CIQS unveils new brand identity

FOR IMMEDIATE DISTRIBUTION: After 50 years, the Canadian Institute of Quantity Surveyors (CIQS) is unveiling an exciting new re-branding strategy to give its organization a clearer and more compelling presence in the marketplace. The new logo and subsequent marketing campaign was designed to unite CIQS regional affiliate organizations from across the country – and to demonstrate the critical, value-added services CIQS members offer the construction industry.

Founded in 1959, CIQS is a self-regulatory, professional body that sets the highest standard for construction economics in Canada. Designated Professional Quantity Surveyors and Construction Estimator Certified professionals counsel building owners, developers, government bodies, designers and contractors at every stage of the design, procurement and construction process to help ensure a return on investment is delivered.

The new identity was unveiled to affiliate members at meetings across the country throughout the month of May – and unanimously accepted at its Annual General Meeting in June.

"We're at an exciting turning point in our 50-plus year history as an organization – and as a profession,” explains Roy Lewis, CIQS President. "In today’s economic climate, Professional Quantity Surveyors and Construction Estimator Certified professionals are more valued than ever as an integral part of the building and construction process. Not only do we play a key role in ensuring infrastructure investment is protected, our members daily identify opportunities and efficiencies that deliver benefits to the triple bottom-line.”

"Bringing the various regions together into one united national brand just makes sense at this point in our organization's evolution. It not only demonstrates our truly nation-wide scope, but it also enables us to streamline our communications efforts to ensure that the industry understands CIQS sets the highest standard for construction economics in Canada."

The CIQS logo, marketing materials and website will all be updated to reflect the integrated line-up and new brand platform. The new identity is a 3D building rendering that forms a shield or crest-like shape to symbolize the role a quantity surveyor plays in protecting the value of built environments.

Parcel Design, a brand strategy and communication design firm, facilitated the CIQS brand strategy process and designed the new brand identity.

"Our goal is that the new brand identity and subsequent marketing campaign will inspire a whole new generation of talent to pursue a career in quantity surveying,” says Lewis “Our past logo served us well for 50 years and we look forward to what the future holds for the next 50.”

FOR MORE INFORMATION, CONTACT:

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