

# Logos

Our NiCE logo  
Logo colorways  
CXone Mpower logo  
CLUBone logo  
NUG logo  
Shine logo  
Partnership lockups  
Dos and don'ts





Our NiCE logo

Our NiCE logo is at the heart of our brand. It is a visual signature that helps people instantly recognize us and trust what we do. Always use our logo with care and consistency to keep our brand strong, unified, and memorable.

Always use the master artwork files and never alter the logo in any way.

Exclusion zone



Minimum sizes

**NiCE** — 30px height | 5mm height





Logos

## Logo colorways

Depending on the application, our logo appears in either full color – with a blue dot – or monochrome. The full color logo is used on white, warm white or charcoal backgrounds. The monochrome versions are used on gradient, blue and image backgrounds. Examples are shown here.

On charcoal

NiCE

On gradients – Dark

NiCE

On blue

NiCE

On white or warm white

NiCE

On gradients – Light

NiCE

On imagery

NiCE



CXone Mpower logo

The CXone Mpower logo is shown here. Always use the master artwork files and never change the logo in any way.

Exclusion zone



Minimum sizes



On charcoal



On blue



On white or warm white



On gradients or imagery







For small sizes only

Only for use in very small spaces, there is a single line version of the CXone Mpower logo.

Maximum sizes

**CXone Mpower** — 30px height  
6mm height

On charcoal



On blue



On white or warm white



On gradients or imagery





Logos

## NiCE/CXone logo lockup

Use this lock up in instances where the NiCE logo and the CXone Mpower logo need to appear side by side.

NiCE | CXone  
Mpower



CLUBone logo

This is the logo for ClubOne. Always use the master artwork files and never alter the logo in any way.

On charcoal



On blue



On white or warm white



On gradients or imagery





NUG logo

This is the logo for NUG. Always use the master artwork files and never alter the logo in any way.

On charcoal

NUG.

On blue

NUG.

NUG.

On white or warm white

NUG.

On gradients or imagery

NUG.

NUG.





Logos

## NiCE/NUG logo lockup

Use these lockups in instances where the NiCE logo and the NUG. logo need to appear together.

**NiCE | NUG.**

**NiCE** In cooperation  
with NUG.

**NUG.** In cooperation  
with NiCE



Logos

### Shine logo

This is the logo for NiCE Shine. Always use the master artwork files and never alter the logo in any way.

On charcoal

**NiCE**SHINE

On blue

**NiCE**SHINE

**NiCE**SHINE

On white or warm white

**NiCE**SHINE

On gradients or imagery

**NiCE**SHINE

**NiCE**SHINE

Partnership lockups

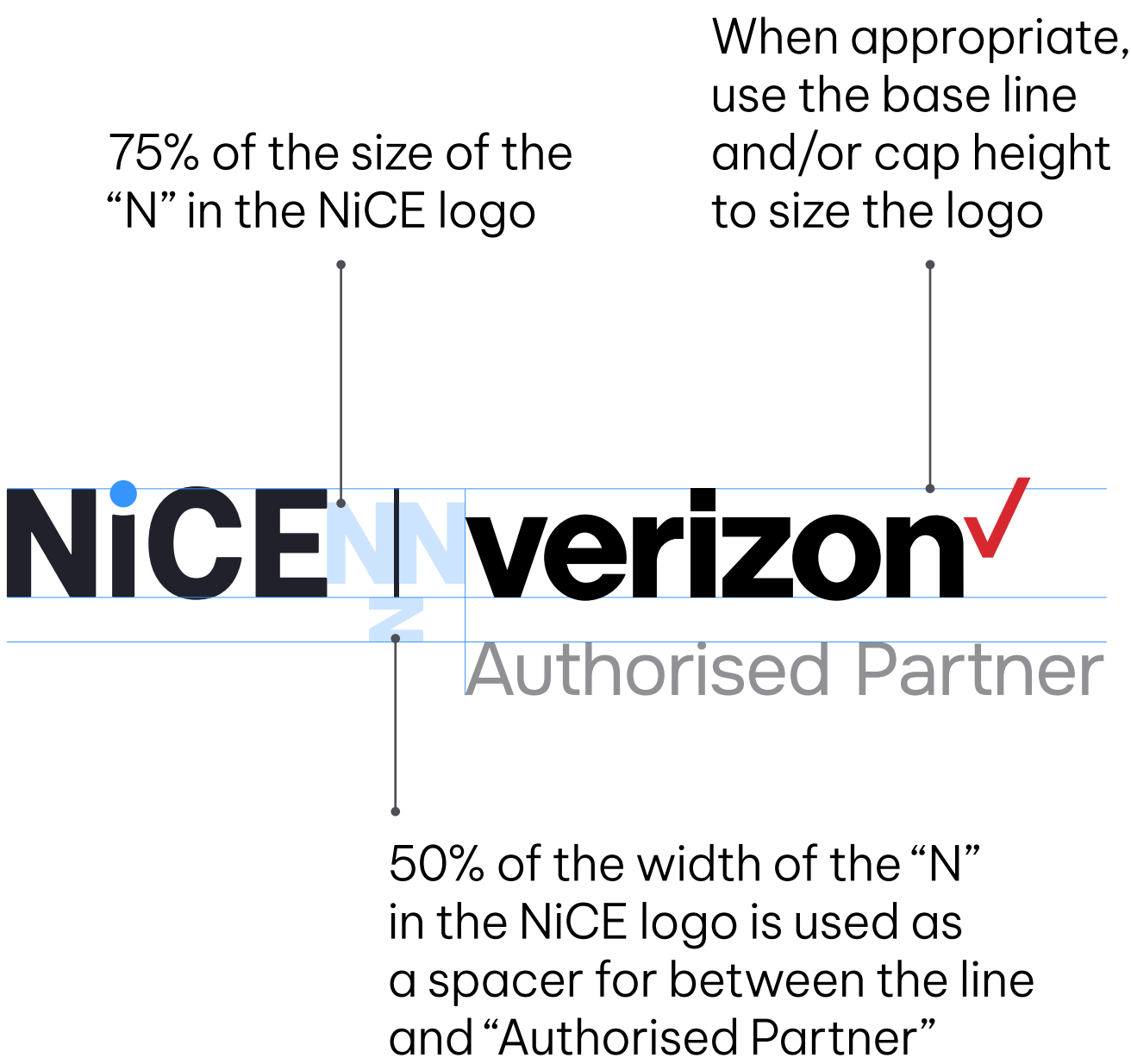
This page outlines how to lock up the NiCE logo with partner logos.

**Fixed elements**  
The NiCE logo, the line and ‘Authorised Partner’ are fixed elements. The partner logo should be scaled and appropriately placed in the allocated space. Often, the partner logo can be sized to align with the base line and/or cap height of the NiCE logo – see the Textel or Verizon logo shown here. However that will not work for every eventuality so judgement must be applied in each use case – See AWS logo.

**The line**  
The seperating line height is determined by the height of the “N” in the NiCE logo. The space between the NiCE logo, the line, and the partner logo is 75% of the “N” – outlined on this page.

**Authorised Partner**  
Authorised Partner underneath the lockup is set in Onest Regular. It should be a 50% tint of the NiCE Black and the cap height of this is determined is 50% of the height of the ”N” in the NiCE logo.

**Clear space**  
The minimum clear space around the lockup is the same as the NiCE logo – the width of the ‘N’ from the logo.



N Authorised Partner

The height of “Authorised Partner” is 50% of the height of the “N” in the NiCE logo



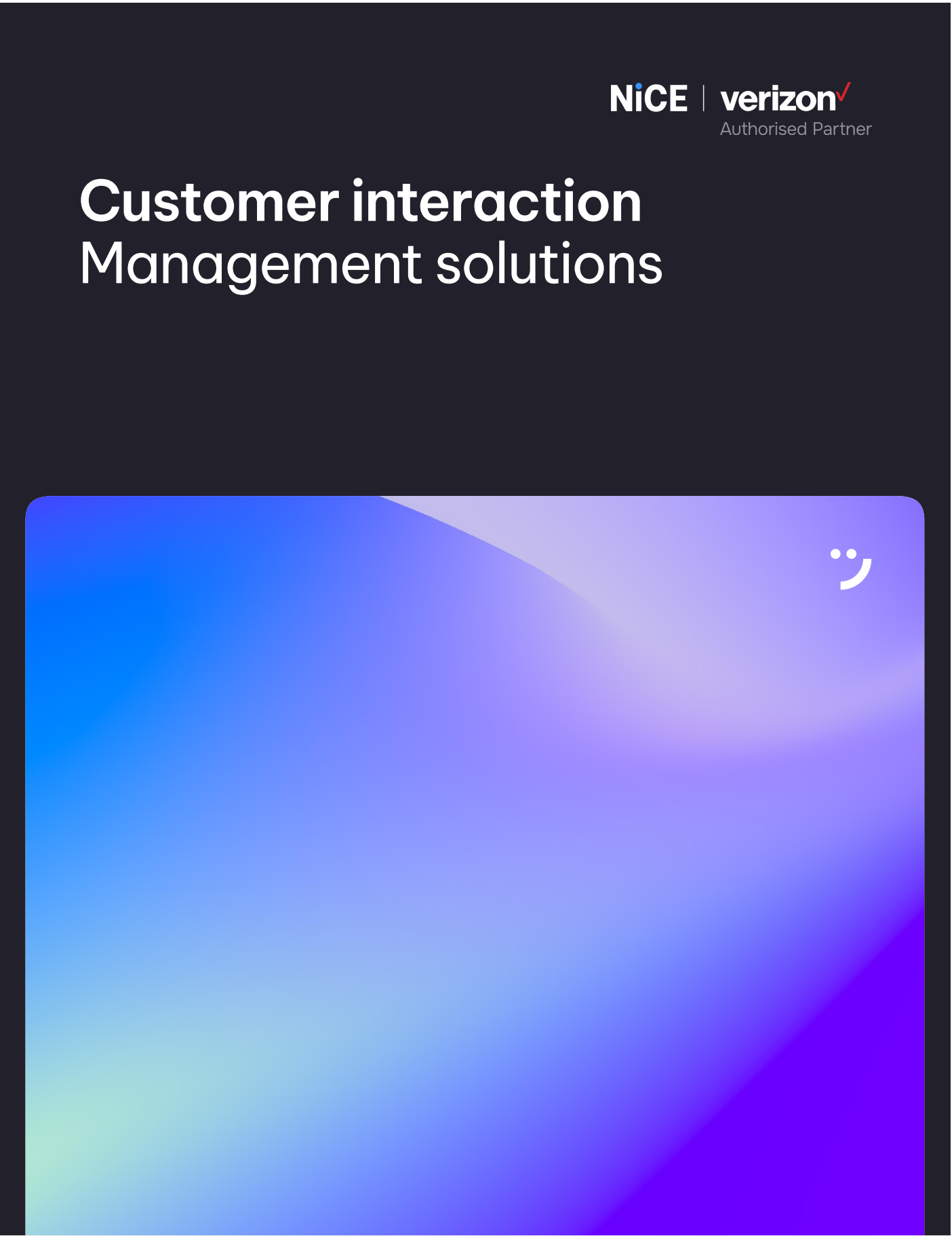
Partnership lockups

When applying partnership logos, use monochrome versions (black or white, whichever is most legible) on gradient or image backgrounds, and full color logos on charcoal, white or warm white backgrounds.

Presentation cover example



Brochure cover example





Dos and don'ts

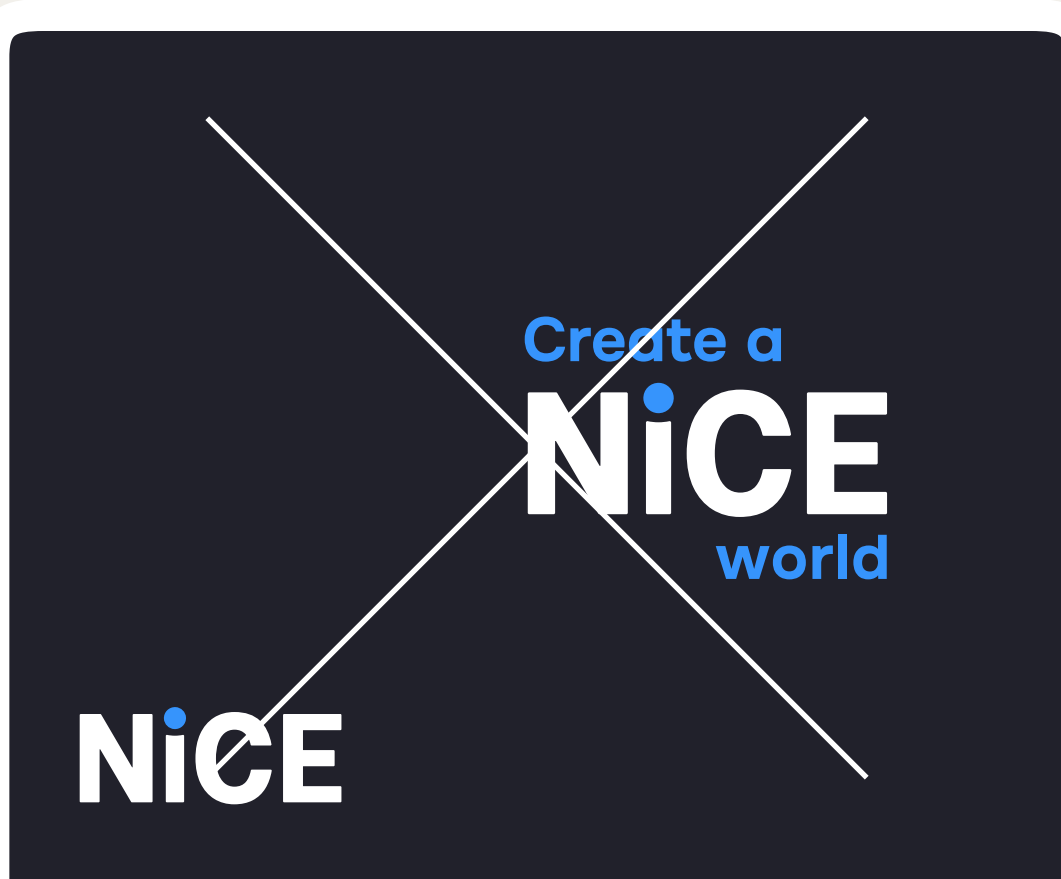
Guidance for using the NiCE logos.



Do not lock up the NiCE logo and the smile symbol together



Only use the approved colorways for all of the NiCE logos. These can be found in the master artwork files



Do not combine the NiCE logo and the tagline lock up in the same space or layout



Do not alter or distort the logos in any way



Logos on gradient or image backgrounds should be all white or black, without color elements

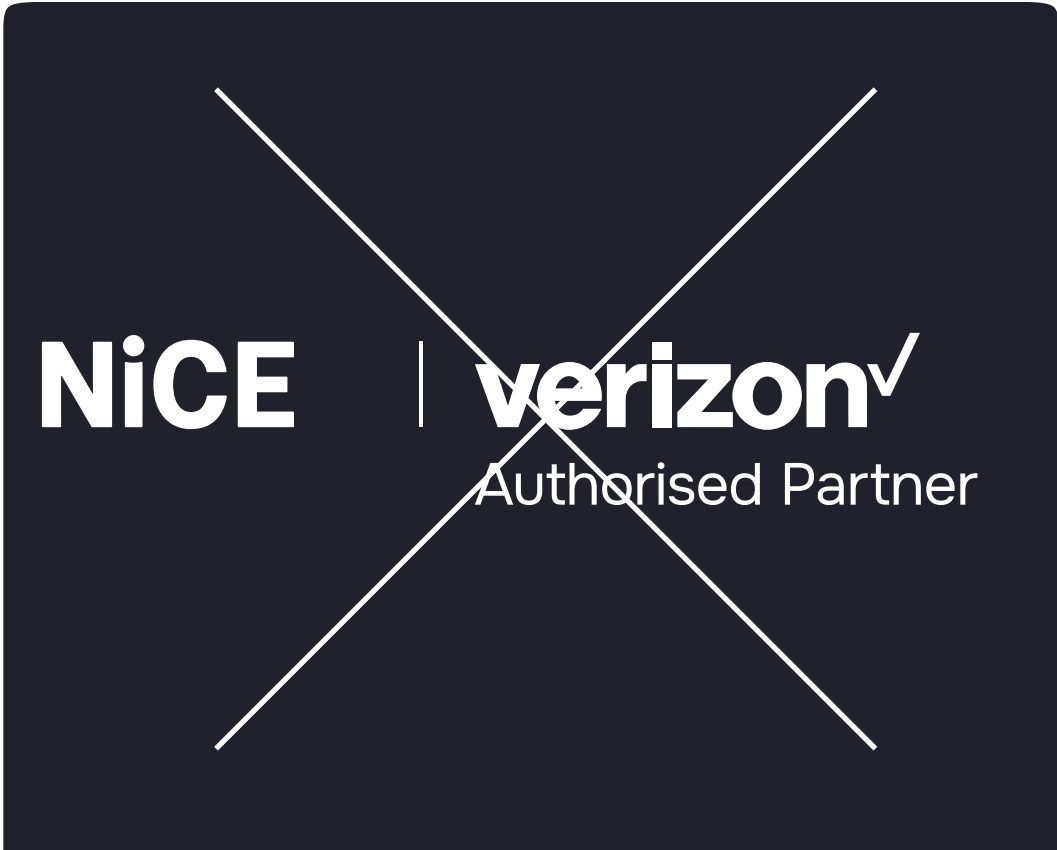


Do not insert the logo into messaging lines



Dos and don'ts

Guidance for using partnership logos.



Do not change the spacing between elements



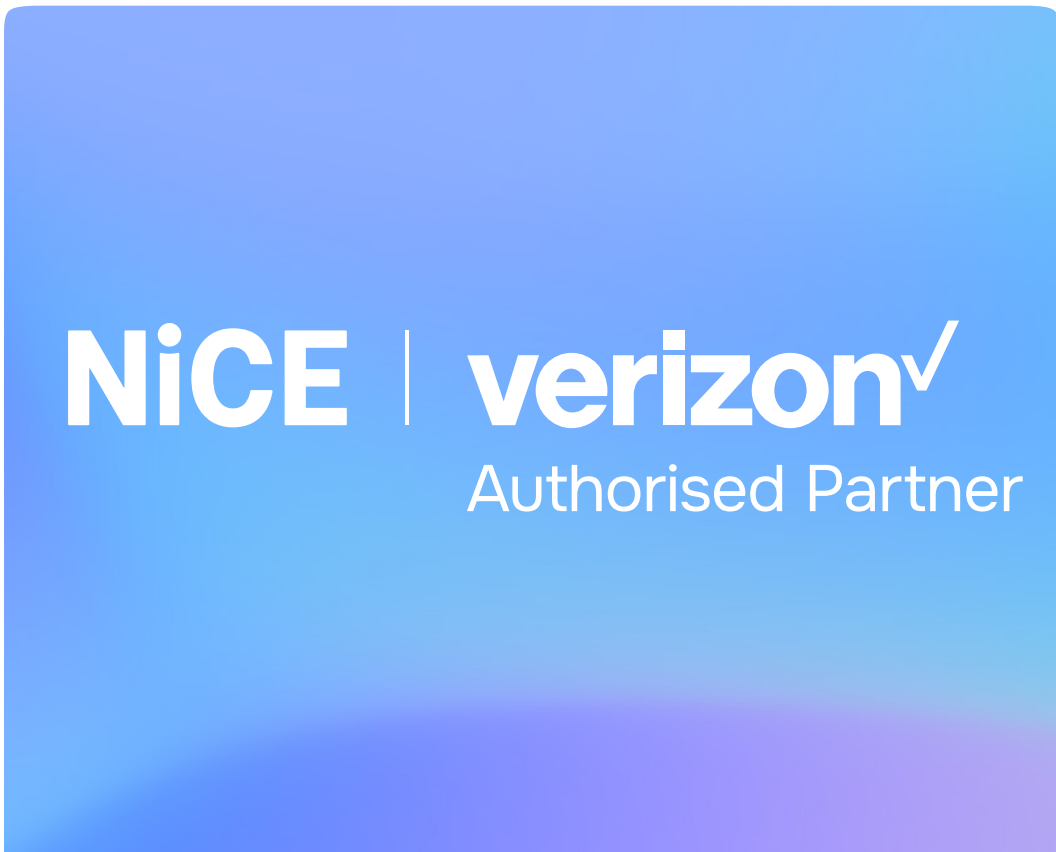
Never stretch or distort logos



Do not change the colors of the logos



Do not change the scale of any of the elements



Always use the approved wording beneath the logos



Do not add effects to the logos



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

