



**IQA**

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The Institute of Quarrying  
Australia

# IQA Style Guide

## Introduction

The Institute of Quarrying Australia has established a national brand that revolves around the acronym IQA and the word 'Quarry'.

This style guide is therefore an instructive manual for maintaining our brand; and using logos and stationery to present to our members, sponsors, stakeholders and general public a consistent IQA standard.

## Fonts

The official font for **The Institute of Quarrying Australia** is **Arial** and this should be used for all documents and emails.

Arial	12 point
Arial	12 point bold
Arial	12 point italics
<b>Arial</b>	<b>12 point bold italics</b>

The approved colour of the IQA is Patone Reflex Blue. This is to be used for IQA Abridged logo and IQA Acronym logo.

## Approved IQA Logos

On 14 October 2009 the Council of The Institute of Quarrying Australia (IQA) approved three logos to be used on the Institute's correspondence and in or on its documents and materials.

These approved logos are the:

- 'IQA Full Logo'
- 'IQA Abridged Logo' and
- 'IQA Acronym Logo'

## Approved IQA Sub Brand logos

The use of sub brand logos can only be used with associated with a relevant IQA logo. They cannot be used on their own.

These approved logos are:

- 'Australian Academy Quarrying (AAQ) Logo'
- 'Women in Quarrying Network (WIQ) Logo'
- 'Young Member Network (YMN) Logo'

## **IQA Full Logo**

This logo incorporates:

- The Institute of Quarrying (IoQ) Coat of Arms on the left,
- the acronym IQA on the upper right in, and
- the words 'The Institute of Quarrying Australia' on the lower right, below a horizontal line separating them and the IQA acronym,

In its full colour form the IQA Full Logo is as follows:



The full colour form of the IQA Full Logo is to be used on all official documents, such as letters from the President, Chief Executive Officer, National Office, Branches/Sub-Branched, Young Member Network and Women in Quarrying Network to the following:

- Stakeholders
- Suppliers
- Sponsors
- Strategic Alliance Partners

The full colour form of the IQA Full Logo is also to be used on Certificates of Membership, all Institute awards and may be used on promotional and presentation materials.

Exceptions:

- Where a blue or black background is used in Quarry Magazine or in promotional materials, the acronym, line and 'The Institute of Quarrying Australia' may be published in white.
- The greyscale form of the IQA Full Logo may be used where promotional and presentation materials are to be printed in monochrome.

## **IQA Abridged Logo**

The IQA Abridged Logo incorporates:

- the acronym IQA
- the words 'The Institute of Quarrying Australia'
- below a horizontal line separating them and the IQA acronym

The IQA Abridged Logo is as follows:



## **IQA Acronym Logo**

The IQA Acronym Logo is as follows:



The IQA Abridged Logo and IQA Acronym Logo may be used on all internal documents and on promotional and presentation materials, but only in the following colour combinations unless approved by the Marketing Committee:

- Blue on a white background (as above)
- Red on a white background
- Gold on a blue background,
- White on a blue, black or grey background, and
- Black on a white or grey background

The abridged and acronym forms of the IQA Full logo may be used on:

- Internal documents, and
- Promotional material

## **IQA Australian Academy of Quarrying (AAQ) Logo**

Must be used as a partner logo to the full IQA logo or abridged IQA logo.



## **IQA Women in Quarrying Network (WIQ) Logo**

Must be used as a partner logo to the full IQA logo or abridged IQA logo.



Where space constraints apply a combination logo may be used as in this example:



## **IQA Young Members Network (YMN) Logo**

Must be used as a partner logo to the full IQA logo or abridged IQA logo.



Where space constraints apply a combination logo may be used as in this example:



## **IQA Document Version Control**

- 8-point Arial Bold Black in footer left hand side
- Year Month Date Name of Document Version Number e.g. 170807 IQA Strategic Plan v0.1

## **IQA Document Page Numbering**

8-point Arial Bold Black in footer right hand side e.g. Page 1

## **IQA Email Signature**

- Please contact Ryan Spence on [ryan.spence@quarry.com.au](mailto:ryan.spence@quarry.com.au) to request the latest design of the IQA email signature.

## **IQA Stationery Templates**

All current approved IQA templates are located on the IQA's website via this link:  
<http://quarry.com.au/AboutUs/PoliciesProcedures.aspx>