

Ref: NSI/006/12 9 November 2012

Dear colleague

New NSI Brand Identity, Website and Training Division

I am delighted to be writing to you about exciting changes taking place at NSI

- The launch of our new brand identity
- Our new contemporary website
- NSI Social Media presence
- Our Enhanced Training Capability
- Online NSI Directory

Our New Brand identity – 12 November 2012

We are launching our new corporate brand (see above) which simply identifies us as 'NSI' and presents a bolder, simpler and more contemporary logo. We are introducing a new strap line, "Security.Improved" to reflect our expertise and to demonstrate that we add value and offer a wider service, whilst building on our commitment to safeguarding high standards. We are using the term "Security" in the widest sense to incorporate *Fire* which will be articulated in our website and all future marketing material.

The new NSI corporate logo is designed to stand out amongst other Certification Bodies' logos. It is a 'blue-ribbon' declaration of trust and quality, plus a tick of approval. The new brand will be promoted widely to our many audiences including consumers who are traditionally difficult to reach. We will be working proactively to ensure they understand and seek out NSI Approved Companies for all of their security and fire needs. The new NSI logo will be seen widely and will offer the assurance of technical expertise, operational excellence and management competence. It will be the mark of professionalism and endorse the high quality of products and services you deliver, which is second to none.

The timing is important. As the economy begins to ease its way out of recession, albeit sluggishly at first, 2013 will offer new opportunities. We will be communicating hard with the message that there is no better time to improve security, when austerity is biting into police resources and reducing their crime prevention and reduction capabilities.

There will be two certification logos, Gold and Silver, incorporating the NSI corporate logo which you will be eligible to use. Gold, for all our approved companies who build on product certification through maintaining a BS EN ISO 9000 quality management system, and Silver for those with product certification adhering to the sector specific standards. These logos will replace the existing scheme logos which you are currently using.



As many of you now are diversifying and providing more of an integrated solution to satisfy your clients' needs, we will continue to offer you a broader range of auditing services to keep in line with your requirements. For example, we will be strengthening our more recently introduced capabilities such as Facilities Management, Health and Safety, Environmental Management systems and Life Safety Fire Risk Assessment.

For the sake of the consumer, our brand must be easy to recognise so they can easily identify you. Whilst one certification logo may have been the simplest and most effective of options, we acknowledge and endorse the continued differentiation between the two levels of NSI approval, hence the retention of the Gold and Silver levels.

Of course we want you to make the transition with minimum disruption and expense to you. **A period of grace of 24 months from November 2012 will be granted for transition to the new logo with a 4 year period of grace for signage on your vehicles.**

Please visit the Company Login area on the new website to download the Logo Guidelines document and logos for your use (as shown above). If you need any advice on using the new logos, or require a high res version, please call the NSI Marketing Department on 01628 764873 or visit our website via the Company Login area.

NSI Website – Week Commencing 12 November

In tune with our plan to refresh our image we felt it was critical that we modernise our website to match, and this too will be launched next week. I am confident you will find the new site more attractive and user-friendly to give you and those seeking information about NSI a better service. We would welcome your feedback and suggestions as to how we can make it even better going forward. Simply click on the 'question/feedback' box at the bottom of the home page to tell us what you think. We look forward to hearing from you!

NSI on Social Media



We have recently embarked into the world of social media where NSI now has a presence on Facebook, LinkedIn, Twitter, Pinterest and YouTube. Thank you to those of you who have already connected with us. Please do become our "followers" on these new social media sites and add to the debates which we will generate. Your views will be most welcome. Just click the links at the bottom of the new website and you will be taken directly through to the NSI pages.



Our Enhanced Training Capability

Over the past few months we have been building our training division, some of you will have attended our courses or booked onto our e-learning course. Feedback has been extremely positive and this has encouraged us now to develop more courses.

Each course is designed to enhance your capability by giving you and your staff up-to-the-minute industry knowledge including interpreting new regulations, products, skills and more, led by our own highly trained and knowledgeable Auditors. Small class sizes ensure that you will enjoy a more personalised learning experience with the opportunity to discuss real life scenarios.

Our new e-learning capability allows you to study on line in your own time and, at your own pace. The first e-learning course that is up-and-running is aimed at our NACOSS Gold and Systems Silver Approved Companies covering the PD6662:2004 transition to the 2010 version. Those that are interested should contact our Training Department on 01628 764831 for more information, or look at the training section on our new website. We look forward to welcoming you to Sentinel House or our alternative regional venues.

NSI Directory

The NSI Directory is produced in May each year and remains a 'must have' and is particularly favoured by the insurance sector. We will be introducing an 'enhanced' on-line directory option and we will write to you soon with more information.

As you can see there is a lot happening at NSI in addition to our continued service to the growing community of approved companies. We plan to keep in touch through regular digital communications which will be put in place in the near future and will keep you updated as we progress through this exciting time for both NSI and the industry.

Summary

We always welcome your feedback and if you would like to discuss any of the points in this letter please do contact me by any of the following methods:

Tel: 01628 637512
E-mail: jeff.little@nsi.org.uk
Tweet me: jeff.little12
LinkedIn: connect with me

I have spoken to many of you already and I really do appreciate your views and delight in hearing from you.

Kindest regards

Jeff Little OBE