



**NIGERIAN INSTITUTE OF  
QUANTITY SURVEYORS**  
*The professional construction cost managers*

**MARKETING & CORPORATE AFFAIRS  
SERIES NR 1**

**ON**  
**REPRESENTATION OF THE INSTITUTE:**  
**LOGO, BRAND AND NAME**

By

**2023-2025 MARKETING & CORPORATE AFFAIRS  
COMMITTEE**

**Nigerian Institute Of Quantity Surveyors**



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# INTRODUCTION



As the major themes dominating global focus continue to evolve towards creating a more sustainable and inclusive society for all, it is important that the NIQS aligns strategically and be a channel through which these global goals are fed into the Nigerian context.

The purpose of this presentation is to uncover and strengthen the identity of the NIQS amongst both **internal and external audiences**. The aim is to provide a visual direction that is sustainable for years to come, and also focus on a revival of the brand's strongest characteristics to ensure that the identity presented is an accurate representation of the NIQS values (Our values).

A successful brand image has a direct relationship to the strength and power of the brand. The values and promises of the brand must be embedded in consistent messaging that highlights these over time to ensure that the right power is built and the imagery must be accurate representations of the brand, relevant to audiences and consistently applied at all levels and across all mediums.



# INTRODUCTION Cont'd....

There are four key pillars upon which the value of a brand - to both its internal and external audiences - is derived: ***Differentiation, Relevance, Esteem, and Knowledge***. The stronger the pillars, the greater value the brand can be leveraged on to deliver.

In compliance with **section 3.5** of the NIQS Constitution and effective from 1st January 2021, *“all documents such as Letterheads, Name Plates, Brochures, Professional Documents, Envelopes and the like MUST bear the new logo of the Institute as contained in the Rebranding Roadmap.”*

*How much have we complied with this?*



# VISION, MISSION & VALUE

**VISION:** To be the profession in Nigeria responsible for total cost and procurement management, for the achievement of client's objectives in all types of capital projects and developments, from conception to commissioning and maintenance, in all sectors of the economy, for the attainment of sustainable National development

**MISSION:** Contributing to sustainable development of Nigeria by promoting the patronage of our world-class construction cost services and procurement management experts that meet client needs and expectations through the development of unique and distinctive competencies of the profession.

# VISION, MISSION & VALUE.... Cont'd



**VALUE:** Quantity Surveyors have value for money as their watch word. We are trained to offer comprehensive costing and cost management services



# NATIONAL BODIES

The Constitution of the NIQS (2004, second amendment, March 2015) has provided for the establishment of National Bodies as follows:

- Women Association of Quantity Surveyors in Nigeria
- Association of Quantity Surveyors Lecturers/Educators
- Association of Consulting Quantity Surveyors
- Association of Quantity Surveyors in Public Practice
- Association of Quantity Surveyors in Contracting Organizations
- Fellows Forum
- Young Quantity Surveyors Forum
- Biennial Election Panel
- NIQS Foundation
- The NIQS Eagle Heart Charity
- QS Academy



# NATIONAL COMMITTEES

The Constitution of the NIQS (2004, second amendment, March 2015) has provided for the establishment of National Committees as follows:

- ❖ National Policy Committee
- ❖ National Executive Council
- ❖ Management Committee
- ❖ Membership Committee
- ❖ Education and Training Committee
- ❖ Finance Committee
- ❖ Professional Development and Technical Committee
- ❖ Marketing and Corporate Affairs Committee
- ❖ International Affairs Committee
- ❖ Ethics and Practice Monitoring Committee
- ❖ Examination and Certification Board
- ❖ Editorial Board
- ❖ Disciplinary Board
- ❖ Committee of Past Presidents
- ❖ Alternative Dispute Resolution Committee



# THE NIQS COLOURS

The NIQS Primary Colours are Navy Blue, Gold and White. In order to enable consistency, the Primary colors of the NIQS should and not be altered.





# The Prefix: “QS”

On April 27 2017 during an NPC meeting held at The NIQS Headquarters, Gwarimpa-Abuja, a recommendation made by the then President (QS Mercy Torkwase Iyortyer, FNIQS) that henceforth members who are duly registered with QSRBN may use the prefix “QS” against their names was unanimously approved. The usage is however optional. Subsequently, it was approved by members during the AGM of that year.

It is important we educate members on how to use the Prefix – QS

1. Only QSRBN Registered members can use the **QS** prefix to their names
2. You don't use the suffix **RQS** if you are using the **QS** prefix to your name  
e.g. QS Kene Christopher Nzekwe, FNIQS, RQS **X**

QS Kene Christopher Nzekwe, FNIQS 

Kene Christopher Nzekwe, FNIQS, RQS 

3. The **QS** must be written in BLOCK letters like this “**QS**” and not like this Qs or Qs.

# CATEGORIES OF MEMBERSHIP APPROVED SUFFIXES



The NIQS membership grades comprise of:

1. Students
2. Technicians
3. Probationers
4. Corporate Members and
5. Fellows

*For more information on membership grades, grab a copy of **The NIQS Membership Policy and Guidelines**: a publication of the Nigerian Institute of Quantity Surveyors*

# CATEGORIES OF MEMBERSHIP APPROVED SUFFIXES Cont'd.....



In all the membership grades, only Corporate Members and Fellows are permitted to use prefix and or suffix to their names.  
Example:

1. For a Corporate Member who is not registered with the QSRBN;
  - Victor Amanyi, MNIQS
2. For a Corporate Member who is registered with the QSRBN;
  - QS Victor Amanyi, MNIQS
  - Victor Amanyi, MNIQS, RQS

**The same is applicable to members who are Fellows**

3. The **QS** must be written in BLOCK letters like this “**QS**” and not like this Qs or Qs.



# The NIQS Logo: Design, Font and Colour

The NIQS logo is the most important visual element of the Institute. It easily communicates the essence and values of the Institute to members and the general public. Its elements aid recognition and recall for an effective mental trigger.

The logo is also a powerful marketing tool that distinguishes our organization and its programs. It provides identification for members who are also extensions of the Institute. Article 3.5.i & ii of the Institute's Constitution makes it mandatory that all members must use the logo (and practice number) on their official items (name plates, letterheads, cards, brochures, etc.).

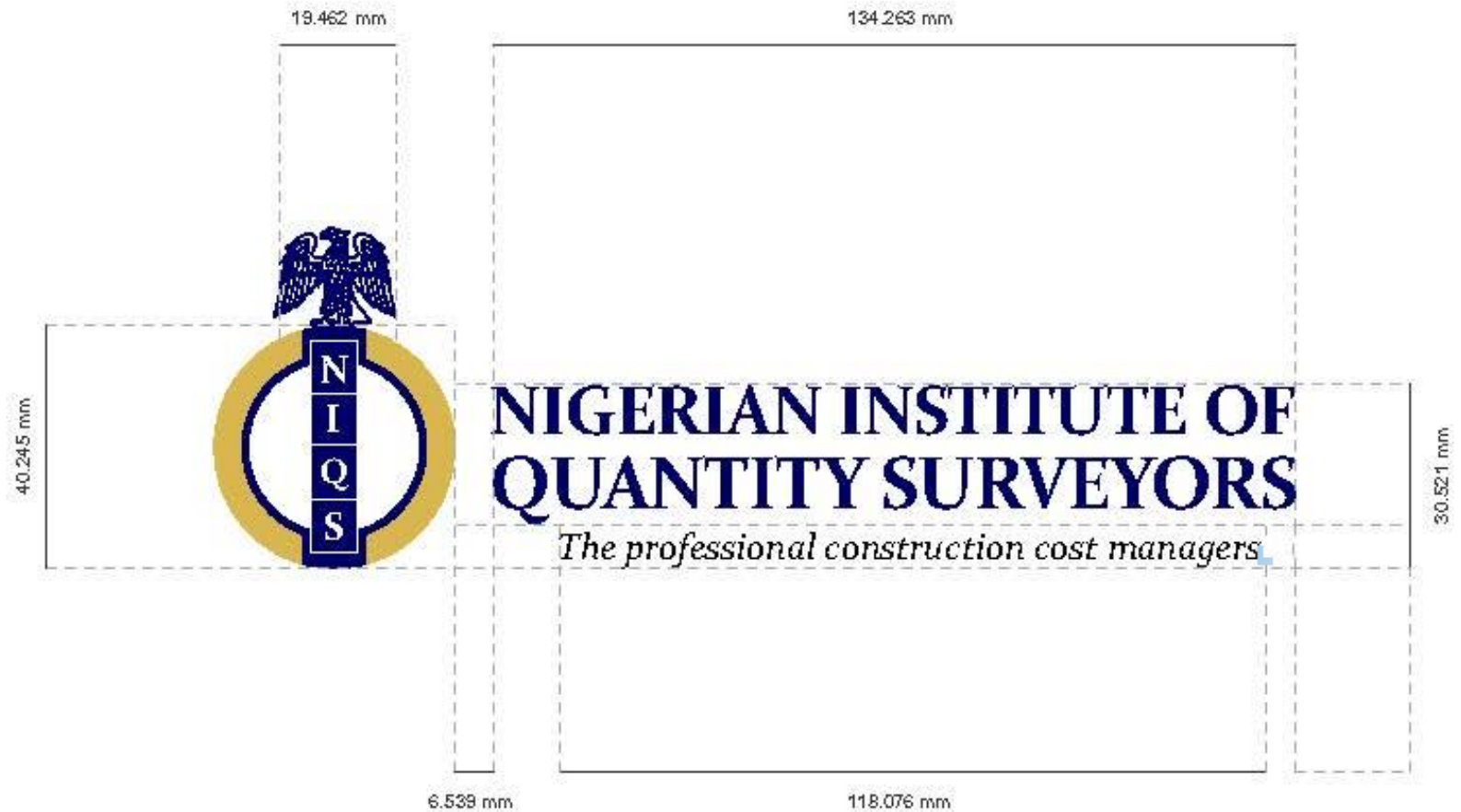
The logo has two **key variants** to cater for these uses: the Masterbrand (for use by the Institute) and the sub-brand for use by constituency extensions of the Institute (State Chapters, Bodies, Members & Partners).

# The NIQS Logo Design





# The NIQS Logo Design



# The NIQS Logo Font



The *Primary Typeface* of the NIQS logo is **Constantia** while the *Secondary Typeface* is **Century Gothic**

## Primary Typeface

abcdefghijklm

ABCDEFGHIJKLM

1234567890

*abcdefghijklm*

*ABCDEFGHIJKLM*

*1234567890*

abcdefghijklm

ABCDEFGHIJKLM

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*ABCDEFGHIJKLM*

*1234567890*

**abcdefghijklm**

**ABCDEFGHIJKLM**

**1234567890**

## Secondary Typeface



# The NIQS Acceptable Logo Design



FULL COLOUR LOGO



WHITE REVERSE LOGO



CREST AND ANCRONYM LOGO



BLACK AND WHITE LOGO

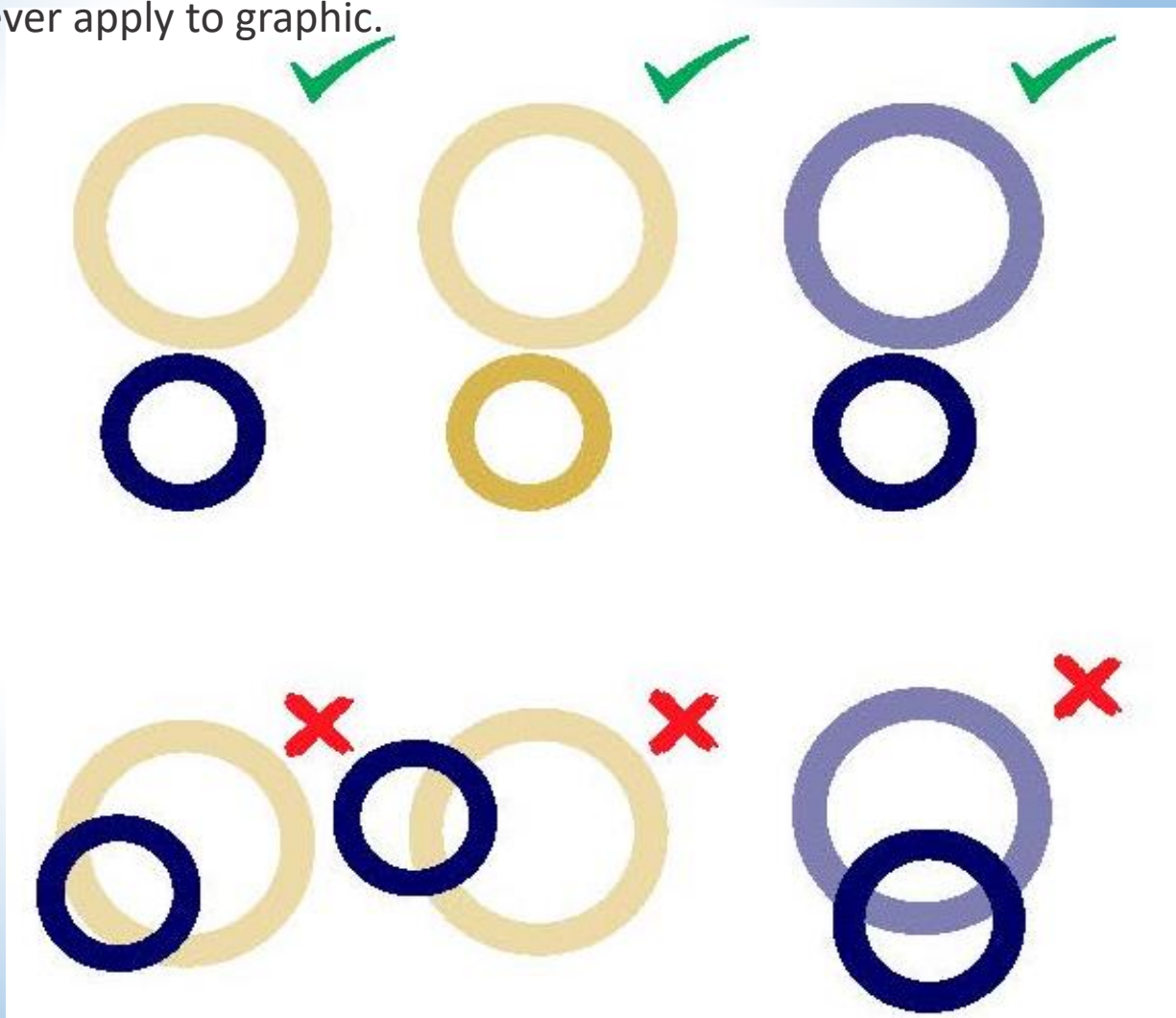
# The NIQS Unacceptable Logo Design

The following examples should never apply to the Logo



# Key Graphic Elements

The NIQS has a unified graphic design to appear on all letterheads, complementary cards, note pads, and souvenirs. The below marked X examples should never apply to graphic.



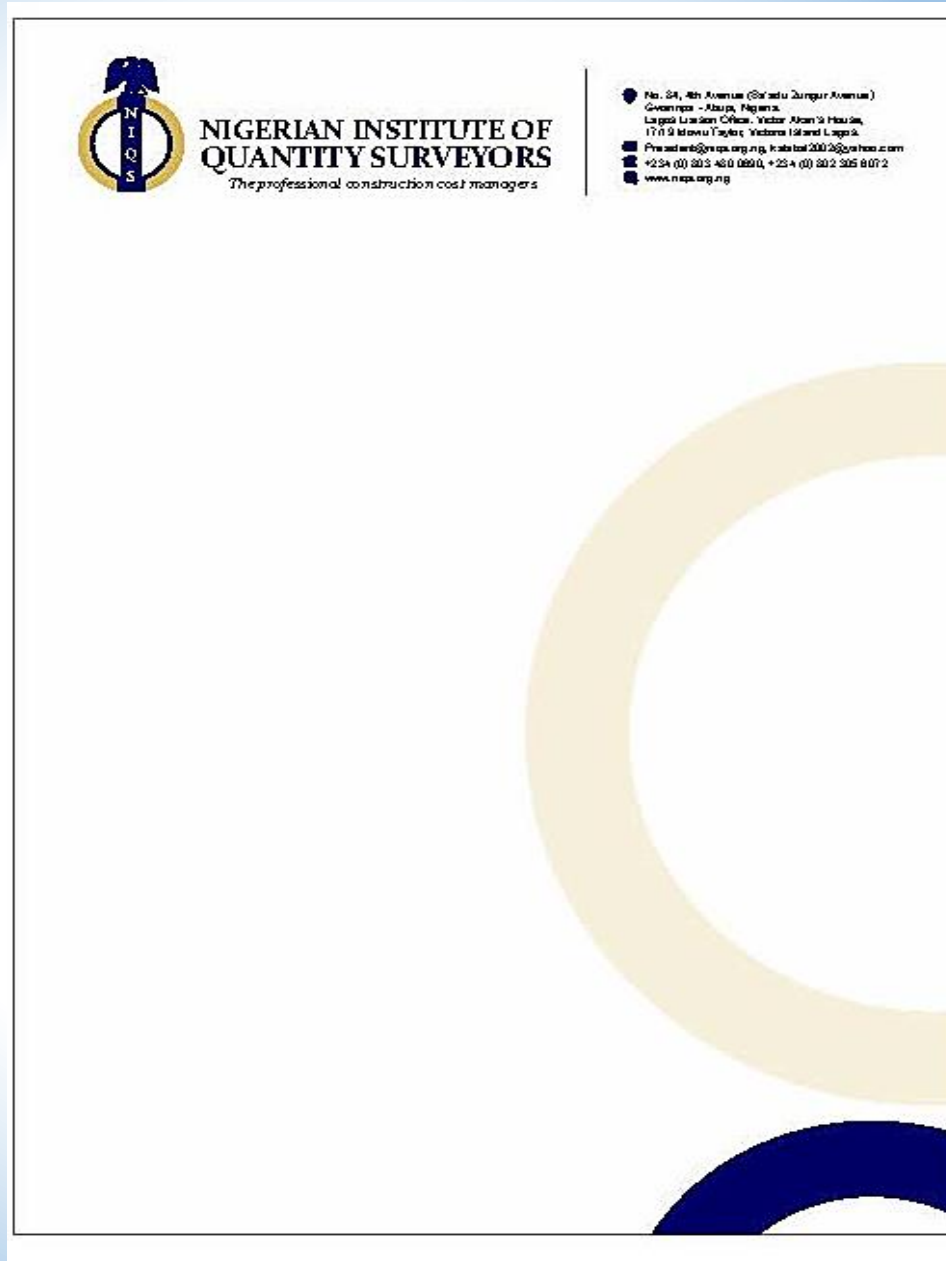
# The Complementary Card

The complementary card offers free goods or services, which may serve as a gift or promotion. These cards are usually provided by businesses to show appreciation, reward loyalty, or promote their products or services.

As an Institute, a unified design for Complementary card of members is provided as shown.



# The Complementary Letterhead



# Note pad & Souvenirs



# NIQS Logo with Affiliate Organs/Groups



Chapters and other organs of the Institute have a sample design of how their Logos and letterheads should look like.

## LANDSCAPE



**WOMEN ASSOCIATION OF  
QUANTITY SURVEYORS IN NIGERIA**

*The professional construction cost managers*

## PORTRAIT



*The professional construction cost managers*

# NIQS Logo with Affiliate Organs/Groups Cont'd....



## LANDSCAPE



## YOUNG QUANTITY SURVEYORS FORUM

*The professional construction cost managers*

## PORTRAIT



*The professional construction cost managers*

# NIQS Logo with Affiliate Organs/Groups Cont'd....



# NIQS Social Handles



[www.niqs.org.ng](http://www.niqs.org.ng)



The Nigerian Institute Of Quantity Surveyors



THE NIGERIAN QS FORUM



The Nigerian Institute Of Quantity Surveyors



The Nigerian Institute Of Quantity Surveyors



Niqs\_updates



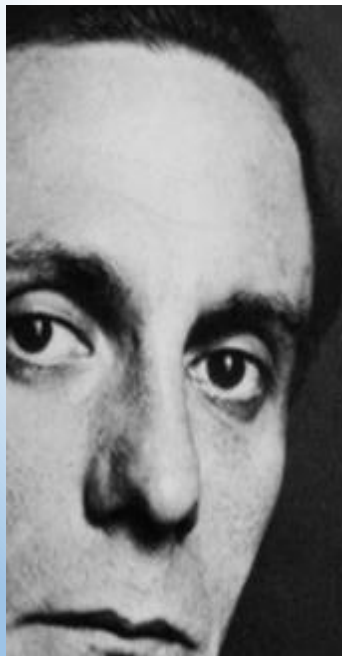
NIQSlive



Only for National Bodies/Groups

## ILLUSORY TRUTH EFFECT

hearing or reading a claim,  
especially repeatedly, makes  
you more likely to think it's  
true.



If you repeat a lie often enough,  
people will believe it, and you will  
even come to believe it yourself.

— *Joseph Goebbels* —

# Thank You For Listening



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