

Logos

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NiCE



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

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



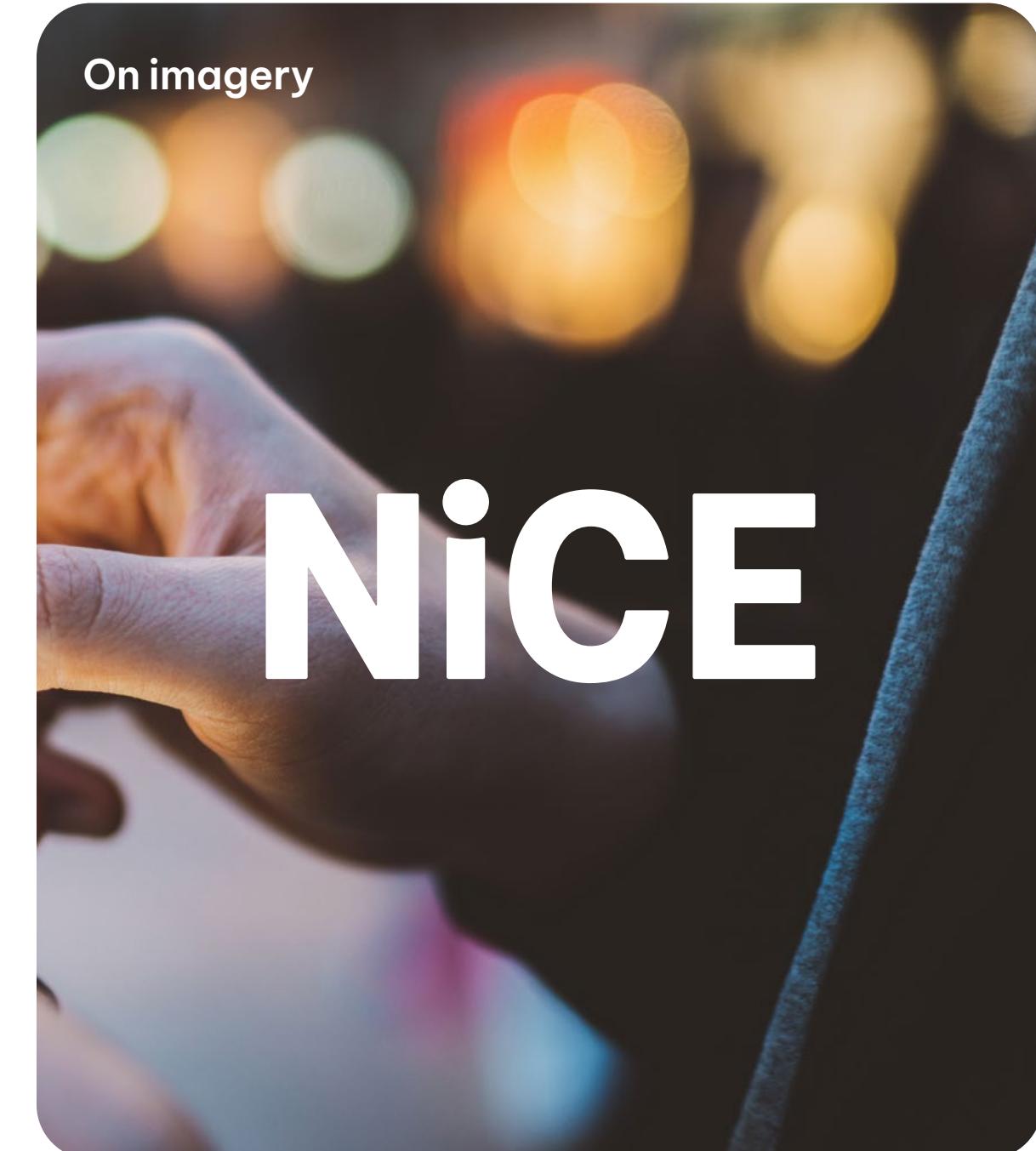
NiCE

On gradients – Light



NiCE

On imagery



CXone Mpowers logo

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

On charcoal



On blue



Exclusion zone



On white or warm white



Minimum sizes



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.

On charcoal



On blue



On white or warm white



On gradients or imagery

**Maximum sizes**

CXone Mpower

30px height
6mm height

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.



Cognigy logo

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

On charcoal

NiCE Cognigy

On blue

NiCE Cognigy**NiCE Cognigy****Exclusion zone****Minimum sizes**

NiCE Cognigy 40px height
7mm height

On white or warm white

NiCE Cognigy**NiCE Cognigy**

On gradients or imagery

NiCE Cognigy**NiCE Cognigy**

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.**

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**

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 separating 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.



75% of the size of the "N" in the NiCE logo

When appropriate, use the base line and/or cap height to size the logo



Authorised Partner

50% of the width of the "N" in the NiCE logo is used as a spacer for between the line and "Authorised Partner"

N Authorised Partner

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

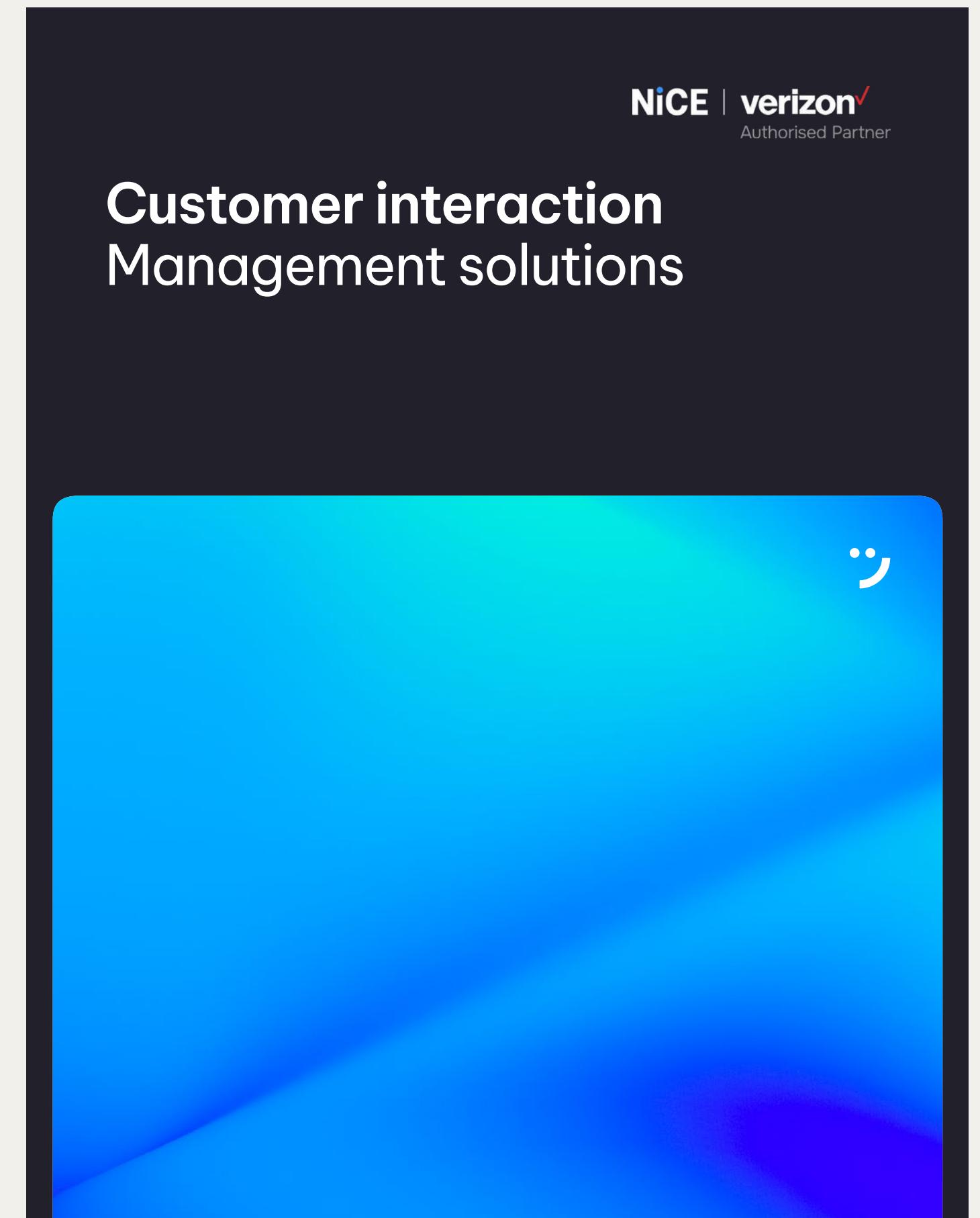
Partnership lockups

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

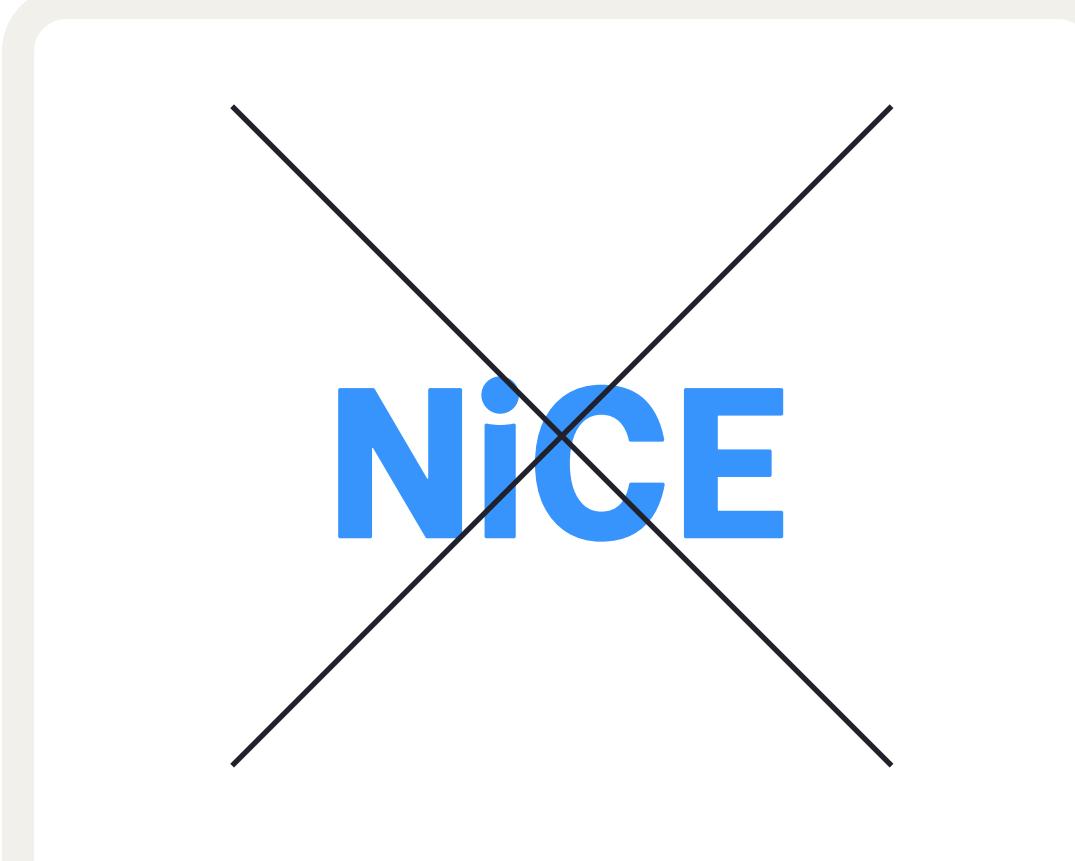


Dos and don'ts

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



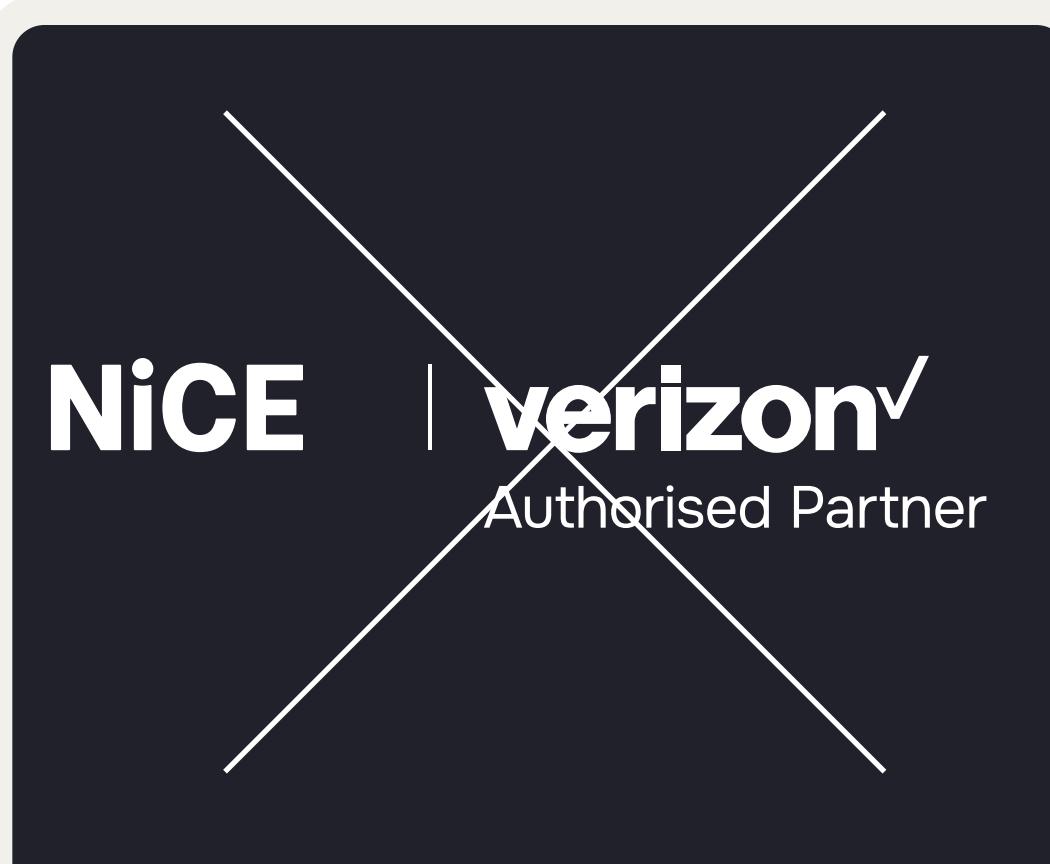
Logos on gradient or image backgrounds should be all white or black, without color elements



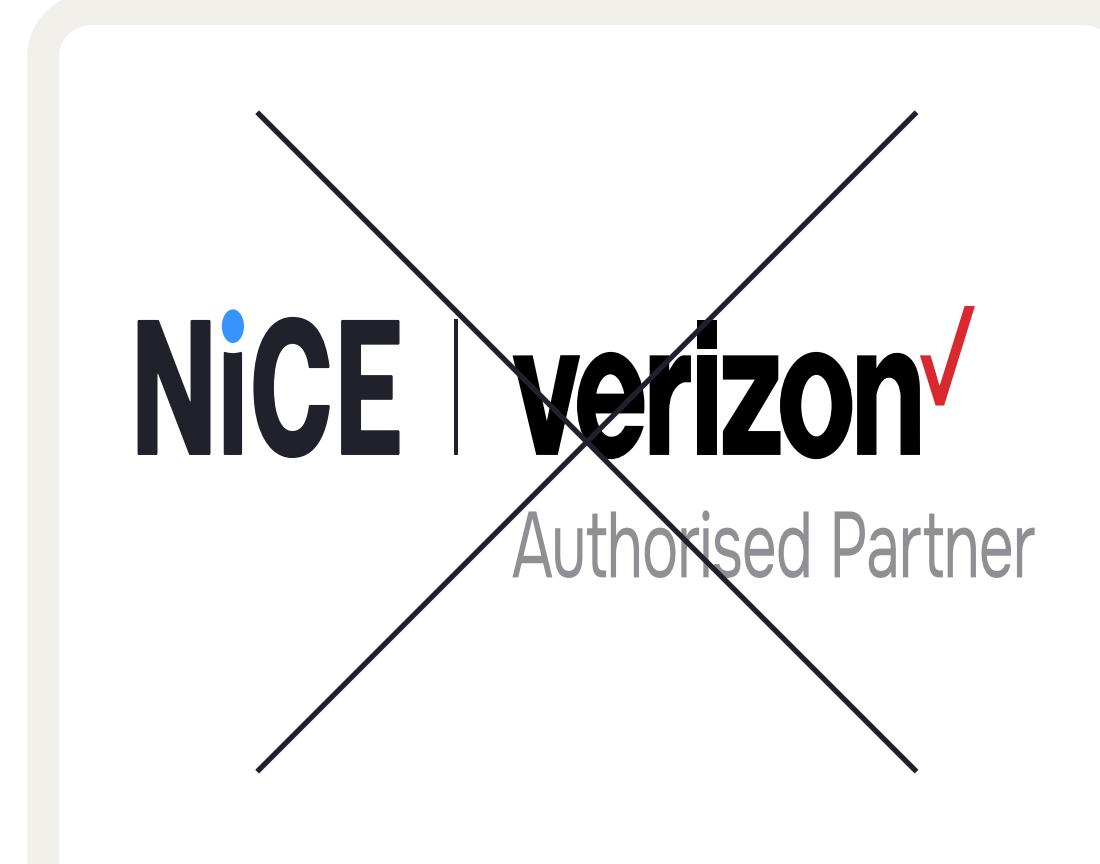
Do not insert the logo into messaging lines

Dos and don'ts

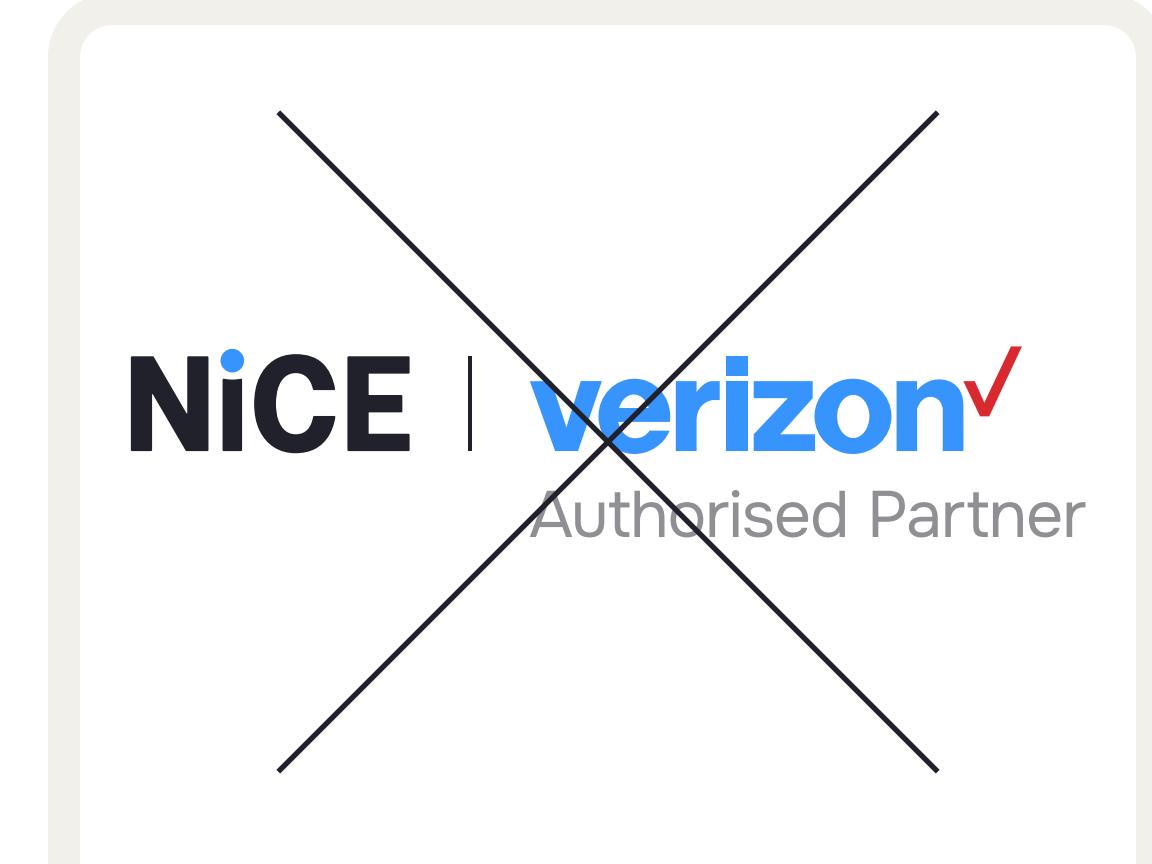
Guidance for using partnership logos.



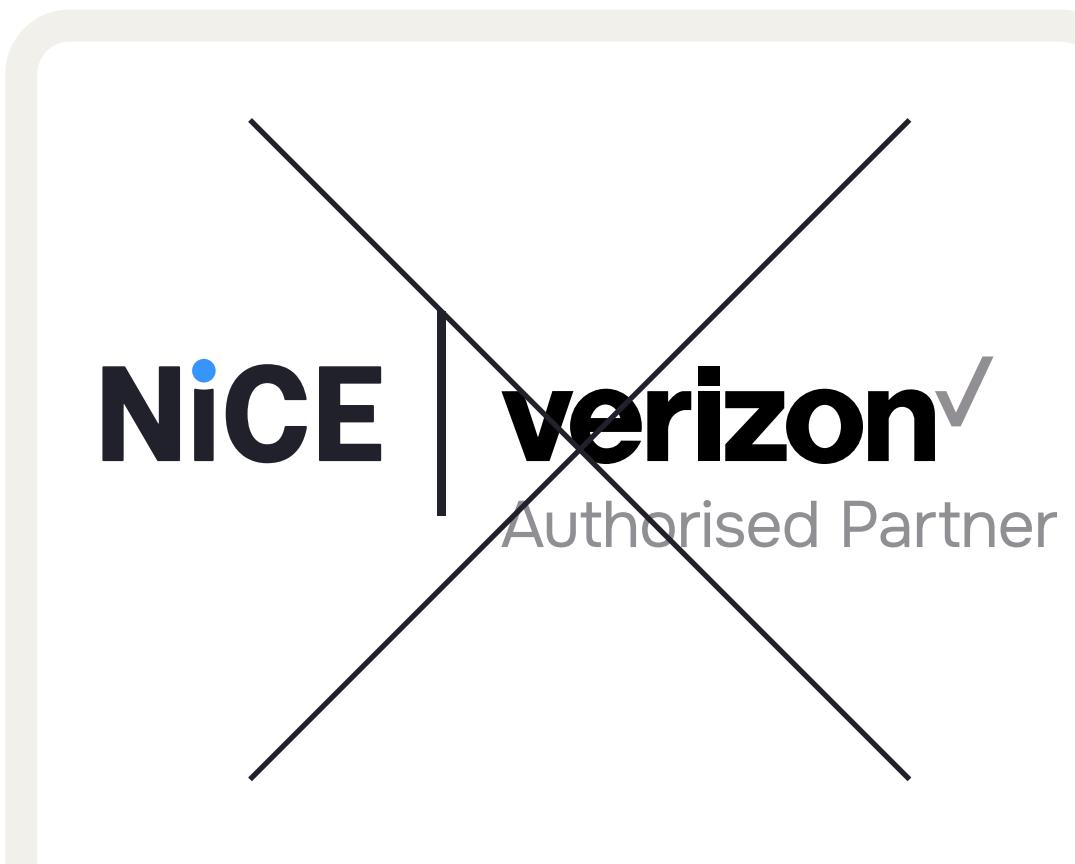
Do not change the spacing
between elements



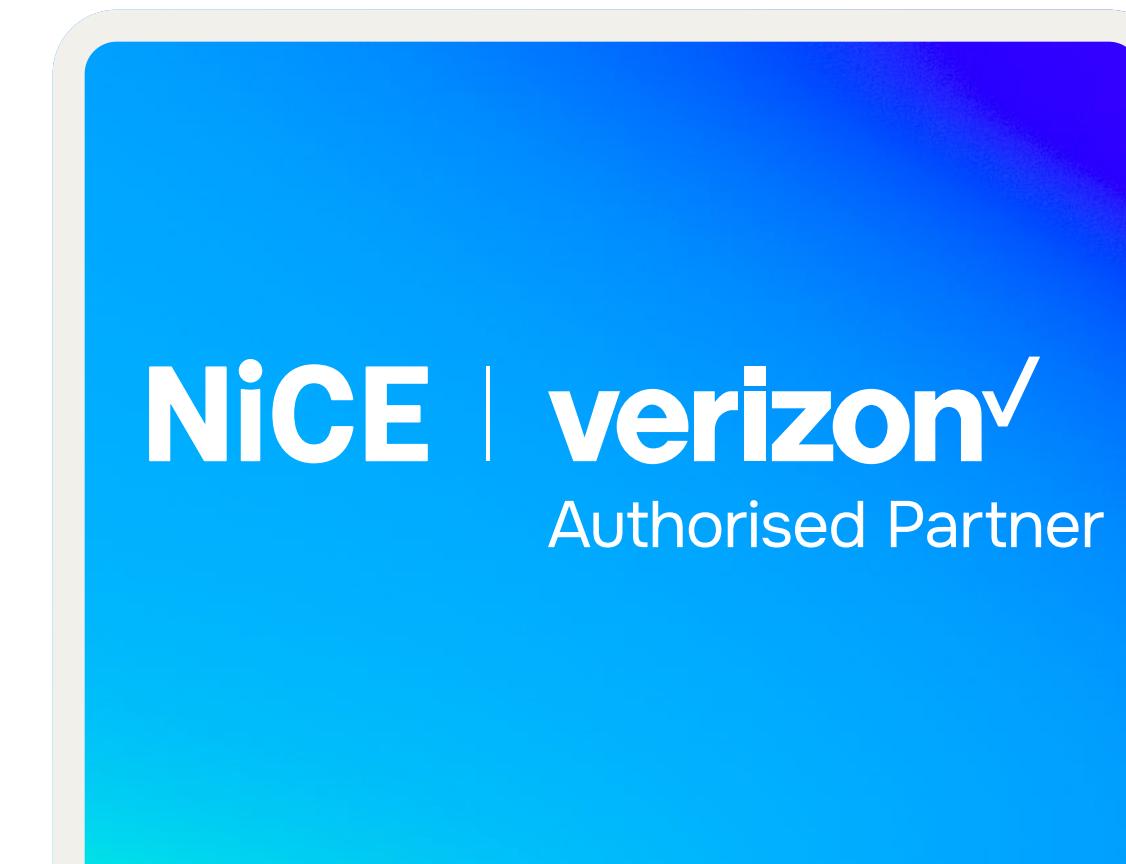
Never stretch or distort logos



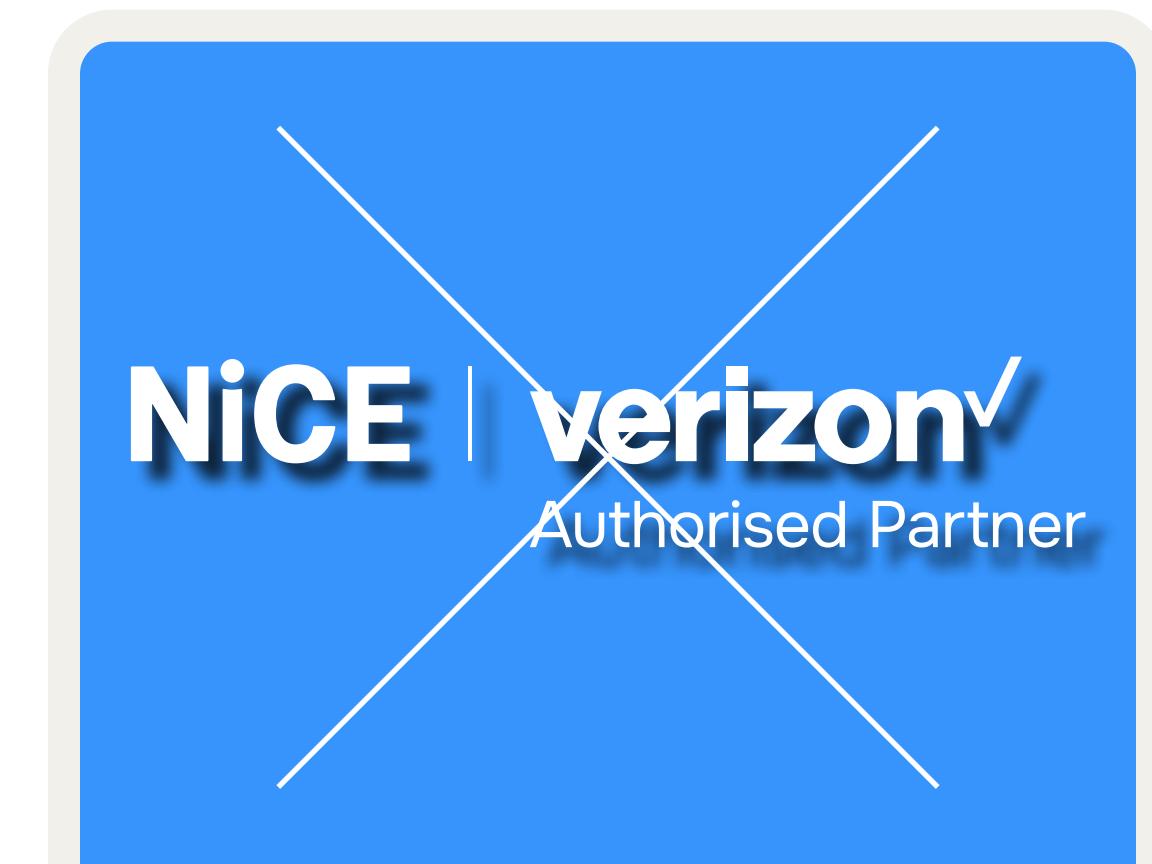
Do not change the colors of the logos



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.

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NiCE

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