



Say hello to the
NICE rebrand





Hello

New Look. Same Mission.

After seven years and 25 million wines sold, we're refreshing our look.

Nice exists to liberate modern drinkers from wine headaches. Whether it's the headache of inflexible formats, confusing labels, waste or drinking regret, we fix it and make delicious wine in magnetic packaging that fits real life.

Coming April 2026, our new identity is cleaner, bolder, and simpler. It reflects the quality of the wine inside and makes choosing Nice easy.

We hope you love it as much as we do.

Lucy & Jeremy

From

Ni*ice



To

NICE



Identity system

EVERY TOUCHPOINT DESIGNED TO BE MAGNETIC

From our logo to colour palette, we've redesigned every touchpoint, ensuring our brand matches the quality of what's inside every can, box, tap and bottle.

THE LOGO

NICE

THE BEACON



THE CORE COLOURS

NICE PINK

WHITE

CLARET

Our New Look





NICE for having nowhere to be

No.1 is our dry, French Pale Rose, perfect for when the day's work is finished, but the sunlight isn't.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.

CROWD PLEASING
WINES
EVERY TIME



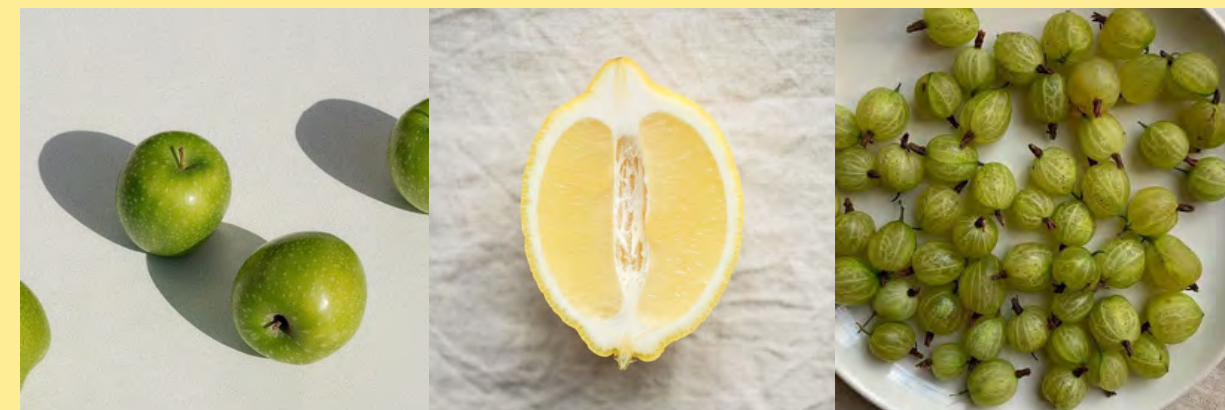
NICE for times of togetherness

No.2 is our crisp, dry Sauvignon Blanc, equally perfect with
sunlight or candlelight.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling,
debating to make sure Nice stays beautifully consistent, year
after year.

CROWD PLEASING
WINES
EVERY TIME





NICE for late nights and date nights

No.3 is our smooth, juicy Malbec, perfect for food, friends
and romance.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling,
debating to make sure Nice stays beautifully consistent, year
after year.

CROWD PLEASING
WINES
EVERY TIME





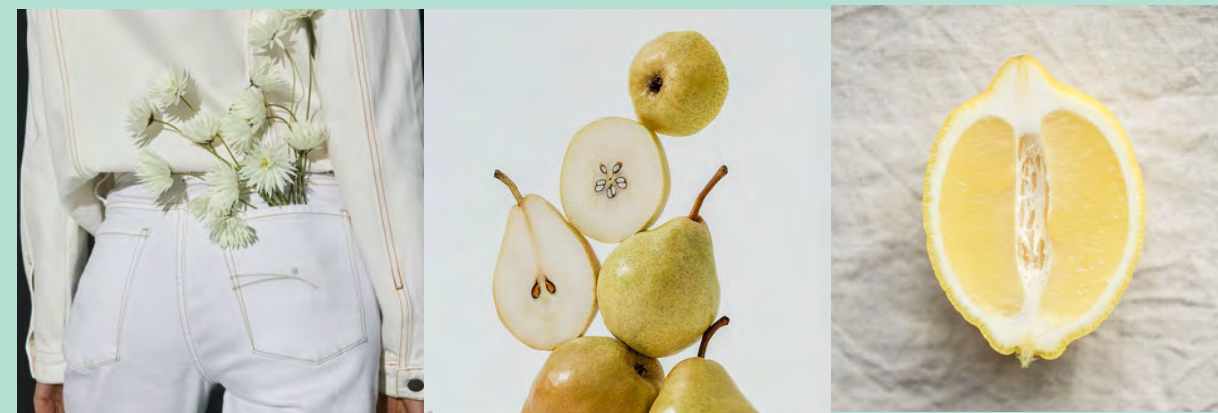
NICE for sudden bursts of laughter

No.4 is our dry, sparkling white, fizzing, glowing, grinning, delicious.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.

CROWD PLEASING
WINES
EVERY TIME





One integrated design system

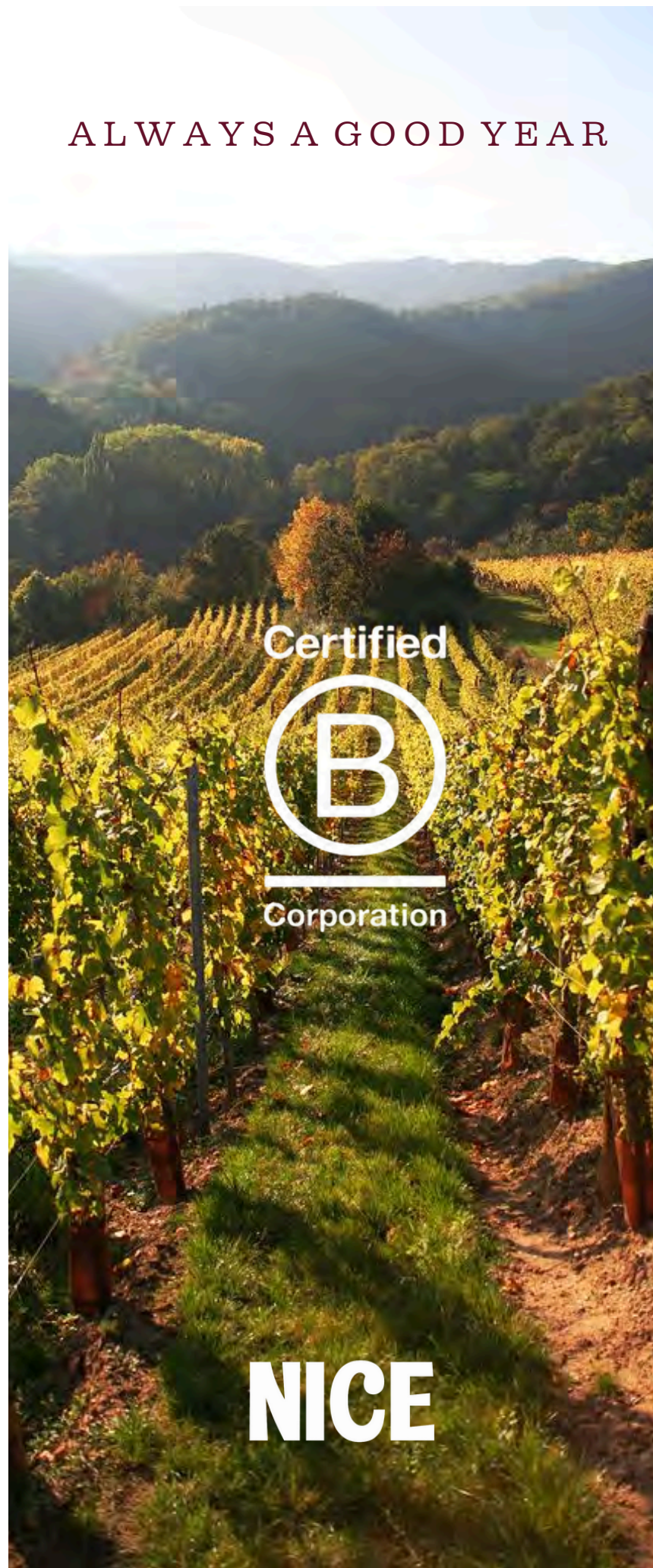
One look across every format. Our new identity unifies the range. A single design system bringing clearer structure and bold, recognizable branding to the real world.

Wherever drinkers meet us, the experience is confident, coherent, and unmistakably Nice.





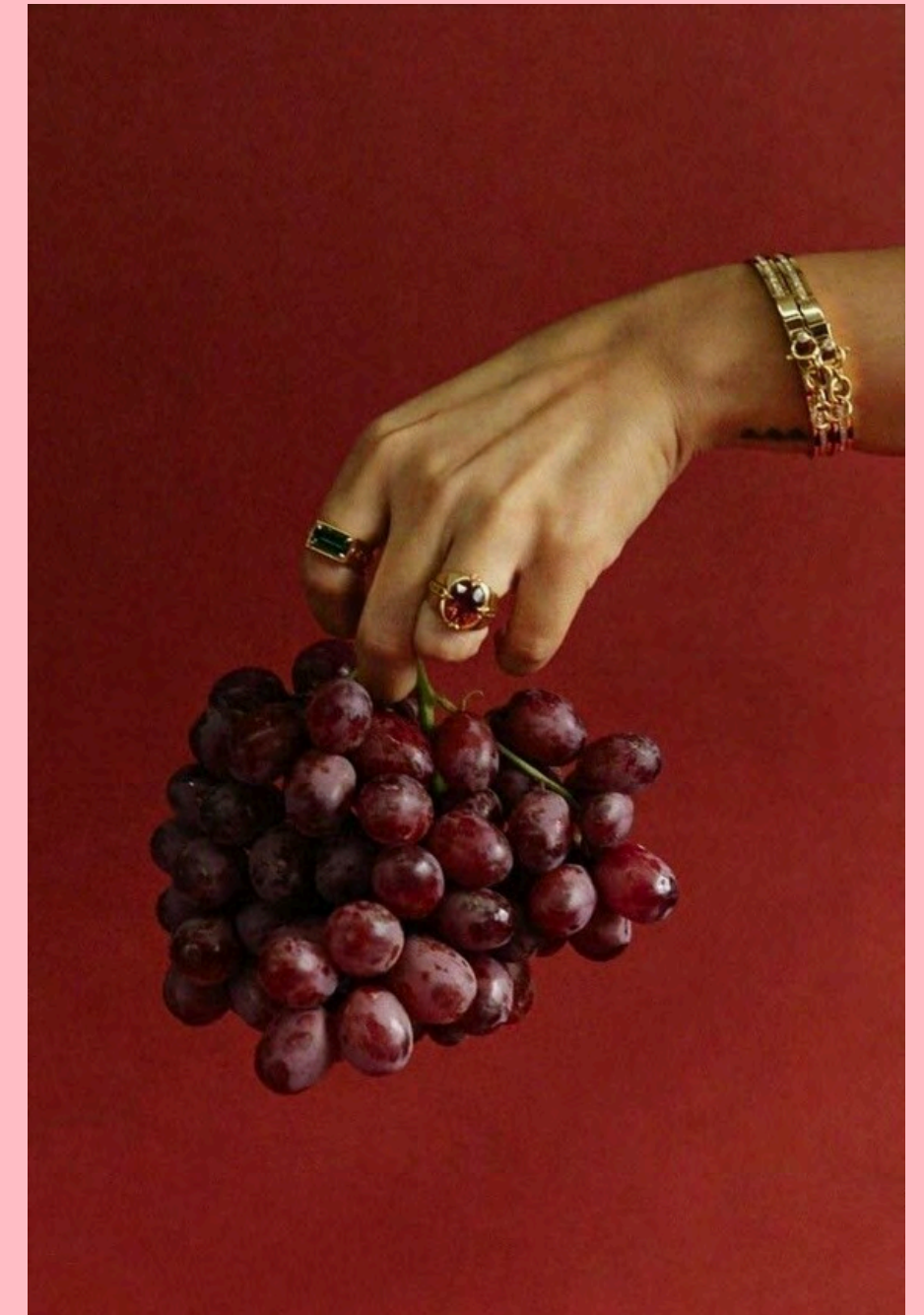
We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.



ALWAYS A GOOD YEAR

Certified
B
Corporation

NICE



Rigorous quality, vegan,
B Corp Certified,
sustainable always.

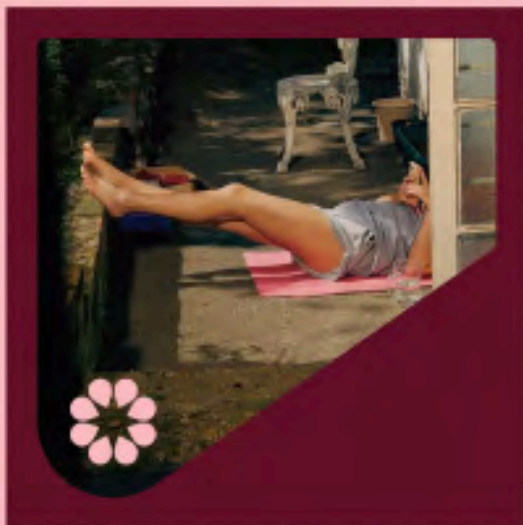
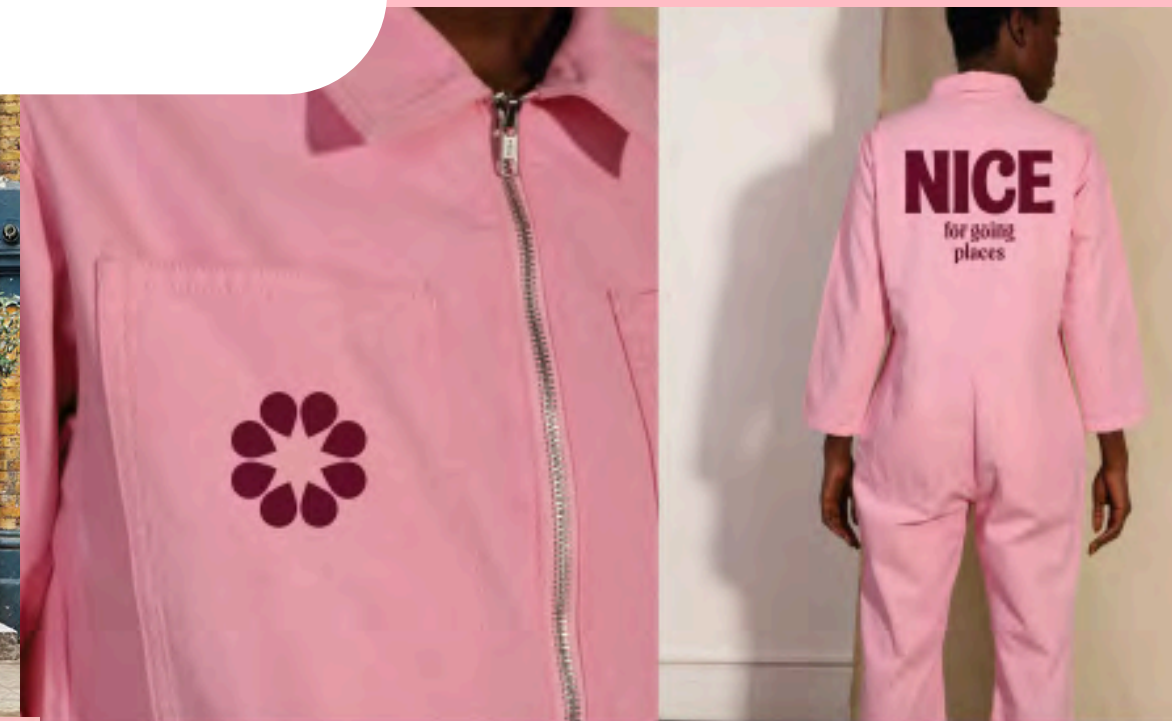
Brand



A cohesive brand world

A unified brand world across every channel.

In 2026, we'll reach 30m+ consumers through ATL campaigns, stunts, experiential, and in-store activation.



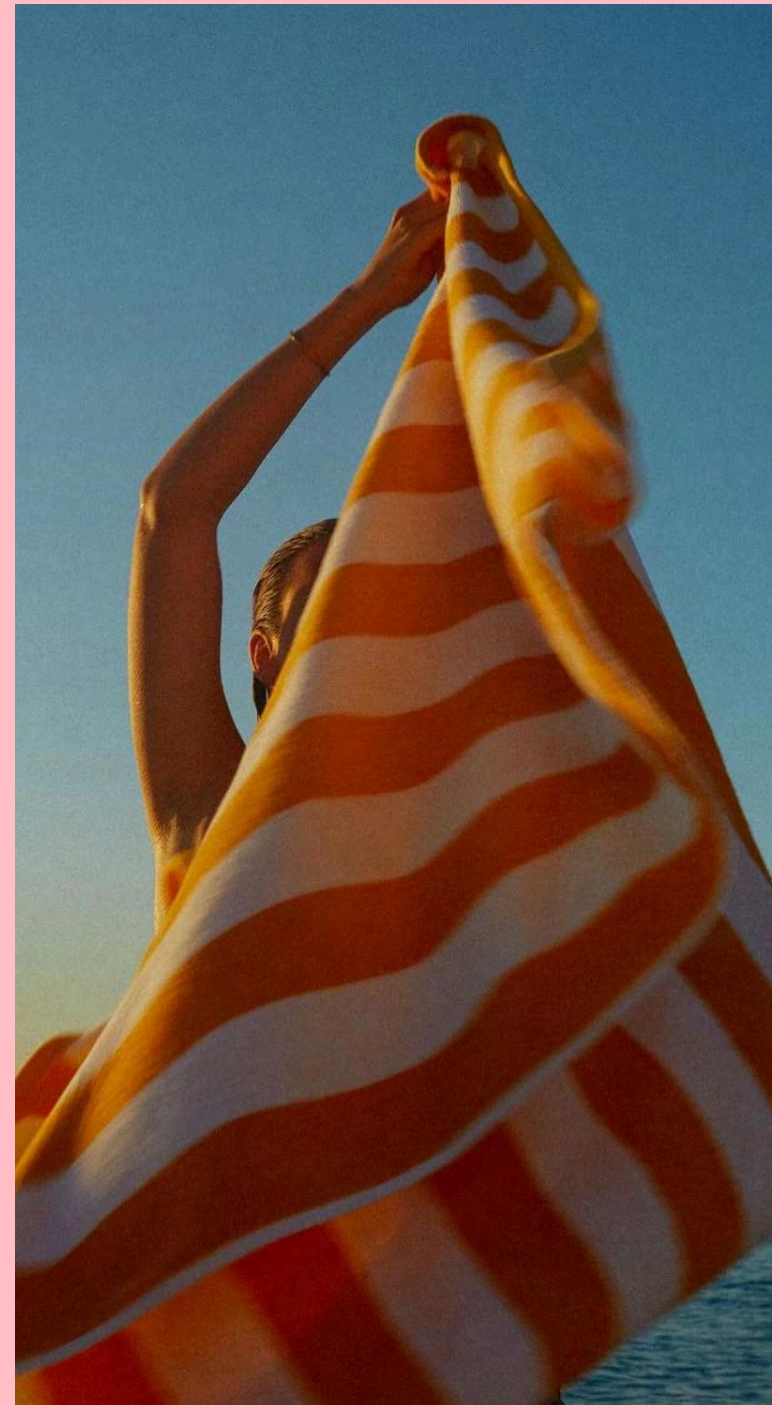
How we speak

‘TONE OF VOICE PILLARS

Our tone of voice is built around how we show up in the world: self-assured, bright, and impossible to ignore.

We speak with a natural confidence that comes from knowing who we are. Nice is the brightness that lifts a moment. The magnetic ease that makes people lean in. And the fearlessness to say what we’re all thinking.

Together, our tone of voice principles shape a voice that feels modern, human, and unmistakably ours.



Bright

Bright like fresh air in a stuffy room. Knows things, but never shouts about it.

Fearless

Walks into any room like it was invited, glass in hand, completely at ease.



Magnetic

Pulls you in the way laughter does, easy, quick witted, magnetic, charismatic, a little irresistible.



Pick up a **NICE** rosé

Pale Rosé

FRANCE

10.5% VOL

No.1



NICE

Wine Stop

Wine
Sauvignon Blanc
Pinot Noir
Malbec

Wine
Sauvignon Blanc
Pinot Noir
Malbec

NICE

**Wine that fits the
moment not the mould**

NICE
for just the one

Vertical text on the left side of the image, possibly a brand name or logo.

Thank you

