

NICE Brand Identity Guidelines

1. About NICE NETWORK OF INDIAN CULTURAL ENTERPRISES

Network of Indian Cultural Enterprises i.e., NICE, is a Section 8 “not for profit” company that started its operations in 2020. It was founded by Hari Kiran Vadlamani, a social entrepreneur and investor, and also the founder of Indic Academy. Sanjay Anandaram joined in as a co-founder. NICE is driven by a set of [values](#), a [code of conduct](#) and a [philosophy](#), that puts Indian cultural entrepreneurs and their success at its core.

NICE is committed to the success of [cultural businesses](#) that will ultimately help build Brand India.

For now, the company works in [five focus categories](#): health, beauty & wellness, food & beverages, fashion & accessories, home decor & furnishings, and experiential tourism.

NICE fosters an ecosystem for cultural entrepreneurs to build successful, profitable and valuable business enterprises, based on Indian cultural heritage and know-how. Investors, mentors, industry experts, corporate and industry partners, academic institutions and others, make up this ecosystem. A subset of this comprises the [NICE Community](#). The [leadership](#) at NICE includes an Advisory Board comprising of academics, diplomats, industry leaders and corporate executives. The Advisory Board members include:

- [Dr. V Anantha Nageswaran](#) - Member of the Economic Advisory Council to the Prime Minister and former Dean of IFMR Graduate School of Business.
- [Mr. Jaithirth "Jerry" Rao](#) - Ex-banker, entrepreneur, businessman, and author.
- [Amb. Preeti Saran](#) - Member of the UN's Committee on Economic, Social, and Cultural Rights and former Secretary (East) at the Ministry of External Affairs.
- [Amb. TCA Rangachari](#) - Former Ambassador of India to Algeria, France and Germany.
- [Prof. Rishiksha Krishnan](#) - Director and Professor of Strategy, IIM-Bangalore.
- [Mr. C Srinivasa "Srini" Raju](#) - Chairman of iLabs Groups, an entrepreneur, investor and philanthropist.

An Industry Experts Council guides the organization on market trends and opportunities as well as provides insights into industry trends. The NICE Industry Experts Council consists of

- [Mr. Anchal Jain](#) - Faculty Co-Chair of the Creative and Cultural Businesses Programme, IIM-Ahmedabad
- [Mr. Rajiv Vasudevan](#) - Founder and CEO, AyurVaid hospitals
- [Ms. Rashmi Shukla](#) - Brand head and Vice President, Aditya Birla Fashion and Retail
- [Chef. Sanjeev Kapoor](#) - Indian celebrity chef
- [Mr. Saugata Gupta](#) - Managing Director, Marico Ltd
- [Mr. Siva Devireddy](#) - Founder, GoGoop

2. NICE SOCIAL MEDIA HANDLES

The following social media handles of NICE should be mentioned and tagged for any digital communication featuring the organization

- Facebook: <https://www.facebook.com/NICEorg.in>
- Instagram: <https://www.instagram.com/niceorg.in/>
- LinkedIn: <https://www.linkedin.com/company/niceorg/>
- Twitter: <https://twitter.com/niceorg>
- YouTube: https://www.youtube.com/channel/UC_C0yTjcDwKOjEfVYb6IGeQ

3. USAGE OF THE BRAND: NICE

- Mention of the organization, in the first occurrence, should include the complete name in title case, followed by the acronym in the brackets.

Reference: Network of Indian Cultural Enterprises (NICE).

- All subsequent occurrences should refer to the organization as **NICE** as one word written in uppercase.
- In case of a digital publication, the name of the organization i.e., Network of Indian Cultural Enterprises, must be hyperlinked to the organizations' website: <https://niceorg.in/>

P.S NICE acronym, official name and logo are owned by NICE. All rights reserved

4. NICE Brand Identity

4.1 Brand Philosophy

Kolam, the centuries-old practice of drawing beautiful patterns in households, has been the inspiration for NICE's brand language. The art begins by a single dot and is extended to a beautiful design of intricate networks.

Kolam is symbolic of Indian cultural heritage and also indicative of a network-based approach to creation. This resonates with the mission of NICE — to build a well-networked and continuously growing ecosystem of entrepreneurs, investors and industry experts — for strengthening Brand India.



4.2 Colour Pallet:

All the NICE collaterals and creatives employ one or a combination of five shades as below.



5. **Sub-brands of NICE**

5.1 NICE Aarohana

NICE Aarohana is a flagship initiative of NICE. The logo is an extension of the main NICE Logo, with the word “aarohana” written in lowercase, and followed by three petals depicting upward direction. *Arohana, in Sanskrit, refers to ascend or a path of onwards growth.*

Two programs have been conducted under the banner of NICE Aarohana.

- a. NICE Aarohana: a 3-month online program delivered by industry and functional experts on various aspects of entrepreneurship and business building to cultural entrepreneurs.

Mention of the program should lead to the webpage: <https://niceorg.in/aarohana/>

- b. NICE Aarohana Business Plan Competition: India’s first and only business plan competition for cultural enterprises was organized in February 2021. Prize money, mentorship and other assistance was offered to budding cultural entrepreneurs.

- **Mention of the program should lead to the webpage:** <https://niceorg.in/business-plan-competition/>.
- **About the Winners:** <https://niceorg.in/announcements/announcing-the-winners-of-the-nice-aarohana-business-plan-competition/>
- **About the Finalists:** <https://niceorg.in/announcements/finalists-for-the-nice-aarohana-business-plan-competition/>

While the logo of this sub-brand is in lower case, any mention of the program in text should appear as “NICE Aarohana”.

- It must be preceded by the correct attribution to the organization as Network of Indian Cultural Enterprises.
- In case of a suffix, the mention should include the entire name of the program. For example: NICE Aarohana Business Plan Competition.



5.2 MantraNA

MantraNA is NICE’s mentoring program conducted in partnership with like-minded organisations, entrepreneur platforms, incubators and accelerators. MantraNA in Sanskrit refers to advice and is therefore apt for the mentorship activities of NICE.

Two joint-programs are being designed under the MantraNA banner in partnership with:

1. Global Alliance of Mass Entrepreneurship (GAME)
2. Amazon India

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