

# Typography

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Brand typeface

Typography is a key element of our visual voice. Our typeface helps to build recognition and create a clear, consistent experience across all communications. Just like our logo and colors, our type choices play a big role in shaping how people perceive our brand.

Our brand typeface is Be Vietnam Pro, a Google font freely available. We use four weights – Light, Regular, Medium and Semibold.

Be Vietnam Pro

Seamless.  
Connected.  
Personal.

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



Typography styling

To help us to speak with confidence, clarity and consistently we follow the styling guidance outlined here.

Headline

Have a NiCE day

Feature copy

Only 35% of the time  
agents spend interacting  
with customers positively  
influences the experience.

Body copy

We are the CX leaders creating experiences that are better than customers and businesses thought possible. We amplify human capabilities – removing friction to enrich and unify workplaces and enhance customer satisfaction. We are creating a world that just works better for everyone. NiCE and simple. Our purpose must be reflected in our tone of voice. It is the foundation of what we say and how we write. By keeping our messaging elevated, free of tech-y jargon, nicely human and conversational, we will focus on how we serve humanity and create a NiCE world.

Headlines

Be Vietnam Pro Semibold

Tracking: Up to 60pt: Optical, -20

Tracking: Above 60pt: Optical, -30

Leading: 100–110%

Feature copy

Be Vietnam Pro Regular

Tracking: Up to 60pt: Optical, -20

Tracking: Above 60pt: Optical, -30

Leading: 110–120%

Body copy

Be Vietnam Pro Light

Tracking: Up to 60pt: Optical, -20

Tracking: Above 60pt: Optical, -30

Leading: 120–130%

Subheadings

Be Vietnam Pro Semibold

Tracking: Up to 60pt: Optical, -20

Tracking: Above 60pt: Optical, -30

Leading: 120–130%

Labels

Be Vietnam Pro Medium

Tracking: Up to 60pt: Optical, -20

Tracking: Above 60pt: Optical, -30



Highlight device

We can use our chat bubble to highlight and emphasise particular words within a statement of text.

Color combinations

We use our secondary palette for the highlight devices. Always use accessible combinations – see the color guide for which colors are accessible with charcoal and which with white.

When using multiple bubbles in a single statement, using different colors adds vibrancy. The color of the text should be consistent across the whole statement as seen here.

Selecting words and positioning

Follow the guidance here to size and position the bubble correctly. Only highlight one or two words per bubble and do not use bubbles on consecutive words. Select words or figures which are of particular importance to the statement and that you wish to emphasise.

Only 35% of the time agents spend interacting with customers positively influences the experience.

Companies squander the remaining 65% on non-interaction, transfers, post-interaction, and managing customer distress, highlighting a critical need for efficiency and engagement improvements.

ppers positively

Sizing and placement for words

Use two spaces between the highlighted word and the words either side to allow space for the bubble. Size the bubble to sit halfway between the ascenders and descenders of the text above and below the line of text

Only 35% of the tir

Sizing and placement for figures

Use two spaces between the highlighted figure and the words either side to allow space for the bubble. Size the bubble as per the method above for words and then position it so the figure is centred in the bubble

On charcoal

Only 35% of the t  
interacting with c





System typeface

In instances where our brand typeface is unavailable, we may need to use a system font. In these circumstances we use Arial, which is pre-installed across all operating systems.

**Please note**  
Arial should only be used when absolutely necessary.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial

Seamless.  
Connected.  
Personal.



Dos and don'ts

Guidance for typography.



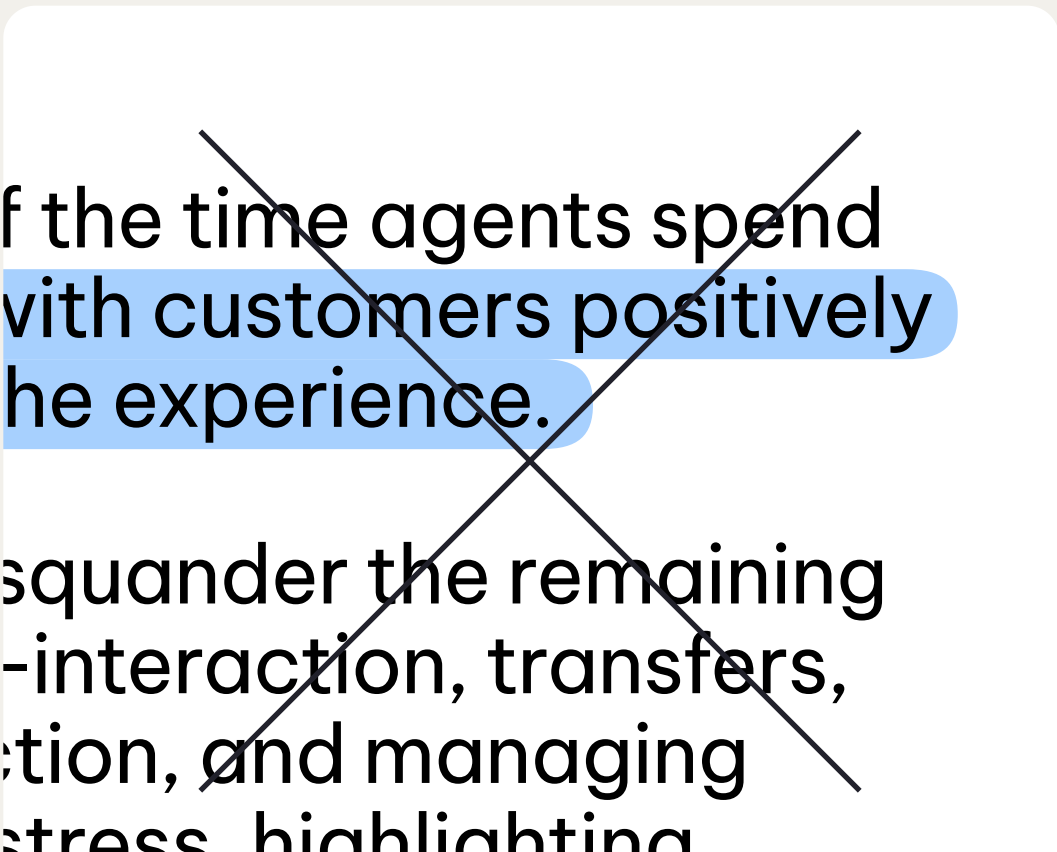
Do not use upper case



Do not use title case



Do not use different tracking settings to those outlined in this document



Do not highlight more than one line in a chat bubble and do not use multiple bubbles consecutively



Do always write the name NiCE in copy with capital N, C, E and a lowercase i



Do not use multiple text sizes within one headline

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

Contact

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NiCE

