



Canadian Institute of Quantity Surveyors  
Institut canadien des économistes en construction  
**BRAND STANDARDS GUIDE**



Canadian Institute of  
Quantity Surveyors

Institut canadien des  
économistes en construction

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## INTRODUCTION TO OUR BRAND



This brand standards guide includes the basic tools you need to leverage the many advantages offered by the CIQS brand identity system in all marketing and promotional materials.

Simply stated, the CIQS brand is our organization's most valuable asset—so it is important that all of our affiliates, marketing partners and suppliers are aware of the CIQS brand identity system and standards.

Given the ever-changing needs of our industry and clients, this brand standards guide may not address all circumstances and situations. Questions and approval for exceptions should be directed to the CIQS office.

## OUR BRAND VALUES

Through research of our target audiences, we are distinguished and identified by the following core brand values:

**Integrity** We are objective in our views and transparent in our operational approach. **Expert** We represent the best of the best in our industry. **Reliability** We can be depended on to do what we say. **Versatility** We represent diverse interests, and are flexible in the way we address the needs of members from across the country – and from differing aspects of the construction economics industry. **Inclusivity** We believe that there is strength in numbers and work together to achieve the most effective outcomes.

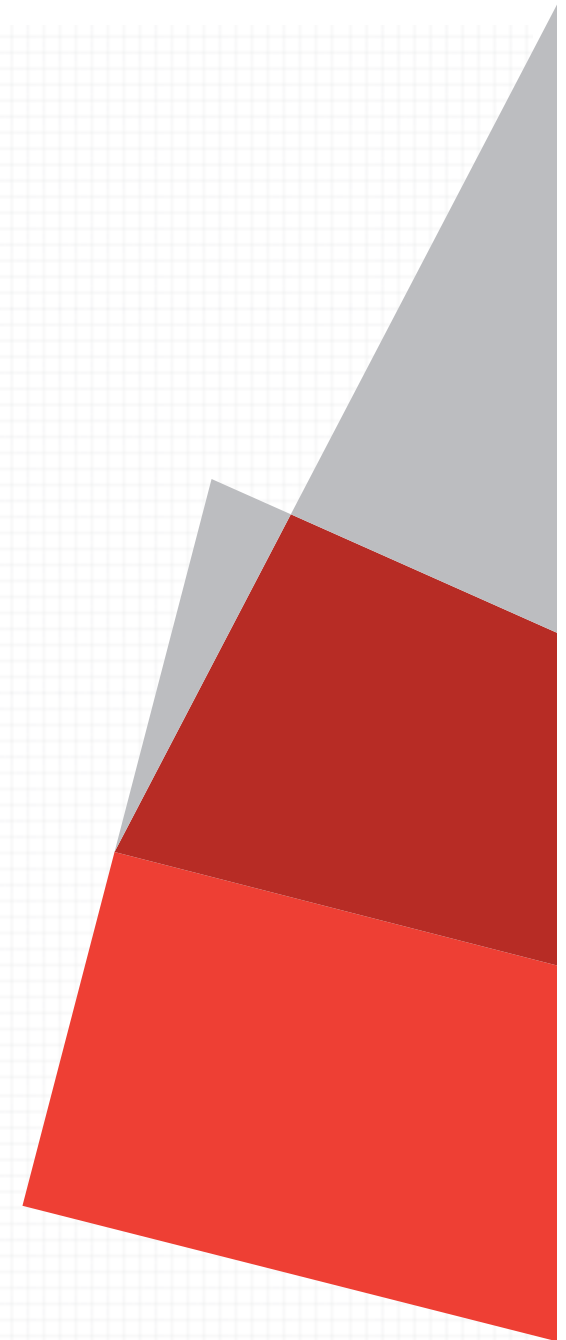
## OUR BRAND TONE OF VOICE

These values form the foundation of a tone-of-voice from which new marketing and communication activities will be based.

What makes CIQS unlike any other brand is that our organization – and our members – is uniquely capable of always delivering a value-add. Day-to-day, our members advance the overall value of construction projects, while our organization is committed to offering valuable programming and marketing opportunities to our members.

Therefore, all CIQS marketing and communication should be measured up against this unique point-of-difference:

- Does the message deliver a value-add to the reader? (Is it useful, helpful and relevant?)
- Is the communication designed in a way that offers a value-add to the recipient. (Is it functional, easy-to-follow and resourceful?)



## OUR BRAND POSITION

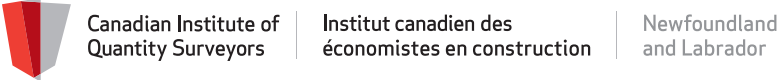
Our brand position captures who we are and what we do in a single statement.

“CIQS is a self-regulatory, professional body that sets the highest standard for construction economics in Canada. When every detail counts, count on a designated Professional Quantity Surveyor and Construction Estimator Certified professional.

# OUR BRAND IDENTITY

The CIQS brand identity is made from a combination of elements which are used in a variety of applications. These guidelines will explain how to use the elements so that the style and brand are used in the correct way. Every application must maintain the brand value: “value-add” and be well designed.

## Affiliate Logos:



## Logo:



## Typography:

abcABCâêç  
abcABCâêç

## Colour:



## OUR LOGO

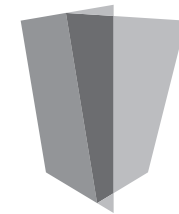
Primary

*Eg. grayscale icon*



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Quantity Surveyors**

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économistes en construction**



The CIQS identity includes a bold, strong, yet flexible symbol that is representative of a 3D building rendering but in a way that forms a shield or crest-like shape. The result is an authoritative icon that still feels modern—and has the versatility to take on many shapes and forms. This symbolism resonates in both official languages.

A secondary, vertically stacked, version of the logo has been designed for flexibility. This logo is to be used only in instances when the primary version cannot be applied.

Secondary



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## OUR LOGO SIZE AND PLACEMENT

**Preferred Size and Placement** For all applications the preferred size is 0.4375” in height. In all instances, the logo must appear flush left, never on the right.



**Minimum size** If the CIQS logo is too small, it won't translate effectively. The primary logo must never appear smaller than 0.375” high. This applies to both the national and affiliate logos. The national, secondary logo must never appear smaller than 0.5” in height. The minimum height for affiliate, secondary logos is a height of 0.625”.



**Clear space** Mandatory protected space makes our logo more prominent and aids in brand recognition. Use the below diagram as reference when establish clear space for all logo applications. Use the CIQS icon to measure clear space distance.



## OUR LOGO MISUSES



DO NOT skew, bevel, dimensionalize, stretch, add a drop shadow or otherwise alter the shape of the logo.



DO NOT use the logo in any colour other than the approved colour treatment outlined in the brand standards guide.



DO NOT use separate the CIQS symbol and wordmark.



DO NOT use the logo in only one official language.



DO NOT rotate, invert, spin, angle or pivot the logo.

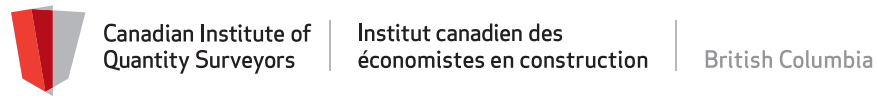


DO NOT use the logo with, or as part of another logo or graphic that competes with the logo.

**Misuses** Incorrect use of the CIQS logo diminishes the integrity and effectiveness of our branding and marketing activities. Above are some examples of how not to use the CIQS logo. If you have any questions, please contact the CIQS office.

## AFFILIATE LOGOS HORIZONTAL

### Primary



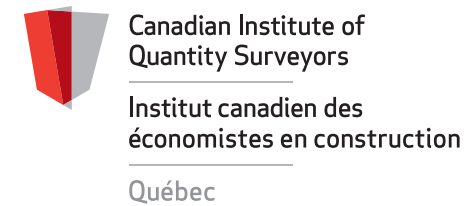
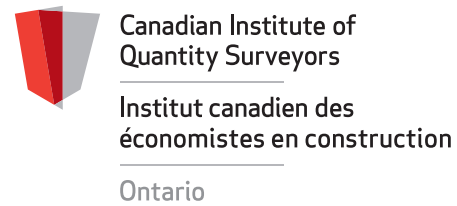
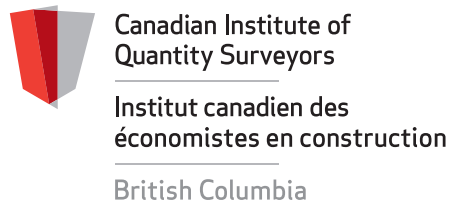
*Eg. grayscale icon*



Affiliates will all adopt the same identity and naming convention structure to ensure consistency and clarity of message across the country. This is critical for creating budget synergies in future because overall marketing efforts and resources can be shared.

## AFFILIATE LOGOS STACKED

Secondary



*Eg. grayscale icon*

## TYPOGRAPHY

Typography is language made visual by way of letterforms. Identifying a consistent ‘type voice’ helps to symbolically communicate your brand values even when words are absorbed quickly.

CIQS uses the typeface Apex, designed by Chester Jenkins in 2006. This typeface is very mathematical in its form, with strong angles paired with rounded corners. This ‘engineered’ quality perfectly reflects the value added by CIQS members.

**Primary typography** Apex has been chosen for headlines, pull quotes and text in print and digital applications. For print applications, use Apex New Book in black or medium gray for headlines and pull quotes. For digital applications only, use Apex New Book in dark grey for text.

**Secondary typography** For print materials, use New Gothic Regular in black or dark gray for text. For subheads, use News Gothic Bold, uppercase, in dark grey.

**Web safe typography** For online applications use Verdana. For headlines use Verdana Regular in black and for text use Verdana Regular in dark gray.

ABCDabcd1234  
**ABCDabcd1234**

Apex New

ABCDabcd1234  
**ABCDabcd1234**

News Gothic OT

ABCDabcd1234  
**ABCDabcd1234**

Verdana

# COLOUR

Primary Colours	Process	RGB	Hex
Pantone Red 32U CIQS Red	C 0 M 90 Y 86 K 0	R 239 G 65 B 53	# EF4135
Pantone 1807U Dark Red	C 0 M 100 Y 96 K 28	R 147 G 25 B 31	# 93191F
Pantone 422U Light Grey	C 0 M 0 Y 0 K 33	R 182 G 184 B 186	# B6B8BA

Secondary Colours	Process	RGB	Hex
Black	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	# EF4135
Dark Grey	C 0 M 0 Y 0 K 70	R 109 G 110 B 113	# EF4135
Medium Grey	C 0 M 0 Y 0 K 50	R 147 G 149 B 152	# 939598

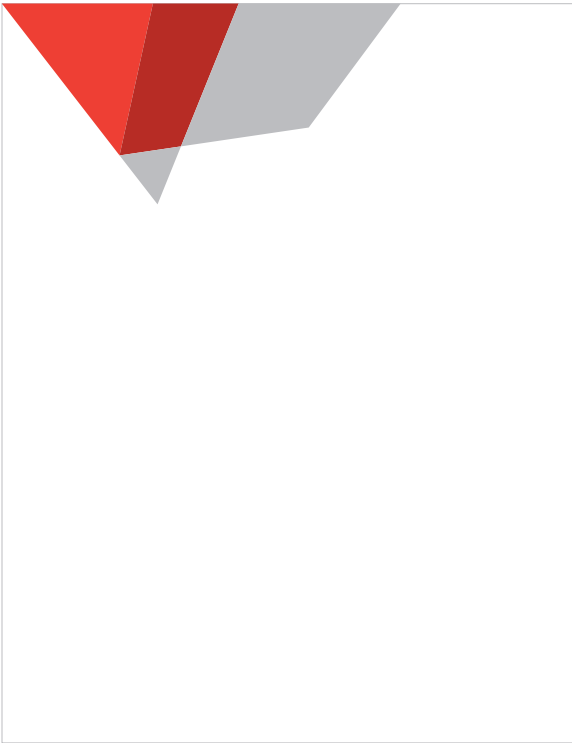
The colour palette we proposed links back to the colour red, which represents nationalism but also speaks for professionalism and innovation.

Red is paired with grey – a modern shade associated with the built-environment.

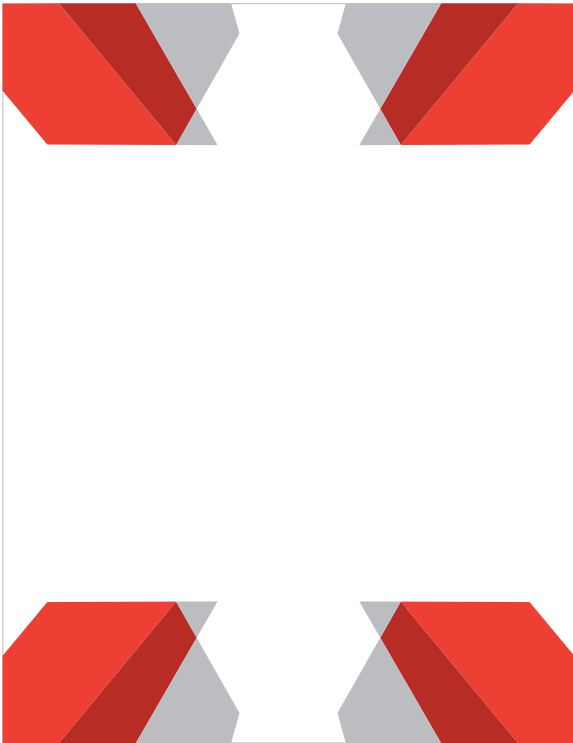
Specific colour break downs have been chosen to ensure consistency.

Use the break downs listed in the guide for all applications.

GRAPHICS



Option A Flush to any edge of the page/screen.



Option B Corner placement



Option C Flush to any edge of the page/screen.

**Graphic elements** The CIQS symbol has been designed to serve as a graphic element that unites all communication materials and creatively reinforces the versatility of our profession. Use these graphic rotations of the CIQS logo to create dynamic marketing, communications and presentation materials.

## APPLICATIONS STATIONERY

Layouts and applications should all reflect the precision and quality undertaken by CIQS members. The information architecture and design should be straight-forward and easy to follow, always offering the audience relevant, useful information and value.

**Business card** All business cards must have the national logo on the back side of the card. For affiliates, please use the corresponding contact information for the affiliate province, in conjunction with the national logo.

**Notecard** Notecards have been created for the national office for correspondence.





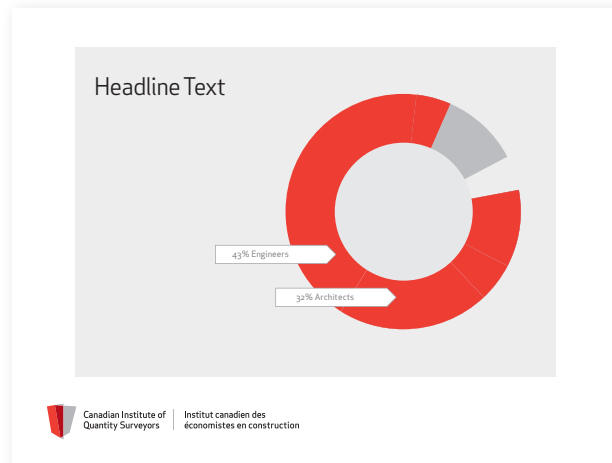
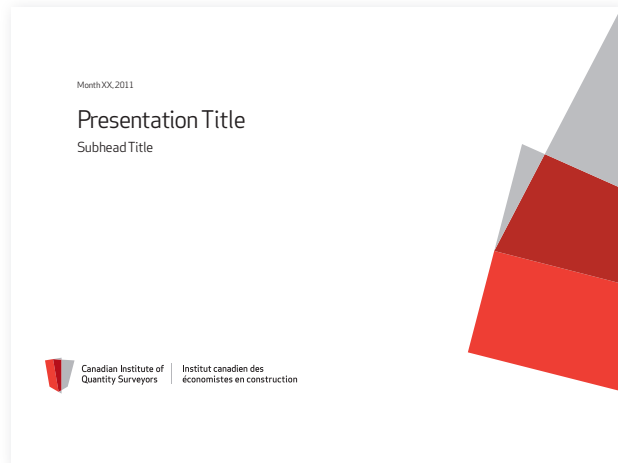
# APPLICATIONS STATIONERY



**Letterhead** National letterhead should be used for national correspondence, while Regional letterhead should be used for local correspondence. The logo appears only on the first page of any document, the second page only has the footer.

# APPLICATIONS

## DIGITAL PRESENTATIONS



Power Point Use the above templates when formatting presentations to ensure brand consistency on both National and Regional level.

## APPLICATIONS

### ADDRESS LABELS

**Labels** Use the templates, shown right, as a guide to set-up shipping labels. Both labels have been designed to fit on a 1.5" x 2.8125" Avery Label, product number 5360. To ensure clarity, use News Gothic Roman, Black, 6pt font with 7pt leading. National and Regional variations of the labels have been created.

*Displayed at 150%  
of actual size*



## APPLICATIONS

### E SIGNATURES

#### Employee Name

Employee Title

Ontario

90 Nolan Court, Unit 19  
Markham, ON L3R 4L9  
toll free. +1 866/345.1168

t. 905/477.0008  
f. 905/477.6774  
e. name@ciqs.org



Name Verdana Bold 12pt, dark gray  
Title Verdana Regular 10pt, dark gray  
Affiliate Verdana Regular 10pt, black

Logo National Height 113px  
Space before/after 113px

**E signature** The e-mail signature is a simple and frequent way to reinforce our brand with everyday communications. Verdana is the default font for the e-signature.

## APPLICATIONS E TEMPLATES

**E Template** A master template has been developed to service the National organization as well as our Regional affiliates. It is important for brand consistency, that all literature that is sent to the public speaks from one voice, on behalf of the entire organization. For these reasons, the e template must use the National logo.

For all copy please use Verdana. Please see the typography section of this guide for reference.

**Canadian Institute of Quantity Surveyors** Institut canadien des économistes en construction

### Headline Style

Issue #10.32  
Month 10, 2011

Lo officitorem quo optatur? Nem ut excepta tiatet ma vendis autat. Libusam volore res illessimus provide ritius. Upitium ut ape rerum eum recti quas si qui reped most excere porioris aut porum restiun totassi tatiam auditaepudic totatibus esti volupta tassit aut as.

Uciisite destios aepudandit magnam, susam, sum, omnimen debis aborumet et odisinveriae nobitatem rem hario officaes eum coriorit minciae nos imporero blautet ariorunt ipsamus animuscium quunt fuga. Ficia quam ilia quident quis ellupta volumquatem volorum remperiae corem volut quae nos autet andantiam nullit doluptist et esenimus susapiet lacil

#### SIDE BAR HEADLINE

CIQS is a self-regulatory, professional body that sets the highest standard for construction economics in Canada.

Designated Professional Quantity Surveyors and Construction Estimator Certified professionals don't just see numbers. We see the opportunities behind them.

[Forward email](#)

SafeUnsubscribe™

Online Marketing from **Constant Contact**  
Try for yourself!

This email was sent to russell@parceldesign.com by [russell@parceldesign.com](mailto:russell@parceldesign.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Parcel Design | address line 1 | city | state | zip code | country

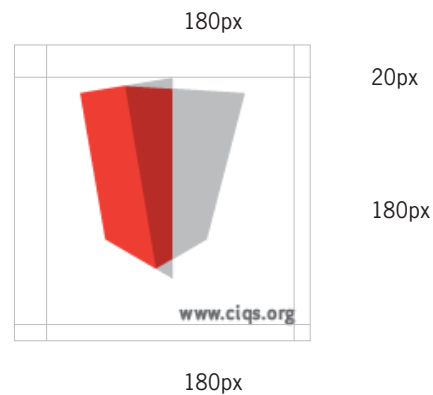
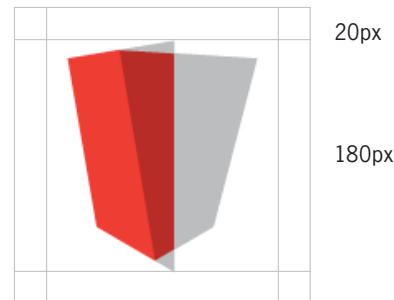
## APPLICATIONS

### SOCIAL MEDIA

**Social media** The CIQS brand identity elements are for CIQS business-use only. This means that the use of these elements for personal pages or non-CIQS business activity is not allowed without express written consent by the National office.

When the CIQS logo appears on social media sites, it should follow the same guidelines as all online materials:

- Use the CIQS logo in full colour
- Maintain a minimum size of 16px in height
- Maintain a 20 px border of white space
- Always link the CIQS logo to the CIQS home page: <http://www.ciqs.org>. *If you are unable to link the logo, then place the CIQS url beneath it.*



*Displayed at 60%  
of actual size*



## APPLICATIONS

### GIFTS AND MERCHANDISE

**Gifts and Merchandise** Offering members and partners branded merchandise is a great way to build brand loyalty. People who wear the gear or display the items instantly become promoters of our brand.

The CIQS logo can be applied in a number of ways on CIQS branded merchandise. Review these standards to learn how to apply the logo to different materials.

- Always use the full color CIQS logo.
- Only one CIQS logo can appear per visual surface.
- Position the logo over a white background for maximum prominence. Other background colors with good contrast, such as black or neutral colors may also be used.
- Position the logo prominently with approved clear space on all sides.
- If there is any text, use Apex Sans Medium, in either black or white.

