



The Institute of Quarrying
Australia

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

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'

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, General Manager, or Branches and Sub-branches to the following:

- Government organisations
- Regulators
- Suppliers
- Industry Bodies, and
- International individuals and organisations

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.

The use of a 'line drawing' form of the IQA Full Logo, as illustrated below, is also approved for use in blue or greyscale.



The 'line drawing' form of the IQA Full logo may be used on:

- Internal documents, and
- Promotional material

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:



Note: The size relationship between the IQA acronym and 'The Institute of Quarrying Australia' is not to be altered.

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

IQA Stationery Layout

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