

# IQA STYLE GUIDE

Update: March 2025

The Institute of Quarrying Australia (IQA) has established a national brand that revolves around the acronym IQA and the words 'Institute' and 'Quarry'. This style guide is therefore an instructive manual to maintain the brand; and use logos and the overall visual presentation in the correct manner when communicating to members, sponsors, stakeholders and the general public to ensure a consistent IQA standard.

## 1. BRAND OVERVIEW

### 1.1 IQA Strategic Plan

The IQA's vision is to "educate and connect our extractive and associated industries".

The IQA's strategic plan outlines three strategic priorities:

- Maximise Outcomes for Industry Through Education and Sustainable Practice
- Increase Our Relevance
- A High Performing and Sustainable Organisation

A strong focus of the plan is to increase engagement with individuals and stakeholders who are not currently engaged with the IQA (as members or accessing education) and improve the diversity of members by considering the workforce of the future and ensuring the industry has access to quality training to improve outcomes for the industry.

All communication activity must align to the objectives in the [Strategic Plan](#).

## 2. FONTS

The official font for The IQA is Arial and this should be used for all formal documents and emails. Arial font may be used in 10, 11 or 12 point.

- Arial 12 point
- Arial 12 point bold
- *Arial 12 point italics*
- *Arial 12 point bold italics*

The approved colour of the IQA is **Pantone Reflex Blue / #364D80**. This is to be used for the IQA Abridged logo and IQA Acronym logo.

## 3. 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. In 2025, the IQA updated these logos with refined designs while maintaining the core visual identity.

These approved logos are the:

- IQA Full Logo
- IQA Abridged Logo (Horizontal and Vertical versions)
- IQA Acronym Logo

### 3.1 Logo Colour Specifications

Current Logo Colours:

- Blue: #364D80
- White: #FFFFFF
- Grey: #808285

Updated Logo Colours:

- Blue: #364D80
- White: #FFFFFF

### 3.2 IQA Sub Brand logos

Sub-brand logos can only be used with an approved IQA logo – not on their own.

These approved logos are:

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

### 3.3 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.



### 3.4 IQA Abridged Logo

The IQA Abridged Logo incorporates:

- the acronym IQA
- the words 'The Institute of Quarrying Australia'

- below a horizontal line OR alongside a vertical line separating them and the IQA acronym

The IQA Abridged Logo is available in horizontal and vertical formats:



The IQA Abridged 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 IQA Abridged 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.

### 3.5 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:

- Blue (#364D80) on a white background (as above)
- White (#FFFFFF) on a blue (#364D80), black or grey background

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

- Internal documents, and
- Promotional material

#### **4. IQA APPROVED POSITIONING**

The IQA can be positioned as:

- The leading provider of professional development / education / training for the extractive sector
- The leading provider of professional development / education / training for the extractive and associated sectors
- The leading provider of professional development / education / training quarry operators
- The leading provider of networking and education for the extractive sector

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

Must be used as a partner logo to the full IQA logo or abridged IQA logo. WIQ activity will be presented as part of the IQA. The logo will not be used to infer a standalone entity or activity.



The Women in Quarrying brand will be used on selected activity where the focus is engagement of women, promotion of women's contribution to the industry and direct gender equity. Collectively a theme will be determined to guide local activity, speakers and social media for a 12-month period. This will be approved by the CEO.

A broader D&I message integrated under the IQA brand will be used on activities focused on diversity in our industry, and the growing need to approach workforce development in different ways as businesses face a number of challenges when attracting and retaining talent.

#### Previous Themes:

- 2018-19 | Beyond the Bench
- 2019-20 | Untapped Resources
- 2020-21 | Drilling Deeper
- 2022-23 | Building Strong Foundations

#### WIQ Purple Colour Codes:

- #5d1b52
- RGB: 93, 27, 82
- CMYK: 66, 100, 31, 28

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

Must be used as a partner logo to the full IQA logo or abridged IQA logo. YMN activity will be presented as part of the IQA. The logo will not be used to infer a standalone entity or activity.



## 5. DOCUMENT STANDARDS

### 5.1 IQA Document Version Control

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

### 5.2 IQA Document Page Numbering

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

### 5.3 IQA Key Terms

The words:

- Education
- Networking
- Training
- Events
- Membership

Are used to describe the activities of the IQA. These can be represented on banners, flyers etc to convey the services offered by the IQA.

### 5.4 IQA Supporting Backgrounds

The words can be accompanied by one of four backgrounds which convey the nature of the extractive and associated industries as below. Any variations on the standard artwork templates contained in CANVA that use this imagery need to be approved by the Head of Events and Engagement before distribution.



## 6. TEMPLATES AND COMMUNICATIONS

### 6.1 IQA Email Signature

- Email signature blocks will be updated from time to time to align with key priorities
- Datafast will issue the email signature to all internal staff
- Email signature blocks will be plain, contain the approved disclaimers and clearly state the sender's contact details
- A staff member may choose to display their IQA or other professional association

membership badge(s). This is not compulsory.

An example of an email signature is below:

**Jane Schmitt** LLB, LLM, GAICD  
Chief Executive Officer  
The Institute of Quarrying Australia

**M** 0417 799 235  
**E** [ceo@quarry.com.au](mailto:ceo@quarry.com.au)  
**W** [www.quarry.com.au](http://www.quarry.com.au)

 IQA  IQA



This communication is confidential and may also be legally privileged. If you are not the intended recipient, please notify us immediately via reply to this email address and delete/destroy all copies. If you are not the intended recipient you should not copy this email, disseminate it, disclose its contents to another person, or use it for any other purpose. No warranty is made that the email or attachment(s) are free of computer virus or other defect.

## 6.2 IQA Stationery Templates

All current approved IQA templates are located on the IQA's internal drive under Policy and Procedures/Templates.

## 6.3 IQA PowerPoint Slides

All current approved IQA Power Point Slide templates are located on the IQA's internal drive under Policy and Procedures.

- The approved font for Power Point is Raleway Medium or Raleway Lite

Examples of PowerPoint templates are below:



**The Institute of Quarrying Australia**

**Northern Region NSW Branch**

**Networking Dinner**

**27 March 2025**

Educating and connecting people engaged with the extractive and associated industries

## 6.4 IQA Attendee Certificates (Education)

All current approved IQA Attendee Certificates will have the attendee's name, name of the course, date and approved CPD hours / category. The CEO must approve any modifications to education certificates. The template is available on the IQA internal drive under Education/Templates.

## 6.5 IQA Membership Certificates

All current approved IQA Membership Certificates are saved on the IQA's internal drive under Membership/Templates/Certificates. The Membership Certificate must display the person's full name, postnominals and the grade for which they are approved, town & state of residence, state date of their membership, IQA common seal and signature of the president of the day and CoSec. A template is available for each grade of membership.

Example below:



## 6.6 IQA Speaker and Sponsor Certificates

All current approved IQA Speaker Certificates are saved on the IQA internal drive under Events/Templates. There variation of the certificate available for speakers and sponsors who support a WIQ event. Examples below:



## 6.7 IQA Award Certificates

All current approved IQA Award Certificates are saved in the IQA Branding folder in Canva. The CEO must approve any changes to the certificate(s).

## 6.8 IQA Name Badges

Font for IQA name badges is Myriad Web Pro with first name in size 19.7 and last name in 15. The name badge template is saved in the IQA's Canva account.

## 7. DIGITAL MEDIA ASSETS

### 7.1 IQA Digital Banners

Font for IQA digital banners is Myriad Web Pro.

### 7.2 IQA Social Media

All IQA social media tiles for Linked In, Facebook and banners are saved in the IQA's Canva account. Posts will follow branding as indicated below.

Posts regarding events at the IQA must be made on the IQA LinkedIn or Facebook page. They can then be shared by IQA staff on personal LinkedIn profiles. Content and images should be forwarded to the Marketing team to action.

### 7.3 IQA Pull Up Banners

Branches, WIQ coordinators, approved stakeholders and staff will be issued with an IQA pull up banner to use at events. The current approved banner is below



#### **7.4 IQA Annual Digital Membership Badge**

The IQA will issue via email an annual digital membership badge to all financial members. The badge will denote the individual's grade and the current membership cycle (for example 2025/26). The member can use this badge on business cards, email, letterhead, website etc to demonstrate that they are a current member of the IQA. If a person is non-financial they must not use the membership badge or infer that they are a current member of the IQA.

All member digital badges are Myriad Web Pro and the template is available in the IQA Branding folder in CANVA.

#### **7.5 IQA Digital Supporters Badge**

The IQA will provide sponsors, supporters and key stakeholders a digital badge to display on their website. The badge is not to be used to infer or convey a message of endorsement by the IQA or infer that the IQA favours that supplier. The badge is to promote the IQA and its involvement with the breadth of suppliers across the extractive and associated industries.

All digital badges are Myriad Web Pro with the template contained in the IQA Branding Folder in Canva.

#### **7.6 IQA Education Flyers / Course Information Sheets**

All course overview flyers must be approved by ELT prior to publishing. Depending on the course, the length of the information sheet may vary. Once approved, the information may be used to represent the course in other mediums such as web, EDMs etc.

When promoting courses via email as an EDM, a standard template, available in CANVA, must be used. The information about the course that is used in the EDM must be taken directly from the course information sheet. The EDM may contain a summary of information from the course information sheet. The EDM must clearly state any CPD hours and the category. It may also contain specific information such as facilitator, time and date.

#### **7.7 IQA Key messaging**

Membership: The Membership Review Committee (MRC) Charter and the membership guidelines and approved Membership Benefits Flyer (current version will be published on the IQA website) will be the source of copy pertaining to membership.

#### **7.8 IQA Job Advertisements**

The CEO must authorise any job advert seeking the engagement of staff or contractors. The CEO will maintain a suite of templates on the HR drive that will be used by the IQA to promote vacancies.

### **8. IMAGERY**

- Images of alcohol must not be used to promote branch / education events

- Images of delegates consuming alcohol must be limited and consideration to showing the consumption of alcohol in association with sponsor / exhibitor / third party brands must be considered
- Images must balance gender and represent a diverse workforce
- Health and safety regulations must be considered and ensure all images comply with current requirements. For example, PPE, dust, plant and pedestrian interaction **with plant**
- Ensure the IQA has permission to use images before publishing
- Consider how sponsors and competitors are promoted.

## 9. DIGITAL & WEB DESIGN

### 9.1 Web Typography

**Primary Font:** Arial (consistent with print materials)

- Headings: Arial Bold, sizes to follow hierarchy:
  - H1: 32px (desktop), 28px (mobile)
  - H2: 24px (desktop), 20px (mobile)
  - H3: 20px (desktop), 18px (mobile)
  - H4: 18px (desktop), 16px (mobile)
- Body Text: Arial Regular, 16px (desktop), 14px (mobile)
- Line Height: 1.5 for optimal readability
- Font Weight: Normal (400) for body text, Bold (700) for headings and emphasis

**Secondary Web Font:** Raleway Medium/Lite (as used in PowerPoint templates) for feature text and callouts

### 9.2 Web Colour Palette

**Primary Colours:**

- IQA Blue: Pantone Reflex Blue / #364D80 (RGB: 0, 51, 102)
- White: #FFFFFF

**Secondary Colours:**

- Light Blue: #4A75A5 (for hover states, secondary buttons)
- Mid Blue: #1E4B79 (for tertiary elements)

**Accent Colours:**

- Gold: #FFB81C (for CTAs, highlights, key information)
- Light Grey: #F2F2F2 (for backgrounds, cards)

- Mid Grey: #D8D8D8 (for dividers, borders)
- Dark Grey: #444444 (for secondary text)

#### **Functional Colours:**

- Success: #28A745
- Warning: #FFC107
- Error: #DC3545
- Info: #17A2B8

### **9.3 Web Accessibility Standards**

- All colour combinations must meet WCAG 2.1 AA contrast standards
- Body text must maintain a minimum 4.5:1 contrast ratio with backgrounds
- Large text (18pt+ or 14pt+ bold) must maintain a minimum 3:1 contrast ratio
- Interactive elements must be distinguishable by more than colour alone
- Focus states must be clearly visible
- Alt text required for all non-decorative images

### **9.4 UI Components**

#### **Buttons:**

- Primary: IQA Blue (#364D80) with white text, 8px border radius
- Secondary: White with IQA Blue border and text
- Hover States: Lightened by 10%
- Disabled States: 50% opacity
- Size: Minimum 44px height for touch targets

#### **Forms:**

- Input fields: White background, Light Grey border, Dark Grey text
- Labels: Above input fields, Dark Grey
- Focus State: IQA Blue border
- Error State: Error Red border with error message below
- Success State: Success Green border

#### **Cards:**

- White background
- Light Grey border or subtle shadow
- 8px border radius
- Consistent padding (24px desktop, 16px mobile)

## 9.5 Responsive Design

### Breakpoints:

- Mobile: 320px - 767px
- Tablet: 768px - 1023px
- Desktop: 1024px and above

### Navigation:

- Desktop: Mega menu as per sitemap
- Mobile: Hamburger menu with expandable sections
- Always maintain persistent login button

### Images:

- All images should be responsive and scale appropriately
- Maximum width: 100%
- Image optimisation required (WebP format preferred)
- Ideal aspect ratios defined for different content types:
  - Hero banners: 16:9
  - Feature images: 4:3
  - Profile images: 1:1

## 9.6 Digital Assets

### Icons:

- Use consistent icon style throughout the site
- Line weight should be uniform
- Colour: IQA Blue or Dark Grey (for secondary icons)
- Size: 24px standard, 16px minimum

### Social Media:

- Follow existing guidelines for social media graphics
- Maintain IQA branding across all platforms
- Profile images should use the IQA Acronym Logo
- Cover images should incorporate the established texture backgrounds

## 9.7 Website-Specific Logo Usage

- Header: IQA Abridged Logo (responsive sizing) - **Note: Do not use the Coat of Arms in**

**website header**

- Footer: IQA Abridged Logo (either horizontal or vertical version)
- Favicon: IQA Acronym Logo
- Minimum clear space around logos: equal to the height of the "I" in IQA
- Minimum logo size for legibility: 100px width for Abridged Logo, 60px for Acronym Logo