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.

Note: Warm white isn't used for backgrounds or full bleed sections. It is only used for panels, squircles and chat bubbles.

NiCE blue
R54 G148 B252
#3694fc
Pantone 285 C
C M Y K

AA Large text – Charcoal
AA Large – White

AA Normal text – Charcoal

White
R255 G255 B255
#ffffff
C0 M0 Y0 K0

AA Large text – NiCE blue
AA Large – Charcoal

AA Normal text – Charcoal

Charcoal
R33 G33 B43
#21212b
Pantone XX
C M Y K

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 text – NiCE blue
AA Large – Charcoal

AA Normal text – Charcoal

Using primary colors

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

When using our primary palette NiCE blue should be the dominant color. Dominant in gradients, with it being over 50% of the colors within an individual one.

If an element is in a color other than Charcoal or White, it should be NiCE blue, this is for text, chatbubbles, buttons, CTAs, etc.

Smile avatar

Background gradients
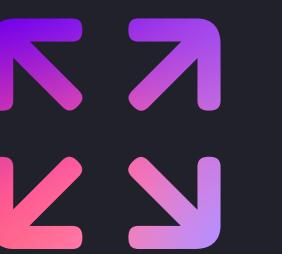
Welcome

Chat bubbles

That's so NiCE!

That's so NiCE!

Backgrounds

Logos

NiCE

Buttons

Find out more

Find out more

Secondary palette

This is our secondary color palette.

NiCE blue, Electric blue, Electric indigo and Teal are used to create our brand gradients.

All colors within our secondary palette are used to create the gradients with in icons, infographics, diagrams and labels.

Emerald
R0 G226 B160
#00e2a0
Pantone 2268 C
C49 M0 Y65 K0

Teal
R54 G234 B208
#36ead0
Pantone 6142 C
C58 M0 Y39 K0

NiCE blue
R54 G148 B252
#3694fc
Pantone 285 C
C90 M47 Y0 K0

Emerald tint
R156 G238 B210
#9ceed2
Pantone 358 C
C32 M0 Y51 K0

Teal tint
R172 G247 B243
#acf7f3
Pantone 7464 C
C36 M0 Y15 K0

Blue tint
R167 G208 B254
#a7d0fe
Pantone 291 C
C38 M4 Y0 K0

Electric blue
R2 G90 B251
#025afb
Pantone 2728
C99 M64 Y0 K2

Electric indigo
R97 G0 B255
#6100ff
Pantone 2368
C62 M100 Y0 K0

Coral
R255 G91 B138
#ff5b8a
Pantone 184 C
C0 M79 Y31 K0

Electric blue tint
R144 G182 B253
#90b6fd
Pantone 278 C
C43 M17 Y0 K0

Electric indigo tint
R185 G143 B255
#B98FFF
Pantone 2101 C
C54 M56 Y0 K0

Coral tint
R243 G177 B196
#f3b1c4
Pantone 1767 C
C0 M36 Y5 K0

Accessibility

Color combinations that meet AA criteria are shown on this page.

AAA Large text – Charcoal
AAA Normal text – Charcoal

AAA Large text – Charcoal
AAA Normal text – Charcoal

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

AAA Large text – Charcoal
AAA Normal text – Charcoal

AAA Large text – Charcoal
AAA Normal text – Charcoal

AAA Large text – Charcoal
AAA Normal text – Charcoal

AAA Large text – White
AA Normal text – White

AAA Large text – White
AA Normal text – White

AAA Large text – Charcoal
AA Normal text – Charcoal

AAA Large text – Charcoal
AAA Normal text – Charcoal

**AAA Large text – Charcoal**
AA Normal text – Charcoal

AAA Large text – Charcoal
AAA Normal text – Charcoal

Using secondary colors

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

Infographics

35%

Icons

Background gradients

Infographics

12%

6%

35%

30%

16%

Chat bubbles

That's so NiCE!

That's so NiCE!

Smile avatar

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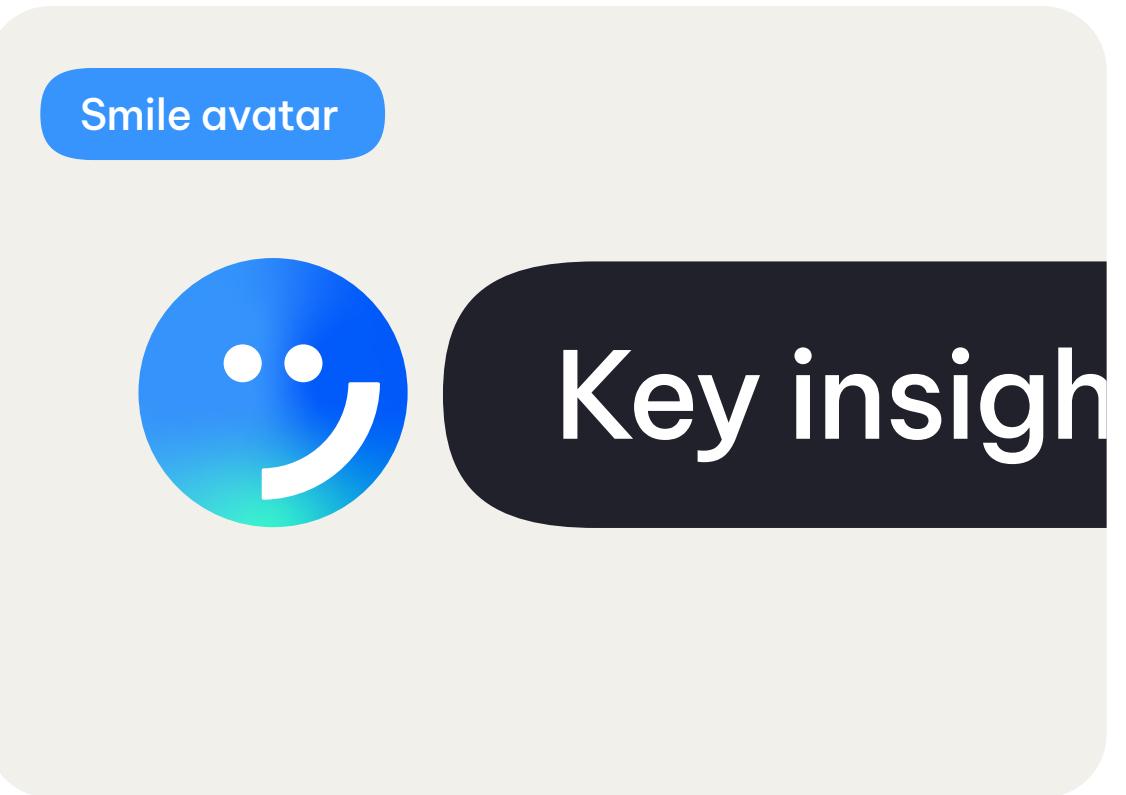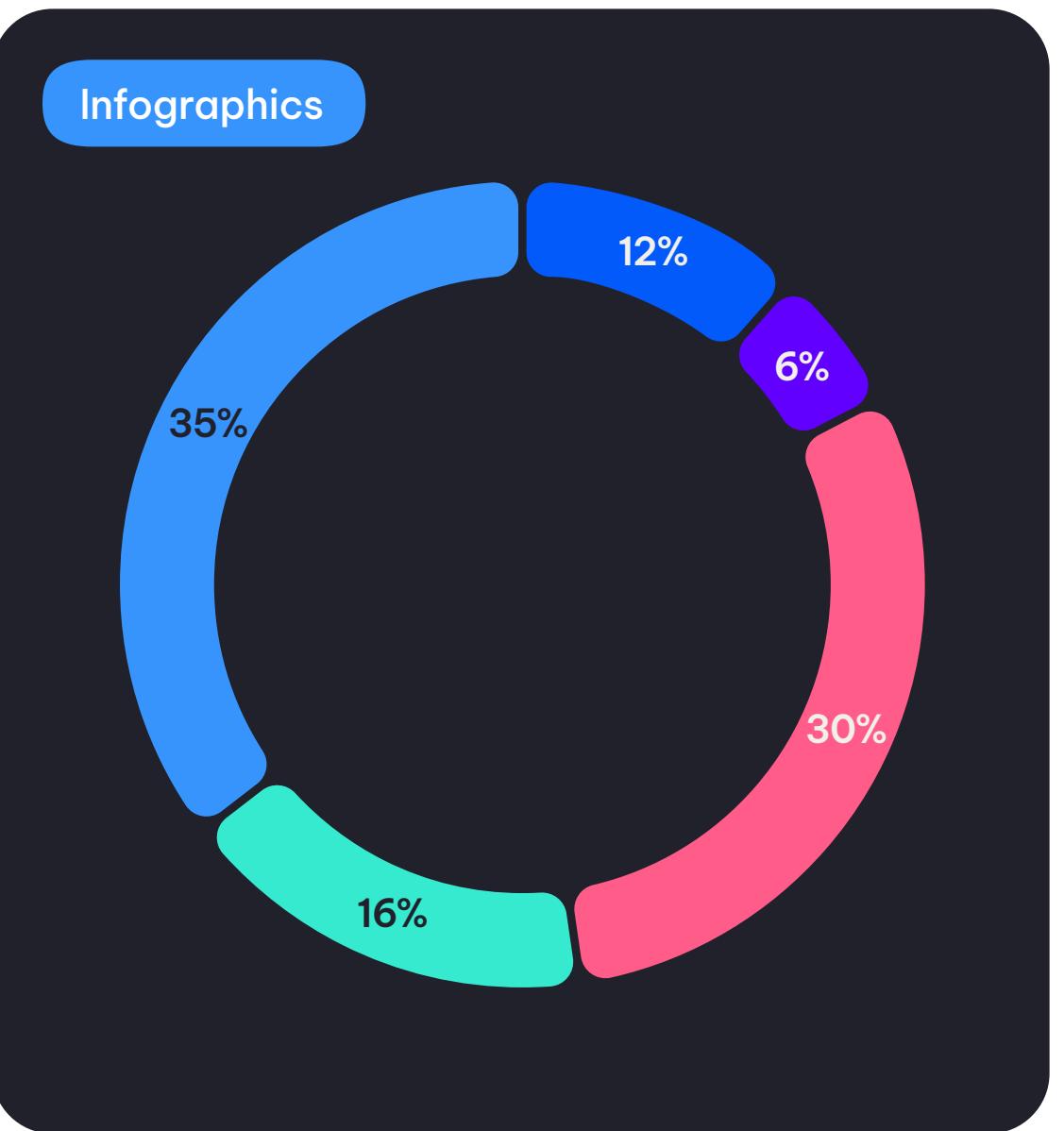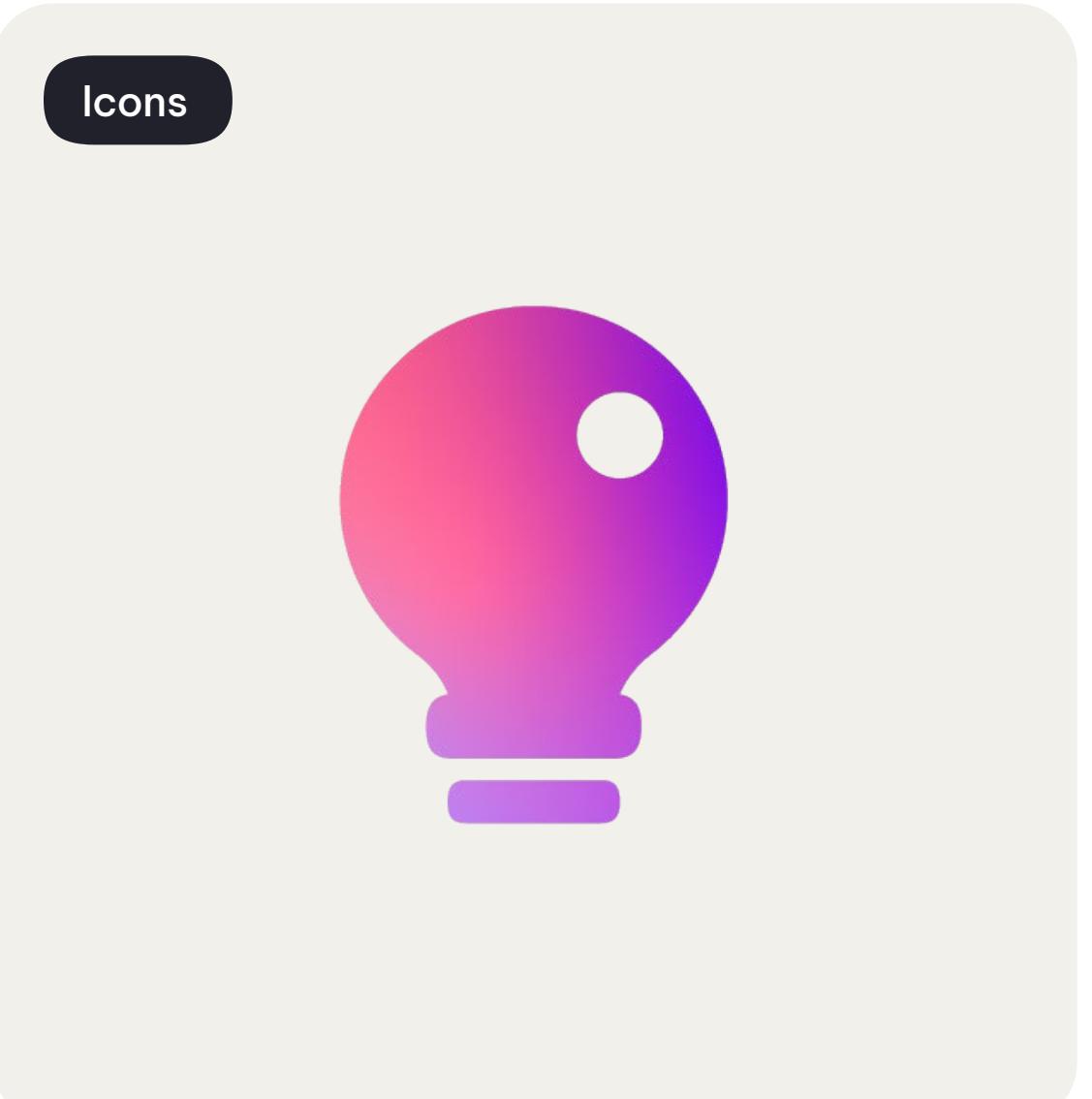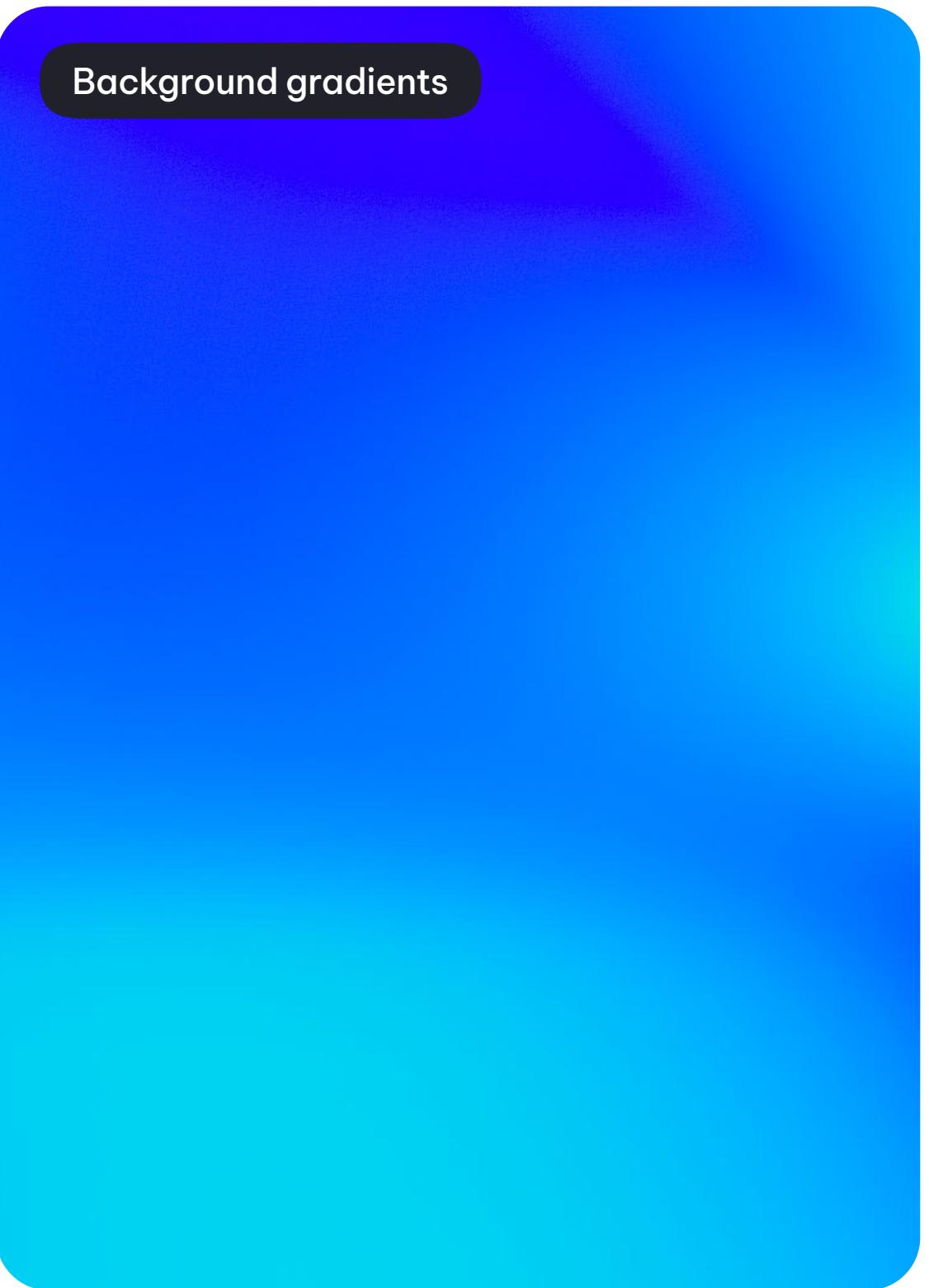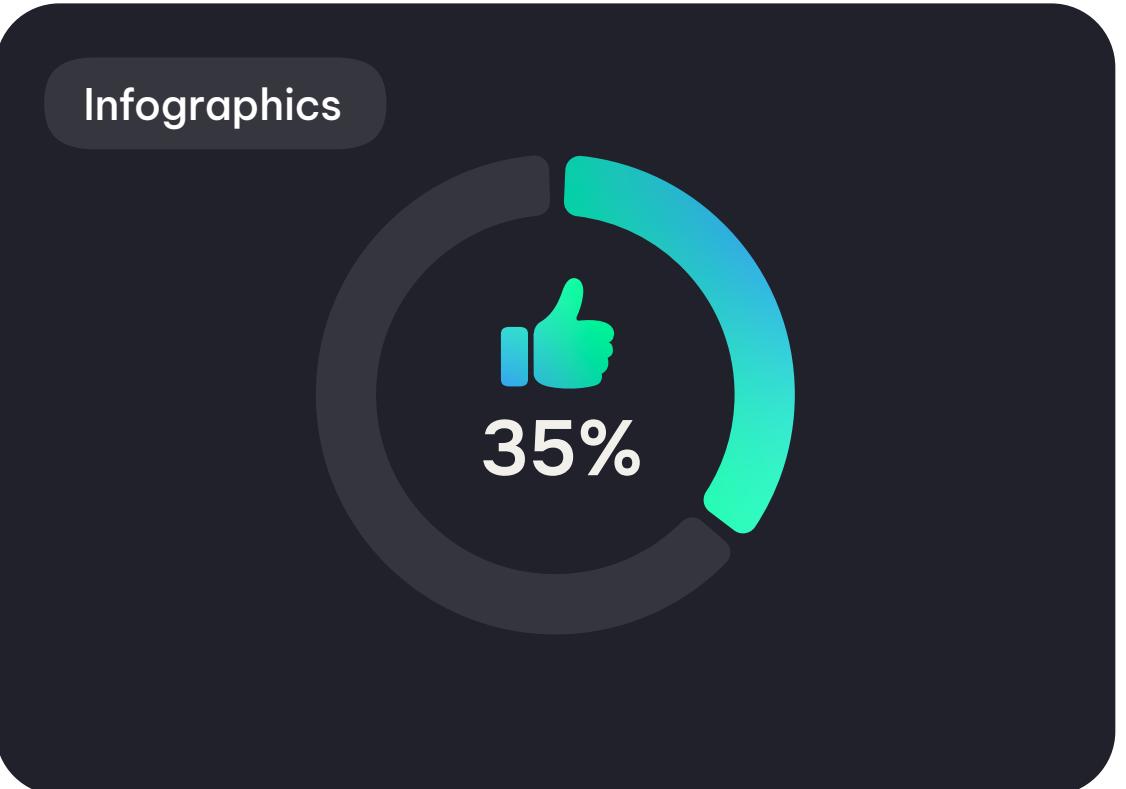
Thank you for helping us create a NiCE world. It's very NiCE to work with you.

Contact
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NiCE