NiCE colors

NiCE

Primary palette

Color is a powerful part of our brand identity. It helps express our personality, set the mood, and make our communications instantly recognizable. By using color correctly, we can bring our brand to life in a vibrant and cohesive way.

This is our primary palette which is particularly important in creating consistency across all touchpoints. These are the colors we use for logos, backgrounds (alongside our background gradients) and for text.

NiCE blue
R54 G148 B252
#3694fc
Pantone 279 C
C71 M39 Y0 K0

AA Large text – Charcoal
AA Large – White

AA Normal text – Charcoal

Charcoal
R33 G33 B43
#21212b

AA Large text – NiCE blue
AA Large – White
AA Large – Warm white

AA Normal text – NiCE blue
AA Normal text – Charcoal
AA Normal text – Warm white

Warm white
R242 G240 B235
#f2f0eb

AA Large – Charcoal

AA Normal text – Charcoal

White
R255 G255 B255
#ffffff

AA Large text – NiCE blue
AA Large – Charcoal

AA Normal text – Charcoal

Using primary colors

Ways in which we use our primary palette are demonstrated here.

Smile avatar

Backgrounds

Welcome

Chat bubbles

That's so NiCE!

That's so NiCE!

Backgrounds

That's... NiCE

Logos

NiCE

Buttons

Find out more

Find out more

Secondary palette

This is our secondary color palette. These colors are used to create our gradients, and across icons, infographics, diagrams and labels.

Lime
R131 G237 B136
#82ed87

Lime tint
R204 G242 B198
#ccf2c7

Emerald
R0 G226 B160
#00e3a1

Emerald tint
R156 G238 B210
#9cedd1

Teal
R54 G234 B208
#36ebd1

Teal tint
R172 G247 B243
#abf7f2

NiCE blue
R54 G148 B252
#3694fc

Blue tint
R147 G195 B250
#94c2fa

Cobalt
R47 G51 B245
#2f33f5

Cobalt tint
R171 G173 B249
#abadf9

Purple
R135 G43 B255
#872bff

Purple tint
R173 G125 B252
#ad7dfc

Coral
R255 G91 B138
#ff5b8a

Coral tint
R243 G177 B196
#f3b1c4

Pink
R255 G136 B224
#ff88e0

Pink tint
R246 G197 B237
#f6c5ed

Accessibility

Color combinations that meet AA criteria are detailed here.

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – White
AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – White
AA Normal text – White

AA Large text – White
AA Normal text – White

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

AA Large text – Charcoal
AA Normal text – Charcoal

Using secondary colors

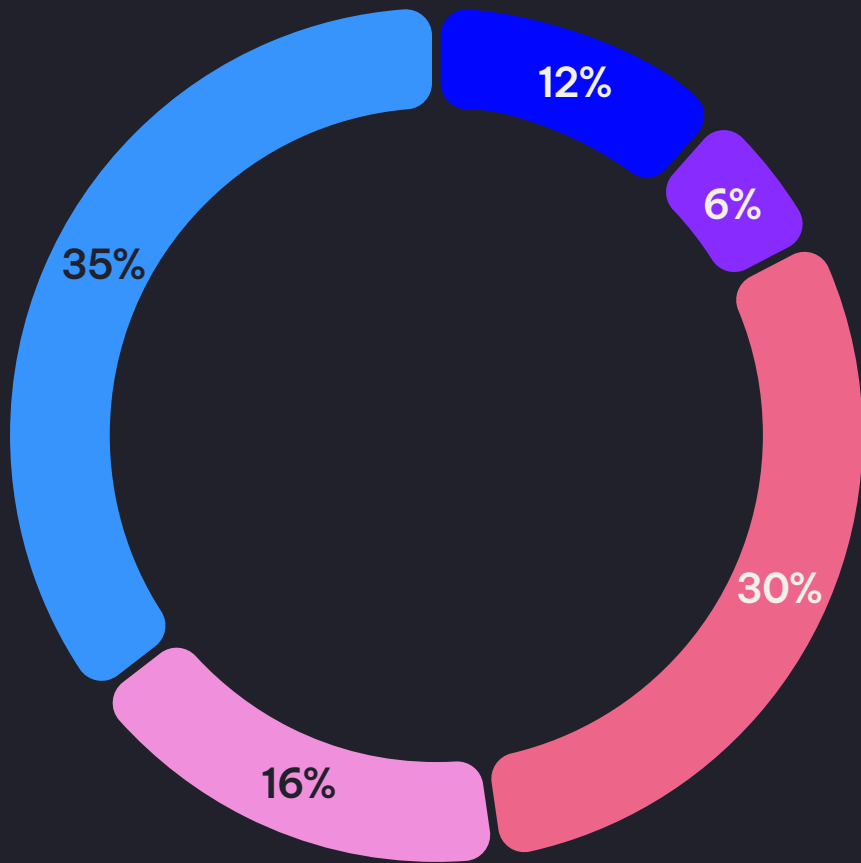Ways in which we use our secondary palette are demonstrated here.

Infographics

👍 **35%**

Icons

Background gradients

Chat bubbles

That's so NiCE!

That's so NiCE!

Infographics

35%
12%
6%
30%
16%

Smile avatar

Key insigh

Background gradients

Background gradients are a key part of our toolkit and allow us to represent both the emotional human spectrum and the adaptive and responsive nature of our technology.

We have built a bespoke tool to generate background gradients as images and video. This tool can be found on our intranet.

Background gradient guidance

Color waves
One of the distinct elements of our NiCE brand gradients are the waves of color that appear within them, giving them a 3d feel. These waves should be smooth and flowing – if the tool creates a gradient where this is not the case, simply discard that gradient and generate a new one.
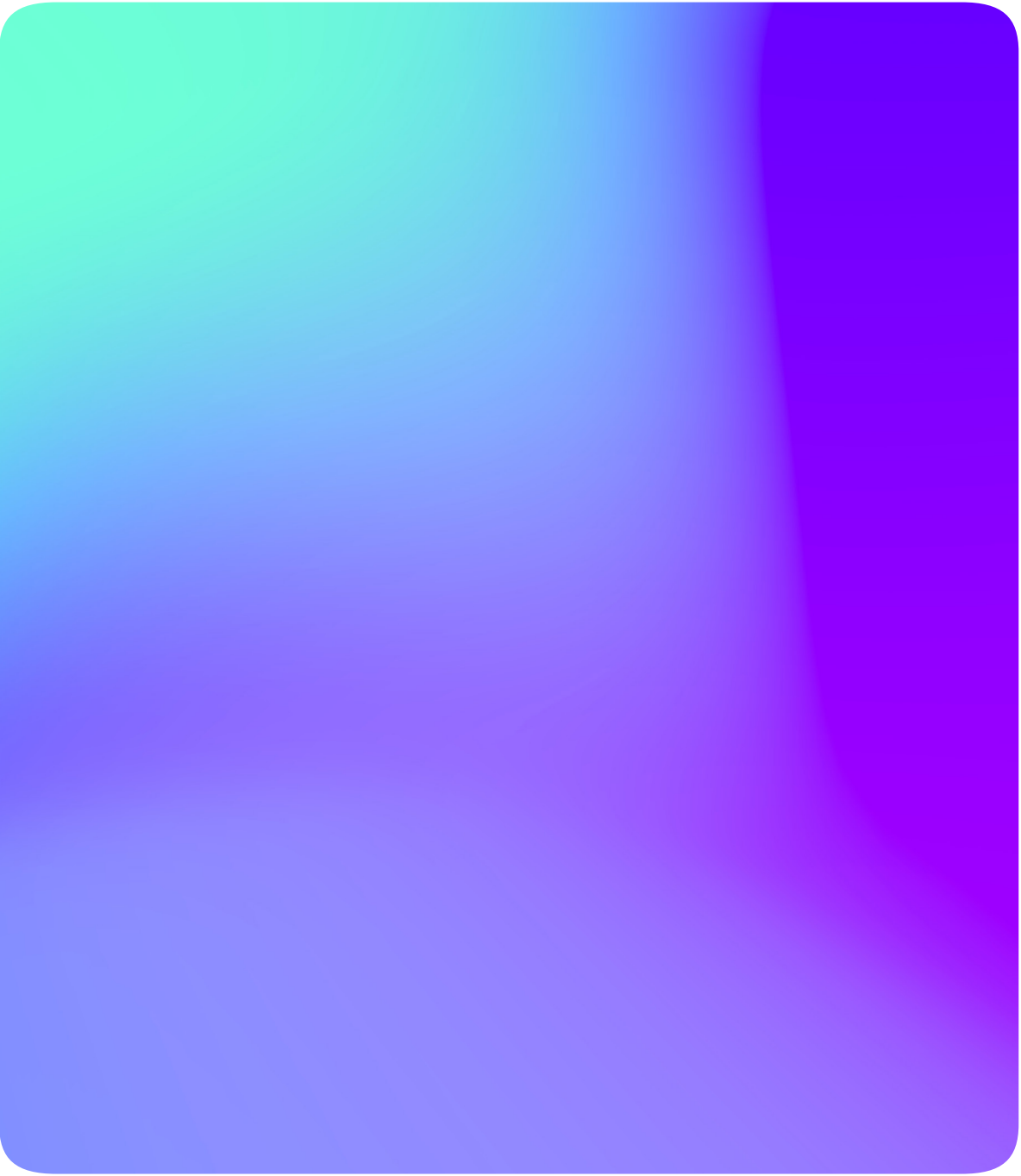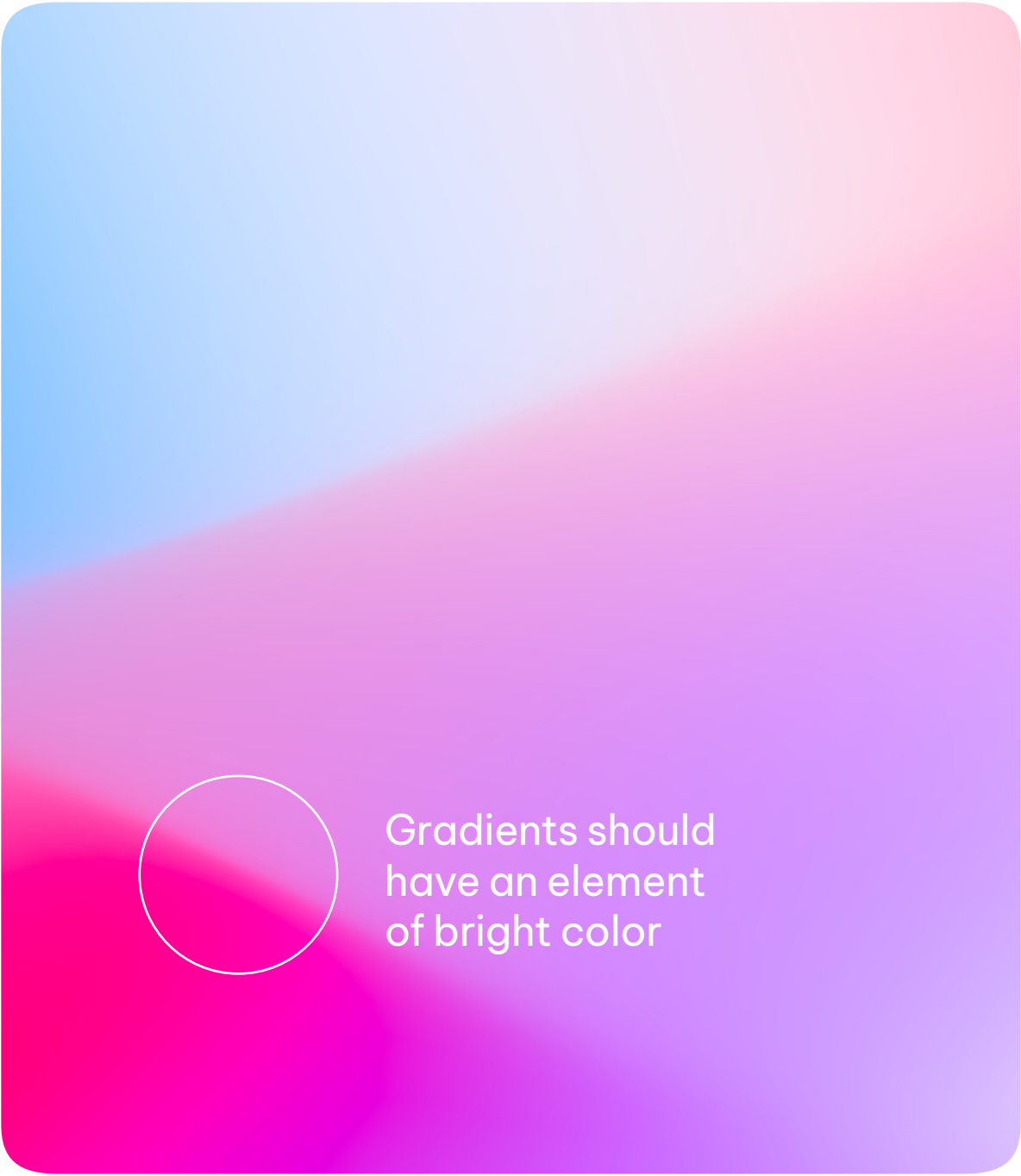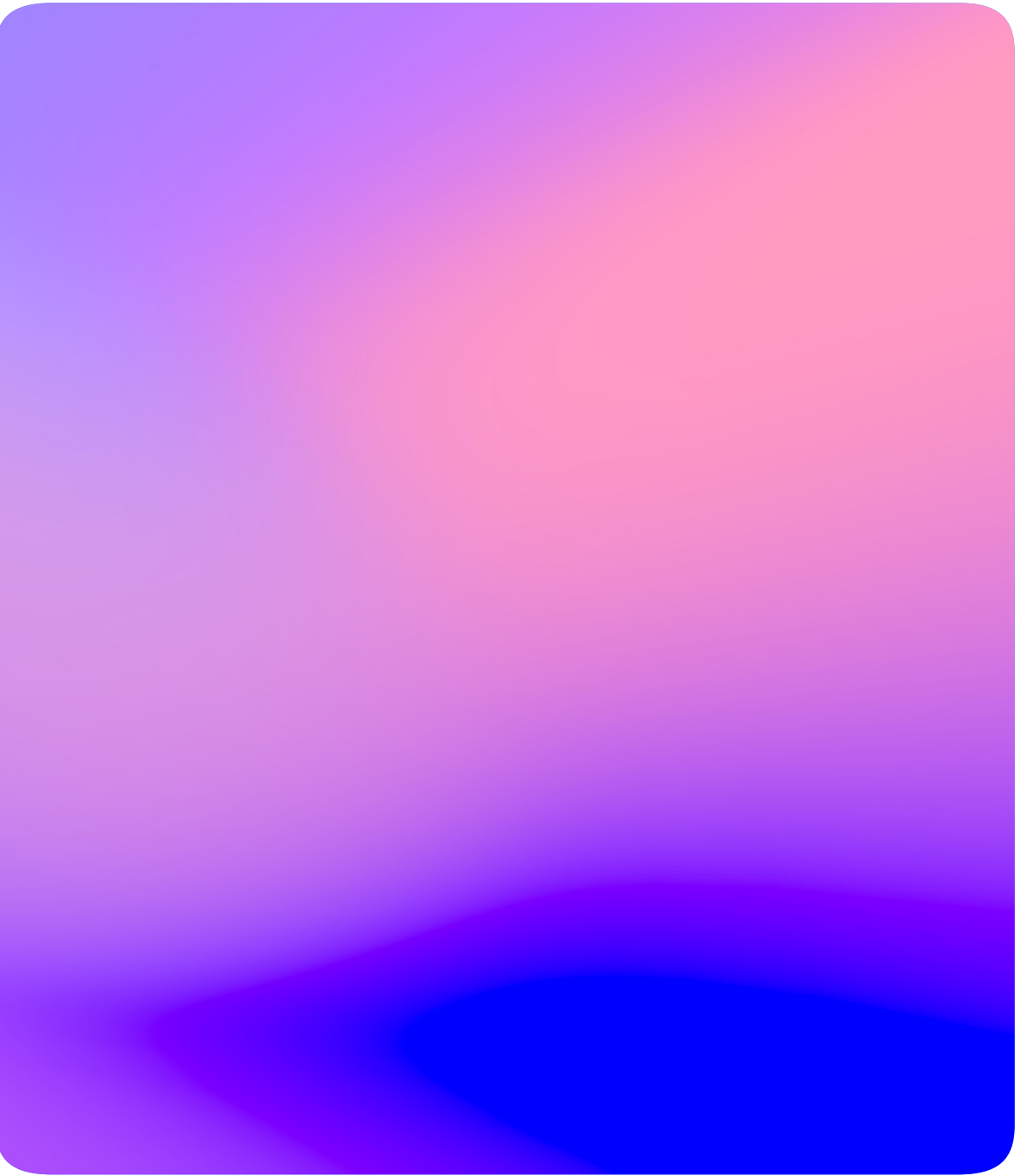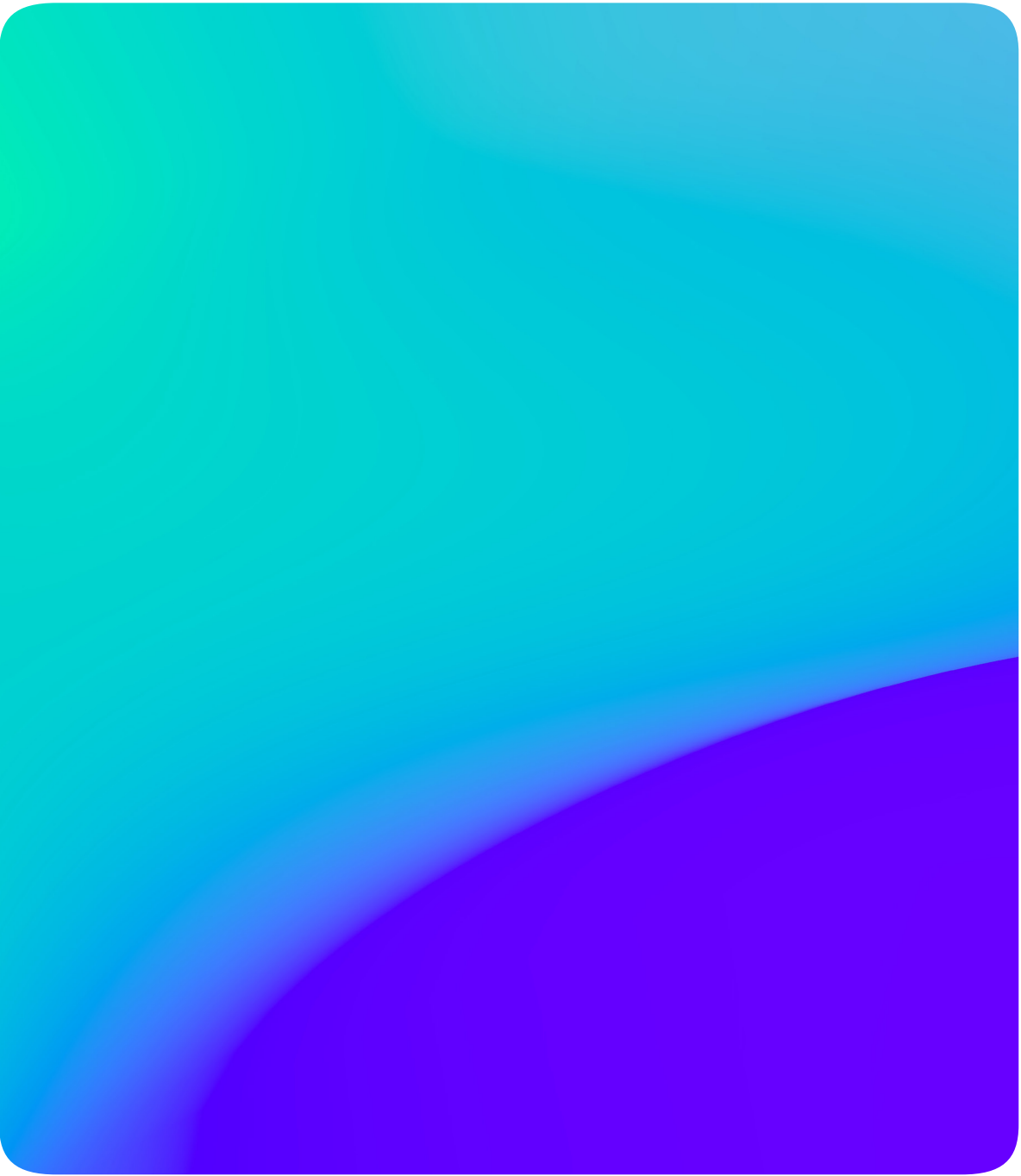
Color combinations
The gradient generator is programmed to create gradients using our secondary color palette. When selecting gradients, ensure they are vibrant and rich, avoid gradients that lack any bright colors and are very pale or pastel in tone.

Legibility
When using background gradients, ensure any text over the top is legible – some gradients work better with charcoal text, others with white. Our brand shapes – squircles, squircle panels and chat bubbles – are available to frame or hold content if required.

Animation
Wherever possible, use animated gradients to bring our communications to life.

The waves of color in our gradients create a 3d feel

Gradients should have an element of bright color

Freeform gradient guidance

We use freeform gradients in our icons, shapes (squircles, squircle panels and chat bubbles) and for the circle of our smile avatar, examples shown here.

Color combinations
For our freeform gradients, we use any of the colors in our secondary palette but we do not combine the four colors from either end of the palette with one another in the same gradient – this means we do not use lime or emerald together with coral or pink. Any other combination within the palette is acceptable to use.

Number of colors
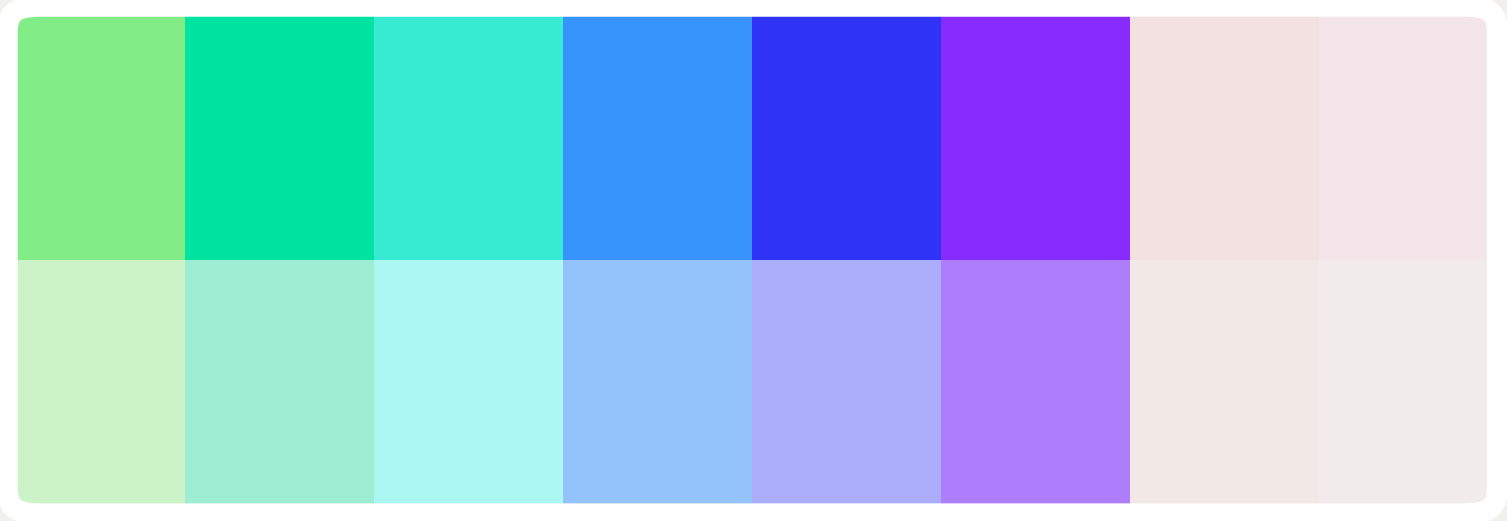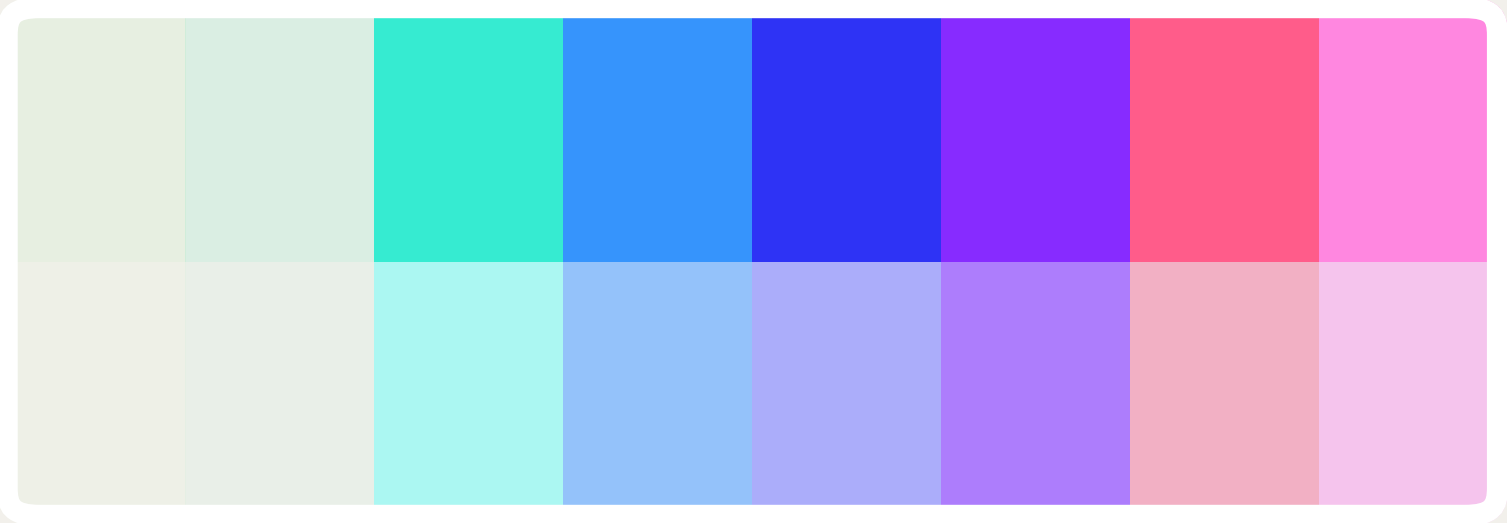In a single freeform gradient, two, three or four colors usually create the best results.

Icons

Shapes

That's so NiCE!

That's so NiCE!

Smile avatar

Key insights

Combine any colors from the lime end of the palette up to and including purple.
Do not combine lime or emerald with coral or pink.

Combine any colors from the pink end of the palette up to and including teal.
Do not combine lime or emerald with coral or pink.

Dos and don'ts

Guidance for using the NiCE brand colors.

Do not use color text on gradient backgrounds and always ensure the messaging is legible

Do use background gradients for backgrounds

Do not combine lime or emerald with pink or coral in a freeform gradient

If a glitch appears in the gradient generator, discard the gradient and generate again

Do not use gradients for the smile symbol or the NiCE logo

Do not use too many colors or create a rainbow effect in a single freeform gradient

Thank you for helping us create a NiCE world. It's very NiCE to work with you.

NiCE