

Brand Identity Document – Usage of Logo/emblem



The Symbol (logo) illustrated above has been adopted and used by the Institute of Quantity Surveyors Sri Lanka and its Members to promote a strong sense of brand identity, uniformity and cohesion.

Apart from the fact that it depicts the monograph for words ‘Institute of Quantity Surveyors’, the logo itself is bold, strong and solid. It symbolizes fairness, strength and integrity. Its figure depicting a ‘measuring scale’ and the strong ‘Lion’ protecting the ‘scale’ can be seen to represent ‘safeguarding the Fairness’.

The colours, proportions and dimensions of each part of the logo have been carefully calculated and balanced against each other so as to give a logo which promotes uniformity and centrality, creating unique brand identity and is visually pleasing.

The logo depicted above is a registered trade mark of the Institute and its property. It shall not be used without due authority of IQSSL. It shall not be altered in any manner, either in terms of colours, figures used, letters inserted, proportions or dimensions, other than as indicated below.

Who may use the Symbol?

The logo is an important tool for Members to clearly identify themselves as duly qualified, skilled and accountable professional QSs.

The Corporate Members of the Institute with voting rights are entitled to use the logo on a Member’s business stationery, website, promotional material, etc., with clear reference to relevant category of Corporate Membership of IQSSL.

A firm or company of Quantity Surveyors which is permitted by the Council to use the title “Chartered Quantity Surveyor” or “Chartered Quantity Surveyors” as the case may be, is entitled to use the logo on its business stationery, website, promotional material, etc.

IQSSL may provide the right to use or display the logo on defined material to any other party, on such conditions, context and limitations as considered necessary, by IQSSL at its discretion, for purposes of IQSSL and its objectives.

How shall the Symbol be used?

- It must not be used in a manner so as to mislead any person to believe or anticipate that the work, conduct or statements of any person, firm or entity been endorsed by the Institute;
- It must not be used as a form of endorsement of any specific product or service by the Institute;
- The logo must be used in such manner as not to bring disrepute to the Institute, its’ members or the profession of Quantity Surveying;
- It must not be included with any publication or communication that may be considered defamatory by a reasonable person;
- It may be adjusted to suit specific publication/ design needs only in terms of size/ proportions however, that it will consist of a minimum width of not less than 15mm and is provided an outer blank border of not less than 5-10mm of width, around it.
- It must not be skewed and must be accurately proportionate to the original provided by IQSSL, and shall be of good quality on appearance, on both print and electronic material.

By using the logo, you acknowledge that you understand and agree to above and other terms and conditions of IQSSL, as applicable.