

# Smile symbol

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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



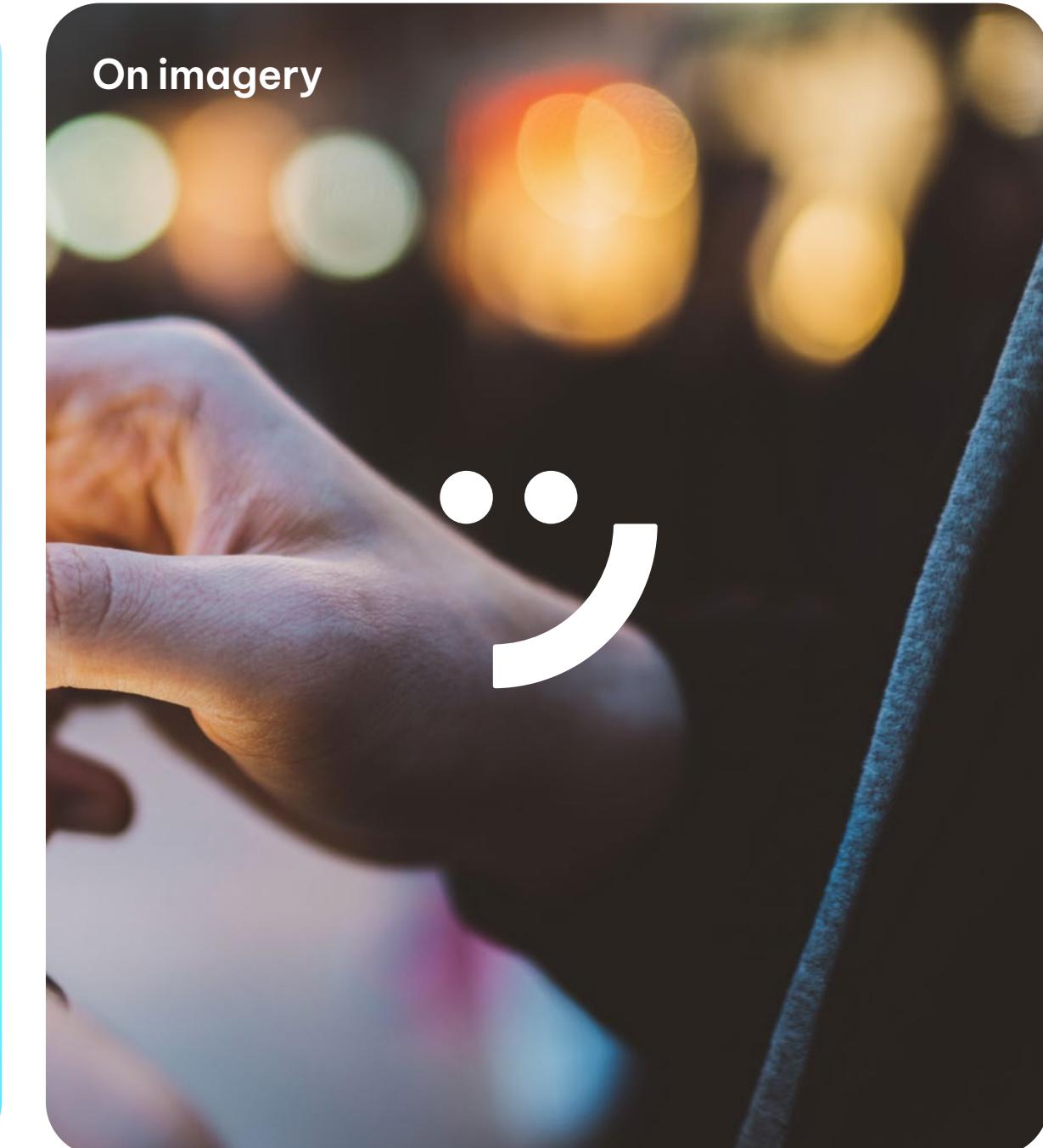
On white or warm white



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



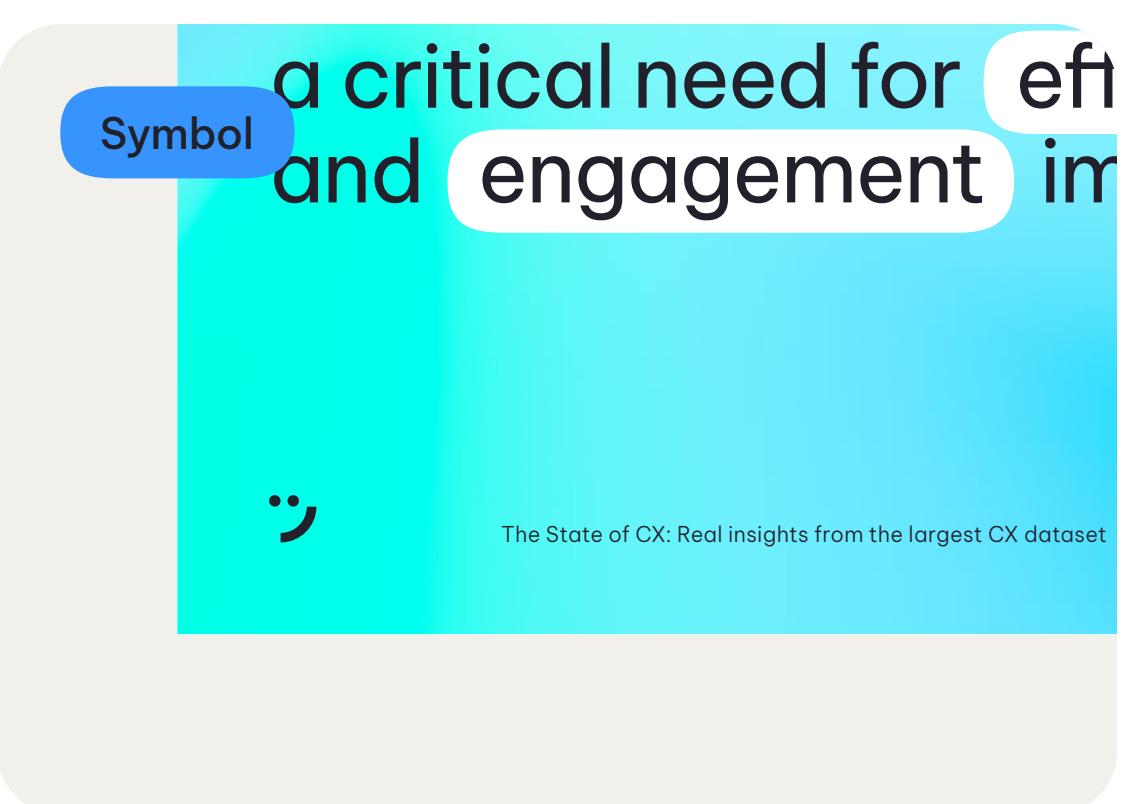
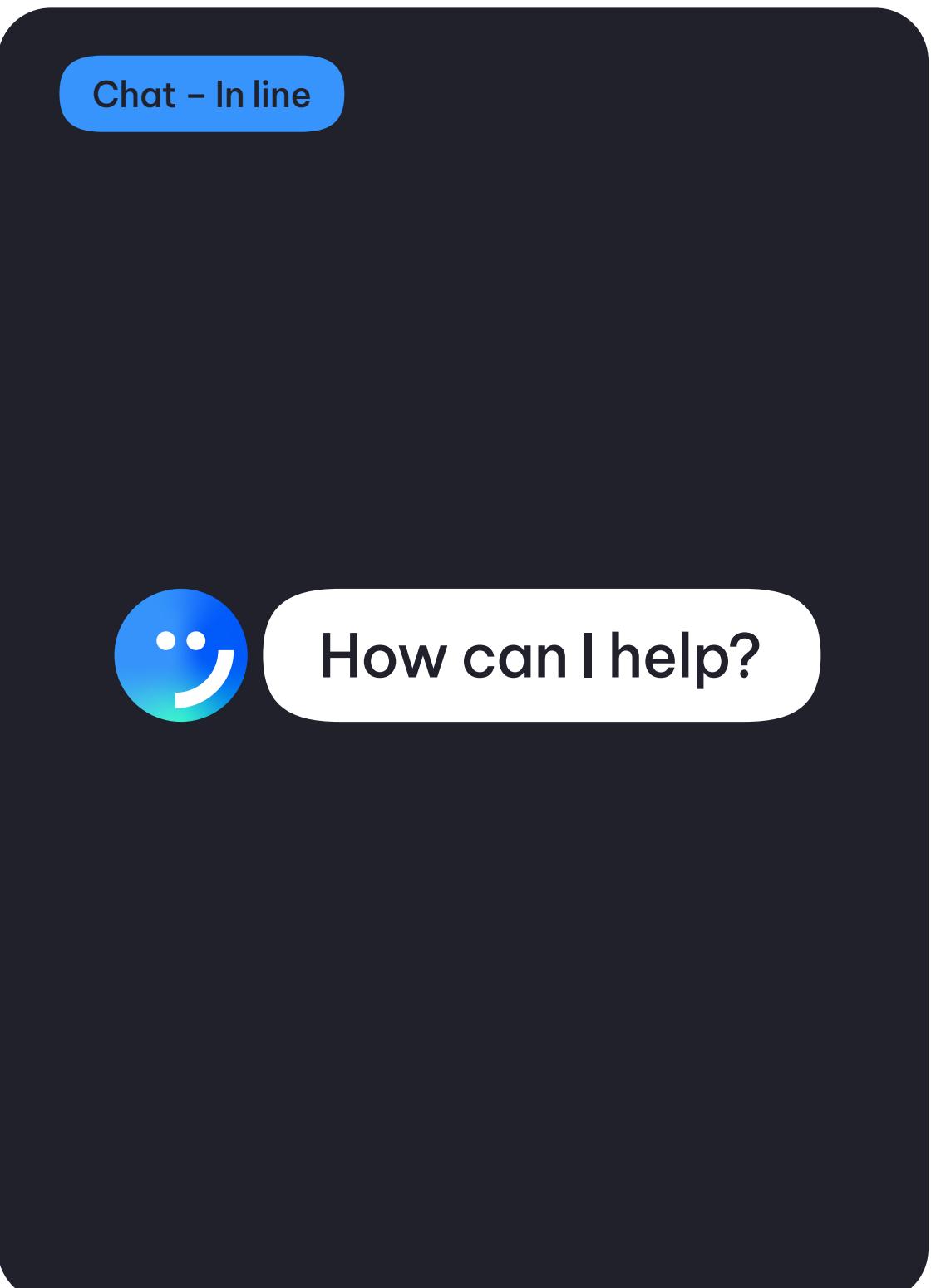
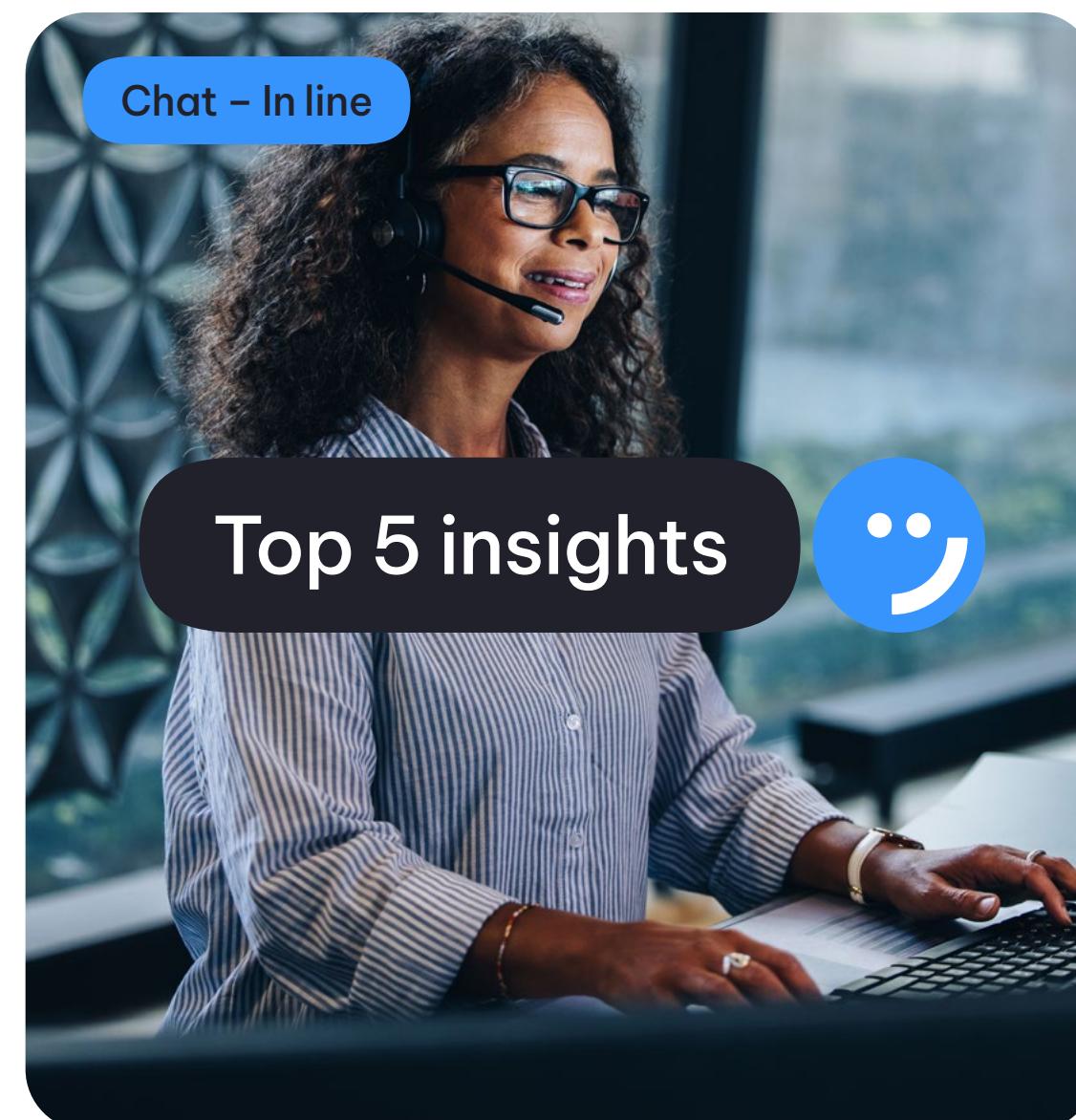
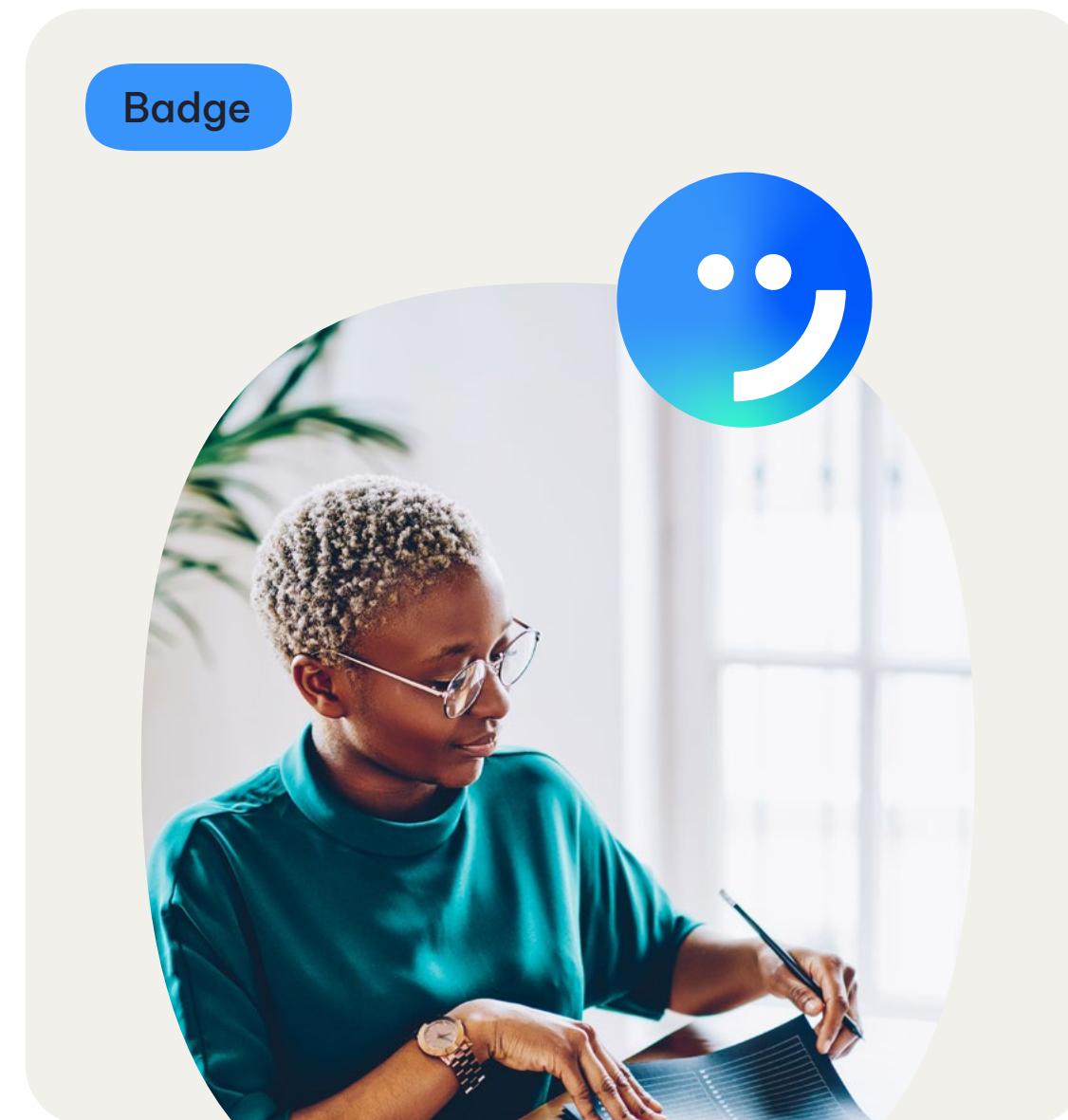
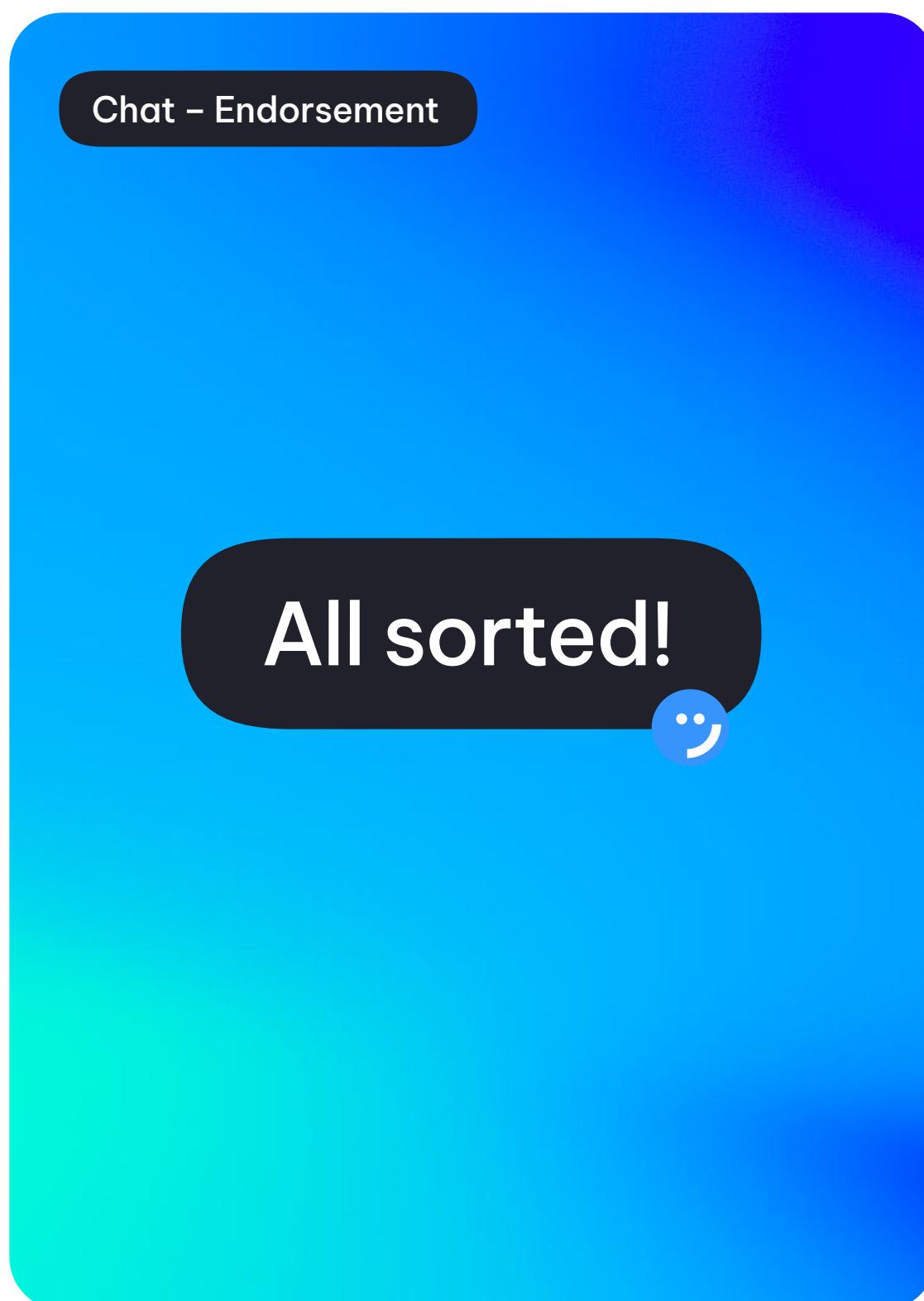
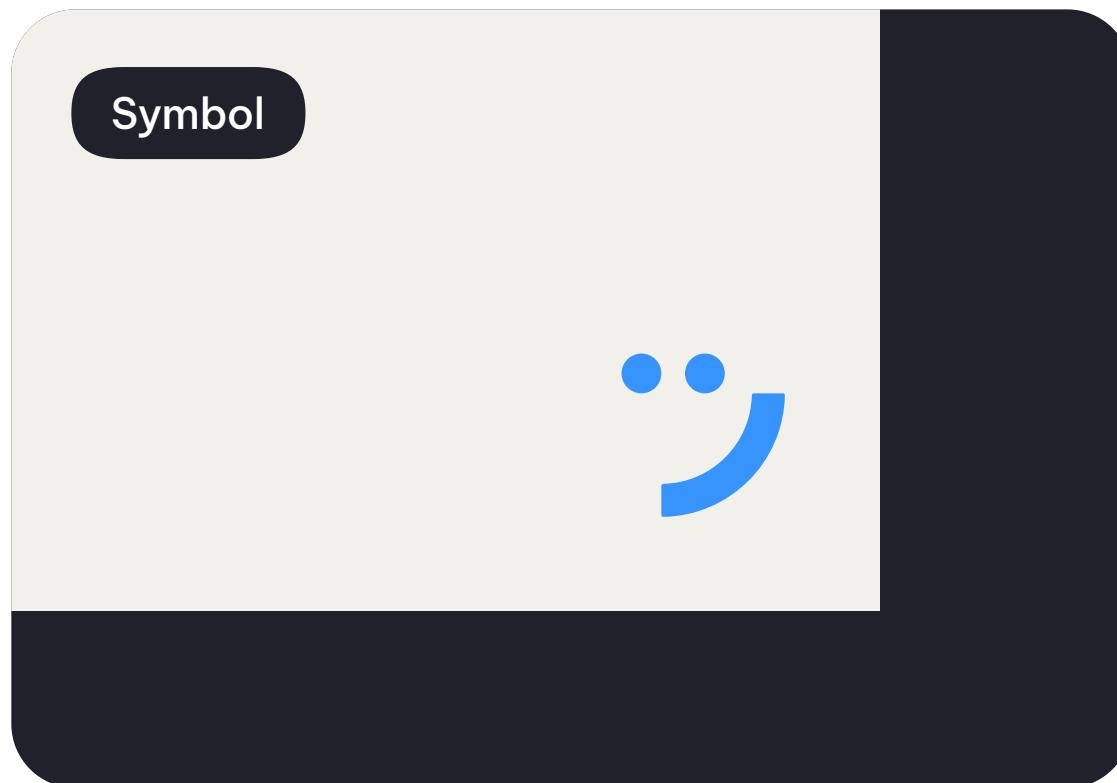
Charcoal avatar



Freeform gradient avatar

## Usage overview

Common usage examples of the smile symbol are shown here.

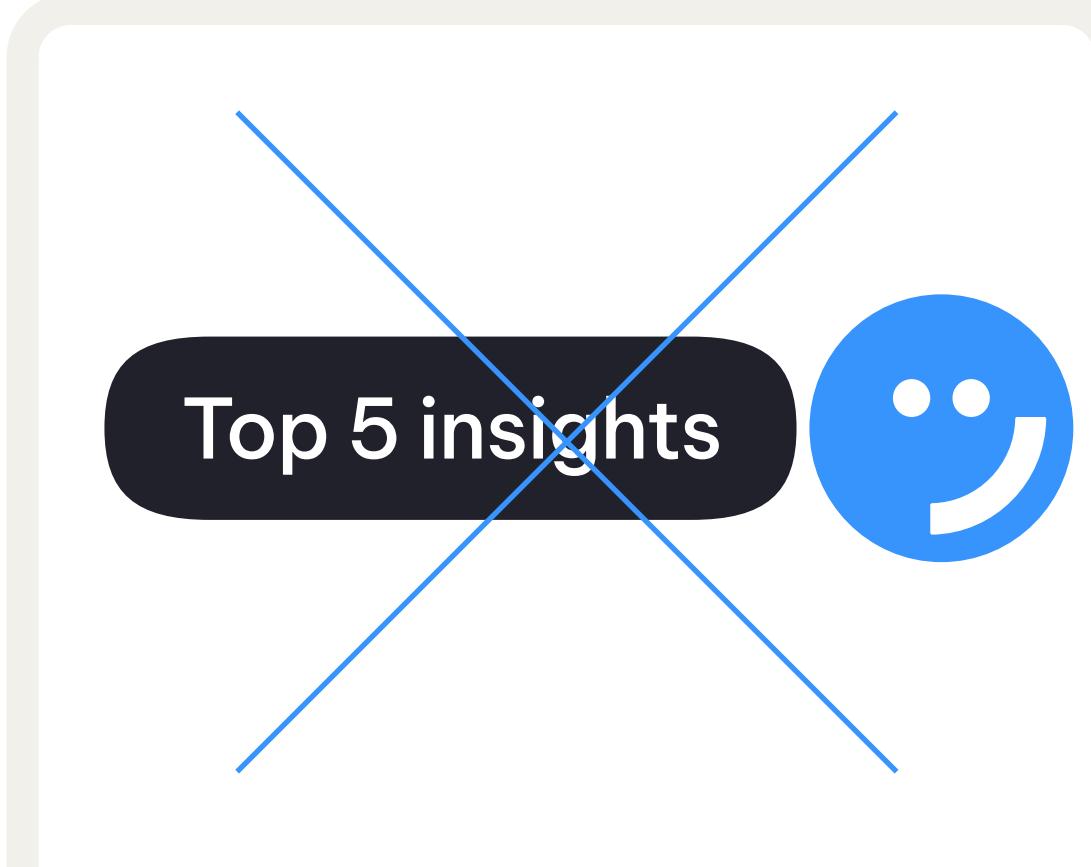


## Dos and don'ts

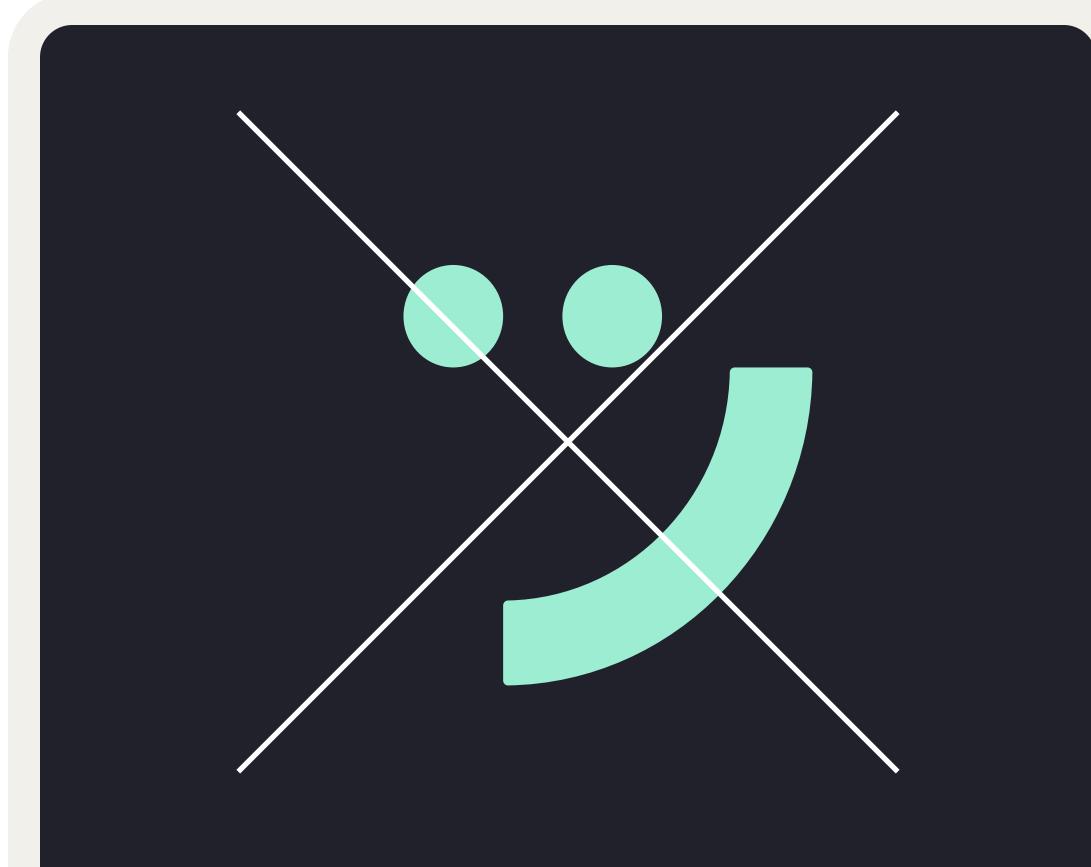
Guidance for using the NiCE smile symbol.



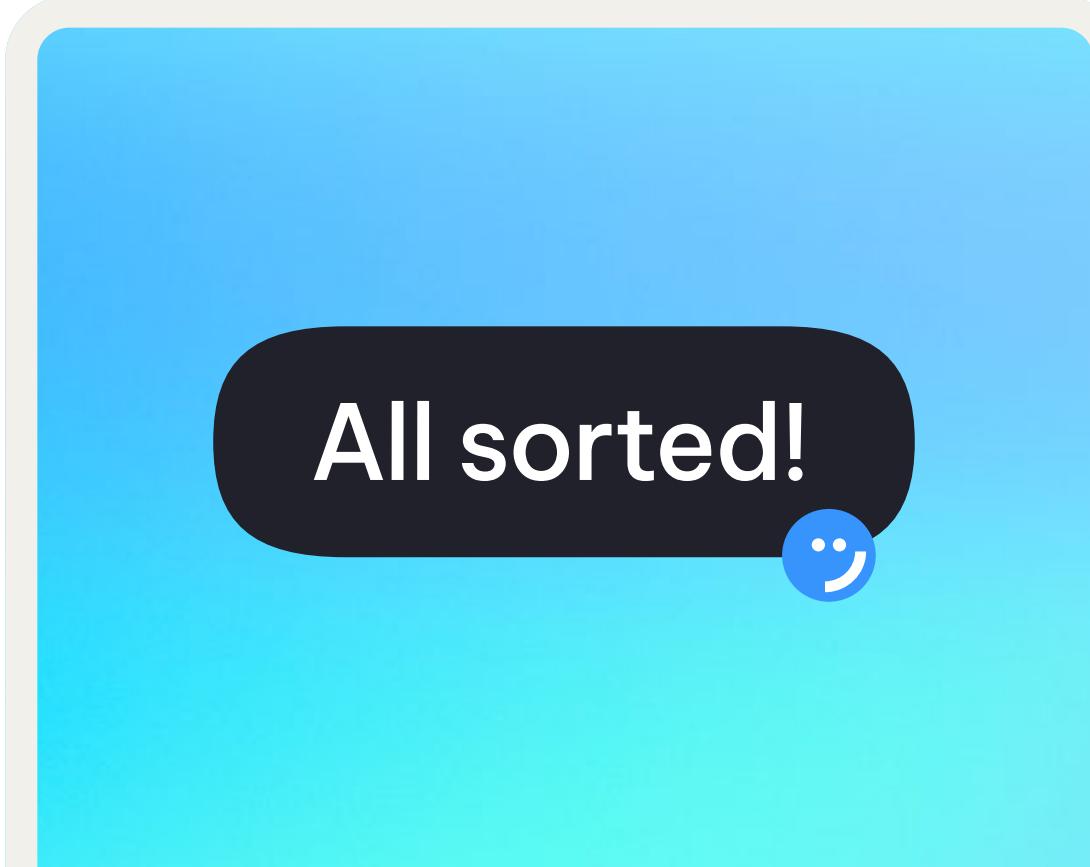
Do not lock up the NiCE logo and the smile symbol together



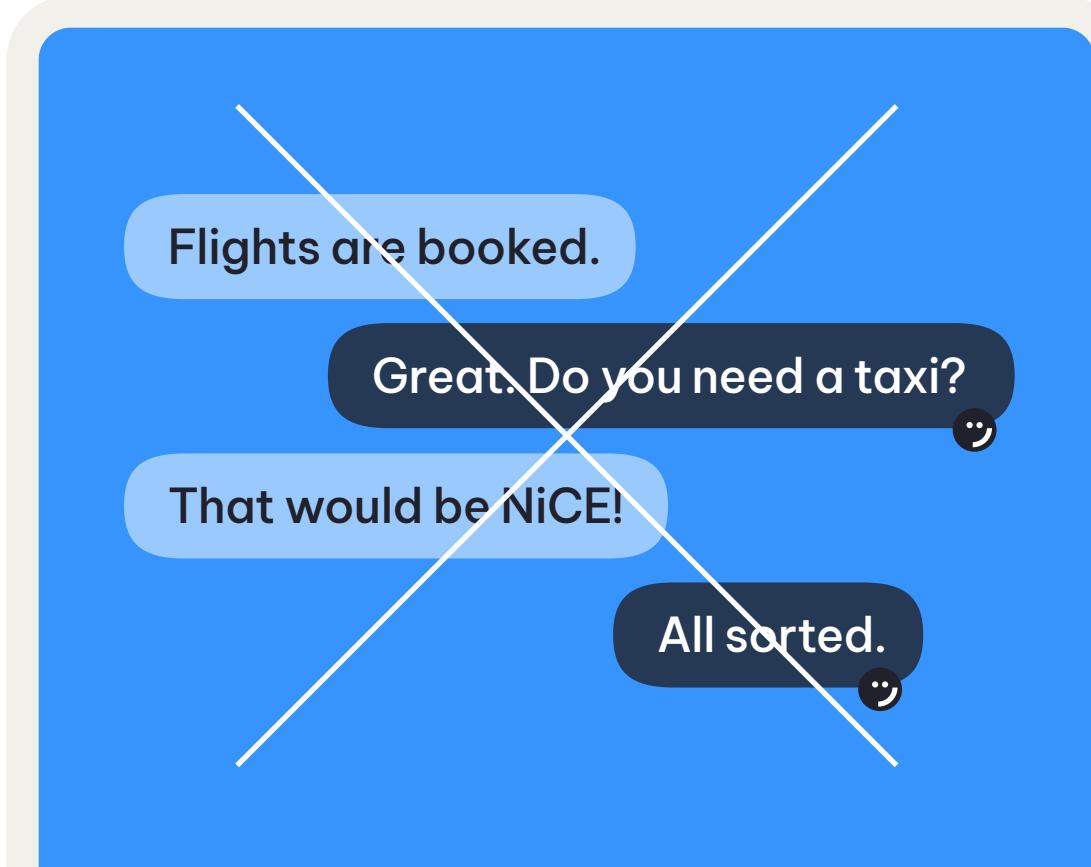
Do not use uneven sized smile avatars next to chat bubbles



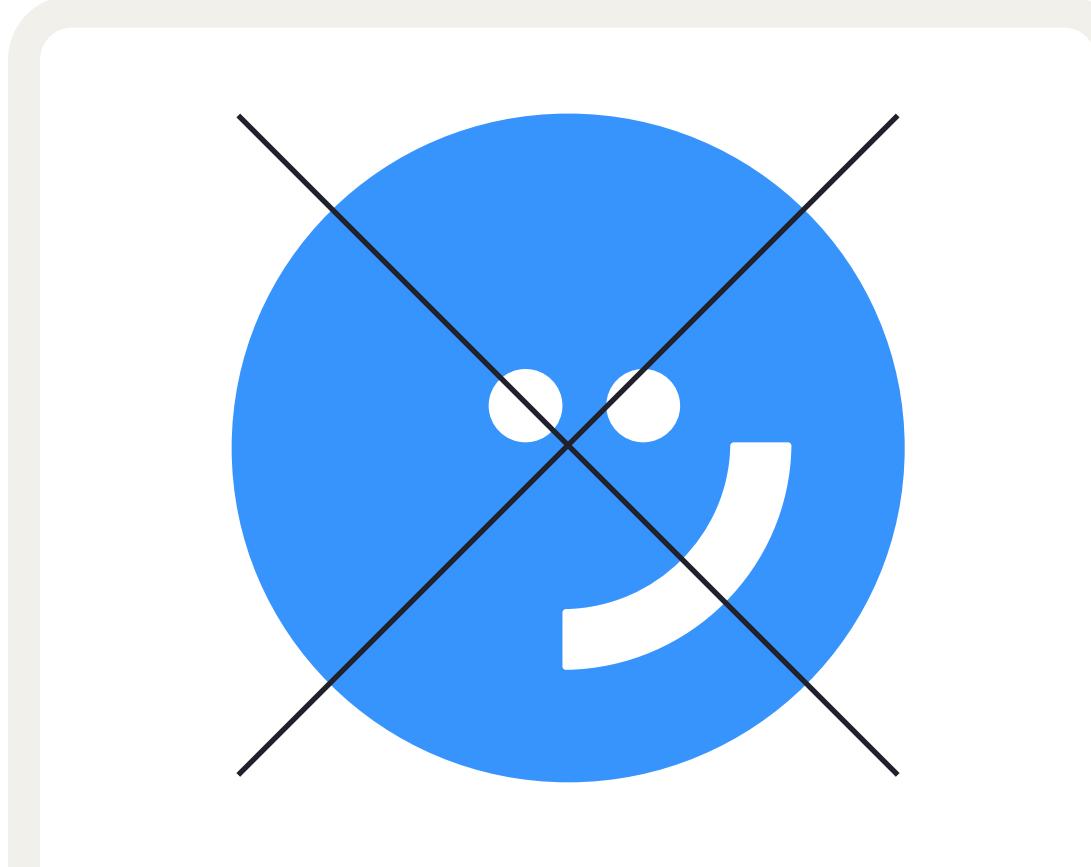
Do not use secondary colors for the smile symbol



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.

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