

Smile symbol

The smile

Avatar smile

Usage overview

Dos and don'ts





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

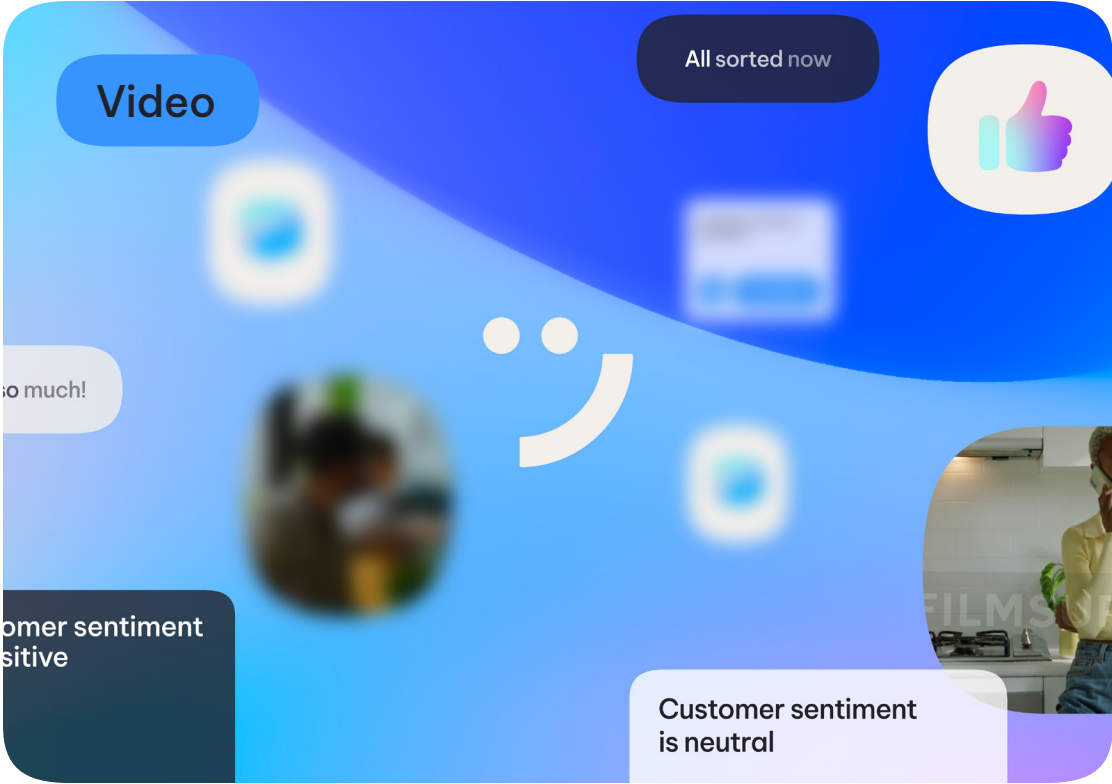
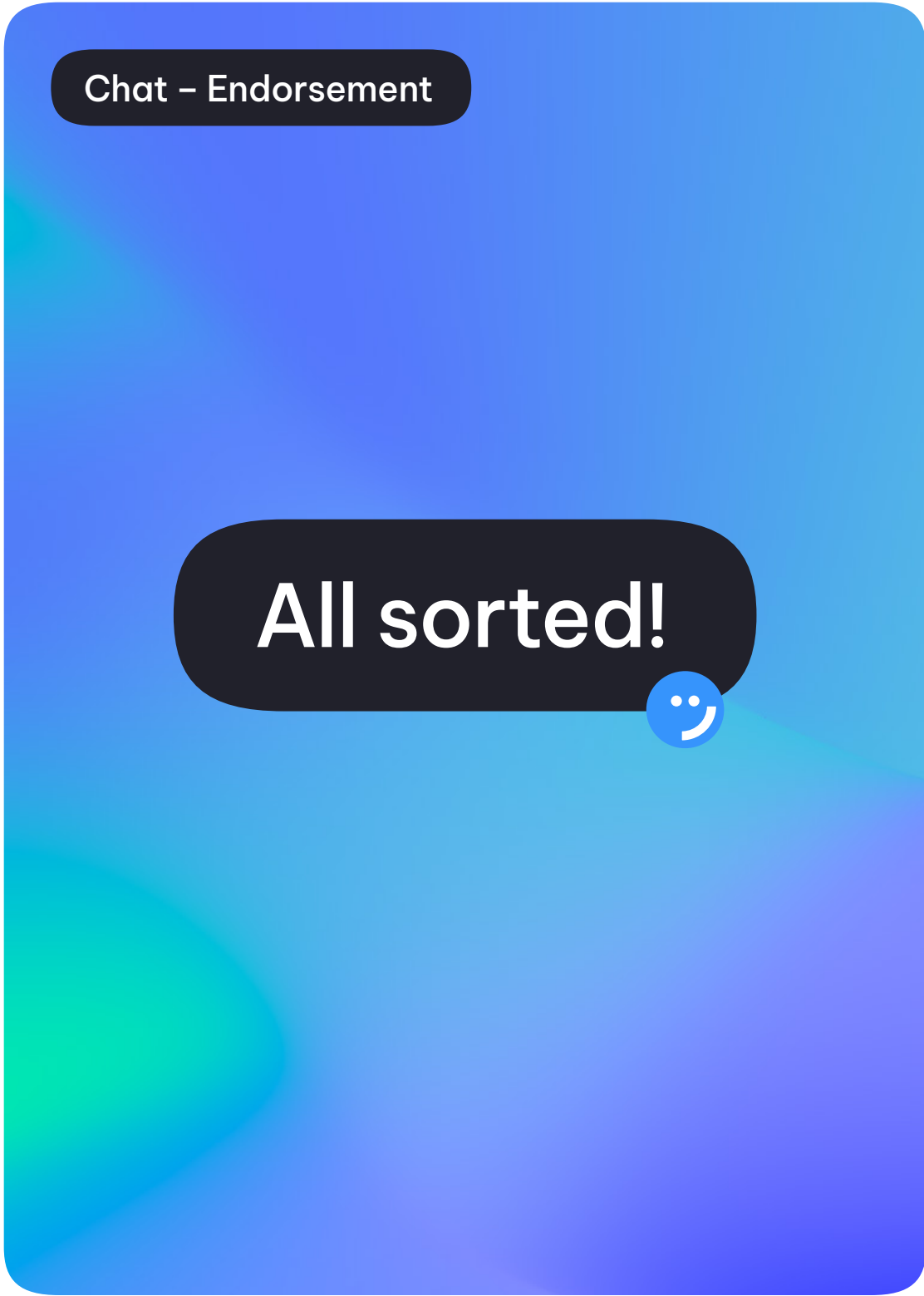
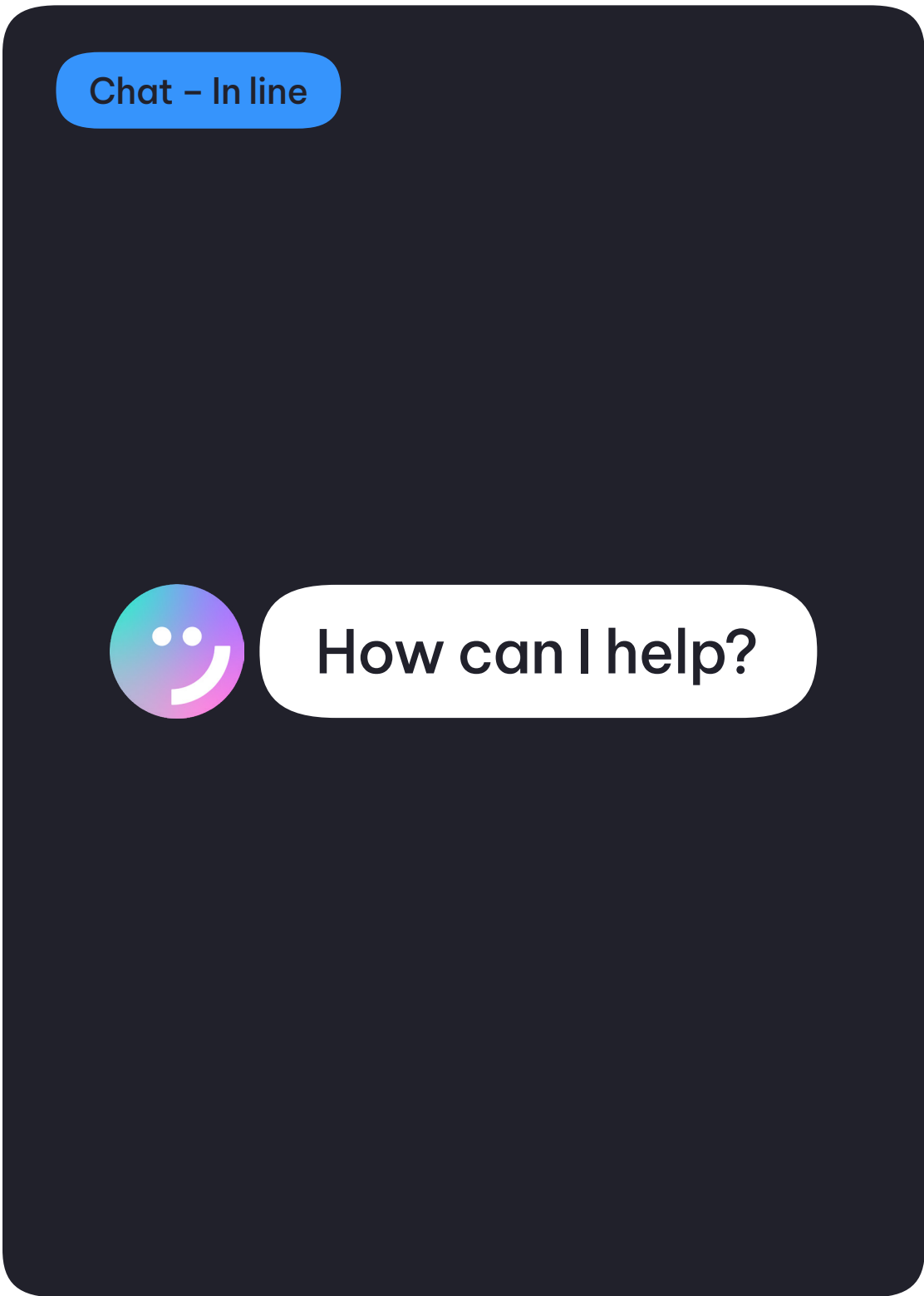
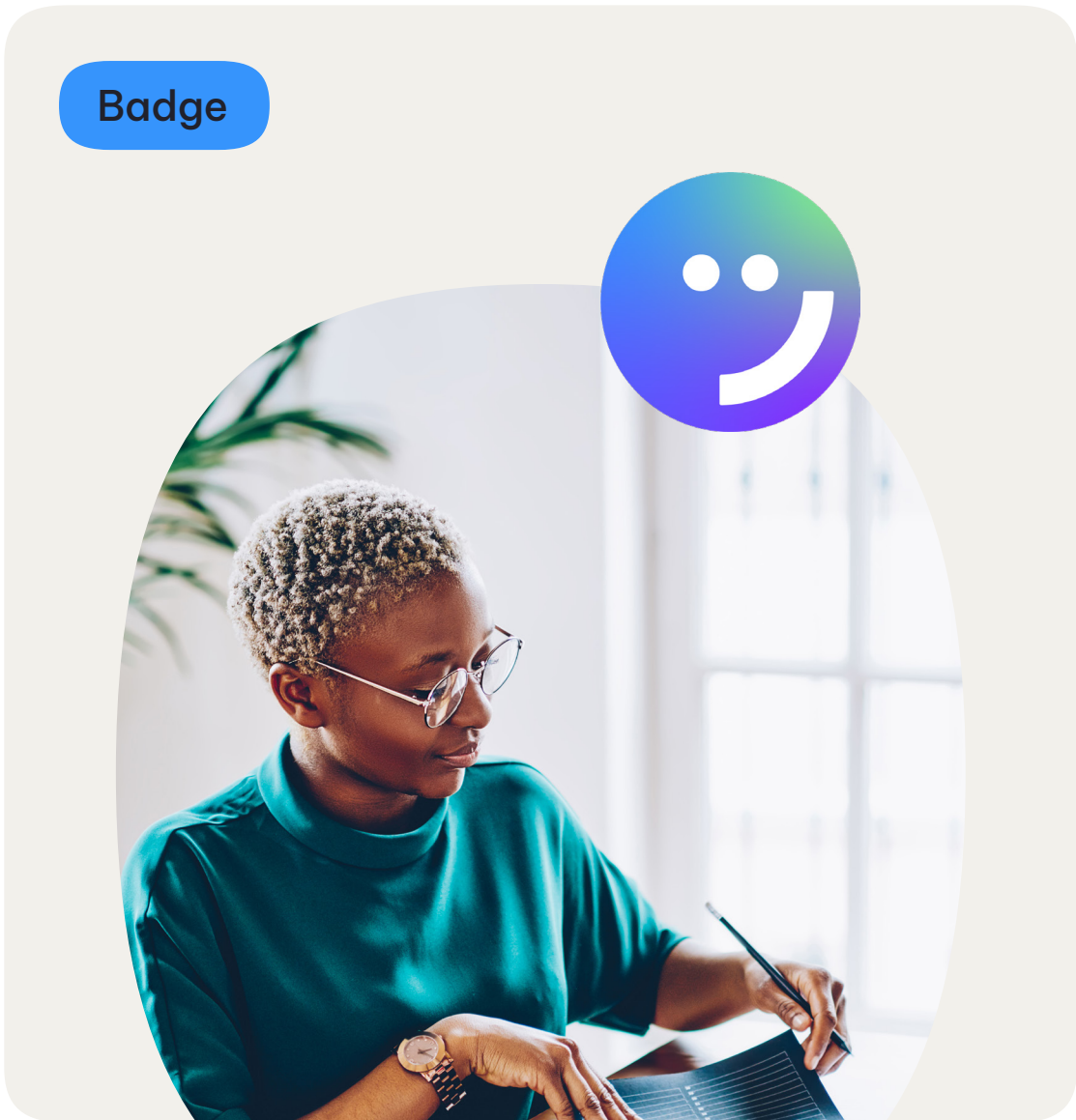
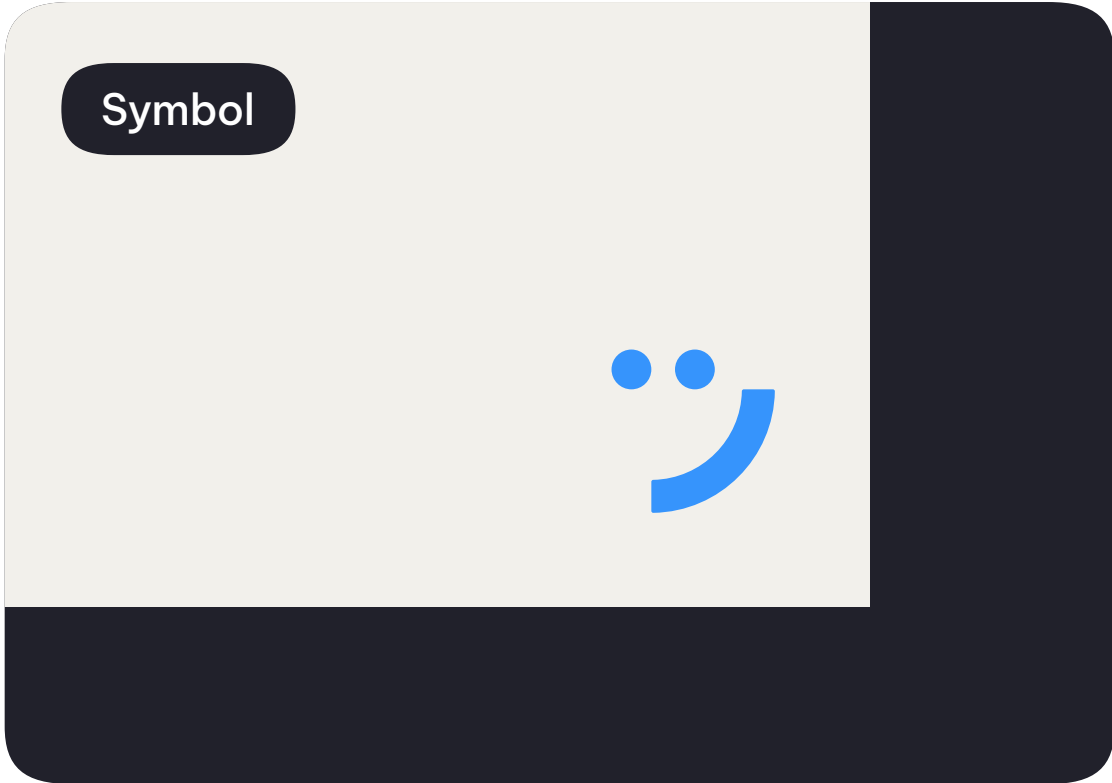


Freeform gradient avatar



Usage overview

Common usage examples of the smile symbol are shown here.



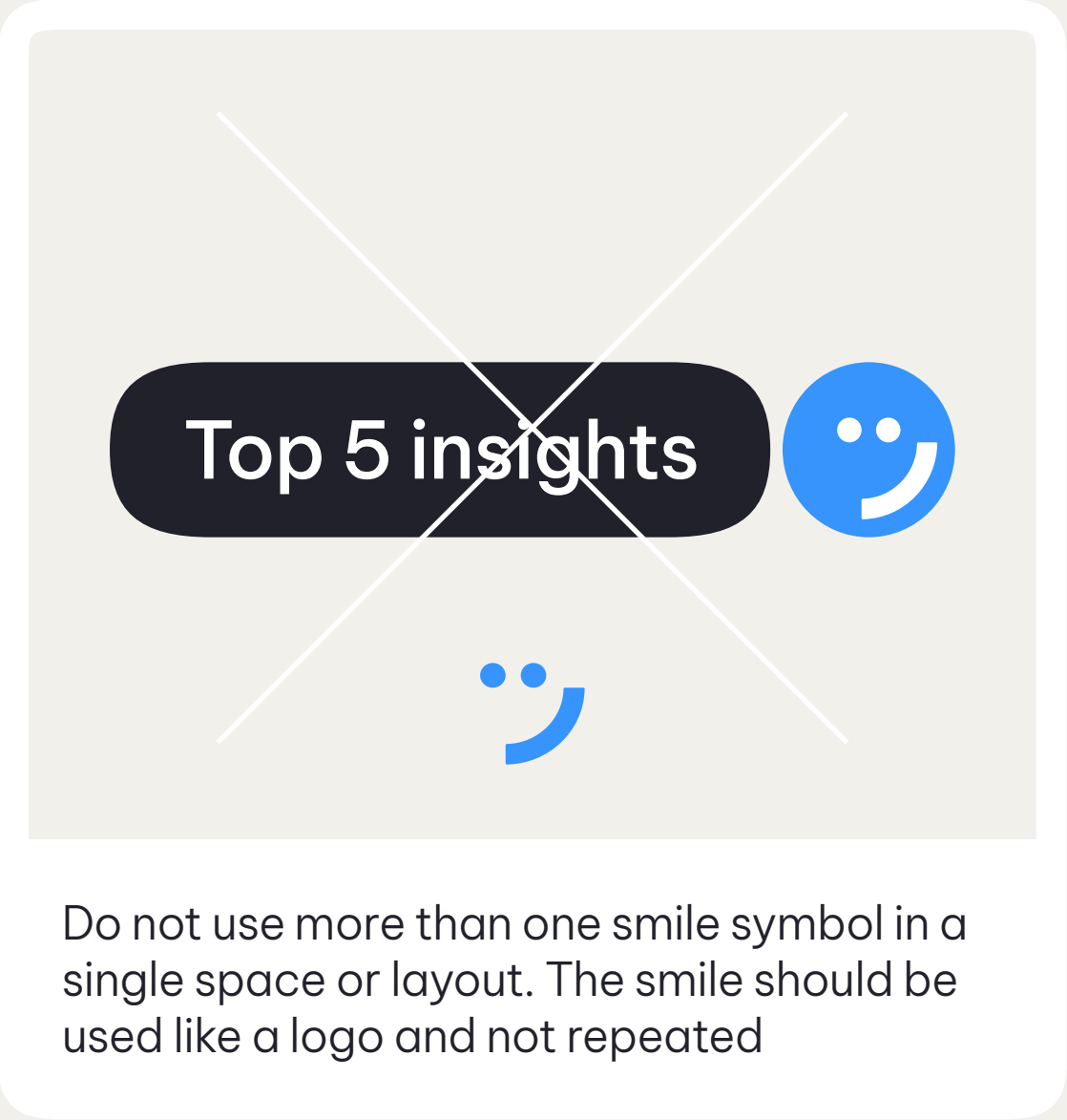


Dos and don'ts

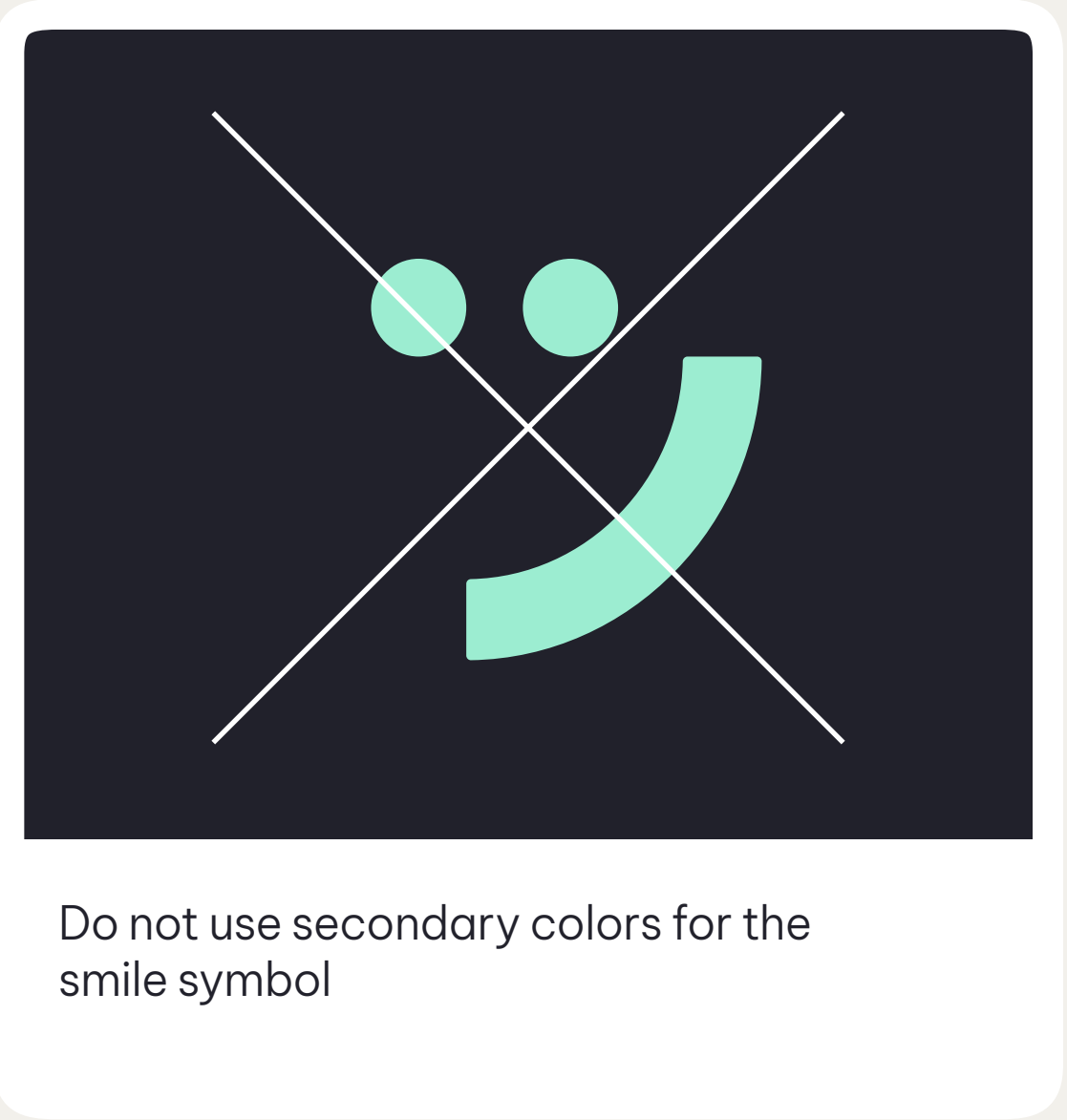
Guidance for using the NiCE smile symbol.

A dark blue square containing the white text "NiCE" followed by a blue smile symbol. A large white 'X' is drawn over the entire content, indicating this is an incorrect usage.

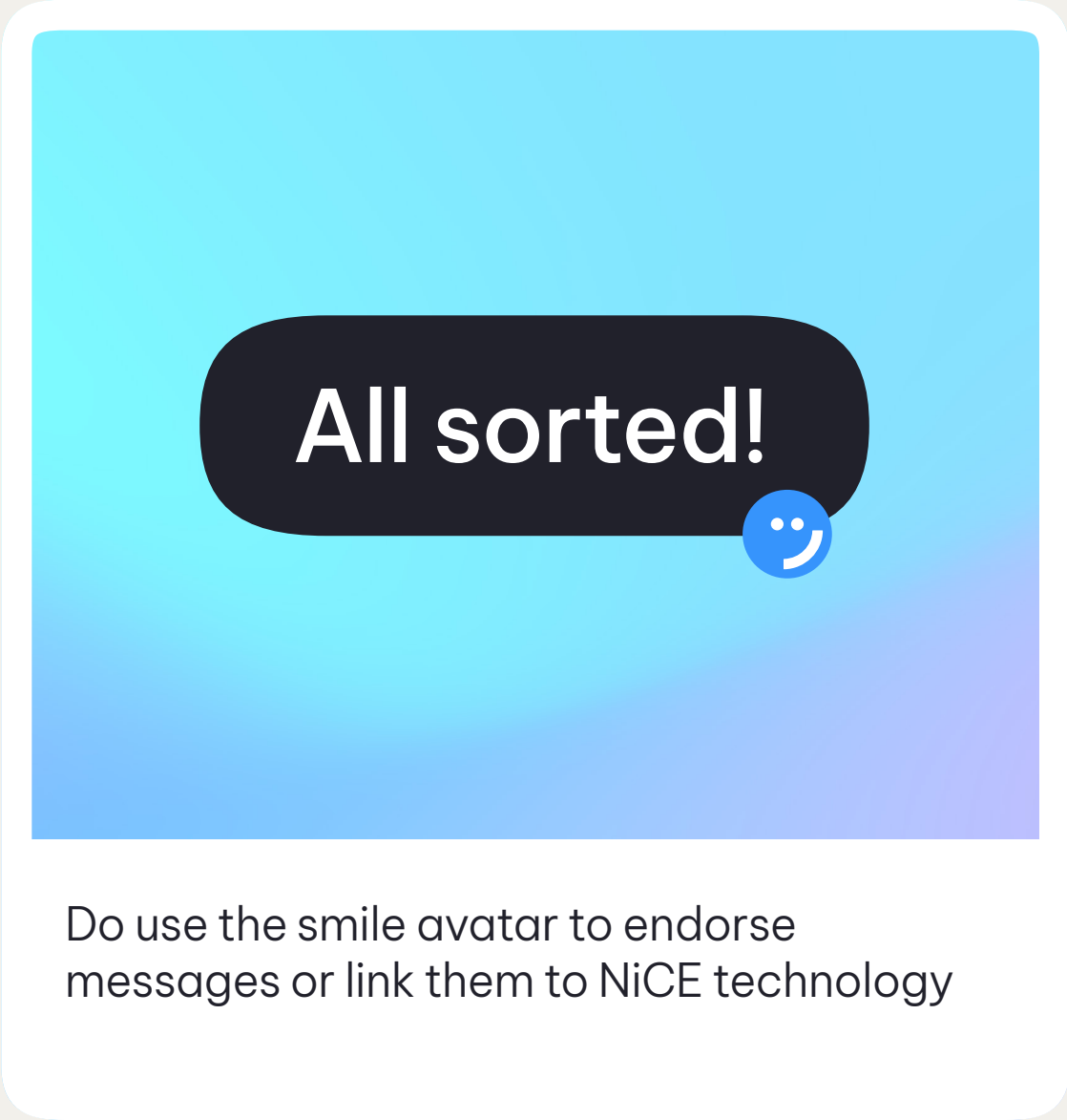
Do not lock up the NiCE logo and the smile symbol together

A light grey square containing a dark blue rounded rectangle with the text "Top 5 insights" and a blue smile symbol to its right. Below the rectangle is another blue smile symbol. A large white 'X' is drawn over the entire content, indicating this is an incorrect usage.

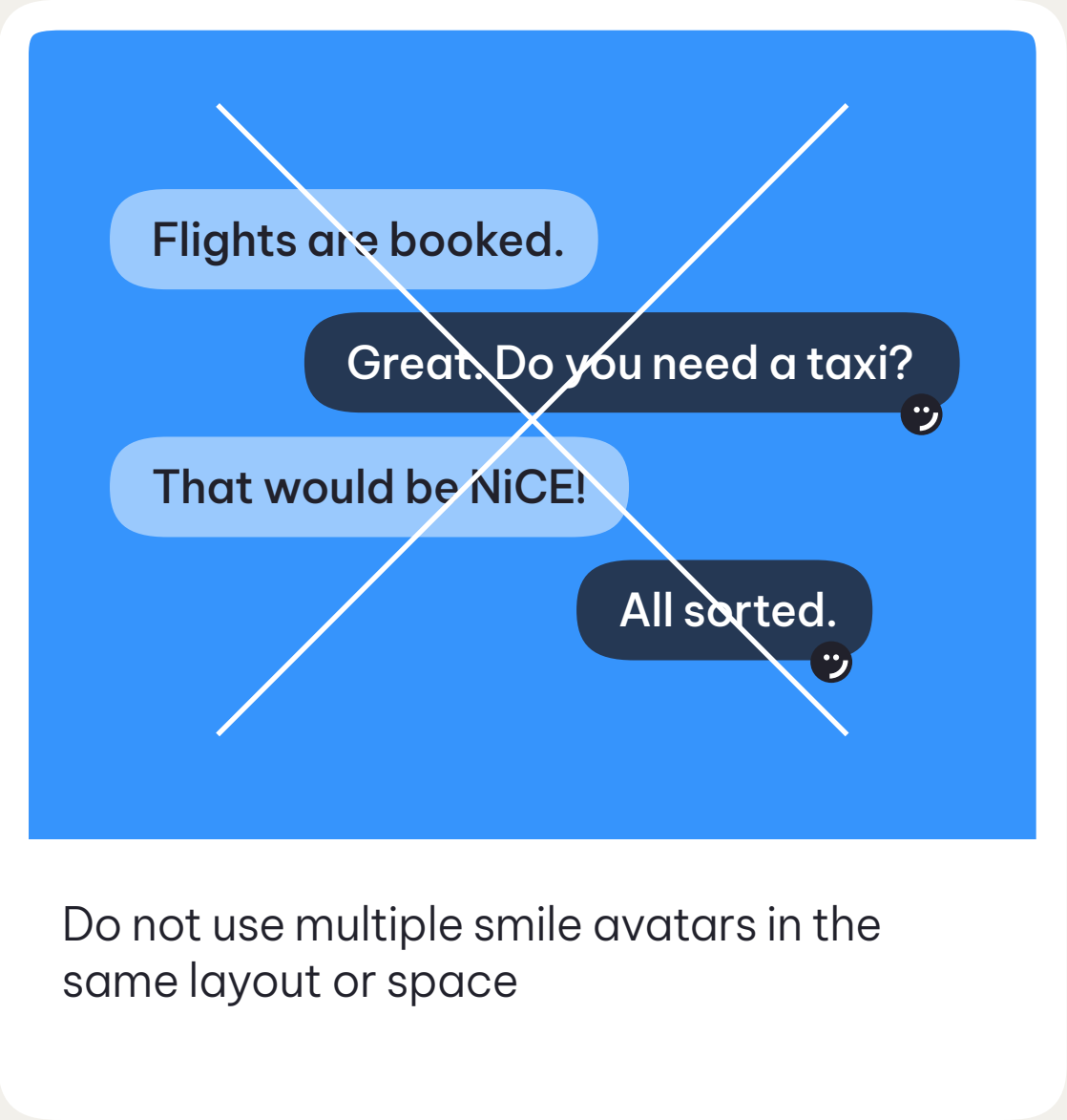
Do not use more than one smile symbol in a single space or layout. The smile should be used like a logo and not repeated

A dark blue square containing a green smile symbol. A large white 'X' is drawn over the entire content, indicating this is an incorrect usage.

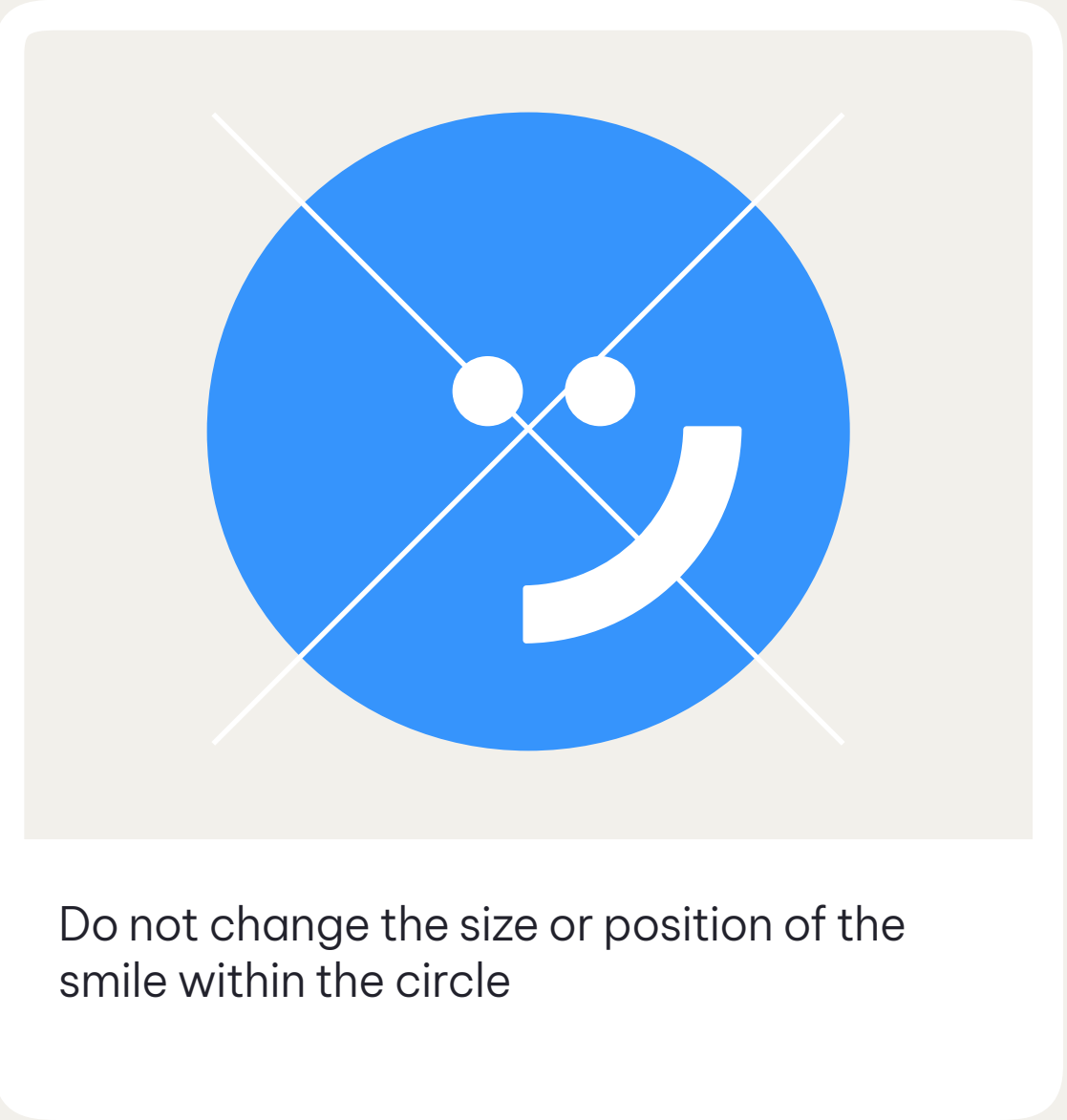
Do not use secondary colors for the smile symbol

A light blue square with a gradient background. In the center is a dark blue rounded rectangle with the text "All sorted!" and a small blue smile avatar to its right.

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

A blue square containing four chat bubbles. The top two are light blue with white text: "Flights are booked." and "Great. Do you need a taxi?". The bottom two are dark blue with white text: "That would be NiCE!" and "All sorted.". Each bubble has a small smile avatar in its bottom right corner. A large white 'X' is drawn over the entire content, indicating this is an incorrect usage.

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

A light grey square containing a large blue circle with a white smile symbol inside. A large white 'X' is drawn over the entire content, indicating this is an incorrect usage.

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.

