

2. Permitted use

- Official website and approved programme pages.
- Certificates and learner information where the accredited scope is clear.
- Professional profiles for certified educators.
- Marketing materials that do not imply broader recognition than granted.

3. Prohibited use

- Before approval, after expiry, suspension or withdrawal.
- On unapproved programmes, branches or legal entities.
- With altered wording, proportions, colours or misleading claims.
- In a way suggesting government, statutory or universal recognition.

4. Required wording

Recommended: “Accredited by IOTEFL under [scheme], record [number], valid until [date]. Verify at the official IOTEFL Registry.”

5. Monitoring

IOTEFL may require correction or removal of inaccurate use. Continued misuse may result in sanctions and a public status update.