



QUEENSLAND NORTHERN TERRITORY

IPWEA

INSTITUTE OF PUBLIC WORKS
ENGINEERING AUSTRALASIA

Brand Guidelines



Logo

The IPWEA-QNT logo is the core visual element of the brand identity. Consistent use is essential in creating a unified brand identity. The master logo is supplied as artwork and should never be altered, distorted or re-created in any way.

FULL LOGO



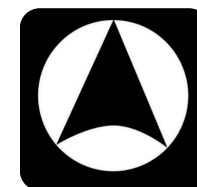
REVERSE LOGO



ICON



REVERSE ICON



Logo usage—do's and don'ts

As a sacred element of the IPWEA-QNT brand, our logo should be treated with care and respect, always.

In written form

When writing our brand name into copy, to keep consistency with our wordmark, the following conventions should be followed:

**Institute of Public Works
Engineering Australasia,
Queensland & Northern Territory**

or in shortened form

IPWEA-QNT

(note no full stops or ampersands appear in abbreviated form)

- Do not change the colour specifications.
- Do not alter the logotype by changing its proportions, typeface or positioning.
- Do not enclose the logo inside other shapes or forms.
- Do not use on a background that makes the logo hard to read.

DO NOT change order of colours in icon



DO NOT use non-brand colours in logo



DO NOT change typography of wordmark



Tagline

The IPWEA-QNT logo includes the tag line words:

'informs, connects, represents, leads'

It is not always necessary to use these tag line words with the IPWEA-QNT logo.

INFORMS
CONNECTS
REPRESENTS
LEADS

informs
connects
represents
leads

INFORMS CONNECTS
REPRESENTS LEADS

informs connects
represents leads

INFORMS CONNECTS REPRESENTS LEADS
informs connects represents leads

Colour Palette

full logo

#1F1B1C

#9D2235

#D45D00



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Colour Palette

tagline & divider

#90A128

#006491

#B30225

#FBB829

#D45D00

TAGLINE

INFORMS.
CONNECTS.
REPRESENTS.
LEADS.

DIVIDER

option 1: gradient



option 2: block colours



Typography

Our brand font is Gotham —a modern and highly legible sans serif typeface.

Usage

Gotham is available in multiple weights, however we recommend using only five:

- Gotham Light
- Gotham Regular
- Gotham Medium
- Gotham Bold
- Gotham Black

Substitute font

Certain software does not support our brand typeface. In those instances, Century Gothic should be used.

Gotham

ABC123

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&

Typography

Used occasionally for headings in banners and graphics, for a more 'casual' look.

- Turbinado Pro Regular
- Turbinado Pro Light

Turbinado Pro Regular

a b c 1 2 3

a b c d e f g h i j k l m n o p q r s t u v w x y z

*1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & ' () * + , - . : ;*

Used occasionally for headings in banners and graphics, for a more 'casual' look.

- Rollerscript W01 Smooth

Rollerscript W01 Smooth

a b c 1 2 3

a b c d e f g h i j k l m n o p q r s t u v w x y z

*1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & ' () * + , - . : ;*