

ML/KL/NSI 012 21

20 April 2021

To: All NSI Approved Companies

Dear Colleague,

NSI LOGO GUIDELINES AND USAGE REQUIREMENTS (ISSUE 4) NOW PUBLISHED

NSI Logo Guidelines and Usage Requirements (Issue 4) has been published and is now available for you to download in the Approved Company Login Area. Action is required by all NSI approved companies.

Please take time to familiarise yourself with all of the changes in this revised version and consider the steps you might take. See the suggested steps and timelines below (on page 2 of this circular).

Why have we revised this document?

All Approved Companies invest heavily in NSI approval and we are mindful that protecting this investment is something valuable for all. Buyers, users, specifiers and stakeholders alike benefit greatly from the compliance and approval framework that underpins the industry and see NSI Approved Companies and NSI approval in this light.

It is important that approvals held under this framework are clearly and unambiguously portrayed and promoted in the market to avoid misunderstandings.

Issue 4 of the *NSI Logo Guidelines and Usage Requirements* is designed to ensure approval is visible, the 'extent of approval' is clear in all cases, any ambiguity is avoided and any misuse more readily addressed.

What are the main changes?

- **Section 2** "Referencing your NSI approval and using approval logos" is largely new. It explains responsible usage requirements when referencing your NSI approval or displaying an NSI approval logo, including specific requirements for website usage.
- **Section 4** stipulates a new exclusion zone around the NSI approval logo. These changes are limited to digital and print, and do not impact use on vehicles.



Security. Improved

- **Section 5 New UKAS accreditation marks:**

The United Kingdom Accreditation Service (UKAS) announced its own rebranding in early 2021. This included an update to the UKAS accreditation marks for management systems and product certification. This has been incorporated into the new NSI guidelines.

What should I do next?

- Start planning now to be compliant with the NSI approval logo usage requirements of this document by 1st February 2022 as a condition of maintaining NSI Approval.
- Note: The transition timeframe set by UKAS for adopting the UKAS rebranding is as follows:
 - Digital Materials – by 1st February 2022 (1 year from the date of their launch)
 - Printed Materials – by 1st February 2023 (2 years from the date of their launch)
- Download the latest NSI approval logo artwork from the Approved Company Login Area in the Documents tab scheme pages. These incorporate the new UKAS accreditation mark(s).

Examples of new NSI approval logos incorporating the UKAS mark(s):



- Should you require a digital copy of your Certificate of Approval (referenced in Section 2), please contact your Account Manager or email customersupport@nsi.org.uk.

We would like to thank those Approved Companies whose feedback has contributed to the formulation of this revision.

Yours sincerely,

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