



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

2020 Rebranding Project Roadmap

June 2020



Re-branding strategy developed by:
Media Range Limited

In collaboration with
the NIQS Re-branding Project Sub-Committee

Design & Production
Media Range Limited
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NIGERIAN INSTITUTE OF QUANTITY SURVEYORS

RE-BRANDING ROADMAP

The Nigerian Institute of Quantity Surveyors marked her 50 years of existence in October 2019. As we begin the second period, there is the need to recognize the challenges posed to the future generations of Quantity Surveyors by globalization, rapid technological advancement and constantly changing customer needs and requirements. There is also the need to identify and unlock untapped opportunities for the benefit of our members as well as repositioning the Institute for better service delivery.

This NIQS re-branding roadmap is aimed at achieving the above stated goals. The overall objective of the roadmap is to sustainably deliver value to current members as well as future generations of Quantity Surveyors in Nigeria.

This roadmap was approved by the National Executive Council for implementation and comes into effect this 30th day of June, 2020.

QS M. ABBA TOR, FNIQS
President,
Nigerian Institute of Quantity Surveyors

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“It is imperative for the profession to continue adapting to the emerging challenges in order for us to remain relevant in today's market place.”

- QS M. Abba Tor, FNIQS, President, NIQS

CHAPTER 1



1.1. EXECUTIVE SUMMARY

1.2. INTRODUCTION

1.2.1. Building brand value/equity

1.2.1. Dimensions of the Brand: Connecting
the dots

1.1. EXECUTIVE SUMMARY

The Nigerian Institute of Quantity Surveyors was established in 1969 to - among its 9 fundamental objectives - promote the art and science of the profession of Quantity Surveying in all its ramifications in Nigeria as well as to promote and stimulate the improvement of the technical and general knowledge of persons engaged in the profession.

Over the last 50 years that the Institute has existed, the fast pace of changes in the political, social and technological environment has had tremendous impact on every facet of life and the profession of Quantity Surveying has not been exempted.

Digital technology for instance, has become central in almost every sector of life. The delivery of services in every profession has also not been untouched. In fact, the sectors that have remained most relevant to us today are those that constantly adopt digital technology unto the principles of their profession. Global issues such as climate change and sustainable (green) cities dominate discussions both within the construction sector and elsewhere.

The NIQS re-branding project therefore, aims to properly situate the Institute within the context of domestic and global changes to ensure it remains relevant to society and discharges its obligations to its members in the most effective ways possible. This has forced an exploration of the core brand strategy of the Institute and recommendations on how areas of deficiency can be addressed.

Very importantly also, it acknowledges the primacy of the capacity and skill sets of the core team of the NIQS Secretariat and their central role in ensuring that the re-visited elements of the NIQS brand are properly cascaded, vertically and horizontally, across the Institute's organs and to its membership nationwide.

1.2. 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 next 50 years of the NIQS should be anchored on foundations that can be leveraged on by its members to the benefit of the wider society. Its value proposition to its members and society must be refreshed, made relevant and future-fit.

The purpose of re-branding projects are to unveil and strengthen the identity of an organization amongst both internal and external audiences.

A re-branding process should also 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 brand's values.

A successful brand image has a direct relationship to the strength and power of the brand with both internal and external audiences.

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.

The NIQS re-branding project therefore is focused on these two core areas:

1. Articulating a strategy that refines and presents a new set of strong characteristics and
2. A visual direction that simplifies recall and triggers a mental association between the visual identifier and the brand's characteristics.

1.2.1. BUILDING BRAND VALUE/EQUITY



a. BUILDING BRAND VALUE/EQUITY

b. DIMENSIONS OF THE BRAND: CONNECTING THE DOTS

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There are four key pillars upon which the value of a brand - to both its internal and external audiences - is derived:

1. Differentiation
2. Relevance
3. Esteem
4. Knowledge

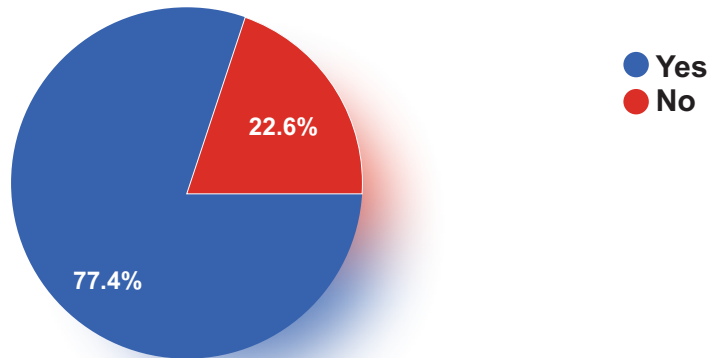
The stronger the pillars, the greater value the brand can be leveraged on to deliver.

The result of a survey carried out among NIQS members nationwide disclosed that among the public, these pillars were either lacking or deficient.

One key response that highlighted the deficiencies in differentiation and knowledge is below:

Q. Have you encountered people who mistakenly take you for a land surveyor instead of a quantity surveyor in the last one year?

668 responses



So, while for instance, members are very clear about its differentiators, the wider public are not. A survey conducted 18 years ago (in 2000) by NIQS Past President J.O. Ajanlekoko, to also identify if members of the public knew the difference between the Quantity and Land Surveyor, provided similar results.

Where the public cannot tell a brand apart from related or even unrelated services, it does not begin to occupy any position of relevance or esteem. People have to know you to trust or respect you. Relevance is also drawn from how engaged a brand is with key bigger picture issues of its internal and external audience.

For its internal audience, relevance can be a function of how it connects with their aspirations and gets involved in eliminating pain-points while for external audiences, this can be by enabling broad understanding of how it helps shape national and global realities and its points of views (and strength of conviction of these POVs) about such issues.

To deal with these deficiencies and set the NIQS on the path towards acquiring true brand value/equity, there is need for a proper communication of the refined and articulated brand elements.

a. BUILDING BRAND VALUE/EQUITY

b. DIMENSIONS OF THE BRAND: CONNECTING THE DOTS

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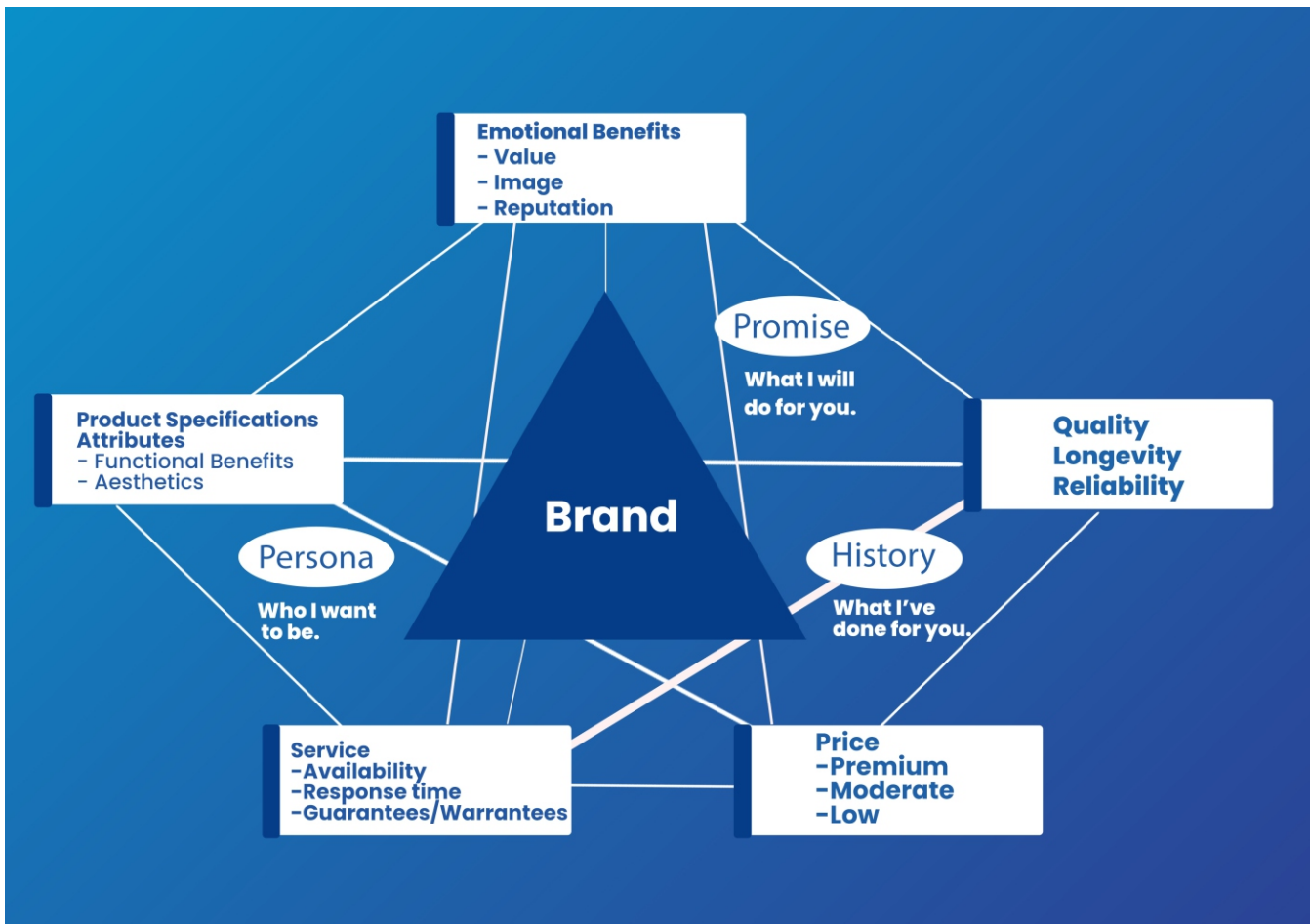
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1.2.1. DIMENSIONS OF THE BRAND: CONNECTING THE DOTS



The experience a target audience engages with that go on to form the full perception of the brand is a total of its promise to that target audience, the history of service to them and its persona. The mental connections members of the NIQS and the general public have of the NIQS are made up of their recollections of its functional benefits and aesthetic attributes, the quality of service received from the institute by members and other stakeholder groups, the financial obligation that guarantees access to these services, how reliable the services are and finally the value, image and reputation.

The re-branding project is concerned with optimizing all the points the experiences are encountered through. Questions from a survey carried out by the NIQS (some reproduced below in the insights section) highlight the current state of the NIQS against these expectations.

Members and all other stakeholder groups must of a necessity come to a point of affirming the receipt of better service, engagement, reputation and aesthetics representing the NIQS brand.

a. BUILDING BRAND VALUE/EQUITY

b. DIMENSIONS OF THE BRAND: CONNECTING THE DOTS

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CHAPTER 2



2. BRAND AUDIT

2.1. Core Brand Elements

2.2. Internal Communication

2.3. External Communication

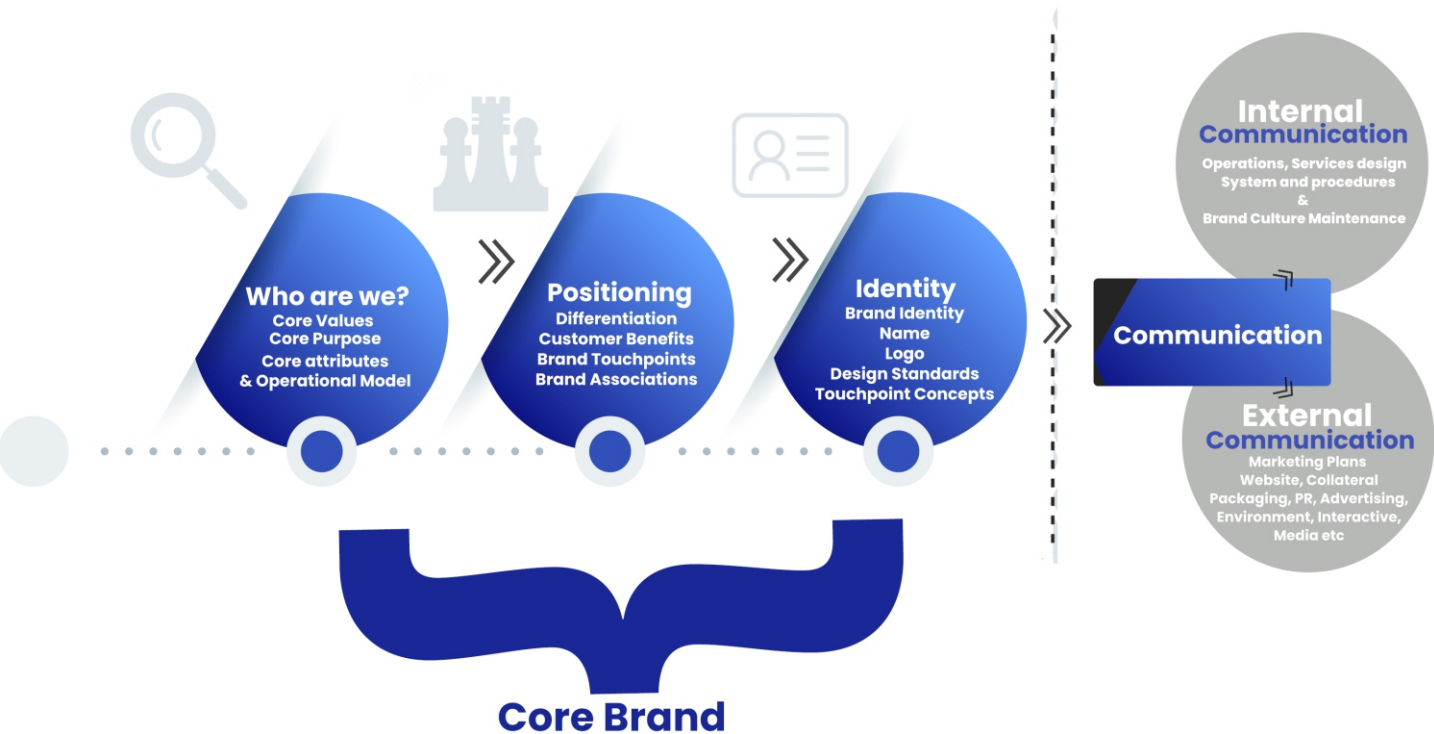
2. BRAND AUDIT

A brand strategy provides the plan for the systematic development of a coherent brand which in turn creates the needed differentiation, relevance, esteem and reputation that translates to brand value/equity.

This re-branding project will directly address areas within the Institute's current brand strategy where deficiencies are identified. Every brand strategy is built around two key parts:

- a. The core of the brand which provides the personality and content and
- b. The communication of the brand which ensures the internal and external audiences each comprehend and react to the brand in desired ways.

CORE BRAND



a. CORE BRAND ELEMENTS

b. INTERNAL COMMUNICATION

c. EXTERNAL COMMUNICATION

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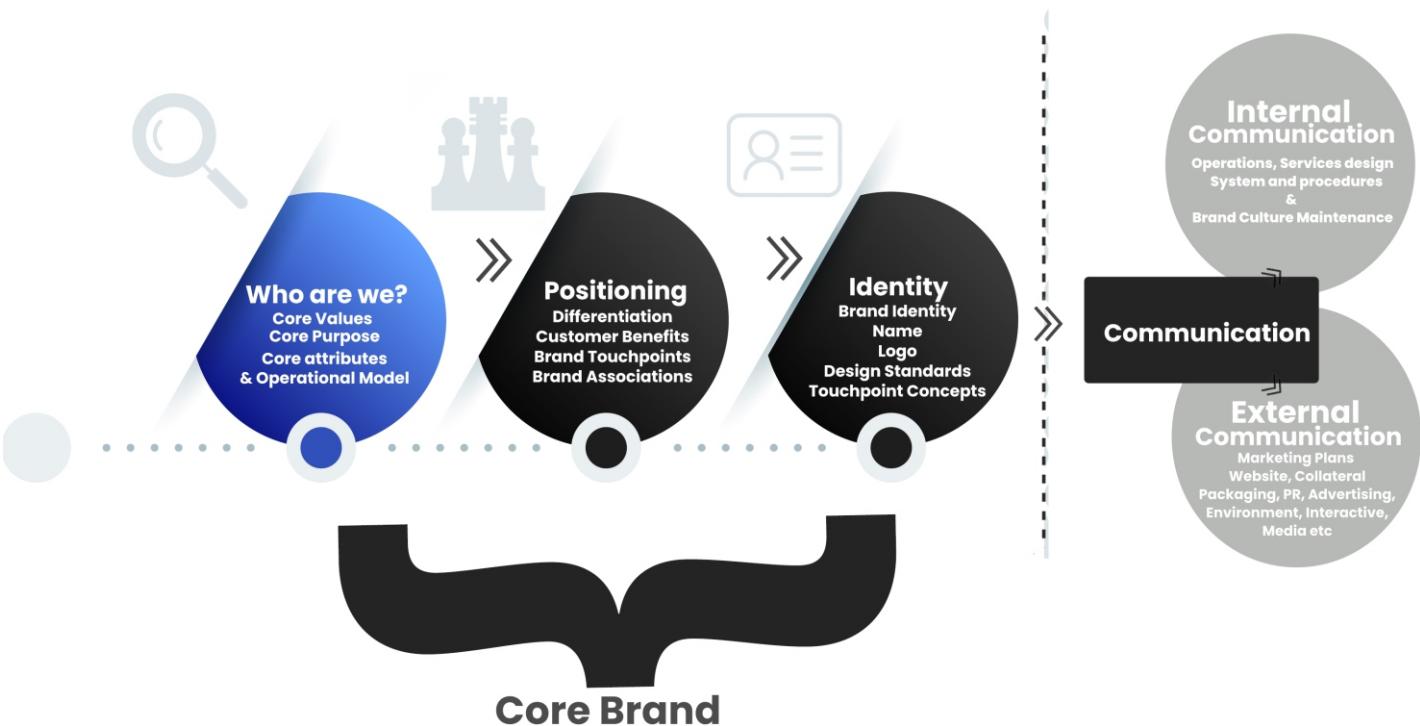
2.1. CORE BRAND ELEMENTS

For an effective brand, the following criteria need to be met with respect to its relevant brand elements (names, logos, colors, etc) such as:

- i. Memorability – Easily Recognized, Easily Recalled
- ii. Meaningfulness – Descriptive, Persuasive
- iii. Likability – Fun and Interesting, Aesthetically Pleasing
- iv. Transferability – Within cross service categories, across geographical boundaries and cultures
- v. Adaptability – Flexible, Updateable

An internal survey and assessment of some of the key assets that make up the core of the brand was carried out alongside the NIQS Secretariat to identify assets that were either lacking or required review when considered in relation to the criteria listed above. The results are below:

I. Who are we?



a. CORE BRAND ELEMENTS

b. INTERNAL COMMUNICATION

c. EXTERNAL COMMUNICATION

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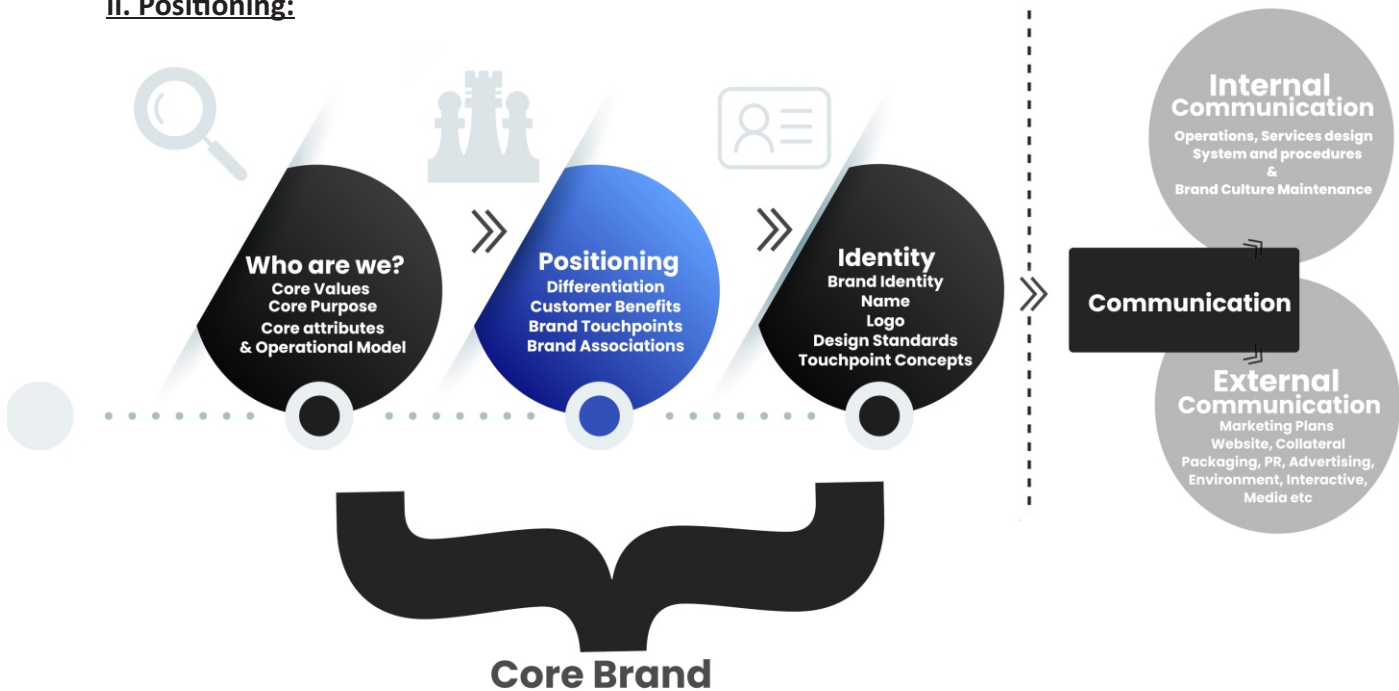
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	Brand assets	Yes/No	Review/Create
	A1. Who we are		
1	Corporate mission	Yes	Yes
2	Values	No	Yes
3	Brand vision	Yes	No
4	Corporate overview	Yes	Yes
5	Guiding principles	No	Yes
6	Differentiators	No	Yes
	A2. Core messages		
7	Positioning statement	No	Yes
8	Tagline/slogan	No	Yes
9	Brand attributes	No	Yes
	Targeted messages		
10	Audience profiles	No	Yes
11	Key messaging strategy	No	Yes
12	Brand voice	No	Yes

ii. Positioning:

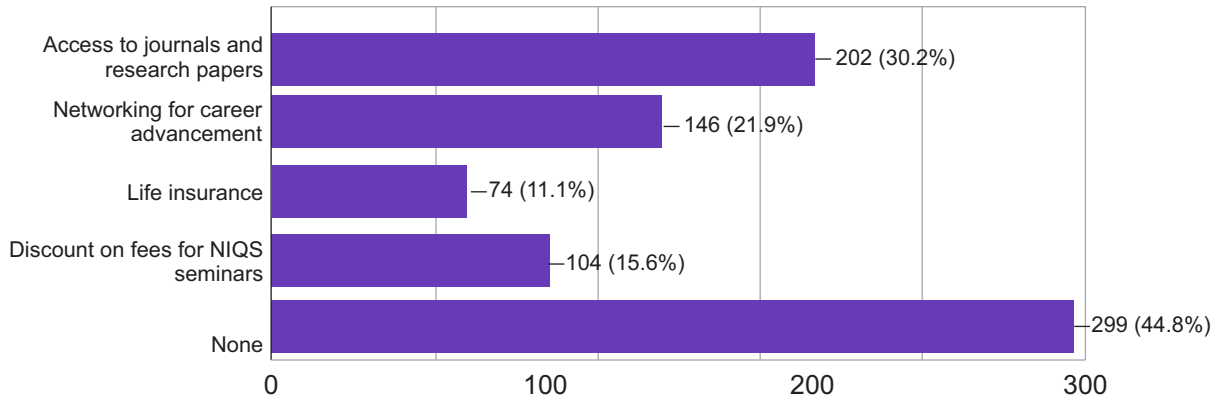


Members were also asked through the NIQS survey questions aimed at defining the benefits, differentiation, touchpoints and other elements of the brand:

a. CORE BRAND ELEMENTS		b. INTERNAL COMMUNICATION		c. EXTERNAL COMMUNICATION	
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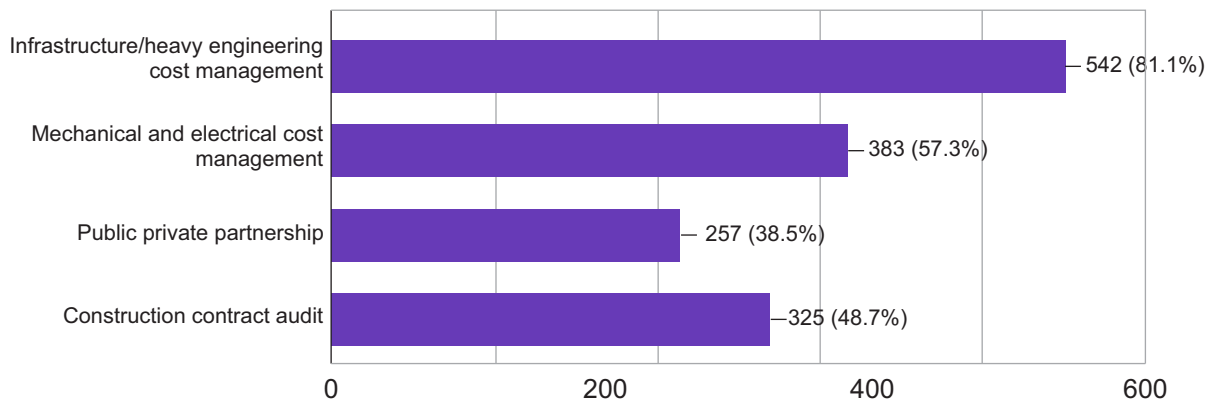
What benefits are you currently deriving from your membership of the Institute?

668 responses.

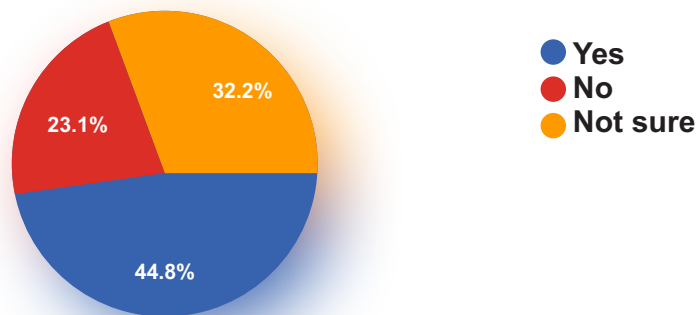


What area or sector do you think should be prioritized by the Institute in terms of training and upscaling of members?

668 responses.



Do you think you are getting value for your money from your membership of the Institute?



a. CORE BRAND ELEMENTS

b. INTERNAL COMMUNICATION

c. EXTERNAL COMMUNICATION

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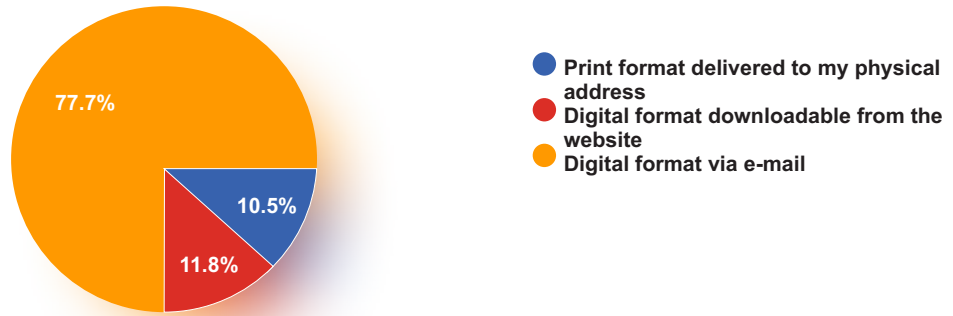
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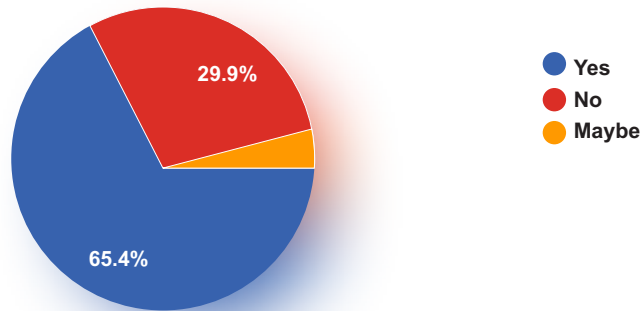
In what format do you want the NIQS newsletter and publications to be delivered to you?

668 responses.



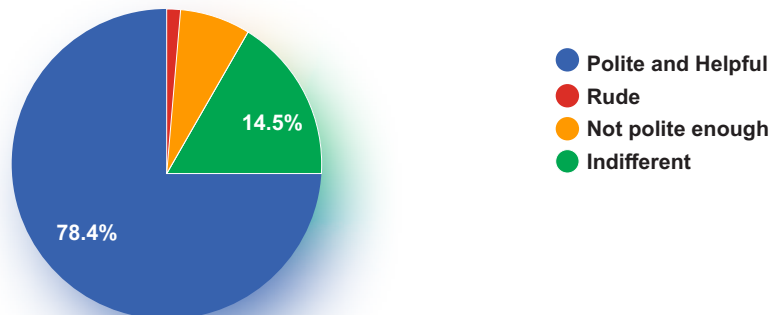
Have you had any reason to call the Secretariat in the last one year for complaints, enquiries or assistance?

668 responses.



What was the attitude of the Secretariat staff that attended to you?

668 responses.



a. CORE BRAND ELEMENTS

b. INTERNAL COMMUNICATION

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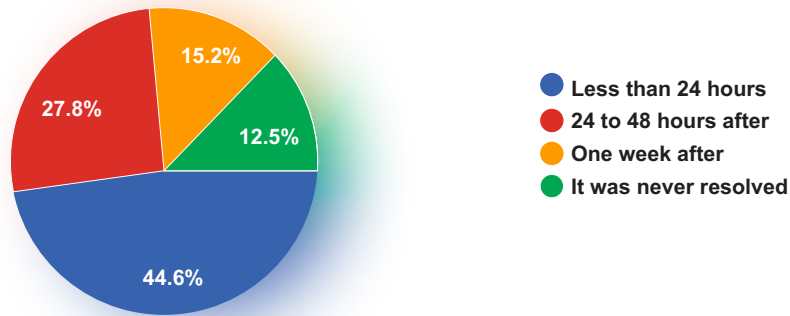
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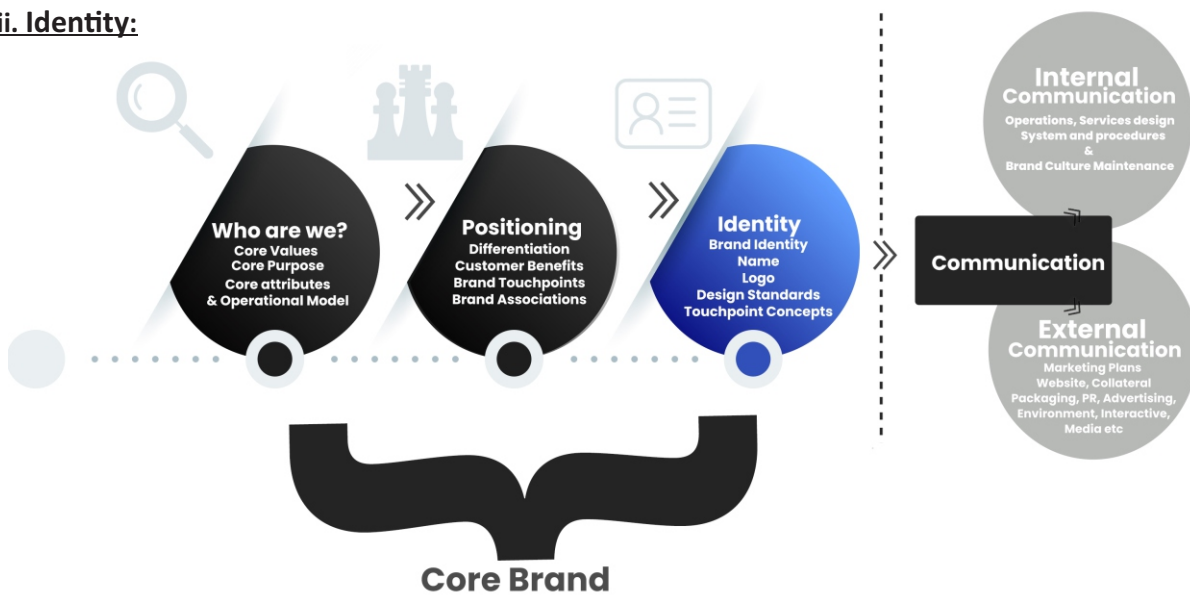
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How quickly was your issue resolved after calling the secretariat?

565 responses.



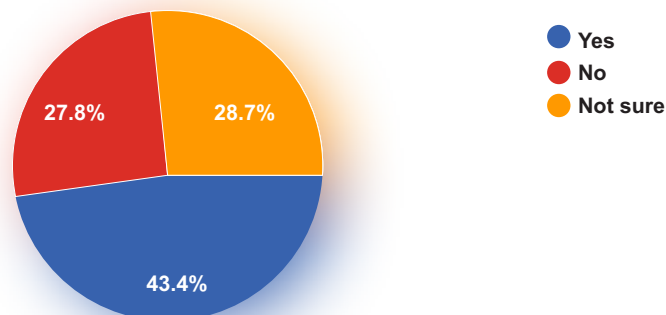
iii. Identity:



Also, some related responses from the survey among members carried out by the Re-branding Survey Team showed that most members were unsure of the meaning of the key visual identifier of the Institute (its logo).

Do you understand the meaning of the NIQS logo?

668 responses.



a. CORE BRAND ELEMENTS

b. INTERNAL COMMUNICATION

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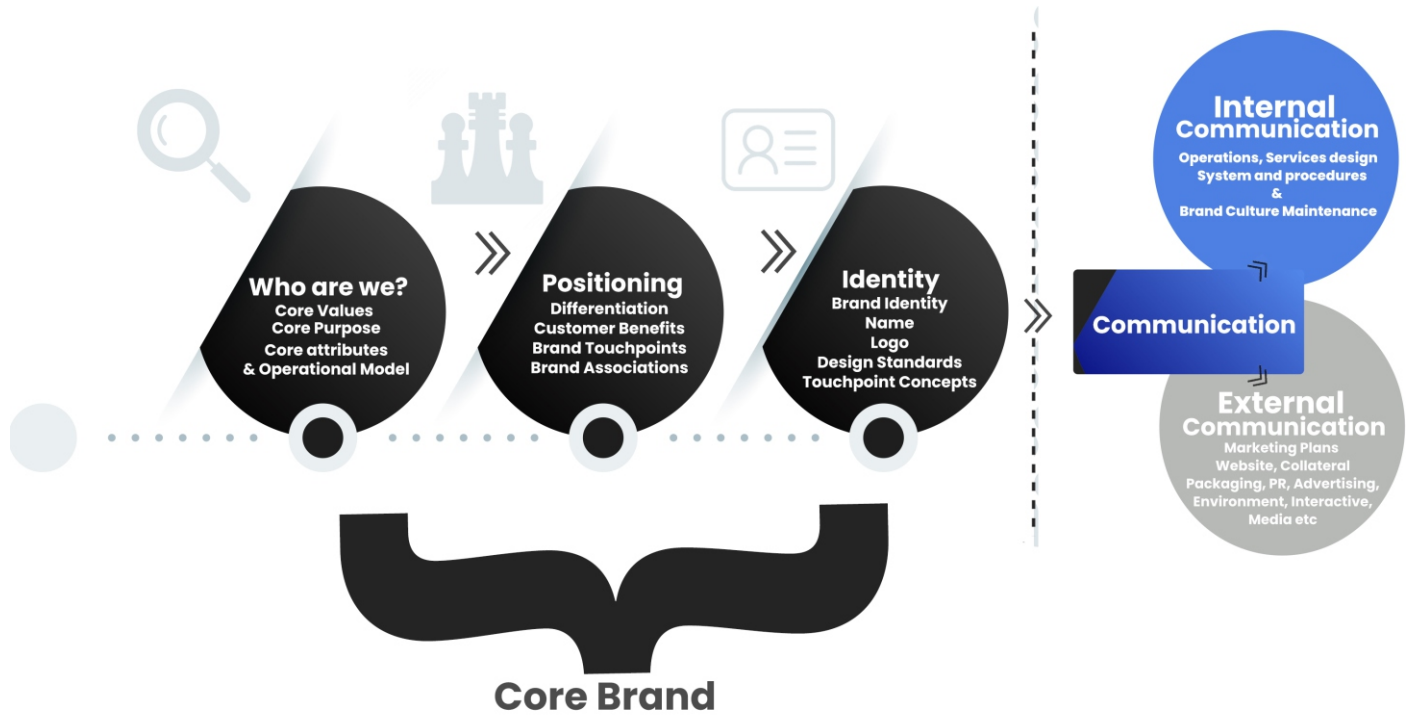
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2.2. INTERNAL COMMUNICATION



The value proposition, service promise and other attributes of the brand can only be lived out through the individuals who are the touchpoints for its audiences. They 'embody' the brand. It is therefore extremely important that they comprehend fully all that the brand is and proceed to ensure everyone who comes in contact with them experience the brand's personality through them. This is a rigorous process that must be deliberately defined and executed until it becomes a culture.

Your culture is your brand.

For the NIQS therefore, part of the rebranding project is ensuring that an acculturation component is successfully delivered, bridging the gap between promise and experience.

a. CORE BRAND ELEMENTS

b. INTERNAL COMMUNICATION

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Design standards

Brand Assets	Yes/No	Review/Create
Graphic standards manual	Yes	Yes
Print		
Web		
Logo library	No	Yes
Logo guidelines	No	Yes
Logo palette definitions	No	Yes
Typography guidelines	No	Yes
Imagery guidelines	No	Yes
Boilerplate guidelines	No	Yes
General/operations		
Business cards	Yes	Yes
Letterhead	Yes	Yes
Letterhead continuity sheet	Yes	Yes
Email signature	No	Yes
Invoice template	Yes	Yes
Business envelopes	Yes	Yes
Labels	Yes	Yes
Notepads	Yes	Yes
Telephone greetings/messages	No	Yes
Memo template	Yes	Yes
Signage	Yes	Yes
External primary signage		
Entrance/Door signage		
External/directional signage		
Interior primary signage		
Interior directional		
Vehicle:	Yes	Yes
Cars/Trucks/Vans		
Promotional items (t-shirts, pens, etc)	Yes	Yes
Name badges		

a. CORE BRAND ELEMENTS

b. INTERNAL
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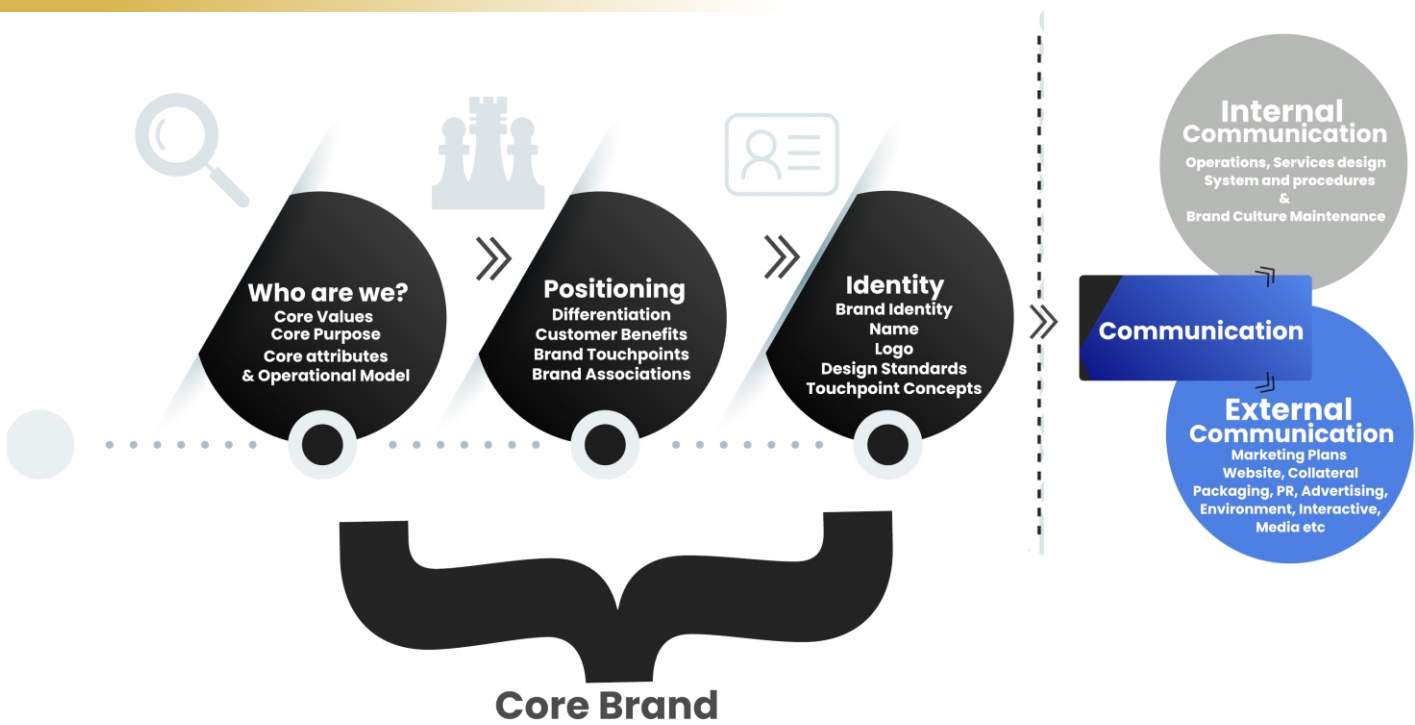
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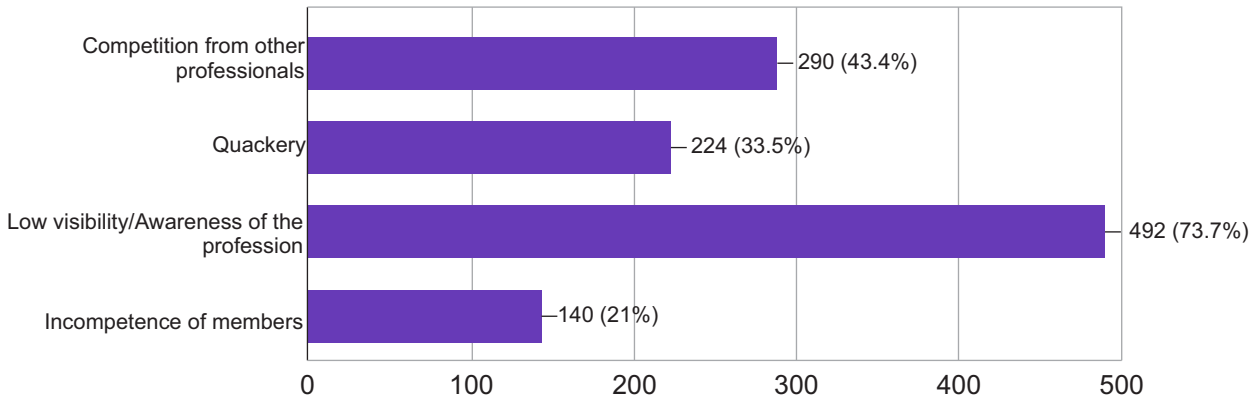
2.3. EXTERNAL COMMUNICATION



The last component that completes the brand building process is the external communication strategy and activities.

What do you consider the greatest threat to the Quantity Surveying profession in Nigeria?

668 responses.



In addition, the following were inputs received during the brand audit session:

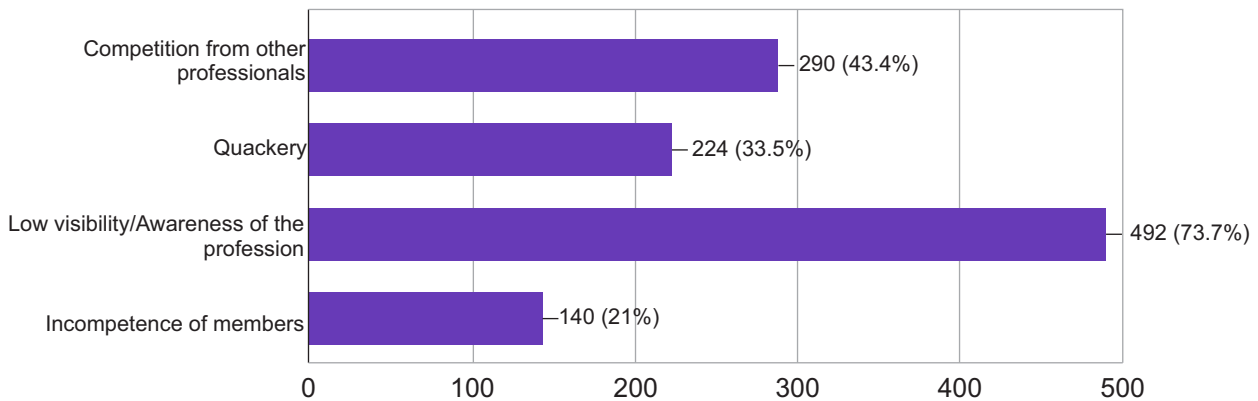
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Brand Assets	Yes/No	Review/Create
Marketing/Communications		
Website	Yes	Yes
Blog	No	Yes
Social media:	Yes	Yes
Account brand	Yes	Yes
Social media calendar	No	Yes
Content guideline	No	Yes
Presentation folder	Yes	Yes
Print/digital collateral:	Yes	Yes
Brochures	No	Yes
Posters	No	Yes
PPT/PDF presentation templates	Yes	Yes
Marketing videos	No	Yes
Binders	Yes	Yes
Mass email templates	No	Yes
Ad campaigns	No	Yes
Broadcast campaigns	No	Yes
Broadcast/video signature	No	Yes
Print/web ads	No	Yes
Electronic press kit	No	Yes
Boilerplate copy	No	Yes
Annual /quarterly reports	Yes	Yes

The results above are further highlighted by the responses (below) of members.

What do you consider the greatest threat to the quantity surveying profession in Nigeria?

668 responses.



a. CORE BRAND ELEMENTS

b. INTERNAL COMMUNICATION

c. EXTERNAL COMMUNICATION

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3. STAKEHOLDER MAPPING AND CLASSIFICATION

3.1. NIQS Stakeholders (External)

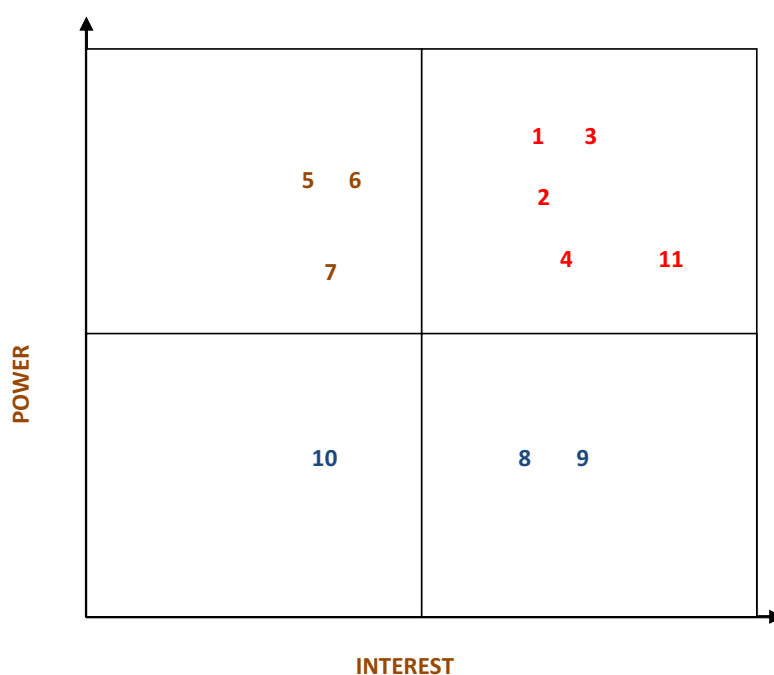
3.2. NIQS Stakeholders (Internal)

3. STAKEHOLDER MAPPING AND CLASSIFICATION

Stakeholder Analysis is a tool for identifying the needs and concerns of different stakeholders of the Institute towards ensuring proper attention is given to those needs. By identifying, mapping and classifying, we aim to gain understanding and build consensus, while at the same time communicating the benefits of the re-branding proposed project; and building strong, inclusive campaigns that involve all.

3.1. NIQS STAKEHOLDERS (EXTERNAL)

	Group	Classification
1	Executive, Legislature and Judiciary (Federal)	Definitive
2	Executive, Legislature, Judiciary (State)	Definitive
3	Ministries, Departments and Agencies (MDAs)	Definitive
4	Media	Definitive
5	QSRBN	Dependent
6	NACCIMA, NECA, MAN, Trade associations (Domestic & Foreign)	Dependent
7	Academic institutions, NUC & NBTE, JAMB	Dependent
8	Regional/International Financial Institutions and Multi-lateral Agencies	Discretionary
9	Non-governmental organizations	Discretionary
10	General public	Discretionary
11	Allied professionals	Definitive



a. NIQS STAKEHOLDERS (EXTERNAL)

a. NIQS STAKEHOLDERS (INTERNAL)

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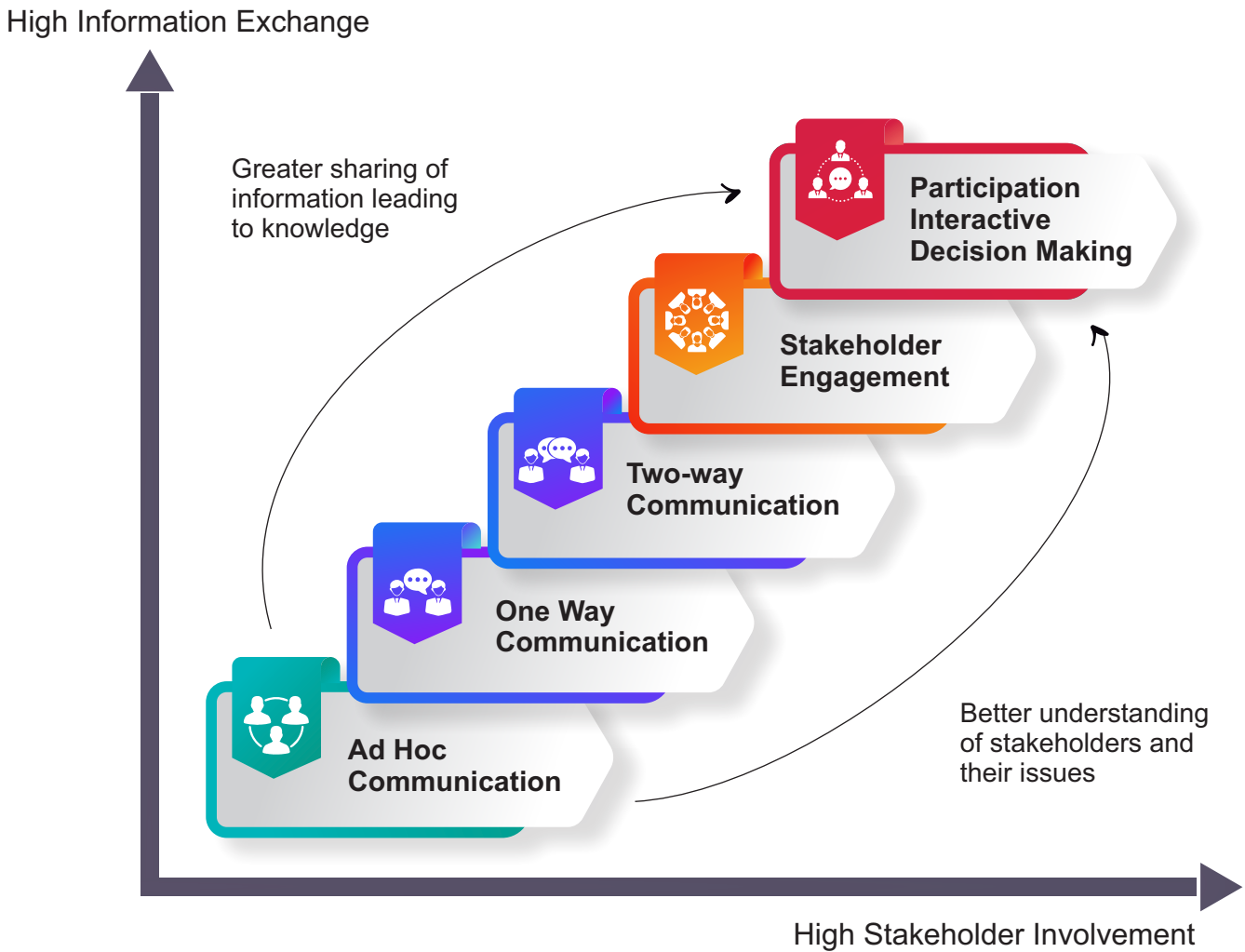
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The mapping exercise identified the broad types of engagement which the different categories of stakeholders should be exposed to for optimum impact.

While the stakeholders with minimum influence could be kept satisfied with ad-hoc and one-way communication, others such as those with high influence will require two-way and participatory decision making sessions to ensure they are brought to a place of shared understanding which will have them influence dynamics in our favour.

3.2. NIQS STAKEHOLDERS (INTERNAL)

The internal stakeholders are the different groups and organs in the NIQS who are critical to the success of the rebranding project. The acculturation of the new brand among these stakeholders is an important phase in the process of communicating the brand's value proposition and experience to the general public.

a. NIQS STAKEHOLDERS (EXTERNAL)

b. NIQS STAKEHOLDERS (INTERNAL)

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These internal stakeholders are the different touch-points that members make contact with through the Institute in the course of receiving different levels of service and engagement pertinent to their membership.

The experience members get from interacting with these touch-points must also embody the brand attributes and values of the NIQS for its internal stakeholders. The re-branding project will focus directly on transforming how these organs deliver value to the members towards enhancing the perception of 'value' and strengthening their commitment to the Institute.

Process documents will be populated and critical changes made to improve the efficiency of existing processes.

NATIONAL BODIES

- A. NIQS Secretariat
- B. National Policy Committee
- C. National Executive Council
- D. Management Committee
- E. Membership Committee
- F. Education and Training Committee
- G. Finance Committee
- H. Professional Development and Technical Committee
- I. Marketing and Corporate Affairs Committee
- J. International Affairs Committee
- K. Ethics and Practice Monitoring Committee
- L. Examination and Certification Board
- M. Editorial Board
- N. Disciplinary Board
- O. Committee of Past Presidents
- P. Alternative Dispute Resolution Committee
- Q. Fellows Forum
- R. Young Quantity Surveyors Forum

a. NIQS STAKEHOLDERS (EXTERNAL)

b. NIQS STAKEHOLDERS (INTERNAL)

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- S. Women Association of Quantity Surveyors in Nigeria
- T. Association of Quantity Surveying Lecturers/Educators
- U. Association of Consulting Quantity Surveyors
- V. Association of Quantity Surveyors in Public Service
- W. Association of Quantity Surveyors in Contracting Organizations
- X. Biennial Election Panel
- Y. The NIQS Falcon Heart Foundation
- Z. QS Academy

a. NIQS STAKEHOLDERS (EXTERNAL)

b. NIQS STAKEHOLDERS (INTERNAL)

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4. RECOMMENDATIONS TO ADDRESS CORE BRAND DEFICIENCIES.

- 4.1. Corporate Mission
- 4.2. Brand Values
- 4.3. Brand Vision
- 4.4. Brand Personality
- 4.5. Positioning Statement
- 4.6. Tagline/Slogan
- 4.7. Value Proposition (External)
- 4.8. Value Proposition (Members)
- 4.9. Event Branding
- 4.10. Logo

4. RECOMMENDATIONS TO ADDRESS CORE BRAND DEFICIENCIES

4.1. CORPORATE MISSION

A. NIQS mission statement:

"To train and produce world-class Quantity Surveyors, regulate and continuously enhance quantity surveying ethical standards and technical competence aimed at providing quality services at all times. Promotion of Quantity Surveying principles of construction economics, costs, procurement and management as *sine qua non* for effective delivery of all types of capital projects and developments from conception to commissioning and maintenance in all sectors of the economy"

B. Mission statement: Corporate strategy

Development and promotion of the Institute through appropriate and effective institutional arrangements as Nigeria's authority in construction economics, costs and procurement management service within the context of the Nigerian environment through the application of the latest information technology to serve the interest of stakeholders i.e. members, the construction and other industries operators, the client, allied professions, the public and similar professional bodies worldwide through efficient and effective information management of the Institute's activities.

C. New mission statement

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 deployment of unique and distinctive competencies of the profession.

4.2. BRAND VALUES

Professional, Innovative, Dynamic and Efficient

4.3. BRAND 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.

4.4. BRAND PERSONALITY

Competent, sincere, tech-driven, reputable and accomplished.

4.1. CORPORATE MISSION

4.2. BRAND VALUES

4.3. BRAND VISION

4.4. BRAND PERSONALITY

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4.5. POSITIONING STATEMENT

Brand positioning encompasses the development of unique and specific brand associations in **the minds of consumers so as to differentiate the brand from others.**

The purpose of brand positioning is to explain how the brand will create a sustainable competitive advantage in the minds of prospects and customers in order to win loyal stakeholders and ensure attainment of organizational goals.

It is developed by the brand having a common message, and that message guides and directs the brand's interactions with all audiences. In return, brand positioning shapes the audience's views and opinions about the brand. This is a key element in setting the brand apart from competitors and helps achieve **Differentiation** - one of the pillars of brand value.

QS brand positioning statement

The Quantity Surveyor is the specifically trained and certified construction economist, cost and procurement manager that provides world class professional cost management services to government and other investors in infrastructure development.

4.6. TAGLINE/SLOGAN

THE professional construction cost manager

The definitive article 'THE' is to emphasize the specificity of the QS as the professional in charge of that component of construction project management.

Professional construction cost manager helps to simplify the understanding of the service rendered. As an integral part of the logo, this ensures that the logo is more active in communicating the function of the QS and the benefits derived from their service.

4.7. VALUE PROPOSITION (EXTERNAL)

The Quantity Surveyor occupies a strategic core position in the construction sector because the profession provides adequate cost information required to deliver value for money in construction projects.

4.5. POSITIONING STATEMENT

4.6 TAGLINE/SLOGAN

4.7 VALUE PROPOSITION (EXTERNAL)

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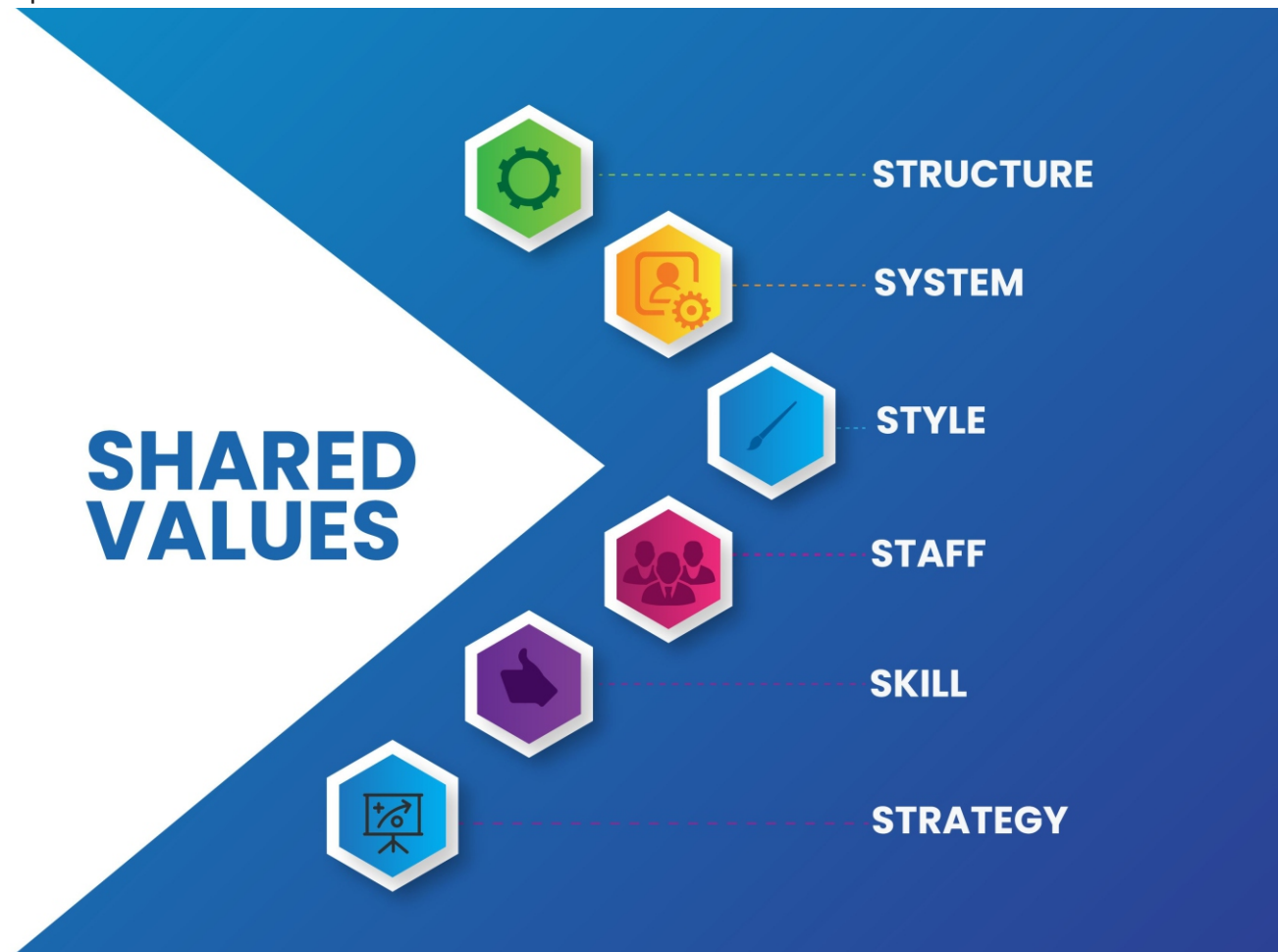
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4.8. VALUE PROPOSITION (MEMBERS)

Based on the survey conducted by the NIQS, a few points stood out that formed a basis for a proposed modification to the value proposition of the NIQS for its members. In essence, this embodies not just the functional benefits the members derive from the Institute but the enhancements in the whole spectrum of shared values which will ensure a more value driven relationship for members across the different touchpoints of the Institute.



4.8.1. Structure: Clear definition of the organogram within the NIQS, clearly define task allocations, coordination and supervision showing how each task is directed towards achieving the NIQS goals with respect to the re-branding project and its wider activities in general.

4.8.2. System: Adherence to corporate governance processes and procedures in all decision-making. There is also a need to initiate the concept of Service Level Agreements between organs of the Institute that define relationships and expectations.

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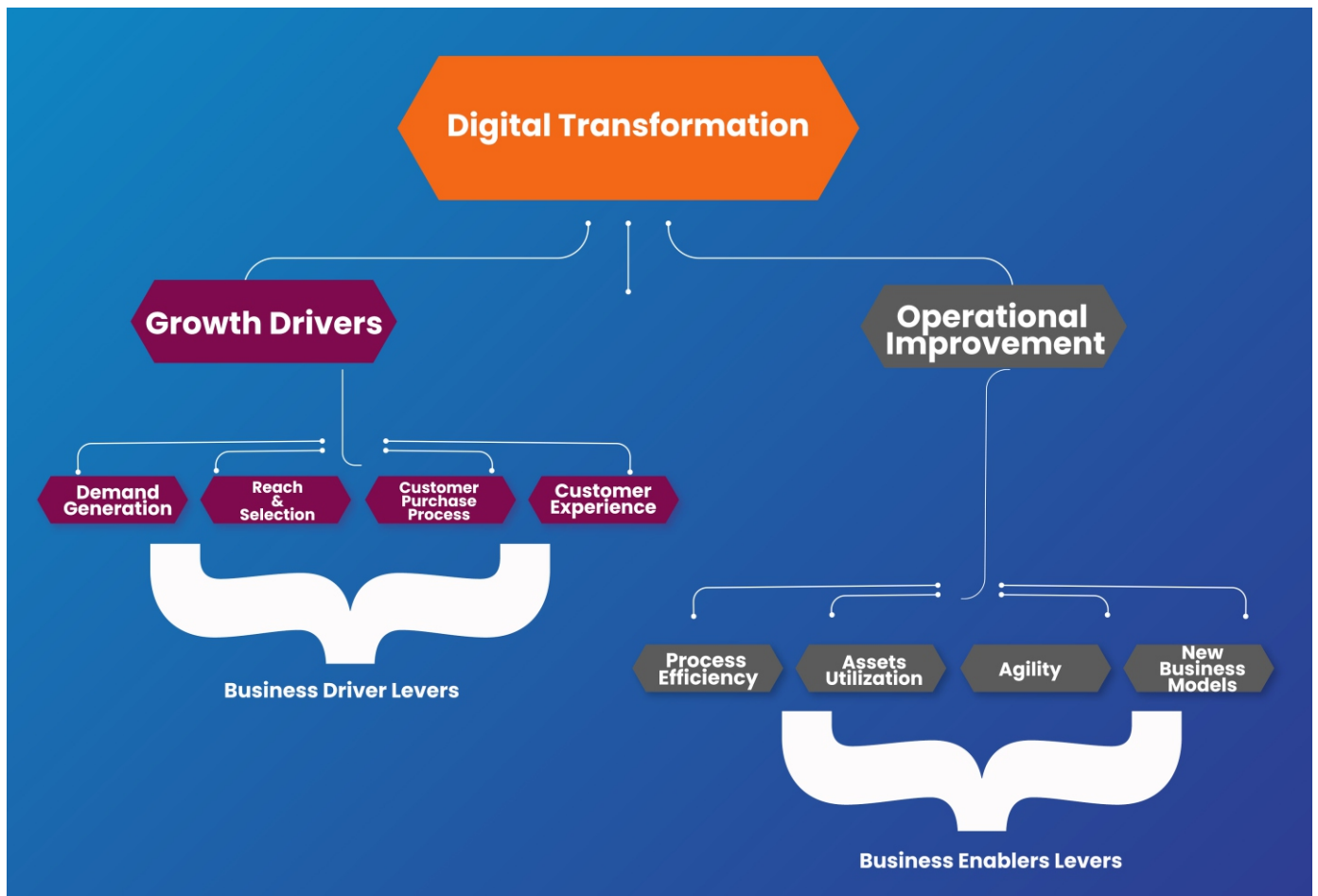
4.8.3. Style:

1. Digitally-transformed: A digitally-driven Institute is the new approach to meeting member needs in the 21st century. This is also a direct response to the desires members have expressed as captured in the results of the survey quoted above. Two important benefits to members stand out:

- a. The Institute will be able to meet new forms of demand from its members enabled by its adoption of digital technology
- b. Members can - through constantly utilizing and experiencing these new ways technology is improving their relationship with the Institute, also begin to apply similar technological innovations in their individual practices.

The end result will be a Digitally transformed Institute leading its members in a drive to profession-wide digital transformation. To be relevant to the country and the rest of the world, the Quantity Surveyor must key into the global march towards positive application of digital technology to bring to bear, the principles of his/her discipline.

Discipline meets technology. This is the core value proposition of the re-branding strategy.



4.8 VALUE PROPOSITION (MEMBERS)	4.9 EVENT BRANDING	4.10 LOGO
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i. **Demand generation:** Brand awareness and brand interest through social media marketing. Big data analytics to discover new customer segments

ii. **Reach and selection:** Being where customers can easily find us. Location based services. Access to customers across multiple/all devices.

iii. **Purchase process:** Improved understanding of customer expectations via ongoing engagement with customer. Social listening across all digital media channels. Big data to improve customer experience

iv. **Customer experience:** Clear, seamless, and secure ways to sign up/manage members online. Mobile-centric solutions. Big data analytics to better understand member behavior.

v. **Process efficiency:** Digitized and automated processes. Improved process governance and efficiency through real-time insights, communication and dissemination.

vi. **Asset utilization:** Optimized production/inventory planning based on demand forecasting. Data-based preventive asset maintenance. Task automation optimization through digital technology such as web apps, Microsoft Excel and word macros, etc

vii. **Agility:** Utilize remote access and collaboration and mobility tools for employees. Integration with partners in digital ecosystem to optimize service delivery. Create and run virtual teams enabled by mobility and seamless cooperation

viii. **New service models:** Analytics-based marketing, promotions etc to target increased membership and tracking payment compliance, enhanced members self-service tools, etc.

2. Membership value focused: Membership value needs to be confronted frontally. The institute will be more involved in creating business. The responses about the need for networking as well as the need for information on job openings, career development and business opportunities point to this and types of information and benefits they want to be receiving from the institute regularly

Beyond the basic benefits, the Institute will execute a strategic plan for creating business for its members. This will be in the areas of policy influencing (through persistent and focused stakeholder engagement) that will create new levels of relevance for the Institute, as well as relationship building across the industry to identify specific opportunities for members.

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4.8.4. Staff: The staff of the NIQS secretariat are the most important function in the process of implementing a new value proposition of the Institute. A staff audit and functions re-alignment will be executed as part of the process towards ensuring the Institute can lead the digital transformation efforts of the profession nationwide.

4.8.5. Skill: Following the staff audit, a set of courses and trainings will be conducted using external resource persons to up-skill the core staff to deliver on all areas of change in operational/brand approach.

4.8.6. Strategy: The Institute's core strategy for attaining new levels of relevance is the heart of this project. A shared understanding of the strategy among all levels of its internal audiences will be a key focus of the user adoption phase of the project. The goal is to have everyone pulling in the same direction due to that shared understanding.

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4.9. EVENT BRANDING

Stage design:

Attendees at events are usually a captive audience and this means the potential for communicating, recognition and recall of our brand elements is very high at events. We therefore need to define a uniform identity for our events with emphasis on the focal point: The stage.

This will help create a consistent mental experience for attendees that drive the brand more firmly into the sub-conscious.

a. Always use the full official NIQS logo.

The stage must always include the full official logo of the Institute. It must be large and placed at a very prominent/visible portion of the stage with ample whitespace that ensure the attention of attendees is drawn to it and that it encounters no visual competition when this happens.

A flex banner, projector screen or a large 3D of the logo can serve this purpose. Use a light if possible to further accentuate the logo.

b. Speaker.

The speaker's podium, the screen and other stage props must be arranged to achieve a good view of the audience that does not disrupt the audiences view of the logo. Light speakers to enhance video production quality.

c. Minimalist stage.

Ensure there is little or no clutter on the stage. Keep all technical and support essentials out of sight. This will give the stage area a clean and simple look, helping to communicate the professional and organized personality of the Institute.

d. Decoration.

Decorations inspired by the profession, event theme or the local culture should always be integrated with emphasis on **moderation, balance and harmony**. Brand's colors must be strictly adhered to without exemption.

e. Setting up your screen.

The screen must be well-placed to ensure the audience have uninterrupted view to the aids being projected. Screens should, where possible, be placed to the right of the speaker above the head level. Where the venue and stage area does not permit this, screen level can be on the right and at same height as the presenter. Keep light off of the screen.

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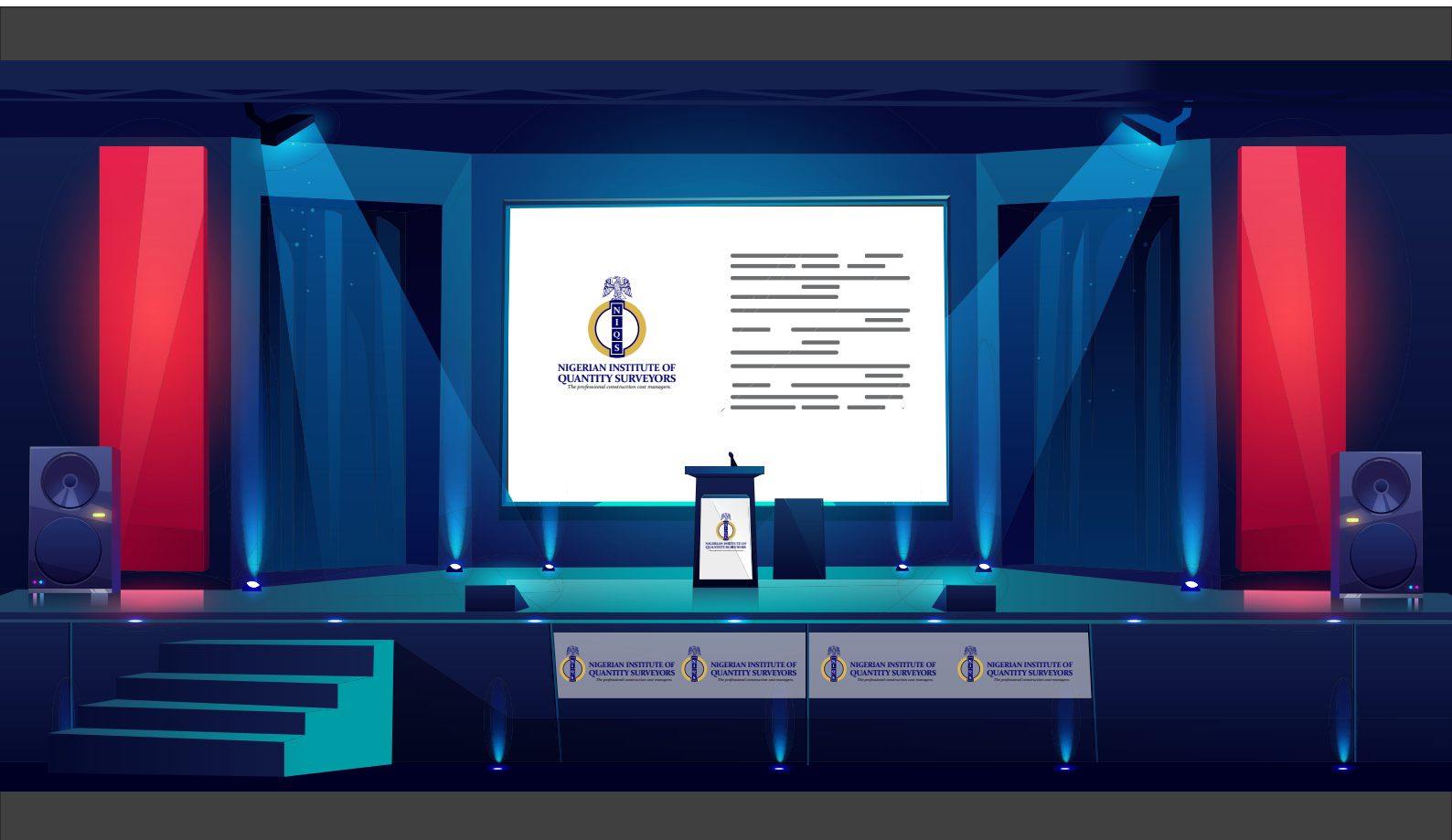
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STAGE MOCKUP



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4.10 Logo

The logo is the most important visual element of the brand. It must of a necessity, easily communicate the essence of the brand, be distinct and memorable. Its elements should be able to aid recognition and recall for it to serve as 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 brand. 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 therefore 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 and partners).

We undertook two approaches in our work towards making the NIQS logo accomplish this. The first approach was a re-modelling of the old logo. A quick appraisal was done on the elements to determine which could be done without and what new elements can be added to make it more effective than it presently is.

The year of establishment (1969), though an important reference does not communicate enough about the brand's values to the general public. We considered replacing that with a slogan which makes direct reference to the core of what the Quantity Surveyor is, thereby simplifying the process of differentiating the profession by just one look at the logo of the Institute. This will help in greatly reducing incidences of identity confusion. Recognition and knowledge of what the QS does will also go a long way to increase overall brand value.

The present Eagle on the logo was replaced with a sharper, more stenciled Eagle that communicates a more professional look.

The second approach was a creation of a totally different logo in a new interpretation of the key elements of the brand. The brand's colors were retained fully and the part of the Institute's bird of choice (Eagle) most relevant to the profession was also retained. New additions include a slogan as well as a graphical element that immediately communicates measurement of quantities.

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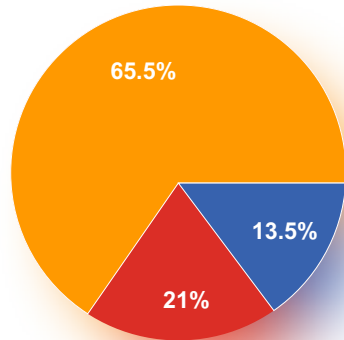
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4.10 Logo

A survey was carried out among members to determine their preference. The result below showed that more members were of the opinion that the remodelled rendition of the old logo should be adopted and the subsequent pages capture this.

Please indicate which of the logos you will prefer as the Institute's visual identity?

464 responses.



- Option 1: The eagle's eye, a shield and the dropping scale. The eagle's eye represent the keenness of sight and accuracy, the handing scale represent...
- Option 2: The eagle's eye, a tower crane, scale rule and shield. The eagle's sight represent keenness.
- Option 3: Re-modelling of the current Institute's logo. An eagle, a gold circle and a pillar with NIQS Inscription.

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Logo Interpretation

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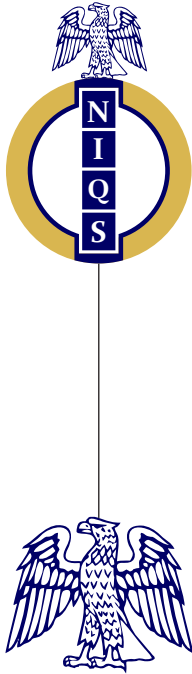
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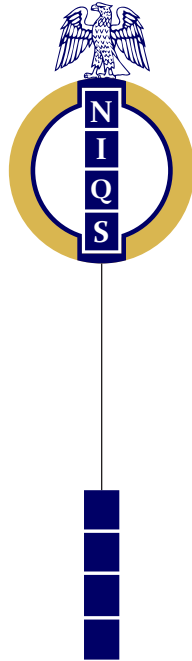


THE EAGLE

The eagle's vision is estimated at up to eight times stronger than that of the average human. With this acute eyesight, the eagle embodies revived focus, accuracy and precision of the Institute.

Connotation:

**Keen-sight | Hard work
Higher perspective |
Creativity | Dignity.**

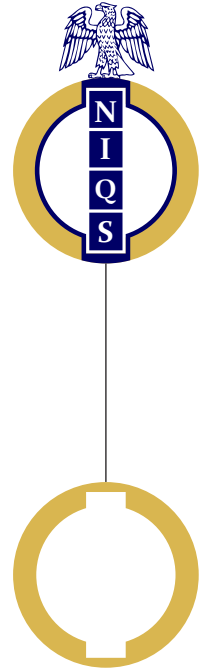


THE PILLAR

Pillars are important components of structures, ensuring stability and holding up portions that need elevation. Its presence in the logo signifies the role of the Institute in providing a stable platform for the elevation of its members.

Connotation:

**Support | Stability
Strength | Resolve**



THE GOLDEN RING

The ability to be globally present and offering expertise across borders is key. Attainment of this global presence is possible with new technological tools, application of global standards and participation in the pursuit of global goals.

Connotation:

**Global vision | International
relevance | Limitless
boundaries.**



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Primary Typeface Constantia

abcdefghijklm
ABCDEFGHIJKLM
1234567890

abcdefghijklm
ABCDEFGHIJKLM
1234567890

abcdefghijklm
ABCDEFGHIJKLM
1234567890

abcdefghijklm
ABCDEFGHIJKLM
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abcdefghijklm
ABCDEFGHIJKLM
1234567890

abcdefghijklm
ABCDEFGHIJKLM
1234567890

Secondary Typeface Century Gothic

abcdefghijklm
ABCDEFGHIJKLM
1234567890

abcdefghijklm
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Unacceptable Usage



The above examples should never apply to the logo

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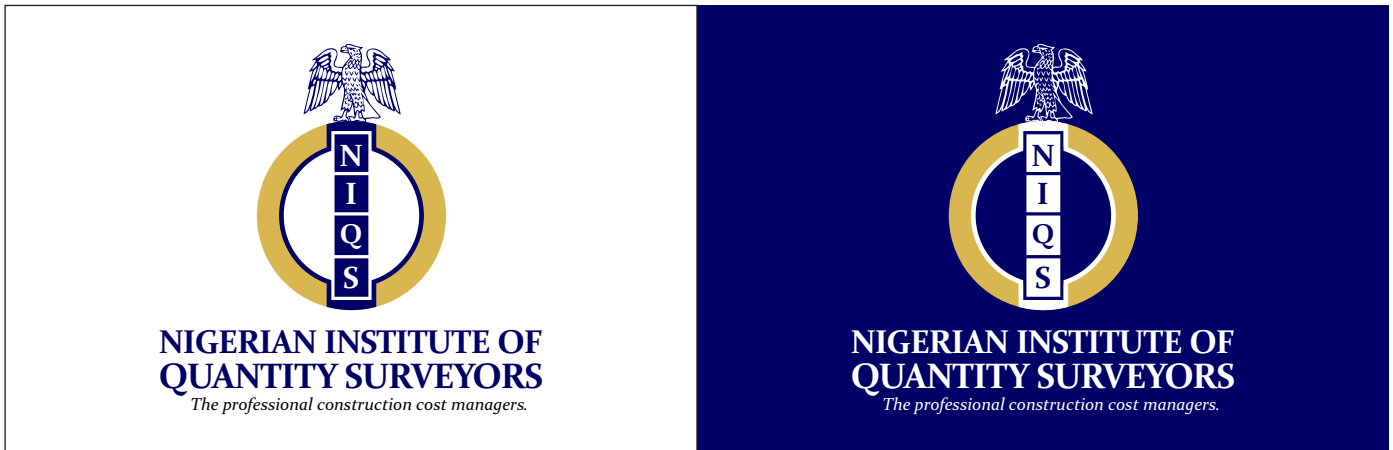
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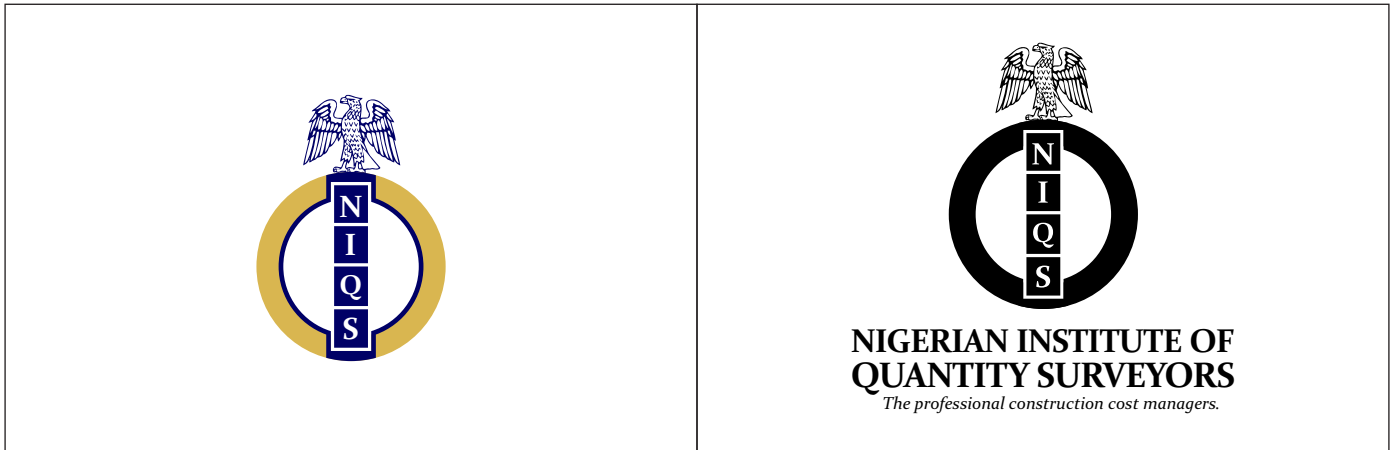
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FULL COLOUR LOGO

WHITE REVERSE LOGO



CREST AND ACRONYM LOGO

BLACK AND WHITE LOGO

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Brand Colours

<p>PANTONE - #000066</p> <ul style="list-style-type: none"> ● C - 93% ● M - 84% ● Y - 22% ● K - 67% ● R - 0% ● G - 0% ● B - 102% 	<p>PANTONE - #373435</p> <ul style="list-style-type: none"> ● C - 0% ● M - 0% ● Y - -% ○ K - 100% ● R - 55% ● G - 52% ● B - 53%
<p>PANTONE - #D9B650</p> <ul style="list-style-type: none"> ● C - 16% ● M - 27% ● Y - 87 % ● K - 0% ● R - 217% ● G - 182% ● B - 80% 	<p>PANTONE - #FEFEFE</p> <ul style="list-style-type: none"> ● C - 0% ● M - 0% ● Y - 0% ● K - 0% ● R - 254% ● G - 254% ● B - 254%

Primary brand colors should not be altered to enable brand consistency.

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Application

Mockup of new logo on brand materials

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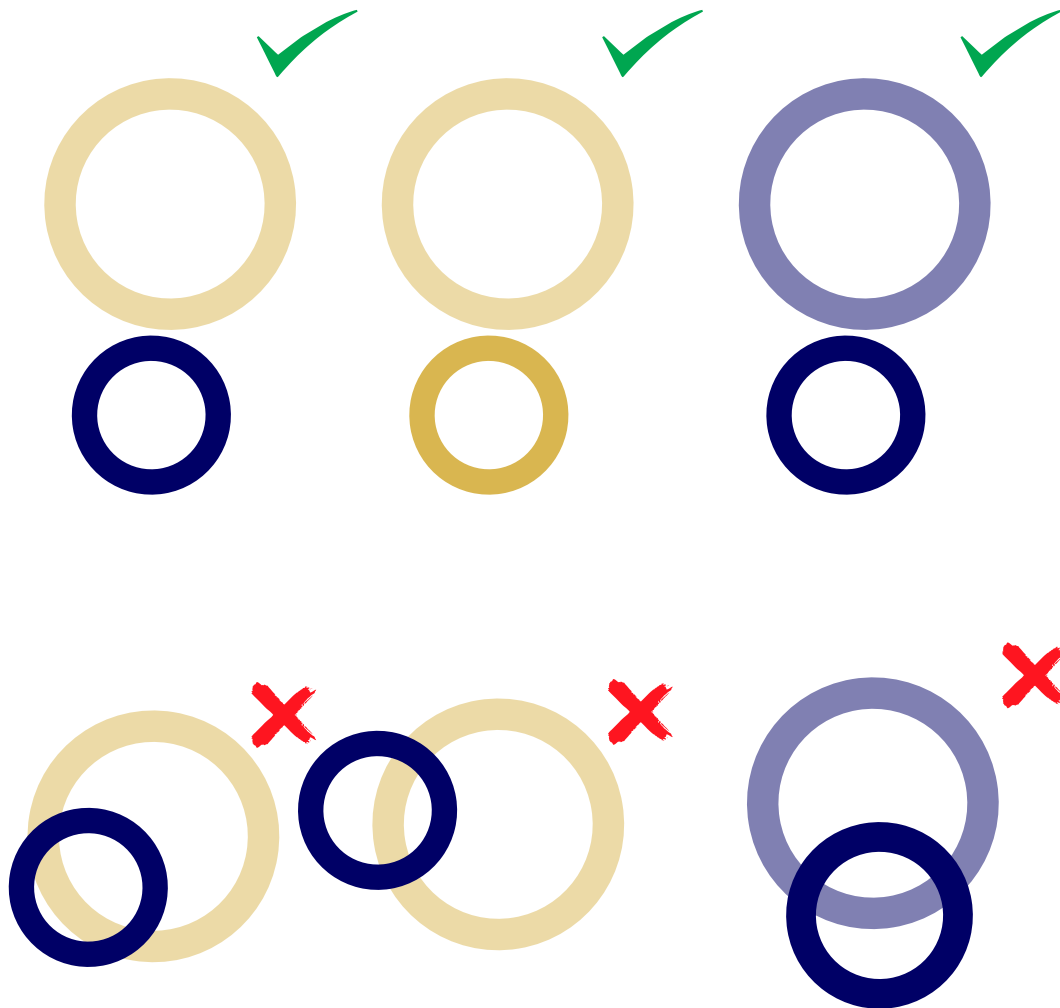
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Key Graphic Element



The above marked X examples should never apply to graphics

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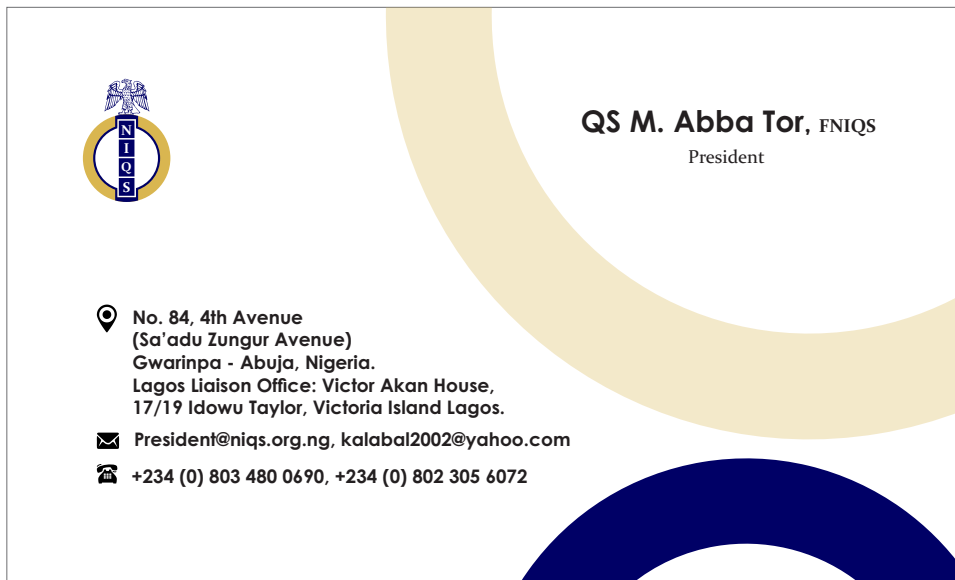
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New Complementary Card



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New Letterhead



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Sec. Marketing & Corporate Affairs: Aderonke Oyelami, FNIQS | Sec. International Affairs: Theophilus Eguh, MNIQS

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New Report



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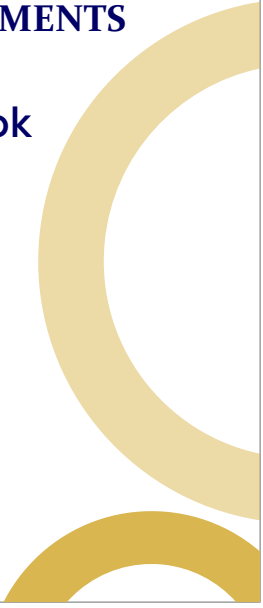


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INTERNAL MANAGEMENT DOCUMENTS

Staff Handbook 2019

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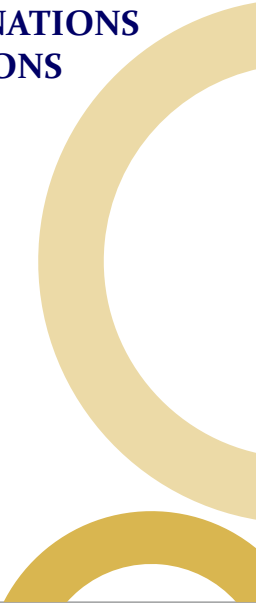
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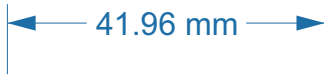
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PORTRAIT



The professional construction cost managers.

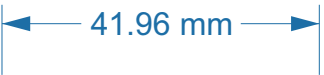


**NIGERIAN INSTITUTE OF
QUANTITY SURVEYORS
LAGOS STATE CHAPTER**
The professional construction cost managers.



LANDSCAPE

PORTRAIT



The professional construction cost managers.



**WOMEN ASSOCIATION
OF QUANTITY SURVEYORS
IN NIGERIA.**
The professional construction cost managers.



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**YOUNG QUANTITY
SURVEYORS FORUM**
The professional construction cost managers.



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5. STAKEHOLDER ENGAGEMENT PLANS

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5.2. Engagement Plan

5. STAKEHOLDER ENGAGEMENT PLANS

5.1. STAKEHOLDER MESSAGES

5.1.1. External

i. **Definitive:** Executive, Legislature and Judiciary (Federal), Executive, Legislature, Judiciary (State), Ministries, Departments and Agencies (MDAs), Media.

Objective: *Through collaboration, build consensus around legislative frameworks that entrench the position of the QS in the construction process.*

Key message: The QS is the professional that manages the key determinant for construction project success: Cost. Among all other construction consultants, it is the Quantity Surveyor that ensures the country maximizes every amount budgeted for infrastructure projects because adequate cost information is necessary to achieve on-time delivery of projects.

It is therefore imperative that legislation and policies be enacted that back the full recognition of the profession within the value chain of the built environment sector and enforcement measures properly spelt out.

ii. **Dependent:** Quantity Surveyors Registration Board of Nigeria (QSRBN), Nigerian Association of Chambers of Commerce, Industry, Mines, and Agriculture (NACCIMA), Nigeria Employers' Consultative Association (NECA), Manufacturers Association of Nigeria (MAN), Trade associations (Domestic & Foreign), Academic institutions, Nigeria Universities Commission (NUC), National Board for Technical Education (NBTE), National Business Technical and Examination Board (NABTEB), Joint Admissions and Matriculation Board (JAMB), etc.

Objective: *Draw attention to the roles of the QS and indicate our availability to work with all stakeholders to build a stronger Nigeria.*

Key message: Quantity Surveyors are key players in national development. Their influence helps enhance construction productivity, improve communications of effective decision making and coordination among construction industry participants.

It is therefore important that vertical and horizontal partnerships that will help increase the importance accorded to the practice are nurtured.

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The NIQS is willing and open to collaborations with all stakeholders in these groups that will deepen the acceptance of the role of the QS in the overall interest of National development.

iii. Discretionary: Regional/International Financial Institutions and Multilateral Agencies, Non-governmental organizations, General public

Objective: *Through ad-hoc and one way communication, constantly reinforce the functions of the QS and the contributions they bring to the construction process, especially with direct reference to how it impacts the day to day life of the general public.*

Key message: The Quantity Surveyor improves the cost information available to construction project participants during design and construction operations. To do this, they source for data internally and externally, process the data and turn it into relevant information and then disseminate it to those who need it at the appropriate time during the construction process. This typically includes other construction professionals and stakeholders.

Without the Quantity Surveyor, construction projects may likely be over-costed, become a conduit for inefficient utilization of scarce resources and possibly lead to poor quality projects that can collapse or be safety hazards in the short to medium term.

5.1.2. Internal

i. Secretariat

Objective: *Create a new organizational culture that helps deliver the re-branding project which includes new key value propositions for members of digital transformation, enhanced membership benefits and rollout of a revamped visual identity that communicates the strategy change.*

Key message: The Secretariat is the engine room of the Institute. To be able to drive the efforts at re-branding the Institute, all staff must commit totally to adopting the new brand values of the Institute and pass on same to members and the general public in the way they work and engage.

Some of these which contribute to the new value proposition for members include reduction in the amount of time spent on repetitive processes; Improvement in methods of communications; Enhancement in the quality of the services provided; Development of a broader range of opportunities, services, tools and resources made available for members to benefit from; and Speed in the execution of tasks.

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ii. Members

Objective: *Present a more compelling value proposition to members as part of the benefits of the new brand.*

Key message: The Quantity Surveying profession is constantly confronted with challenges and opportunities and electronic led processes are leading to less dependence on traditional tools and resources. The NIQS is focused on encouraging members to leverage tech to become more efficient and relevant to the construction industry.

In addition, the NIQS will explore every option available to it as a platform through which it creates partnerships and networks that members can gain new professional and personal benefits from.

Members should also recognize that they are the face of the profession to the world so they are expected to be the embodiment of the values of the Institute.

iii. National bodies/organs

Objective: *As the main touchpoints through which members encounter the NIQS brand, there is need to ensure they are frontline ambassadors of the re-brand project, cascading the new persona of the brand to members.*

Key message: Due to evolution in the needs of the industry and that of individual clients coupled with the increasing international competition fuelled by globalization, there is need to actively drive the change that will equip our members to be adequately prepared and positioned to confront these challenges and stand out on both national and international stages as future-fit and aligned with global best practices and trends in the construction industry.

As change agents, members of the different national organs should be committed to inculcating the personality, values and guidelines of the brand and serve as examples for members to draw inspiration from.

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STAKEHOLDER MESSAGES

Engagement format	What do participants get from it?	How is it executed?	When does it have the most impact?
Workshop	Agreement on insights and implications drawn from open discussions.	4 - 6 hours led by implementation team facilitator.	Large team wanting, or required, to contribute to solving the problem Time for alignment across multiple stakeholders on one or more topic.
Informal discussions	Perspectives on selected issues.	1 - 3 hours informal sessions (over lunch or dinner) for key Institute officers and critical stakeholders or stakeholder groups to discuss perspectives and action plans.	A good number of the stakeholders have an interest in our perspectives and we need to build deeper alliances.
Intensive knowledge development/ technical clinics.	Deep understanding of the topic.	1-2 hours led by knowledge expert.	Stakeholders have an insufficient level of understanding of specifics to draw insight, make decisions or carry out actions.
Mass media	Understanding and positive perception of Institute, topic or position.	News media mentions, advertorials, Event coverage, analysis arising from environmental issues scan.	Stakeholders are interested in bigger picture issues that have impact on other areas of their endeavors.

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Re-branding Roadmap

**NIGERIAN INSTITUTE OF QUANTITY
SURVEYORS (NIQS)**