Smile symbol

NiCE

The smile

Our smile symbol is a unique and emotive shorthand for our brand. It is a recognizable and memorable device that captures the ultimate standard in customer experience.

Our smile symbol is a key element of our toolkit and should be used with care and consistency across the brand.

The smile should not be used as an icon or a lower level graphic, it is a shorthand for our brand and therefore is used on high level brand applications.

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

On charcoal

On gradients – Dark

On blue

On white or warm white

On gradients – Light

On imagery

Avatar smile

The avatar smile is a version of the smile symbol locked up within a circle. We use the avatar smile with either a blue, charcoal or freeform gradient circle. The avatar smile is a locked configuration in terms of size and position of the smile symbol – always use the master artwork files and never change the size of the smile within the circle.

The avatar smile provides a useful way of integrating our smile symbol into layouts alongside other elements such as chat bubbles. Example usage can be seen on the following page.
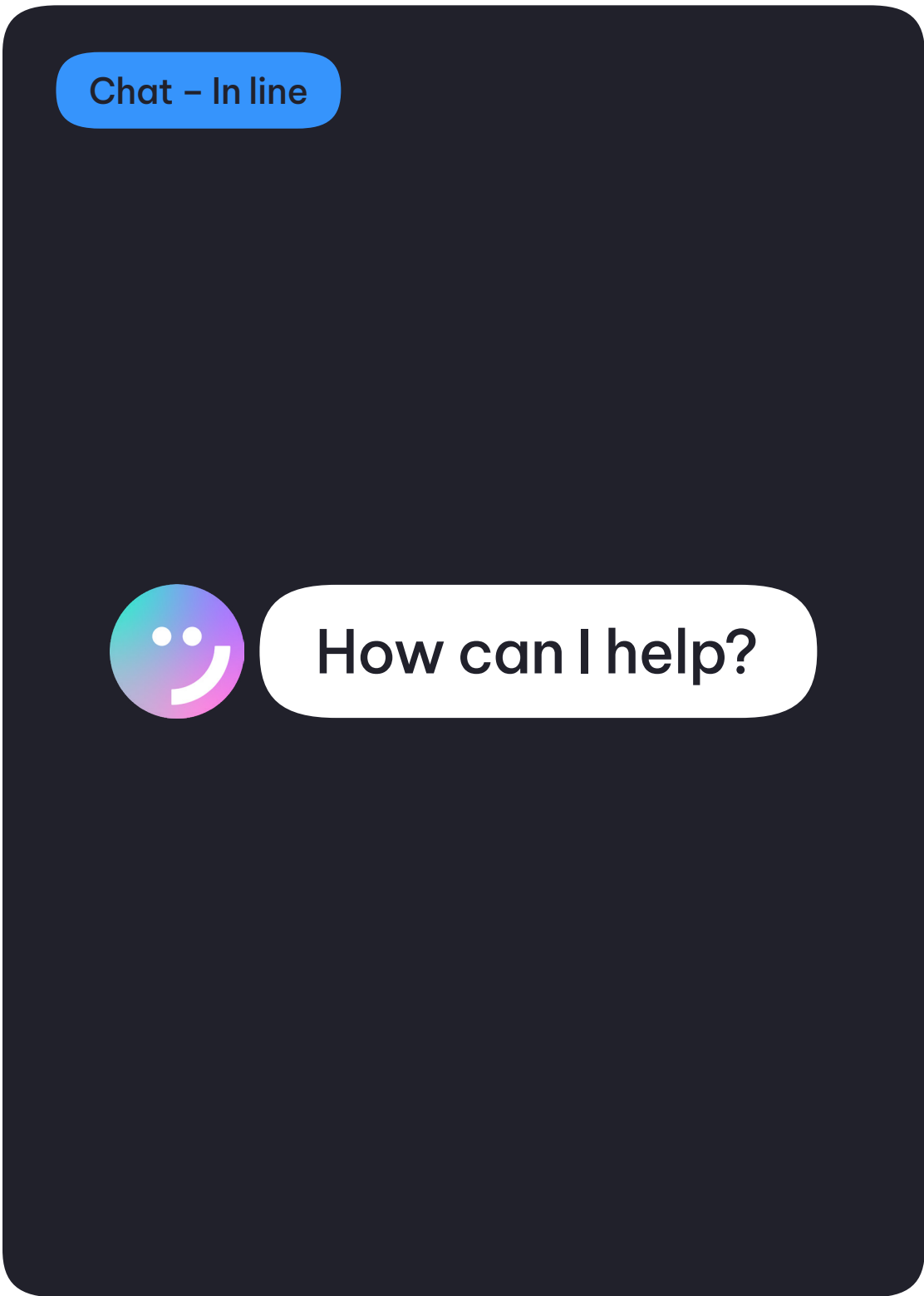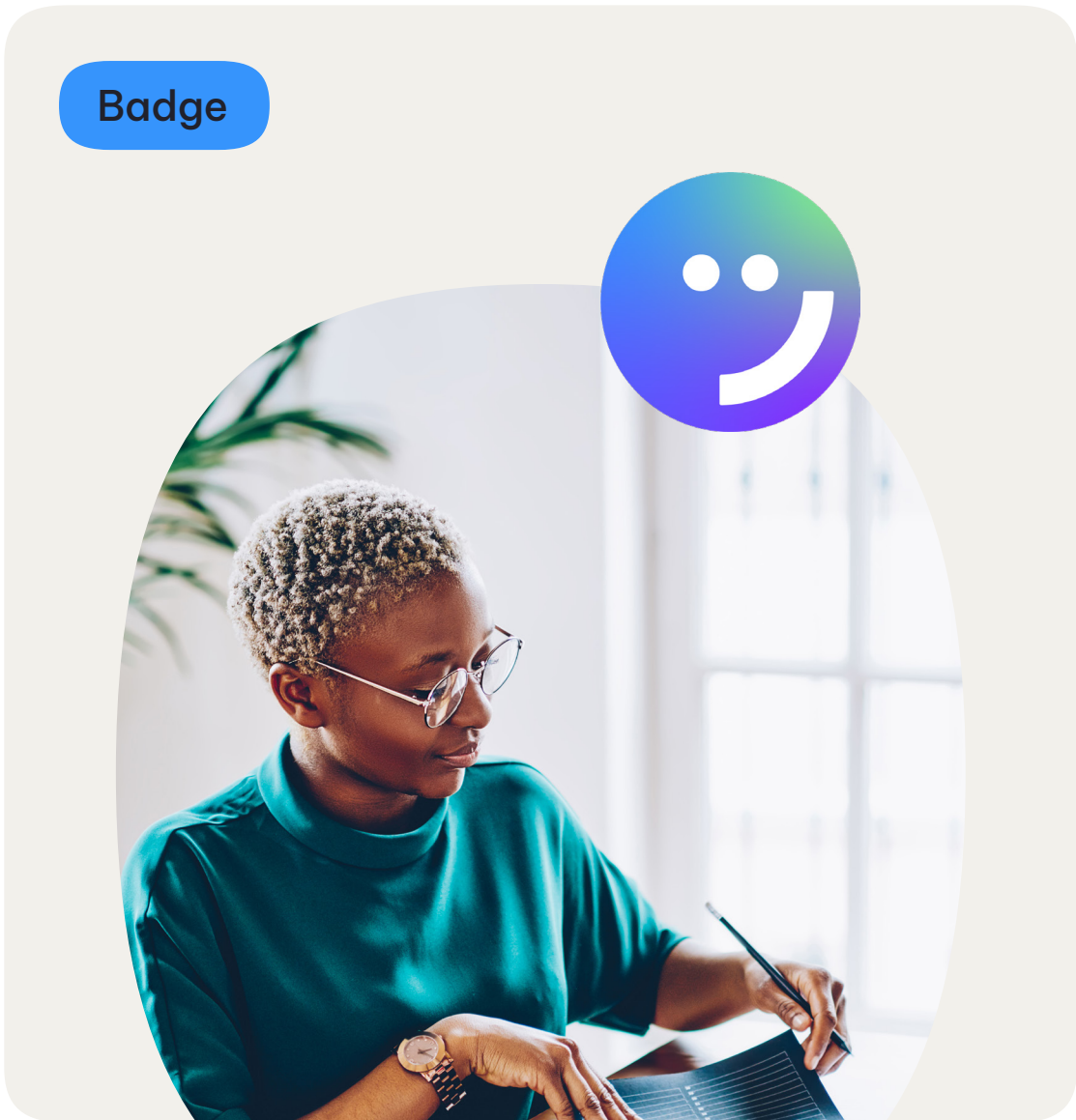

Blue avatar

Charcoal avatar

Freeform gradient avatar

Usage overview

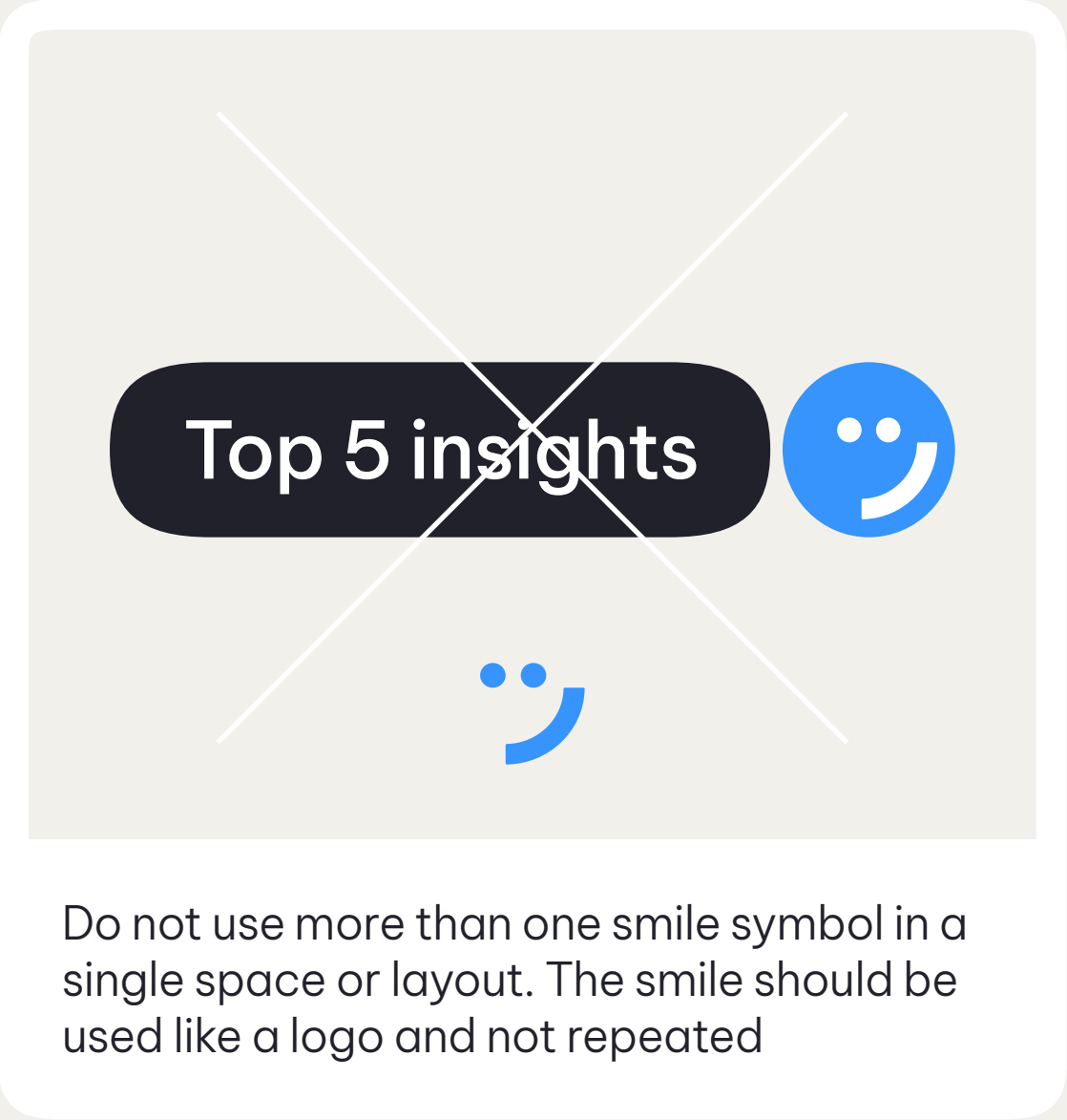Common usage examples of the smile symbol are shown here.

Symbol

Badge

Chat – In line

How can I help?

Chat – Endorsement

All sorted!

Chat – In line

Top 5 insights

Video

All sorted now

so much!

omer sentiment sitive

Customer sentiment is neutral
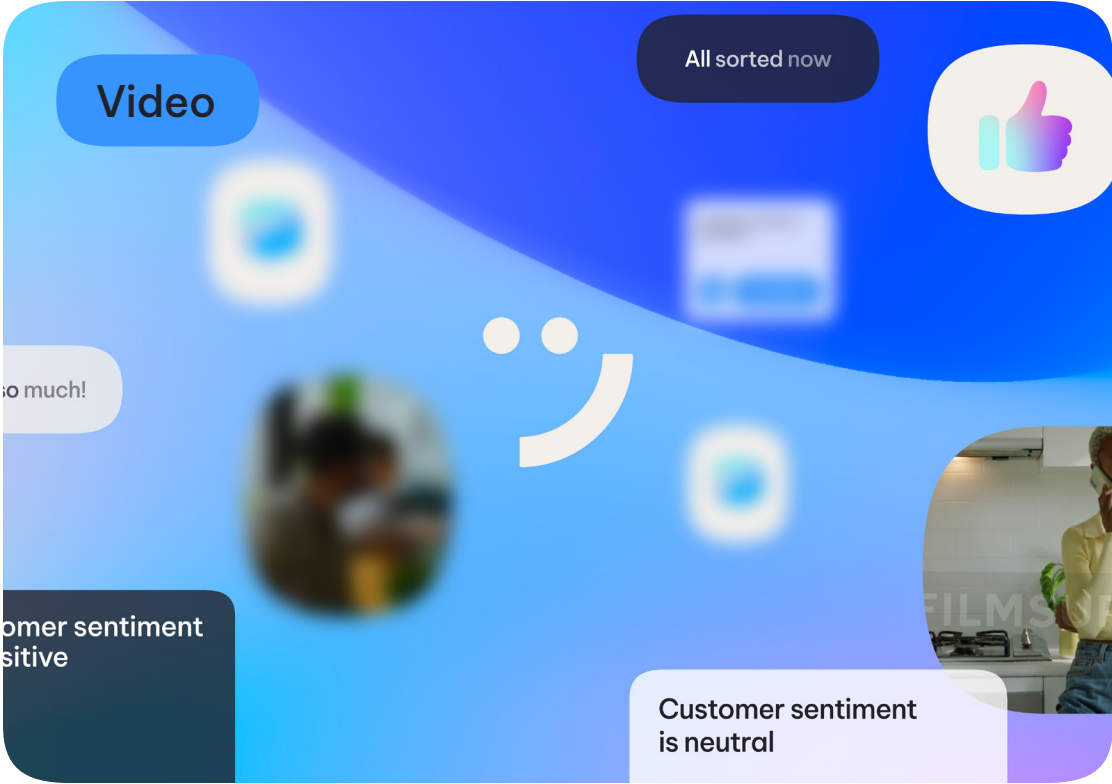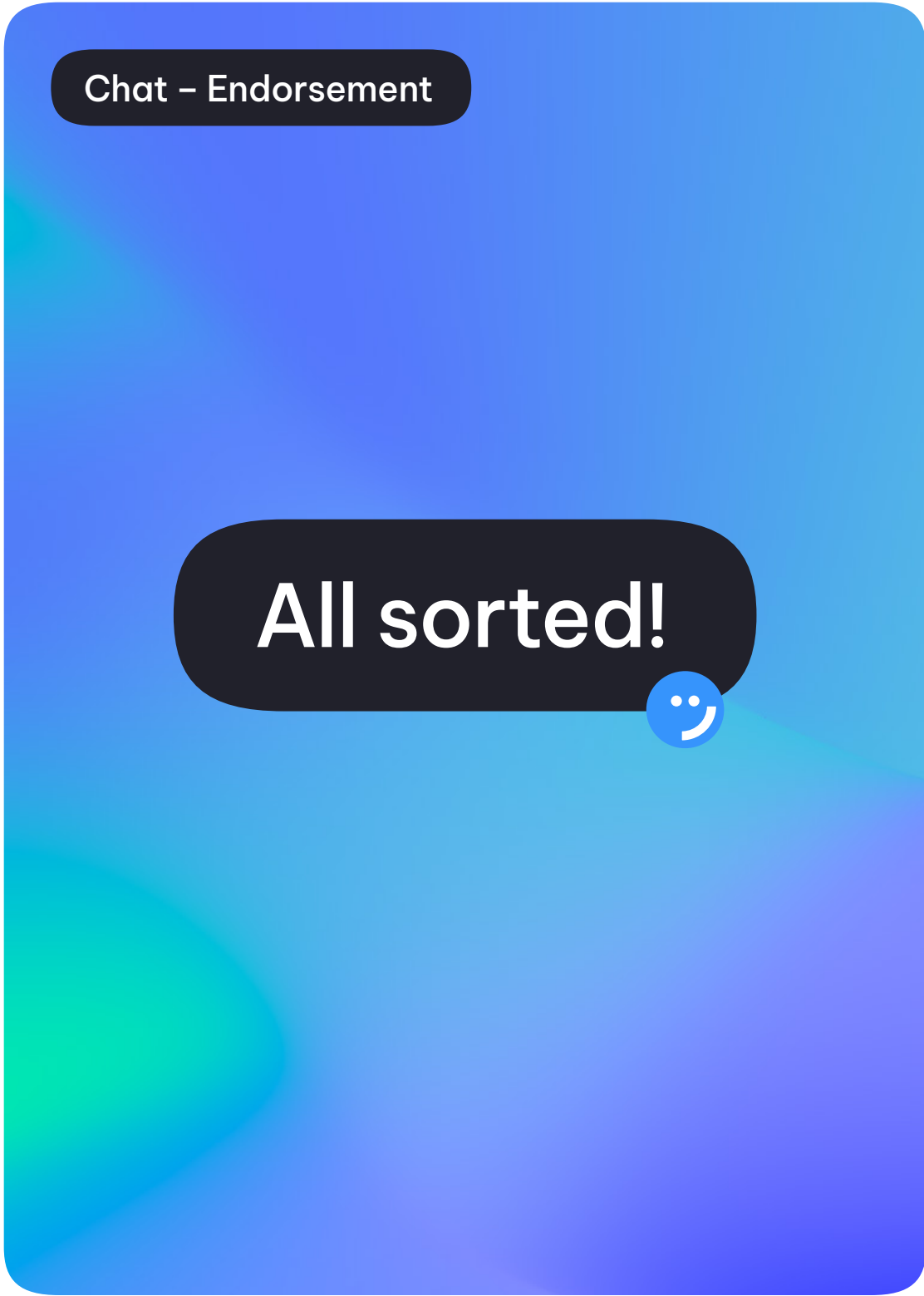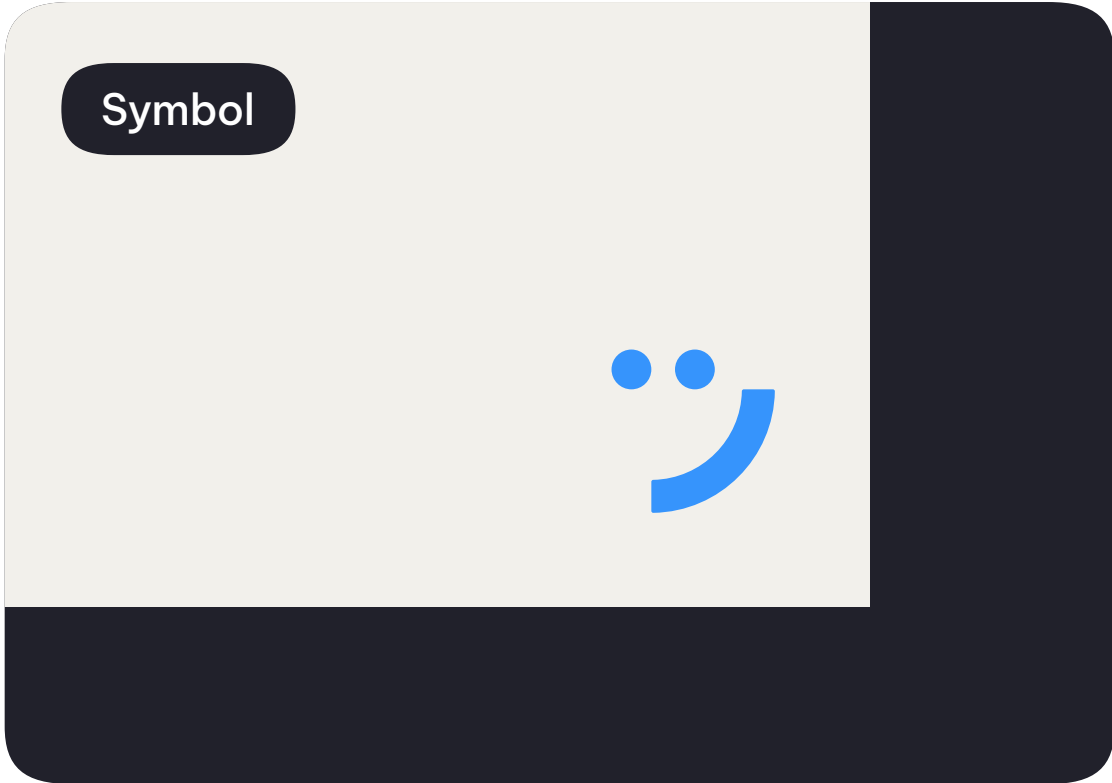
Dos and don'ts
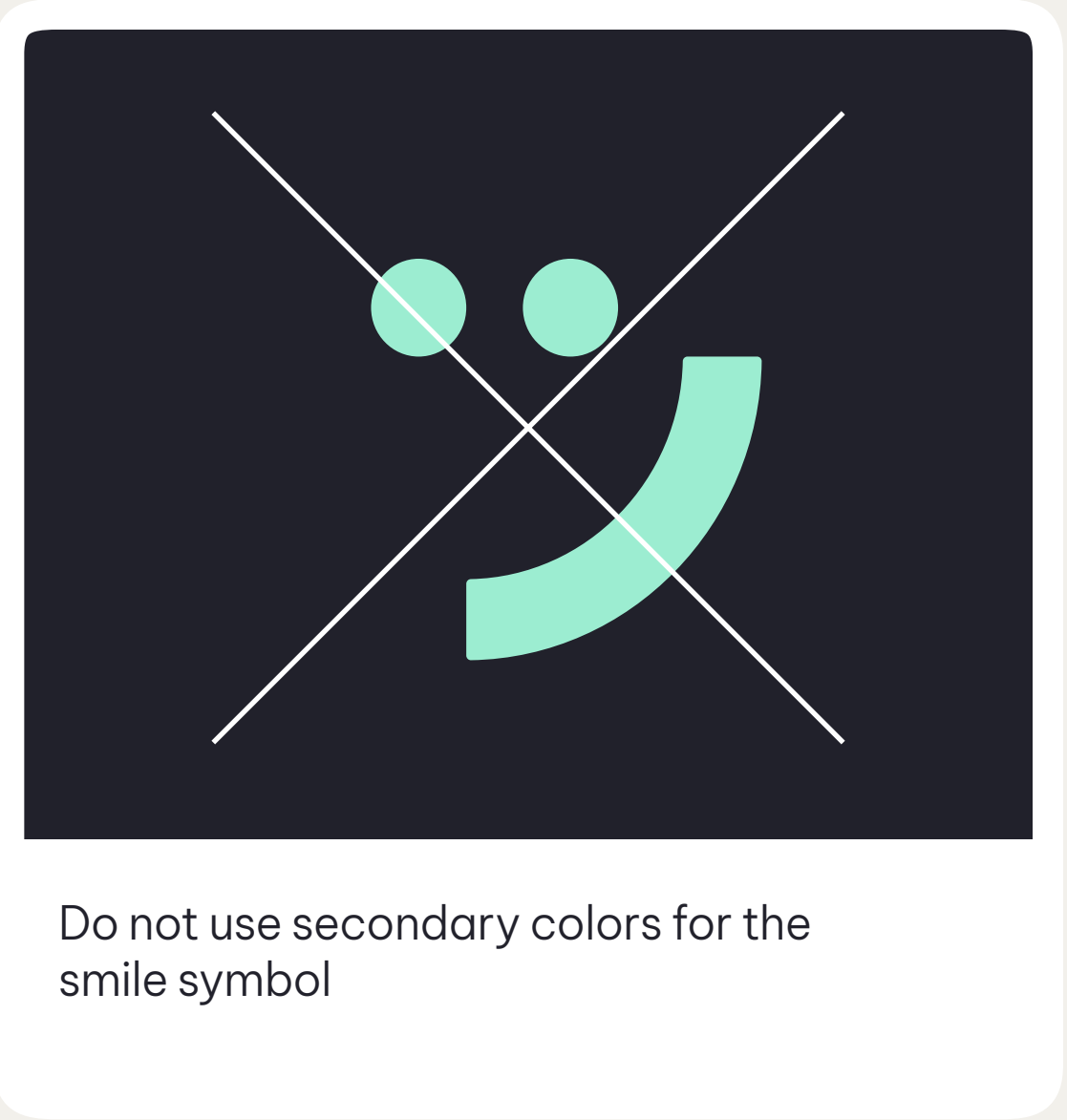
Guidance for using the NiCE smile symbol.
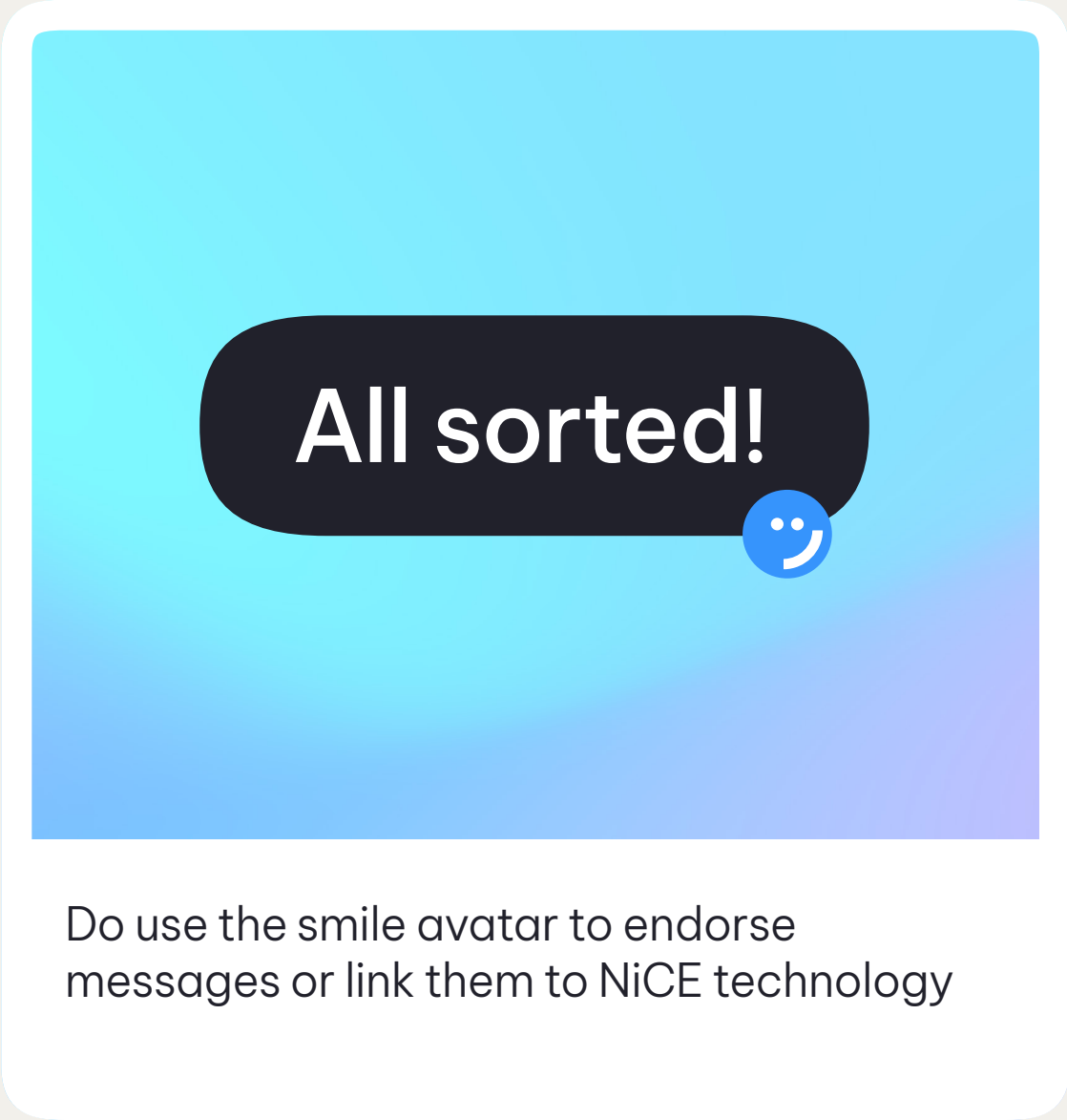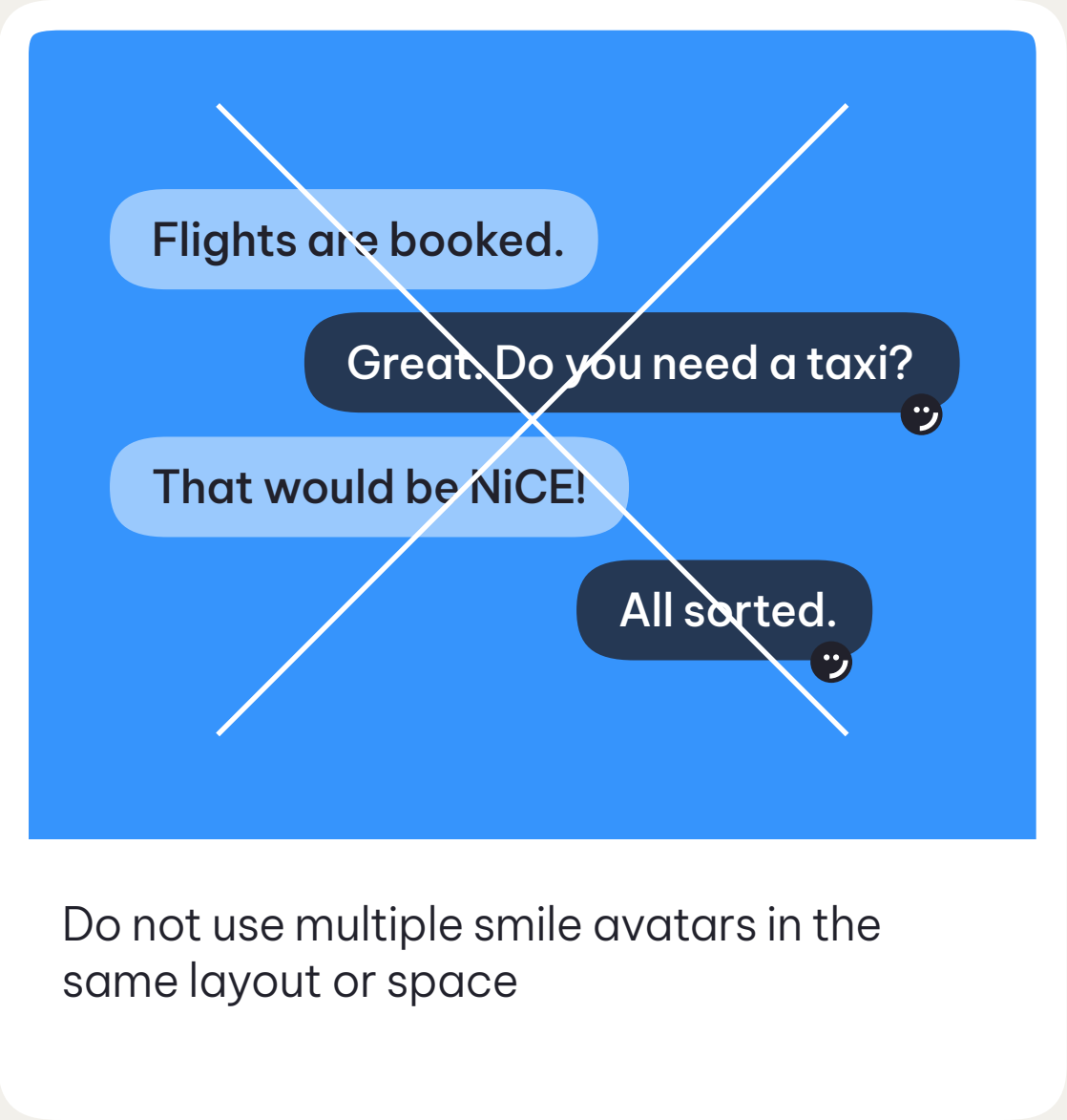

Do not lock up the NiCE logo and the smile symbol together

Do not use more than one smile symbol in a single space or layout. The smile should be used like a logo and not repeated
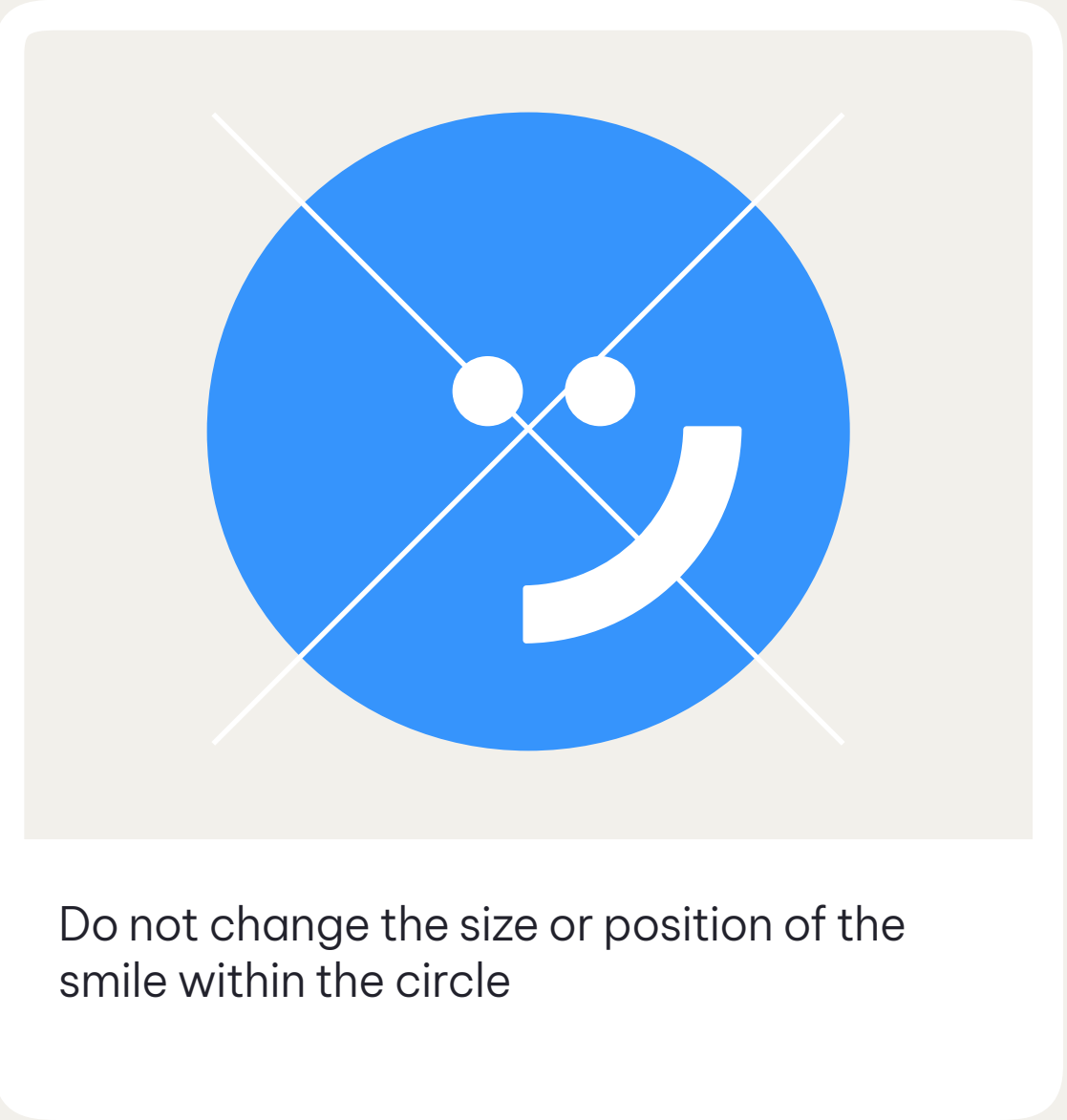
Do not use secondary colors for the smile symbol

Do use the smile avatar to endorse messages or link them to NiCE technology

Do not use multiple smile avatars in the same layout or space

Do not change the size or position of the smile within the circle

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

NiCE