GOLD

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NSI LOGO GUIDELINES AND USAGE REQUIREMENTS

Using the NSI Approval Logo
and referencing NSI Approval

Contents

Section 1
Introduction

CHOOSE SECURITY AND FIRE SAFETY PROVIDERS YOU CAN TRUST

NSI is a highly trusted and respected Certification Body within the UK Security and Fire Safety sectors.

The NSI Brand is recognised by end users, specifiers, businesses and the public. It is of paramount importance to ensure the brand is represented clearly and consistently everywhere.

Referencing your NSI approval and using the NSI approval logos can be powerful in helping your business demonstrate its technical capability and excellence in service delivery.

Whether you are referring to your approval, or you are displaying an approval logo, it is important to do so in line with this document to protect the interests of approved companies from any unscrupulous companies that may try to fraudulently claim approval. Compliance with the requirements contained within this document is mandatory as per the Regulations for NSI Approved Companies.

Misuse of the NSI logo is not tolerated. If you encounter evidence of fraudulent claims of NSI approval or misuse of the approval logos please contact the Customer Care team at: **customercare@nsi.org.uk**

To obtain artwork logo files approved companies should contact their account manager or a member of the NSI Marketing team who will be happy to help.

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Section 2

Referencing your NSI approval and using approval logos

To be implemented by 1st February 2022

2.1   Permission

At approval, we grant your business permission to use the applicable NSI logos
and reference your NSI approval for the duration of your approval.

Permission to use the NSI approval logos and reference your NSI approval is contingent
upon holding NSI approval. Withdrawal, or lapse of approval automatically revokes this
permission. If your approval is suspended, NSI may revoke permission for you to
reference NSI approval and / or use the NSI approval logos.

NSI shall be entitled to instruct you to remove a reference to NSI, or 'an NSI approval
logo', if, at our discretion, we consider that the use is prejudicial to the reputation of NSI.

Permission to reference your NSI approval and use NSI logos is non-transferable
i.e. you cannot permit others to use the NSI approval logos or reference your NSI
approval e.g. subcontractors. The NSI approval logos are owned by us, and must
not be used without our permission.

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You must not reference your NSI approval or use an approval logo in any way that, in our opinion, could;

- imply a broader scope of approval than has been awarded
- be perceived as misleading in any way
- bring NSI into disrepute
- reduce the perceived value of NSI approval
- suggest that you have any relationship with NSI other than holding NSI approval
- suggest that NSI endorses any products you sell
- suggest that security of transactions on your website is covered by NSI
- suggest that NSI has certificated your customers' site

If your business holds approval for some of your activities and not for others, you must;

- take care when referencing your approval and / or using the logo to ensure that customers could not misunderstand the extent of your NSI approval
- avoid referencing your NSI approval or using the NSI approval logo in locations where other non-approved services are referenced / marketed, whenever practicably possible

If a situation arises where it is impossible to avoid this, then you must state adjacent to the NSI approval logo the scopes covered by your NSI approval. The statement must be clearly legible. See example.

Note: This does not apply to logo usage on vehicles or on the header / footer of corporate literature / stationery where the size of the logo makes it impossible to list the services covered.

Example

Approved Services:

- The Design, Installation and Maintenance of Intruder Alarm Systems
- The Design, Installation, Commissioning and Handover, Verification and Maintenance of Fire Detection and Alarm Systems
- The Provision of Static Site Guarding Services

Note: The scopes of approval may be abbreviated but must be sufficiently clear to the reader e.g. CCTV & Access Control.

If your business has a website, you must;

1) **reference NSI approval on pages that mention / promote NSI approved services.**

    Note: Where multiple services are referenced on the same page and not all services are NSI approved, you must make it clear to the reader which services are NSI approved and which are not.

2) **provide a link to:**

    a) a downloadable copy of your NSI Certificate(s) of Approval by placing links immediately adjacent to the NSI approval logo, using a typeface consistent with your own website. See example illustration on the right.

    Or

    b) your company listing on the NSI Company Finder which indicates details of your NSI approval.

    In both (a) and (b) the link must be positioned on either;

    •   the homepage
    •   the page referencing the approved services or
    •   the page used to display business credentials

Note: Where a business is part of a group, the requirements above apply to the approved company within the group. Reference to NSI approval is not permitted by other corporate entities within the group, unless agreed with NSI.

Example

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Approved services and NSI Certificate(s) of Approval:

–   The Design, Installation and Maintenance of Intruder Alarm Systems

–   The Design, Installation, Commissioning and Handover, Verification and Maintenance of Fire Detection and Alarm Systems

–   The Provision of Static Site Guarding Services

Note: The scopes of approval may be abbreviated but must be sufficiently clear to the reader e.g. CCTV & Access Control.

2.4 If your approval lapses, is withdrawn, or is suspended

If approval lapses or is withdrawn, you must not claim explicitly, or implicitly that your business is approved.

You must ensure any and all references to NSI approval and all approval logos are removed immediately. This includes, but is not limited to;

- literature
- livery
- uniforms
- vehicles
- website
- any other areas of use

If your approval is suspended NSI may revoke permission for you to reference NSI approval and / or use the NSI approval logos.

Section 3

Use of NSI approval logo – general requirements

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NSI's corporate logo (top section of logo only) will appear on all communications from NSI, as our corporate identity.

You must not use the NSI corporate logo in isolation in any circumstances.

The NSI corporate logo and approval option make up the NSI approval logo. It is available as electronic artwork with a fixed size relationship and positioning between the elements.

NSI
Corporate
Logo

Approval
option

Approval Logo

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NSI offers two approval options – Gold and Silver.
There are logos for both approval options. You must
only use the logo reflecting your approval option.

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3.3 Types of logo

There are two types of approval logo – one standalone and one with the UKAS accreditation mark(s).

Note: These have different requirements for use that are detailed in Section 5.

Section 4

Use of NSI approval logo – not including UKAS mark(s)

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We have produced four versions of the Gold and Silver approval logos for use at different sizes and when you are restricted by reproduction quality or background colour.

The primary version must be used when its height is greater than 30mm, see example below. This has more intricate detail within the 3D medal.

For height sizes less than 30mm use either the smaller full colour version or use the mono graphic version if restricted to single colour. We have simplified the medal so that it is still legible.

A reversed out version is also available when the logo is to be placed on a dark background. Please refer to Section 4.2 for more information.

Primary version with full intricate detail within the medal illustration

> 30mm

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Full colour small version for sizes less than 30mm in height

< 30mm

GOLD

SILVER

Graphic mono version for small or low quality reproduction

GOLD

GOLD

SILVER

SILVER

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Legibility is paramount

Wherever possible we prefer our logo to appear on a white or light colour background. However, we appreciate this may not be sympathetic to your promotional materials.

If the background is a light enough colour we prefer that you use the full colour logo and medal version as in the top row of examples.

If the background is a dark colour or tone then please use the reversed out white logo with coloured medal or the option without the coloured medal (see example on red background).

In all cases you must ensure that the logo is clear and legible.

We prefer our logo to be placed on light colour backgrounds such as these examples

Alternative option – Reversed out white logo with full colour medal (artwork files are available)

Reversed out white logo

4.3 Using the NSI approval logo on image backgrounds

Image background

In some cases, the NSI approval logo will need to be placed on a background image.

Clarity and contrast must be considered and the logo must be positioned so that the tones running behind the logo give it high contrast.
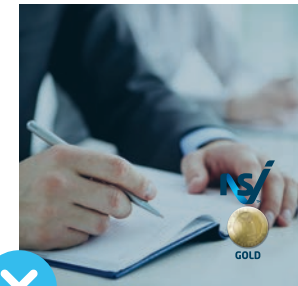
Please see examples for guidance.

Incorrect positioning

Incorrect contrast

Incorrect positioning

Correct positioning

Correct contrast

Correct positioning

The exclusion zone:

You must ensure a clear space around the logo (the exclusion zone). The clear space is proportional and should be a minimum of (XX) twice the height of the NSI dot.

The minimum size:

It is recommended the NSI approval logo must not be smaller than 20mm in height for the colour version or 10mm if using the mono version as shown. Please ensure it is legible.

NB: Be sure to use the smaller logo version when the height is less than 30mm.

Exclusion zone to be implemented by 1st February 2022

2X

X

Minimum size
for the colour version

Minimum size
for the mono version

20mm

10mm

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You may use the NSI approval logo on office stationery, marketing materials and tender documentation. It may also be used on:

- websites
- corporate vehicles
- company uniforms
- advertisements
- flags
- windows / shop frontages
- other business documentation*****

Note 1: Approved installers of electronic security systems and fire systems are permitted to include the NSI approval logo on service contact labels affixed to control panels and keypads.

Note 2: *You must take care if using the approval logo on business documents such as maintenance reports, test reports etc., to ensure your customers could not perceive the NSI approval logo to mean that the content of the document has been validated or checked by NSI.

You **must not** use the approval logos;

- on products or equipment that you sell or lease to your customers e.g. alarm boxes, alarm panels etc. (other than on service contact labels – see Note 1 above)
- at customers' premises in a way that could be perceived to indicate NSI has certified the security of that particular location.

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Part of developing a clear corporate identity is the consistent positioning of the NSI approval logo.

Positioning the logo

Developing a consistent and recognisable brand is important in creating customer and specifier awareness. This can be further aided by positioning of the logo, as customers will also become familiar with this element of consistency. The recommended positioning on your letterhead is at the foot of the page as shown on the examples below at a height of 26mm. Please refer to Section 4.4 for the exclusion zone and minimum size detail. You may use the full colour small version or the mono graphic version as detailed in Section 4.1.

There is no specific layout for these items as individual company corporate style will dictate the design. However, the NSI approval logo should always be shown in its entirety.

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Make your home safe with AB Company

ab company

We design, install and maintain a wide range of intruder alarms with friendly and efficient service guaranteed 24 hours a day, 365 days a year.

Call now for a **FREE** no obligation security survey of your home.

0800 123 4567

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Section 5

NSI approval logos including UKAS mark(s)

NSI is accredited by the United Kingdom Accreditation Service (UKAS). Therefore, for relevant schemes you can benefit from using an NSI approval logo incorporating the UKAS mark(s). Note, there are only certain situations / locations in which these may be used (see Section 5.5).

Using the NSI approval logo on its own provides a strong, clear and concise impression. However, you may choose, where appropriate, to incorporate the relevant UKAS accreditation mark(s) alongside the NSI approval logo.

There are three versions of the NSI / UKAS logo available. The options are shown here. Note: Management Systems only logo is for use by organisations operating an FM, EMS or H&S management System approved by NSI.

You must use the logo that reflects your approval.

For example; Guarding Gold and Fire Gold includes product certification and management system certification, and so the Gold logo showing both product certification and management system certification UKAS mark(s) may be used.

In January 2021 UKAS launched new national accreditation symbols / marks, which are incorporated into the logos you see on this page and within these Guidelines.

NSI approved companies should be aware of the following transition periods granted by UKAS:

• **Digital materials – 1 year from launch (by 1st February 2022**)
• **Printed materials – 2 years from launch (by 1st February 2023)**

UKAS Accreditation

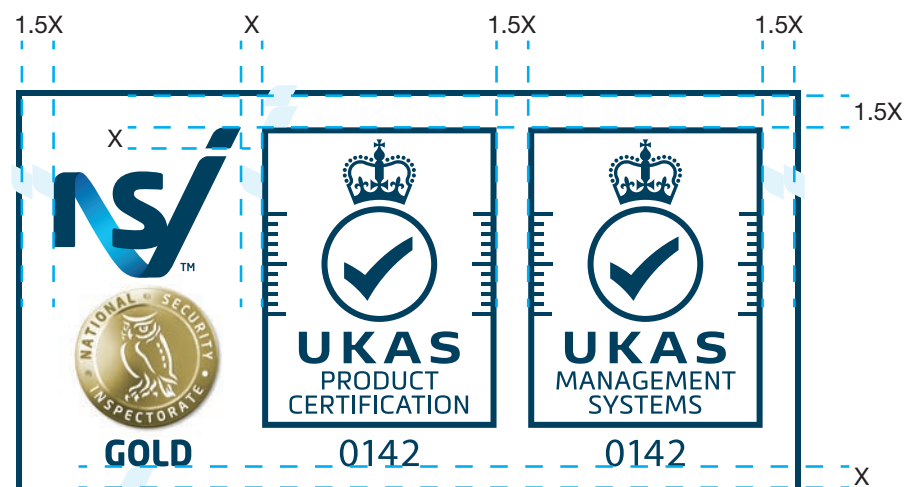### Product certification only

Management systems only

Product certification & management systems

The UKAS mark(s) have been specifically drawn by UKAS and their relationship with the NSI approval logo is fixed. It should not be redrawn or altered in any way other than as shown here.

5.3 UKAS exclusion zone and size


The exclusion zone

This is the clear space around the NSI / UKAS logo in which nothing else should appear. It helps to ensure clarity and improve the impact of the logo. The clear space is proportional and should be a minimum of (xx) twice the height of the NSI dot.

The minimum size

To ensure legibility, the UKAS element of the logo should not normally be reproduced in size smaller than 20mm in height. The exception to this is for use in small advertisements and business cards etc. On these items, please ensure the size of the logo is legible.

Actual minimum size

20mm minimum

52mm minimum

34mm minimum

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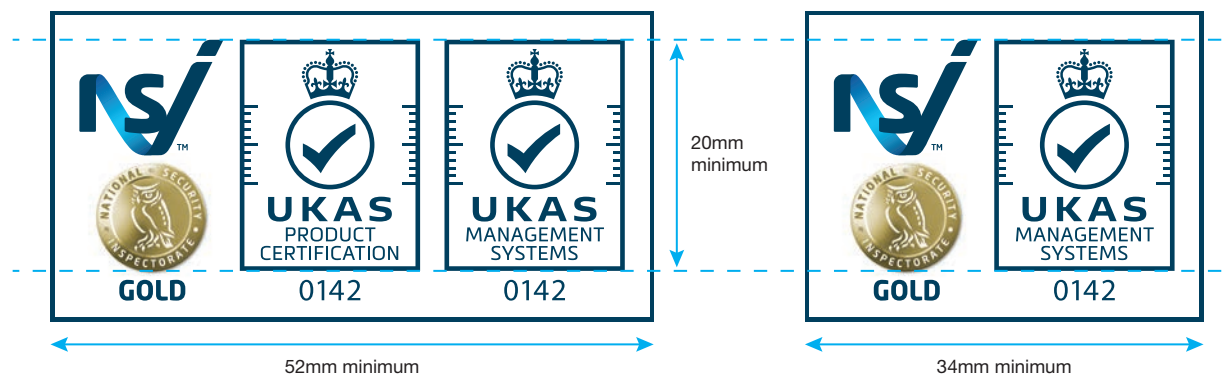
Reproducing the logo in colour

The logo should preferably be reproduced in its full colour version wherever possible. It is always protected with a white background. If you are restricted to using single colour reproduction, then use the mono graphic in black or a reversed out option. Electronic artwork is available upon request.

Full colour version
—

Mono graphic version
—

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The following restrictions are laid down by the Department for Business, Energy & Industrial Strategy. These are additional to the NSI rules of use.

Correct use

If you choose to use the UKAS mark(s), it must always be used with the relevant NSI approval logo.

These have been produced for your use and can be found in this section.

The NSI / UKAS logo may only be used in the following circumstances:

- promotional brochures and leaflets
- catalogues
- advertisements
- websites
- stationery and general print material

The NSI / UKAS logo (incorporating the surrounding box) may be reproduced in either black and white, reversed, NSI blue (pantone 303) or in a single colour which is the predominant colour of the document, or in the case of a pre-printed letterhead, the predominant ink colour of the letterhead.

Incorrect use

The NSI / UKAS logo must NOT be displayed on:

- vehicles
- flags
- site-boards
- shop window signs
- products
- buildings
- business documents such as audit/maintenance or test reports

Positioning the logo

Developing a consistent and recognisable brand is important in creating customer and specifier awareness. This can be further aided by positioning of the logo, as customers will also become familiar with this element of consistency.

The recommended positioning on your letterhead is at the foot of the page as shown on the examples to the right. Reference should be made to Section 5.3 for the exclusion zone and minimum size detail.

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Positioning the logo

Developing a consistent and recognisable brand is important in creating customer and specifier awareness. This can be further aided by positioning of the logo, as customers will also become familiar with this element of consistency.

As with the printed materials, position the NSI / UKAS logo at the bottom of the layout.


Make your home safe with AB Company

We design, install and maintain a wide range of intruder alarms with friendly and efficient service guaranteed 24 hours a day, 365 days a year.

Call now for a **FREE** no obligation security survey of your home.

0800 123 4567

Section 6

Requirements applicable to all logos (UKAS and non-UKAS)

1. Do not substitute different typefaces for the corporate logo element.

2. Do not change any of the colours within the logo.

3. Do not re-size or reposition the elements of the logo.

4. Do not place the identity on an inappropriate colour background (see Section 4.2 and 5.4).

5. Do not sit the identity within secondary shapes not specified in these requirements.

6. Do not change or create an alternative logo with the corporate 'medal' or words.
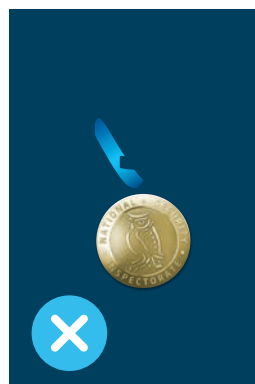
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For more information:

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National Security Inspectorate

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