

# LOGO

## LOGO

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## CLEAR SPACE

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## WORDMARK REPRESENTATION

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## COMBINED LOGO

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## PARTNERSHIP LOCKUP

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# ICON INVENTORY



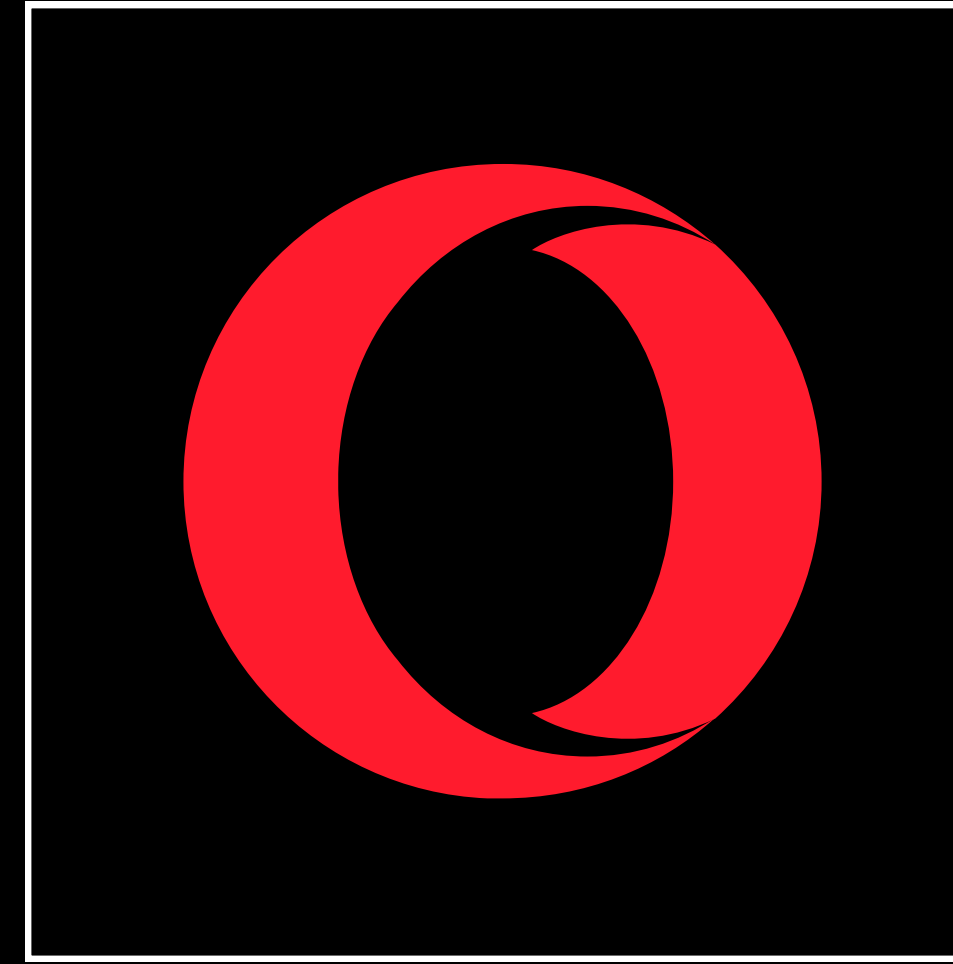
## Product Icon

### Characteristics

- Skeuomorphic 3D

### Use case

- Associated with the main Opera branding
- Product logo for our flagship products



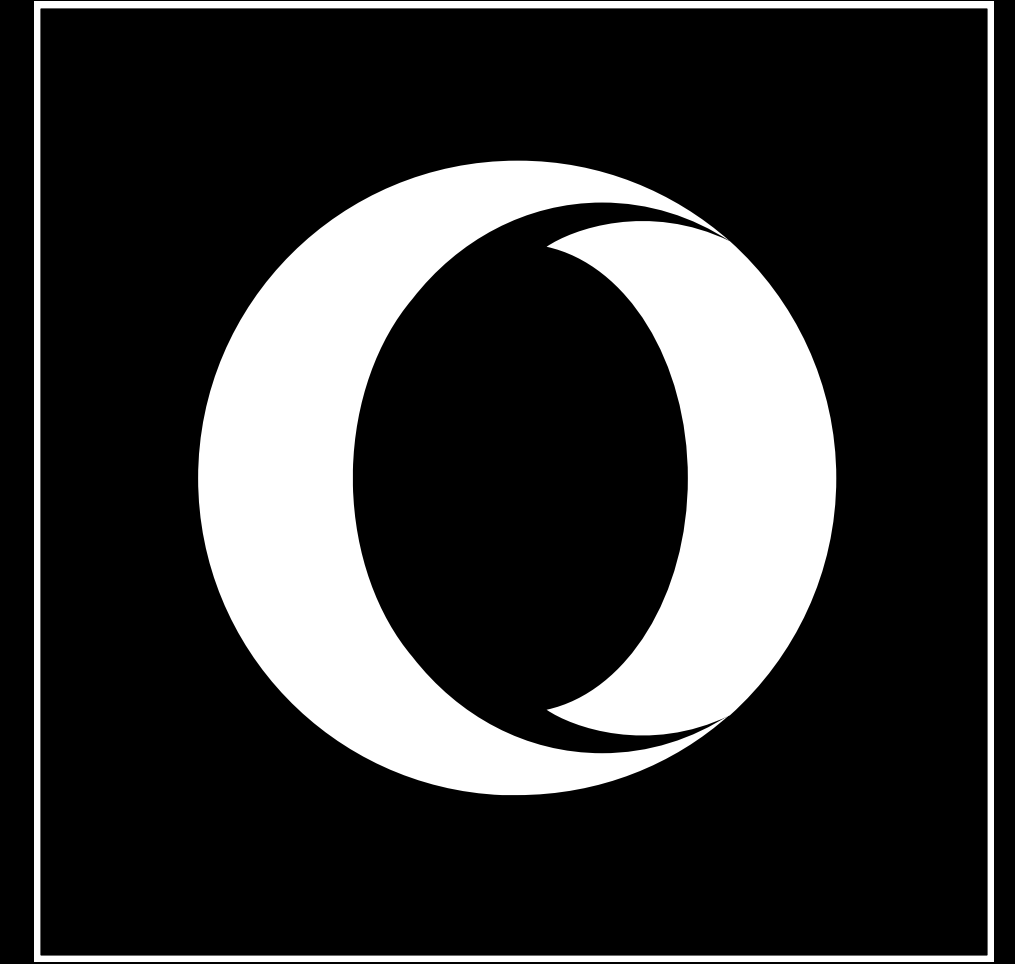
## Utility Icon

### Characteristics

- Flat Red

### Use case

- UI Element and icon sets
- Works in small scale
- Retaining recognizable red branding
- Opcom Logo



## Expressive Icon

### Characteristics

- Black or White

### Use case

- The most stylized variation
- Used for attractive and loud marketing purposes

The Opera icon has three variations depending on the situation it will be used in

- Product Icon
- Utility Icon
- Expressive

# PRODUCT LOGO

## Characteristics

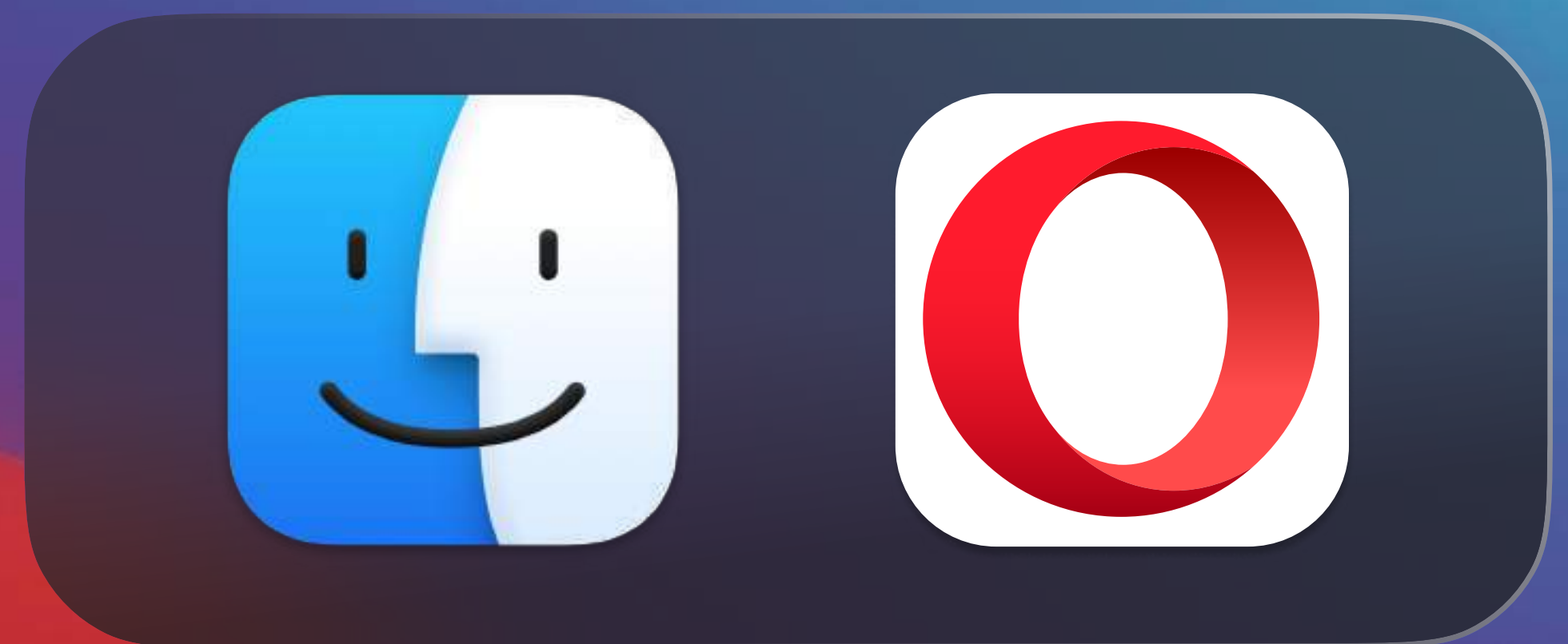
- Skeuomorphic 3D

## Use case

- Associated with the main Opera branding
- Product logo for our flagship products



Product Icon



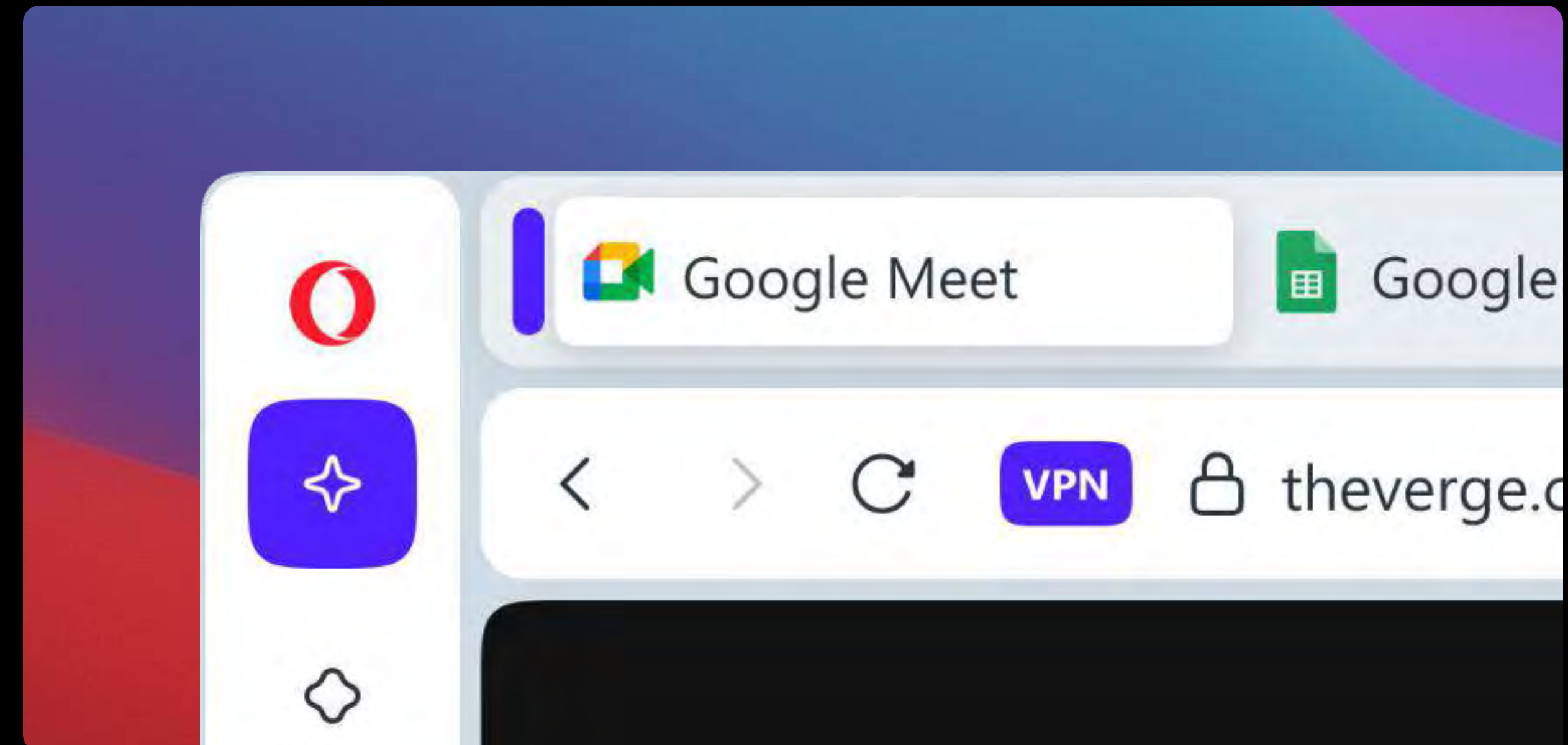
# OPERA ONE LOGO



Utility Icon

## Use case

- UI Element and icon sets
- Works in small scale
- Retaining recognizable red branding
- Opcom Logo



# EXPRESSIVE LOGO



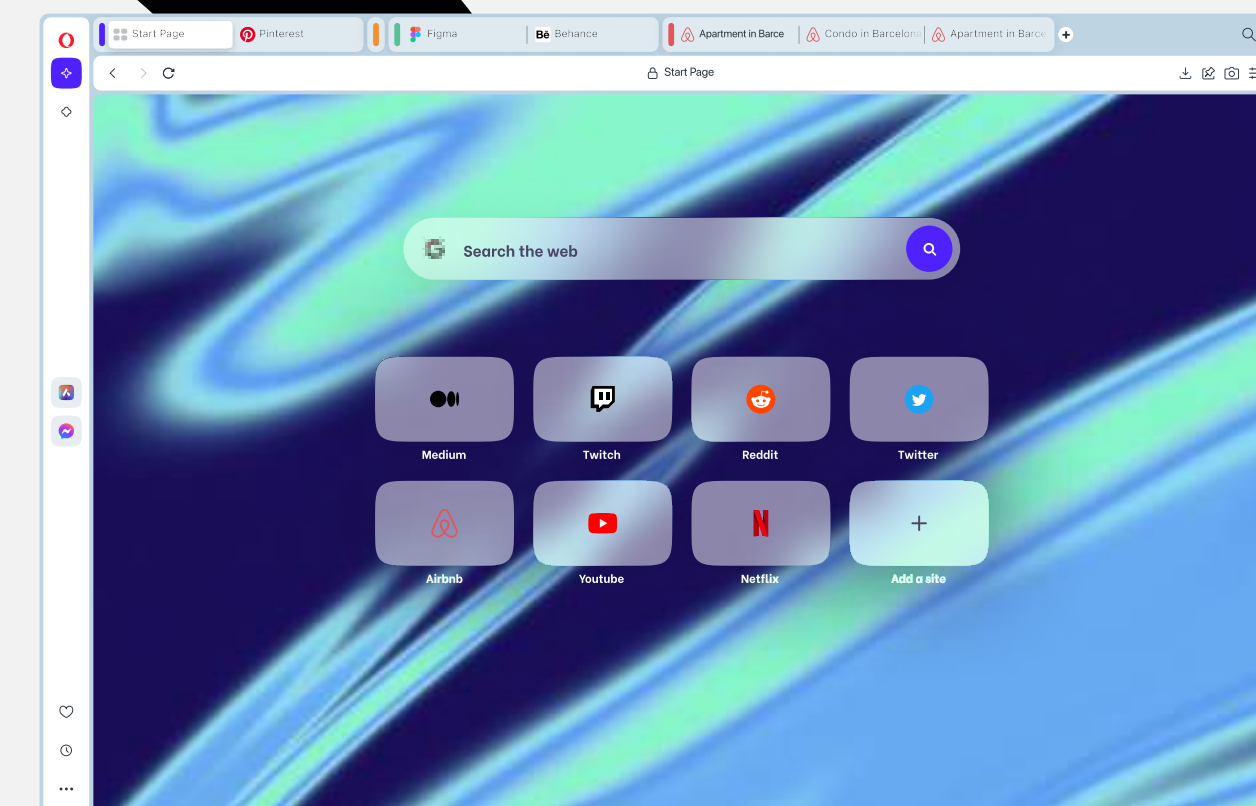
Expressive Icon

## Characteristics

- Black or White

## Use case

- The most stylized variation
- Used for attractive and loud marketing purposes



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

# CLEAR SPACE

Opera's logo consists of two elements, the icon and the logotype.

## Minimum size

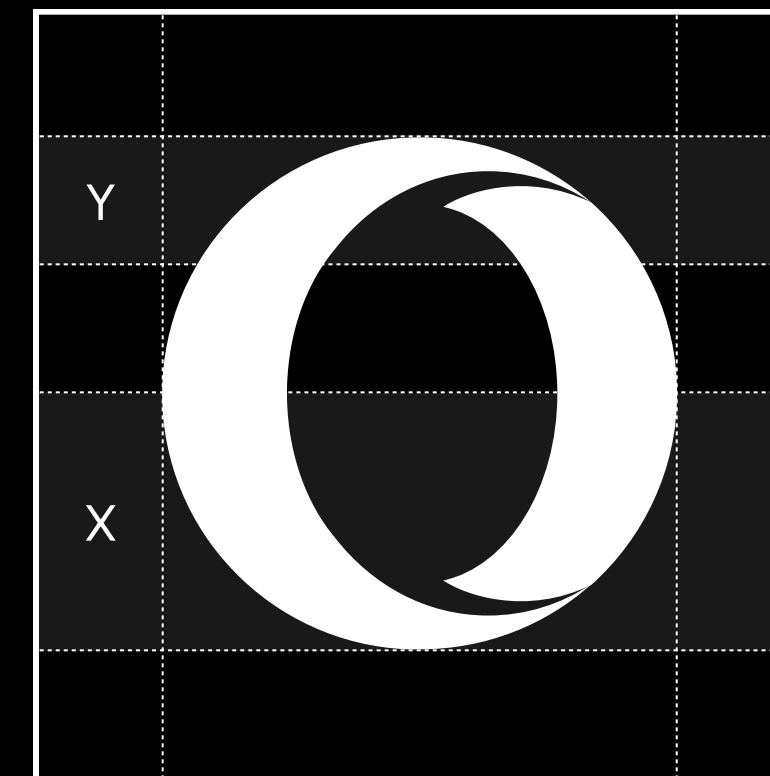
Digital: 25px wide

Print: 1 cm wide

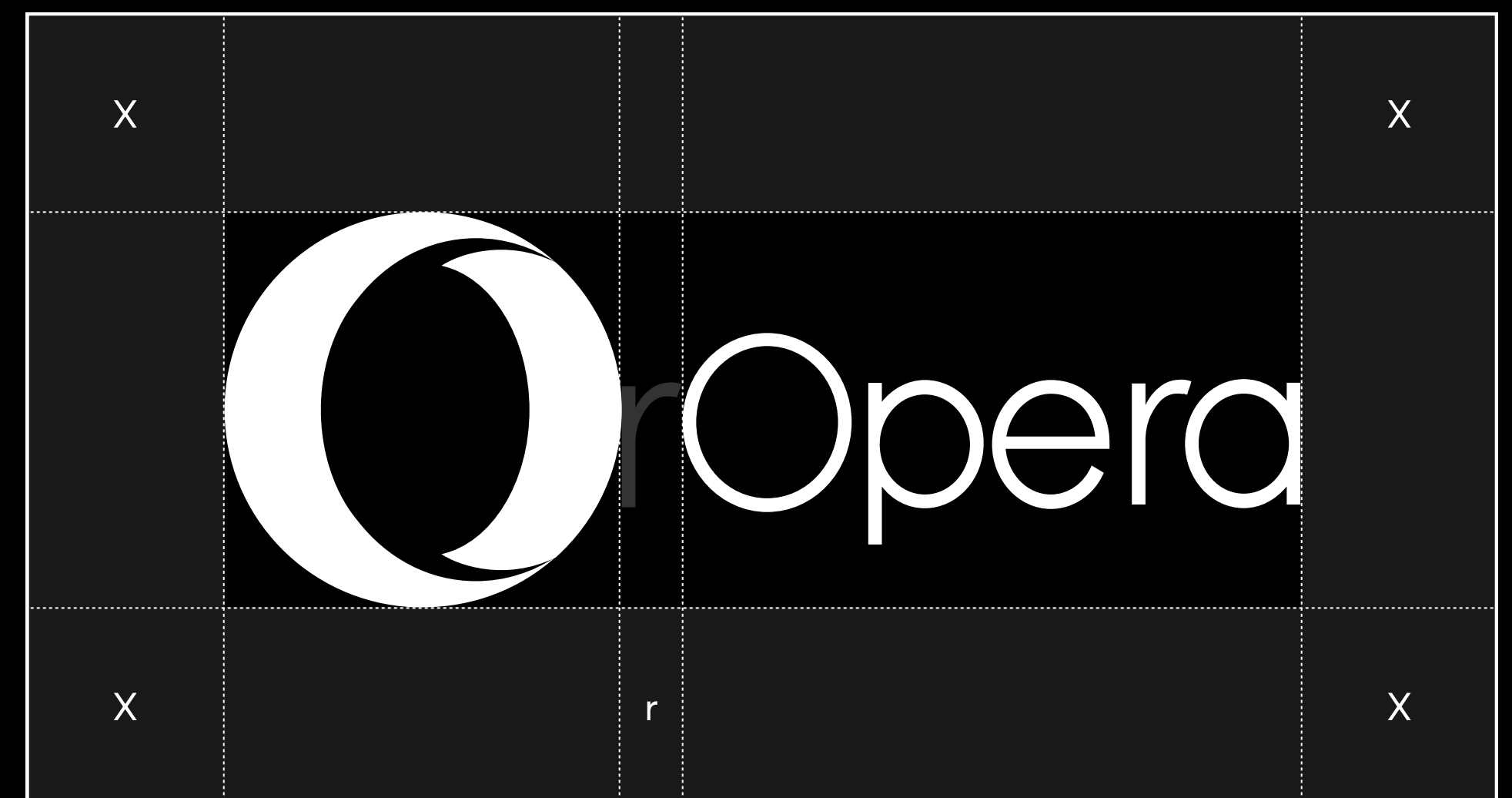
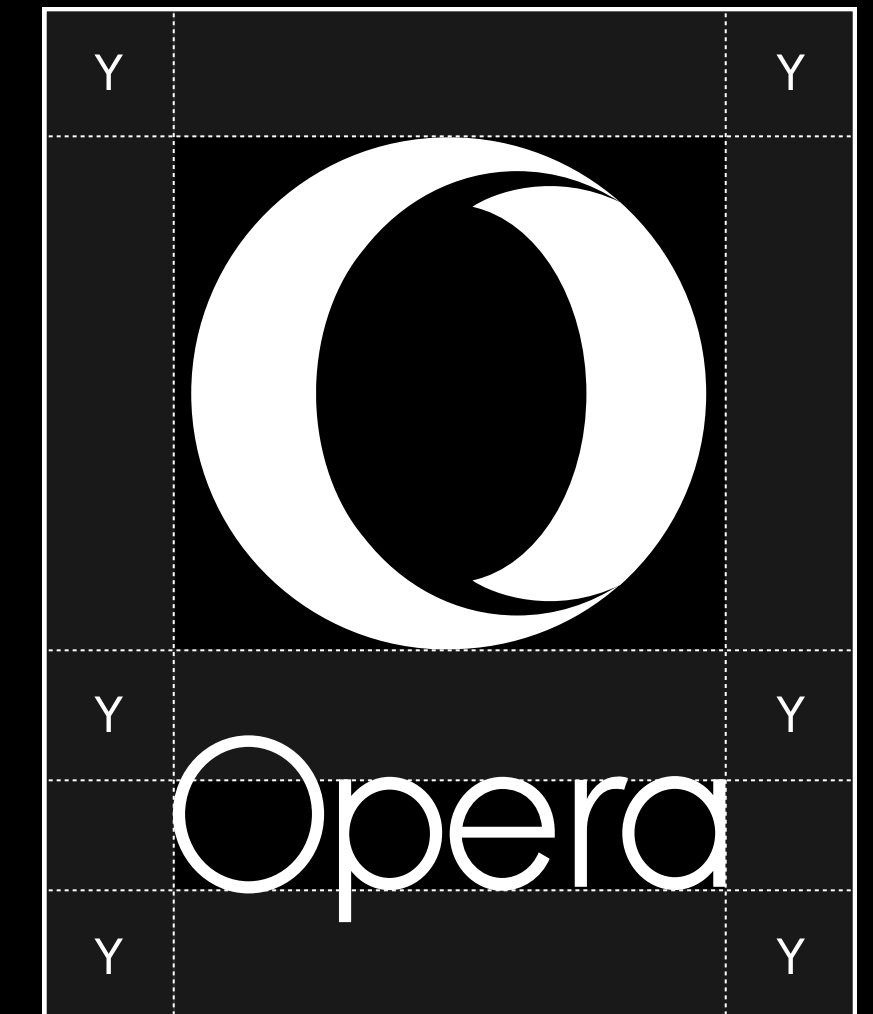
Do not change the size relation between icon and logotype.

There must always be sufficient space surrounding the Opera logo to avoid competition with other visual elements and to maintain its visual impact.

The recommended clear space is relative to the logo size and is equal to 25% (Y) and 50% (X) of the icon. Allow at least this amount of clear space so that it gives the logo clarity.



X = 50% Icon height  
Y = 25% Icon height



# WORDMARK REPRESENTATION

Opera One



**OPERA ONE**



**O1**



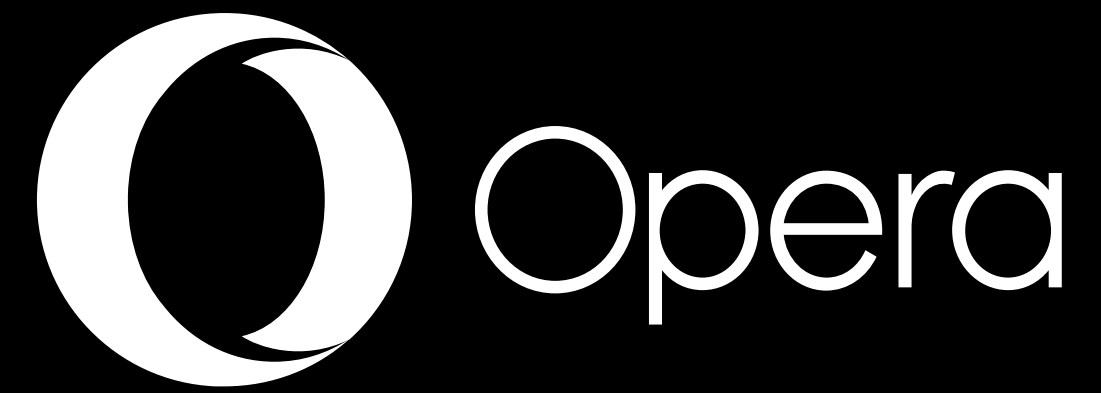
**OPERA 1**



As a product line and brand extension of Opera's, it is important to follow naming conventions and guidelines to maintain consistency and cohesiveness across all facets of the brand. Outside of paragraph text, written as "Opera One", the following variations depict allowed/disallowed alternatives in our graphic designs and brand visuals.



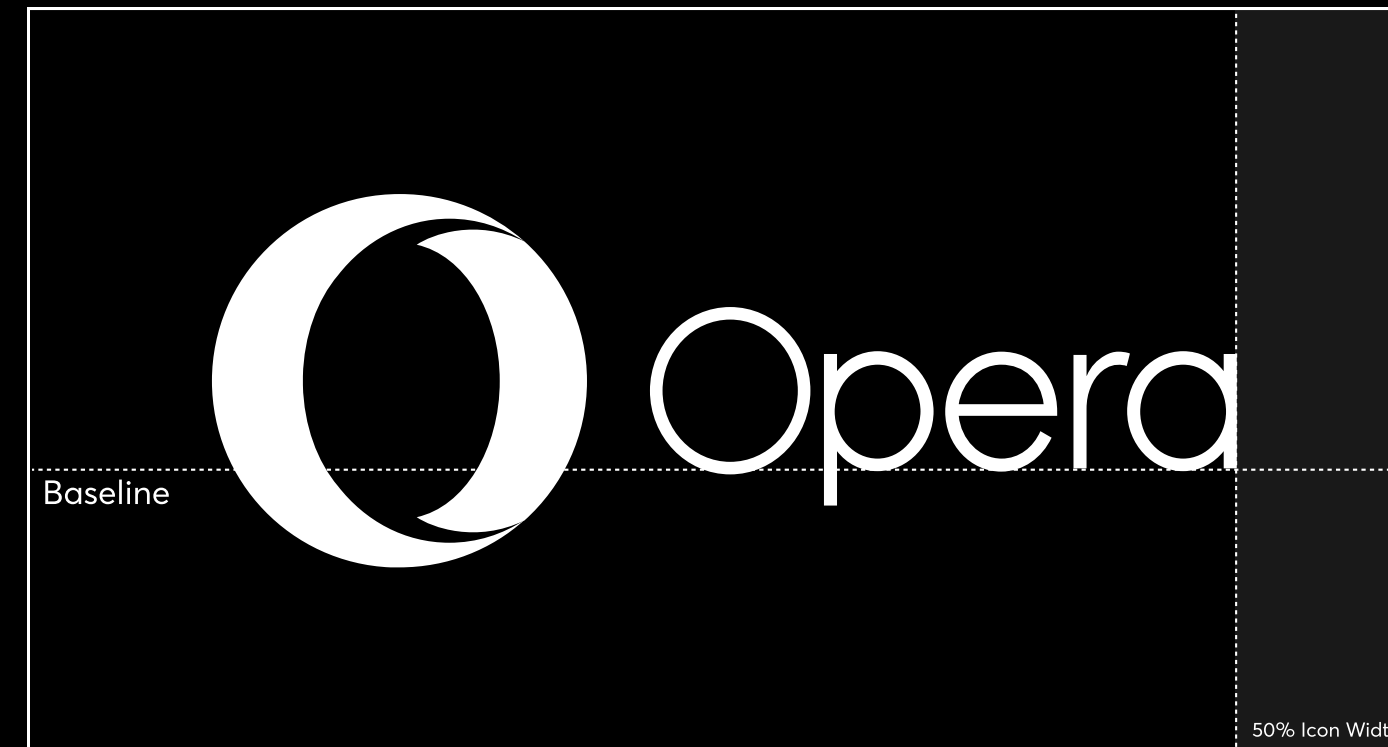
# PARTNERSHIP LOCKUP



## PARTNER

Opera is often branded together with one of our partners in all kinds of communication: social media, print, packaging, etc. As with the rest of the identity channels, it's important that the brand is handled properly in these channels.

Each case will be unique based on the partners logo, but the illustrated baseline gives a solid anchor point for visual balance



## PARTNER

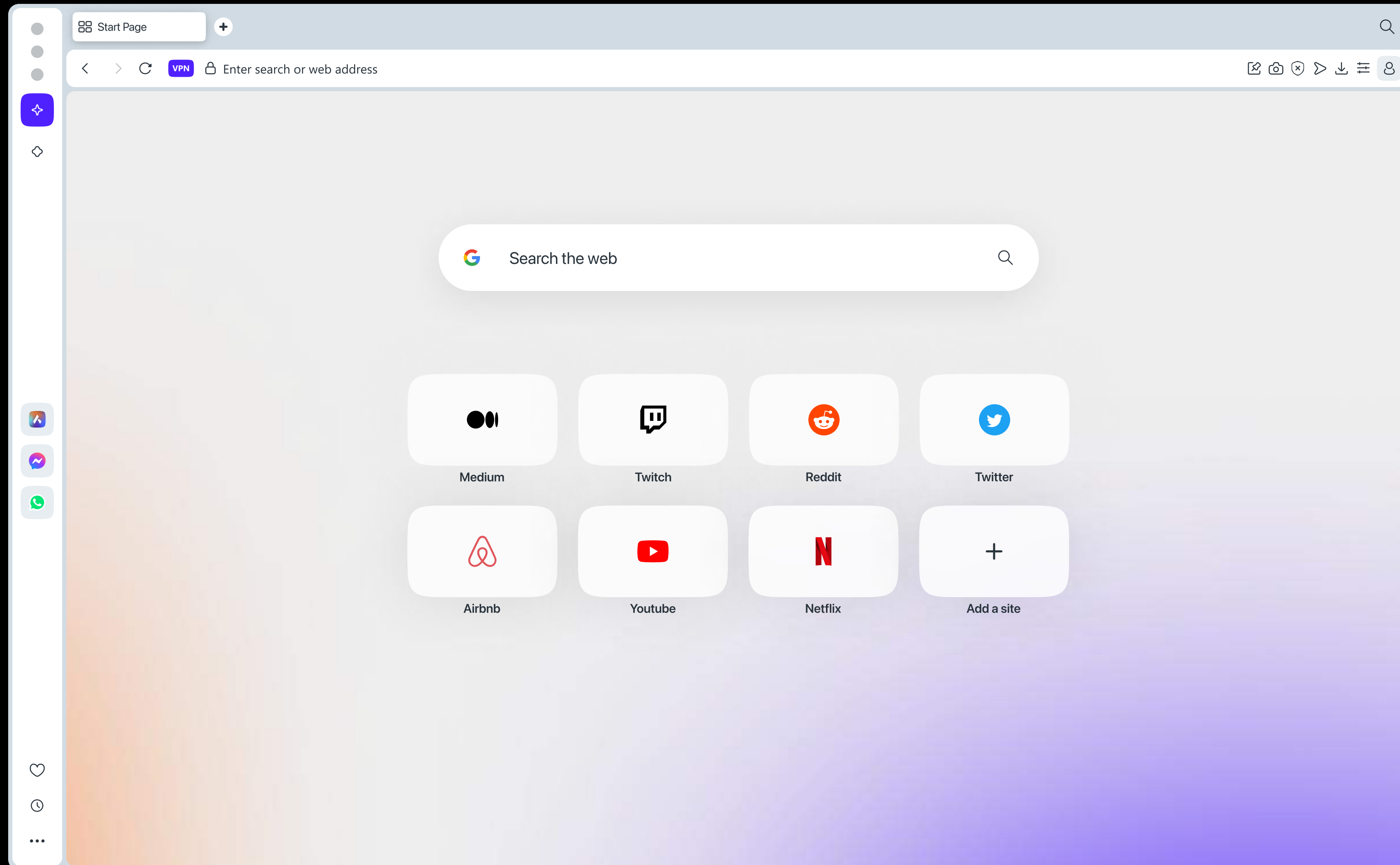
# OPERA ONE, THE REDESIGN

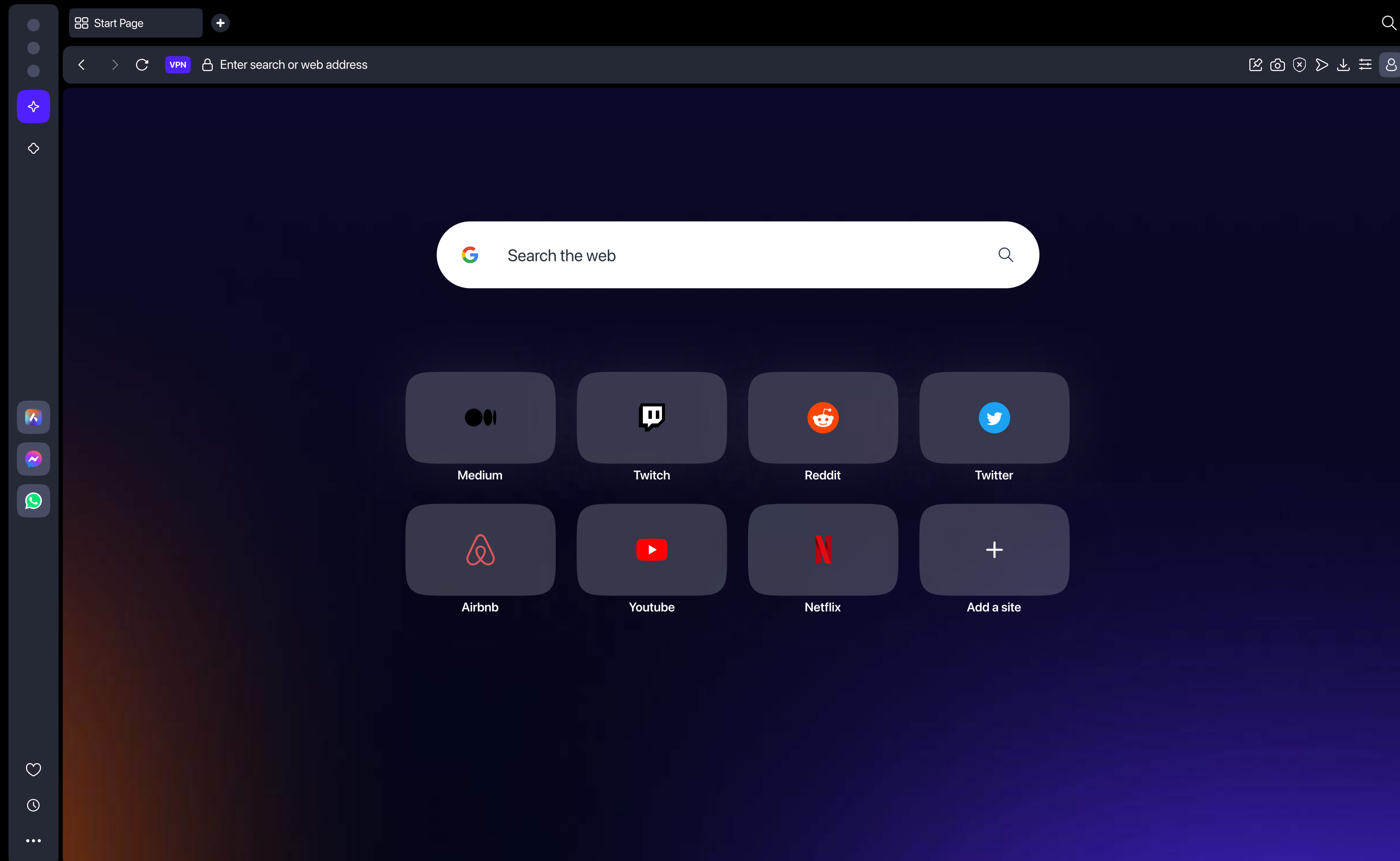
USER INTERFACE DARK

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USER INTERFACE LIGHT

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# COLORS AND GRADIENTS

COLORS USE

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PALETTE AND RATIO

---

GRADIENT USE

---

GRADIENT STYLES

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# COLOR USE

## Timeless, Expressive

Introducing the new color guidelines for Opera One's visual identity, which artfully combine the simplicity and high contrast of black and white with a vibrant, expressive color palette.

This thoughtful fusion of hues ensures a striking visual impact while maintaining a clean and modern aesthetic.

Additionally, the inclusion of fluid, organic gradients imbues the design with a sense of emotion, adding depth and dynamism to the overall brand experience. The new Opera One color guidelines exemplify a balance of clarity, emotion, and visual appeal.

 Start Page

 Pinterest

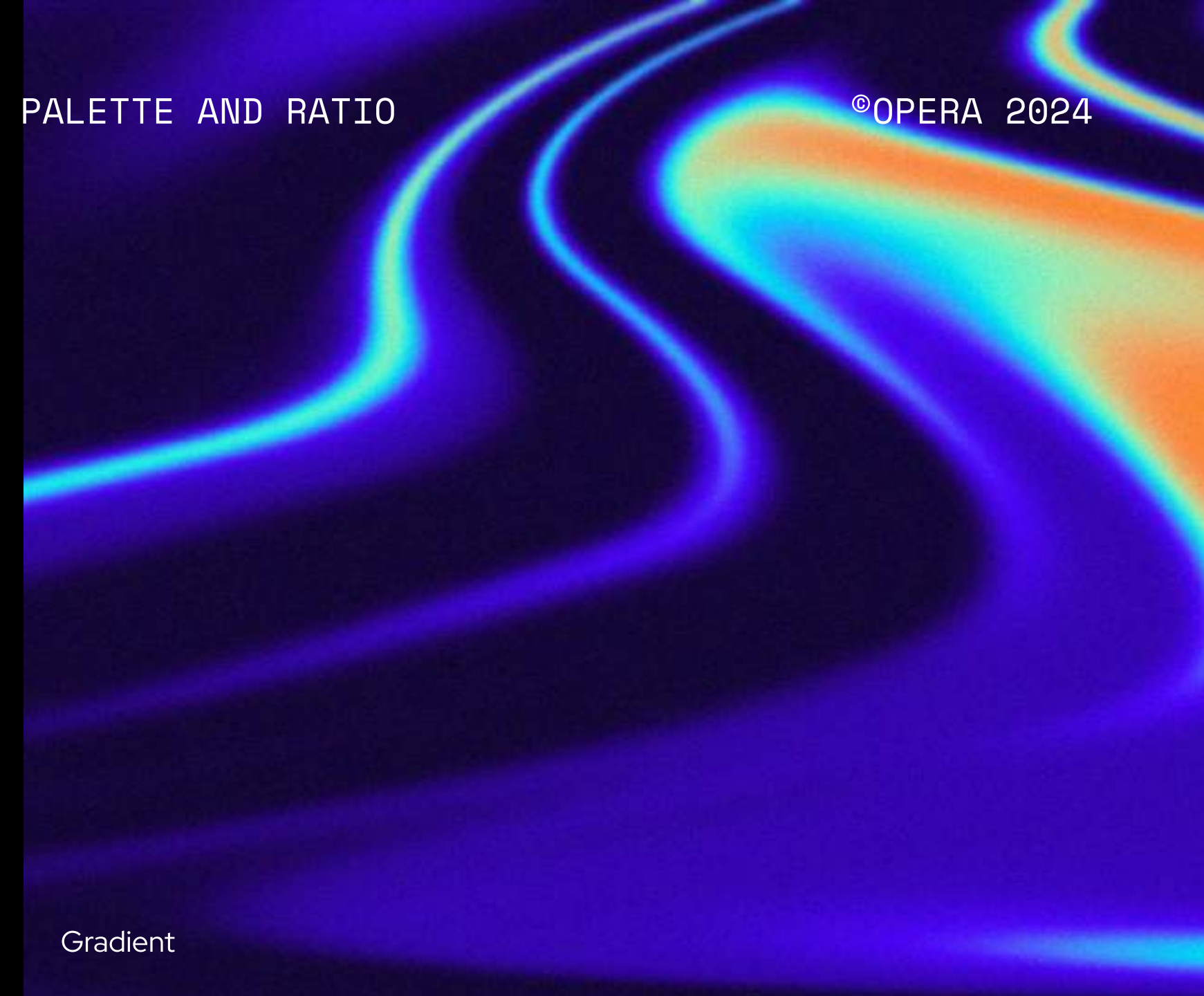
 Figma

 Behance

 Apartment in Bar

 Condo in Barcelo





Gradient

Island  
Blue

RGB 78 35 247  
HEX 4E23F7

Canyon  
Coral

RGB 223 78 96  
HEX DF4E60

Oasis  
Orange

RGB 236 141 84  
HEX EC8D54

Archipelago  
Avocado

RGB 94 191 152  
HEX 5EBF98

Plateau  
Primrose

RGB 237 197 125  
HEX EDC57D

Summit  
Sapphire

RGB 49 120 240  
HEX 3178F0

Fjord  
Azure

RGB 75 231 221  
HEX 4BE7DD

Peninsula  
Purple

RGB 168 121 218  
HEX A879DA

Parasol  
Pink

RGB 254 121 222  
HEX FE79DE

Primary  
White

RGB 255 255 255  
HEX FFFFFFFF

Primary  
Black

RGB 0 0 0  
HEX 000000

# DEFAULTS AND EXTENDED

While the new identity provides an extensive range of colors and gradient palettes to delve into, in case of uncertainty, we can always rely on the primary set.

Gradient

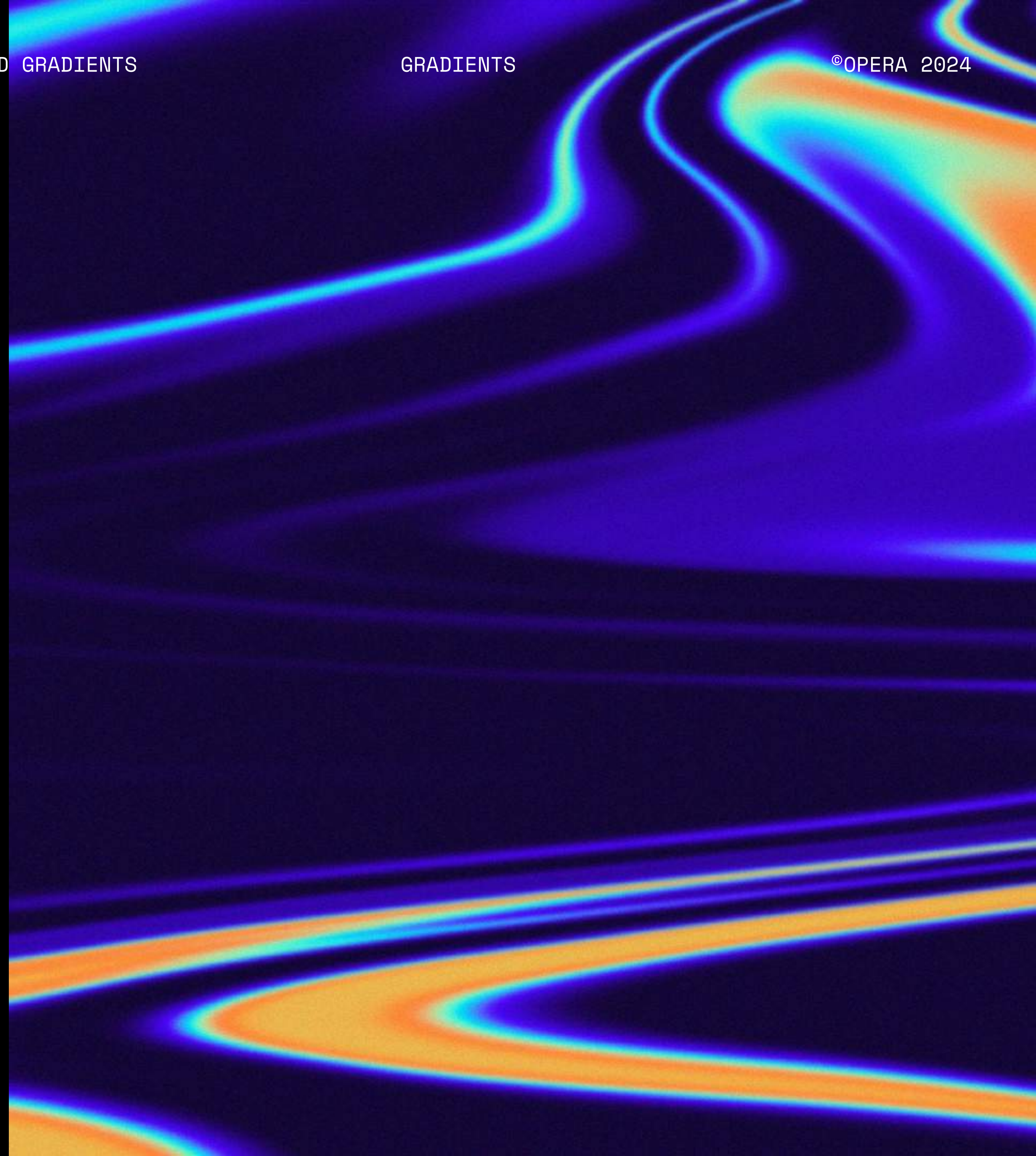
Island  
Blue

RGB 78 35 247  
HEX 4E23F7



# GRADIENTS

A fresh addition to Opera's identity, O1 features bespoke textured gradients, infusing an organic, nonlinear dynamism to our look and feel.



# HIGH FREQUENCY

FOREGROUND

BIG, BOLD, ATTENTION  
GRABBING GRAPHICS

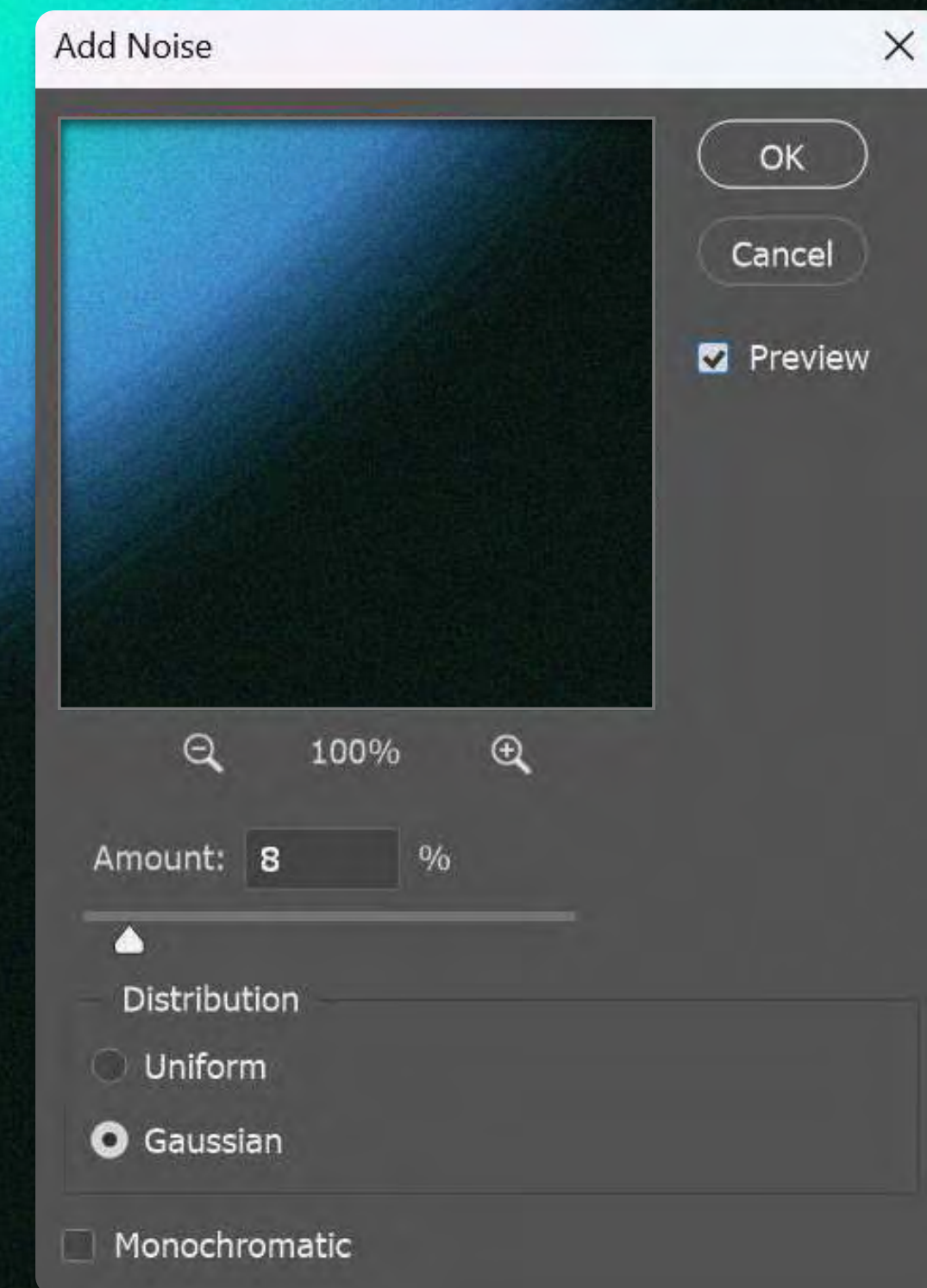
# LOW FREQUENCY

BACKGROUND

TO EMBELLISH AND  
FOCUS ON CONTENT

# A GUIDE FOR GRAIN

To enhance the tactile sensation and incorporate an additional dimension of texture and tangibility to our fluid gradients, we introduce a delicate yet discernible layer of grain. The subsequent slide will aid in determining the optimal range for application.



**TOO  
LITTLE**

**JUST  
RIGHT**

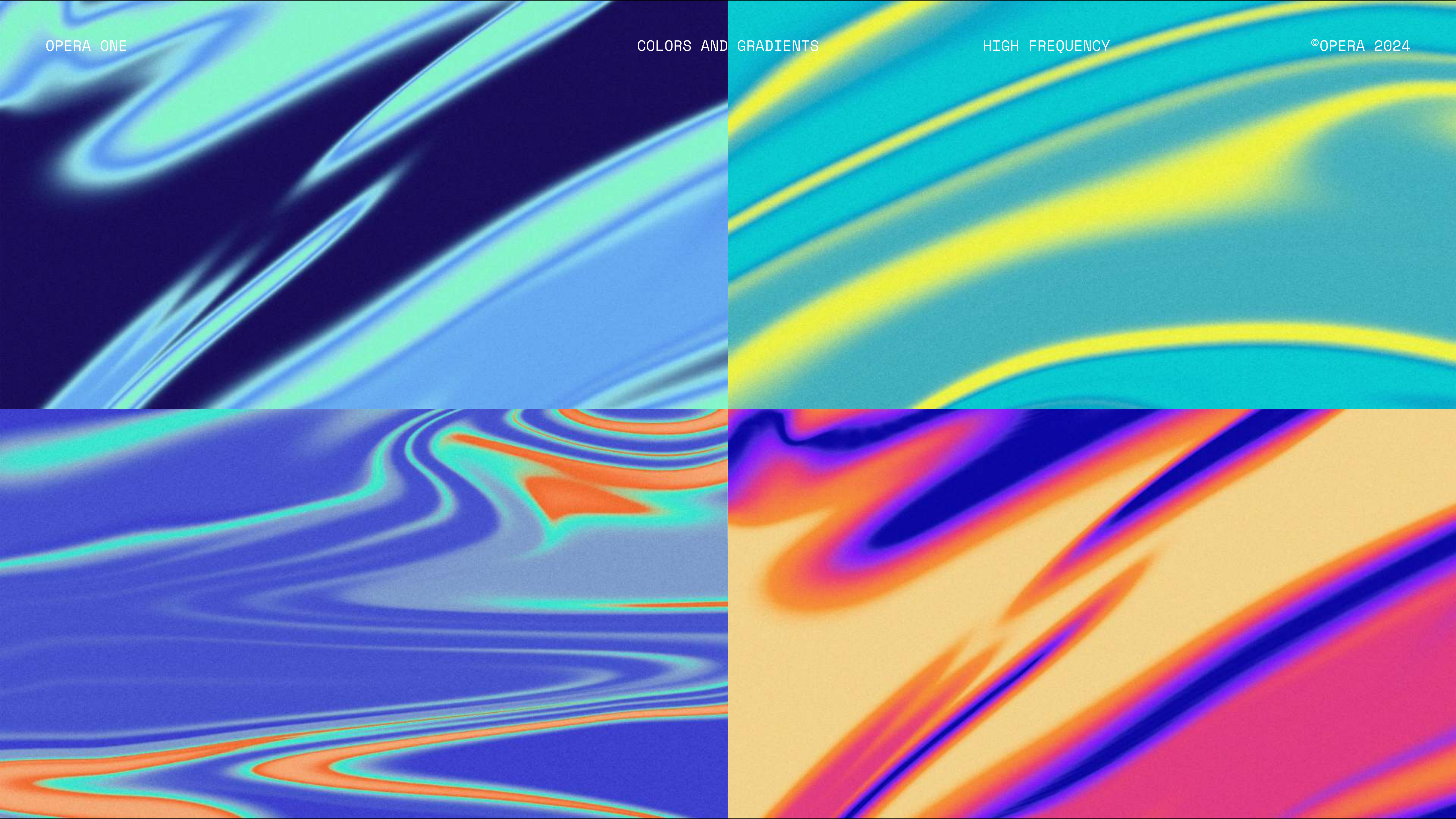
**TOO  
MUCH**

OPERA ONE

COLORS AND GRADIENTS

HIGH FREQUENCY

©OPERA 2024

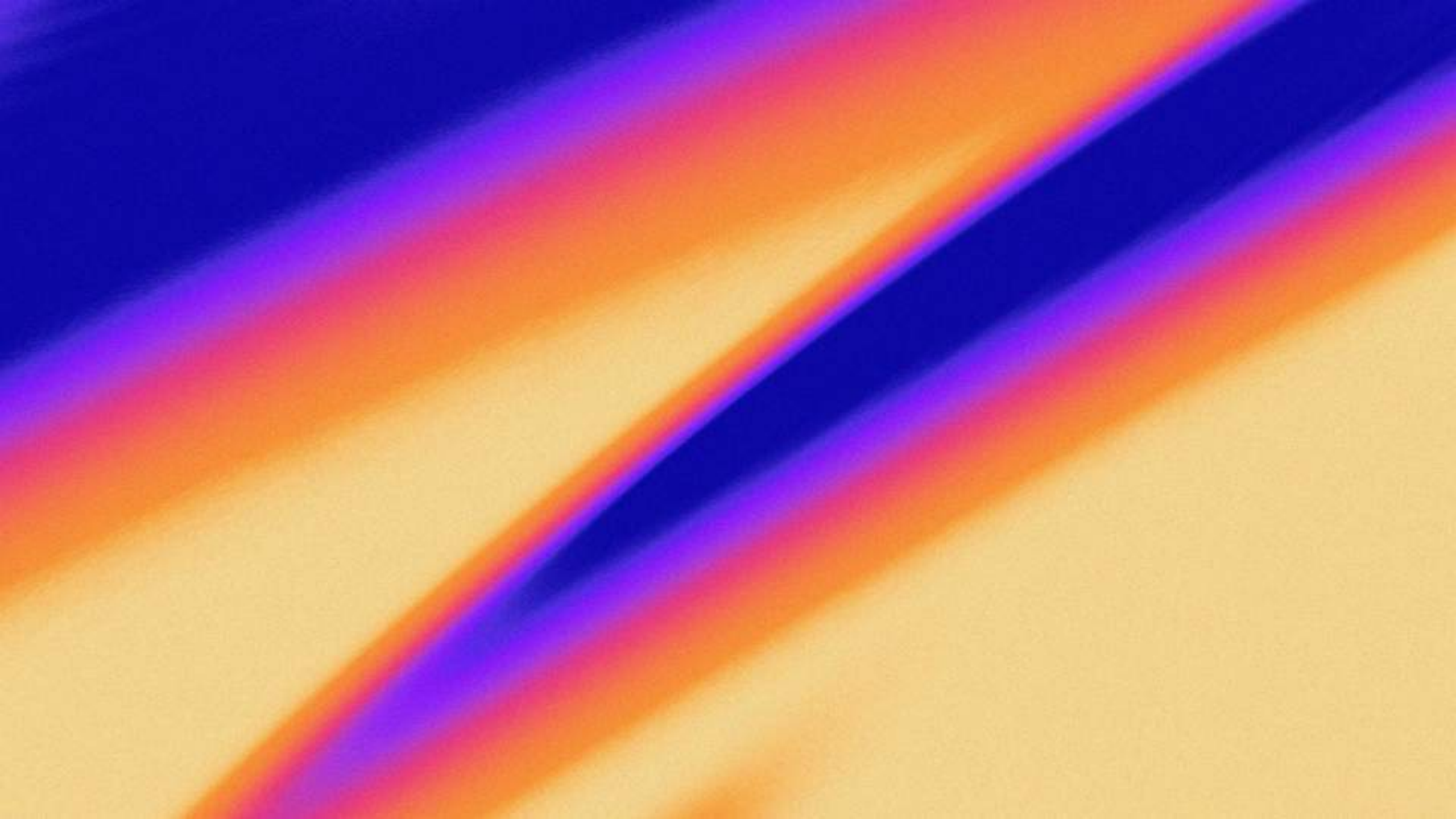
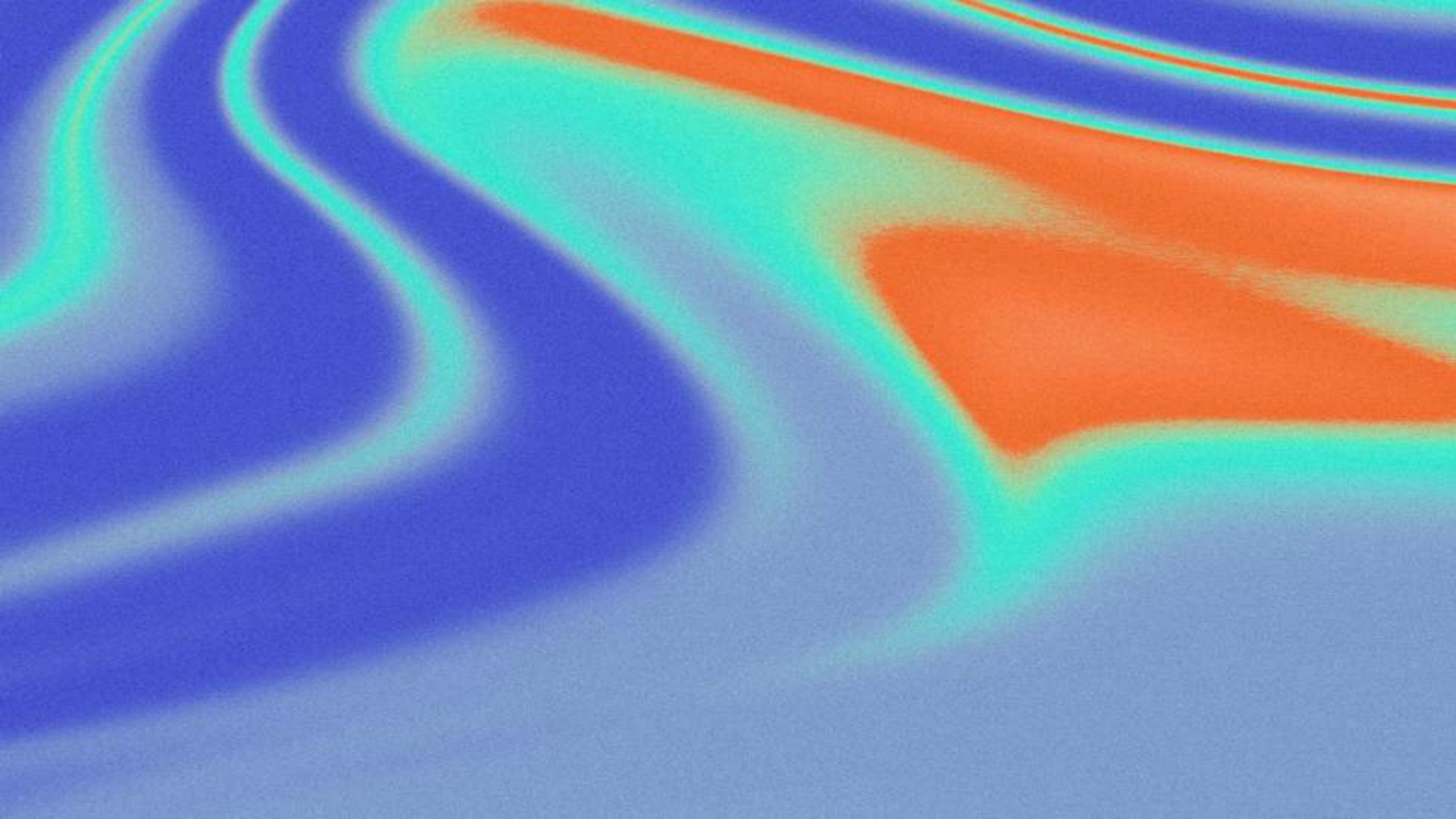
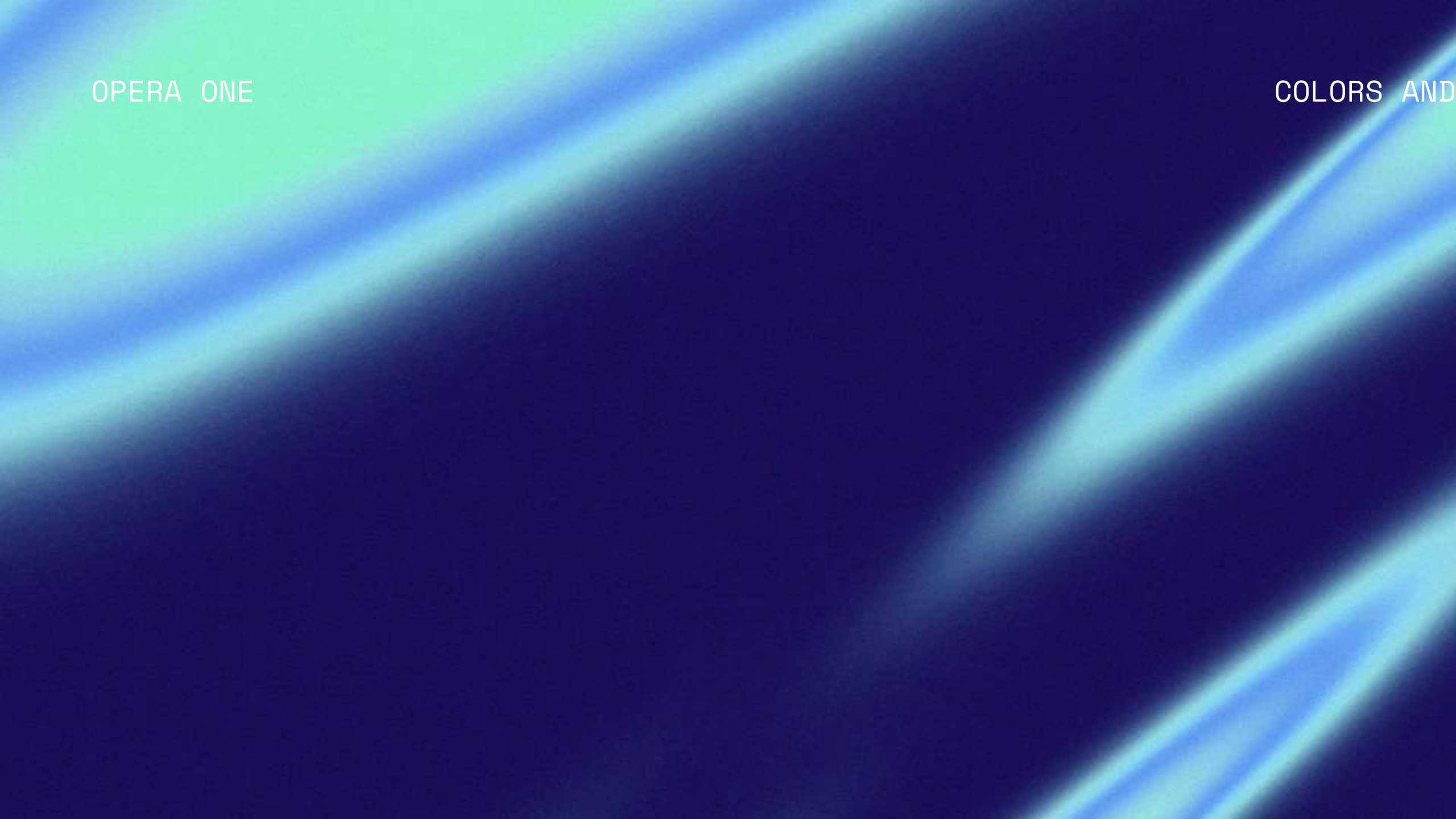


OPERA ONE

COLORS AND GRADIENTS

LOW FREQUENCY

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# TYPOGRAPHY

## TYPEFACES

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### PRIMARY FONT

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### SECONDARY FONT

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### STYLES AND HIERARCHY

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# TYPEFACES

We use Be Vietnam Pro as primary font for text setting throughout the branding. The typeface is a Neo Grotesk that embodies visual clarity and simplicity, which are synonymous with the attributes of Opera One.

The family has 18 styles available but we primarily stick to regular, bold, or black.

Space Mono, regular, is used as the secondary font and is used sparsely as both a contrast ingredient, and for utility such as headers and footnotes.

The typesetting and layout resemble a feeling of neatly stacking and organizing elements into defined spaces. Our headlines are tightly set in capitals, negative letter spacing and leading. The subheading and the body styles are more open for readability and legibility.

# MEET THE FUTURE OF WEB BROWSING

Be Vietnam Pro  
**BLACK BOLD REGULAR**

SPACE MONO, REGULAR - WE USE TYPOGRAPHY THAT STANDS OUT AND WORKS PERFECTLY IN CONTRAST WITH THE COLORFUL IMAGERY. OUR TYPOGRAPHY IS STRONG - POWERFUL YET PLAYFUL - AND NEVER BORING OR CONSERVATIVE.



**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

Space Mono  
REGULAR OR ALL-CAPS

# STYLES AND HIERARCHY

## H1

To be used for short form or titles for print and web.

Font: Be Vietnam Pro  
Weight: Black  
Case: All-caps  
Leading: 95%

**BROWSE WITH  
INTELLIGENT  
TAB ISLANDS.**

## H2

To be used for short form or titles for print and web. In support of H1.

Font: Be Vietnam Pro  
Weight: Regular or Bold  
Case: Caps or Sentence  
Leading: 110%

**WITH TAB GROUPING  
SYSTEM ENSURES THAT  
EVERYTHING IS EASY TO  
FIND AND ACCESS.**

## COPY TEXT

To be used for long and flowing text.

Font: Be Vietnam Pro  
Weight: Regular  
Case: Sentence  
Leading: 125%%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla dolor ex, vestibulum ut facilisis ut, auctor quis nunc. Phasellus felis ex, placerat nec egestas id.

## DETAILS

Used as the secondary font. A contrast ingredient, and for utility such as headers and footnotes.

Font: Space Mono  
Weight: Regular  
Case: Caps or Sentence  
Leading: 110%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla dolor ex, vestibulum ut facilisis ut, auctor quis nunc. Phasellus felis ex, placerat nec egestas id, sollicitudin vel metus. Fusce sed dui eget sem porttitor facilisis vitae non lacus.

# PHOTOGRAPHY

VISUAL TONALITY

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SAMPLES

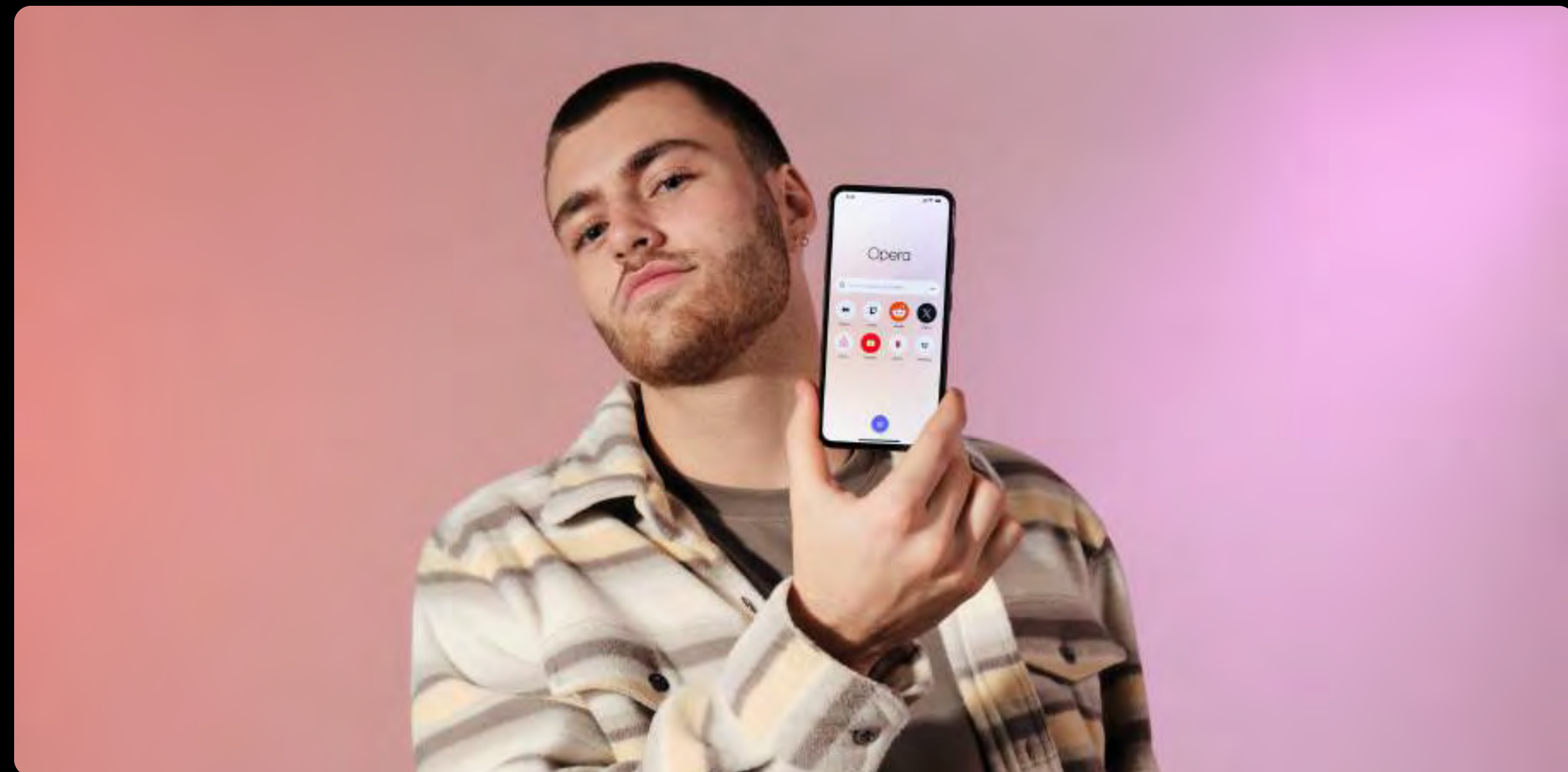
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# VISUAL TONALITY

With our photography, we aim to find the exact balance we found in our graphic design. A near-future aesthetic that blends the new with the familiar, both in terms of how people relate to Opera and as an art direction.

To achieve this, we evolved our current style, starting with our new colors and introducing more infinite backdrop styles, atmospheric elements like slight film grain, and subtle hints of ambient colored lighting while retaining natural skin tones.





# IN SITU





THE BROWSER  
OF THE FUTURE

# OPERA ONE

## REENGINEERED BROWSER

Browse smoothly with multi-threaded processing, a modular design and dynamic Tab Islands.

DOWNLOAD OPERA ONE

THE BROWSER  
OF THE FUTURE

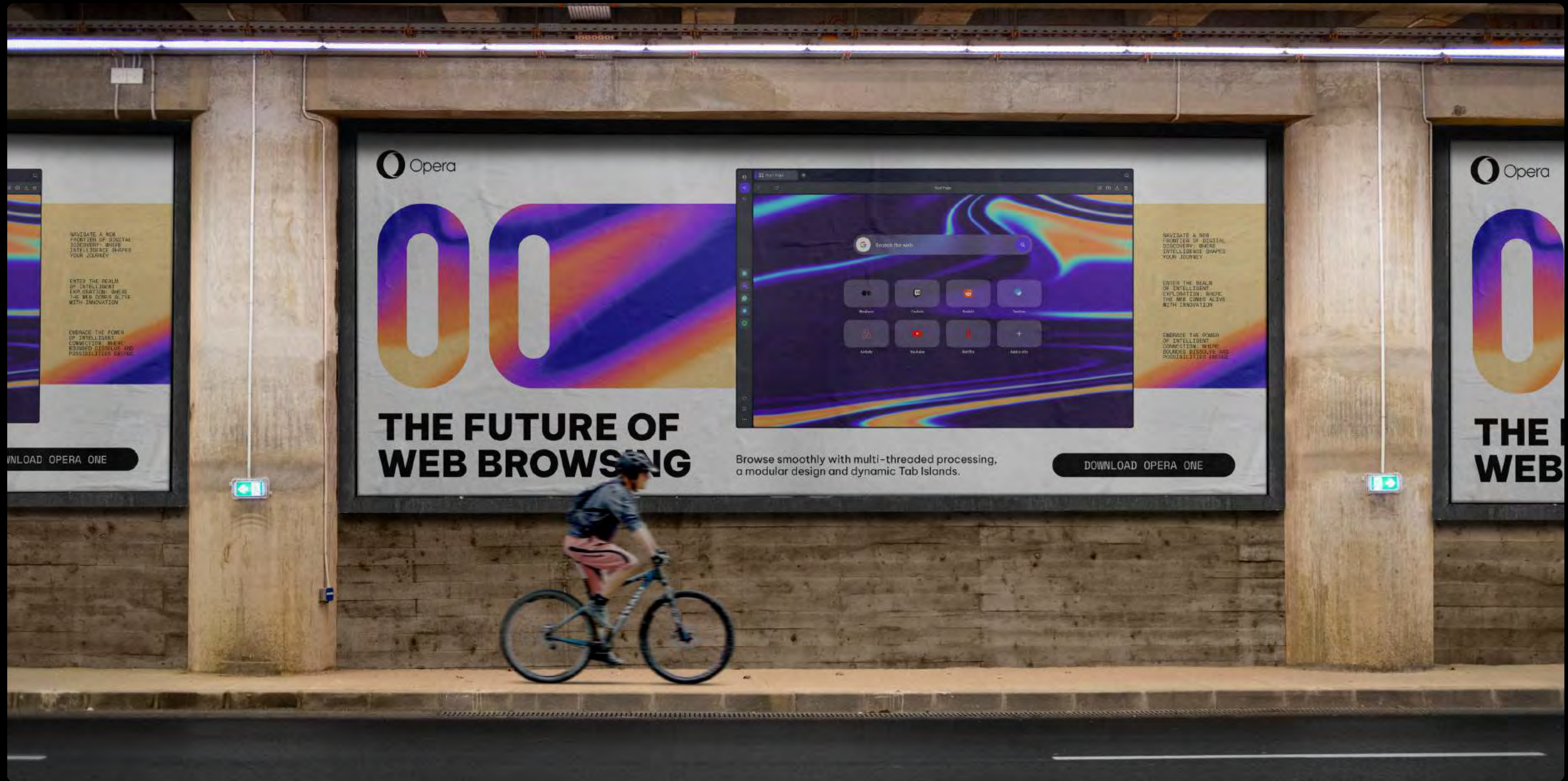
# OPERA ONE

## REENGINEERED BROWSER

Browse smoothly with multi-threaded processing, a modular design and dynamic Tab Islands.

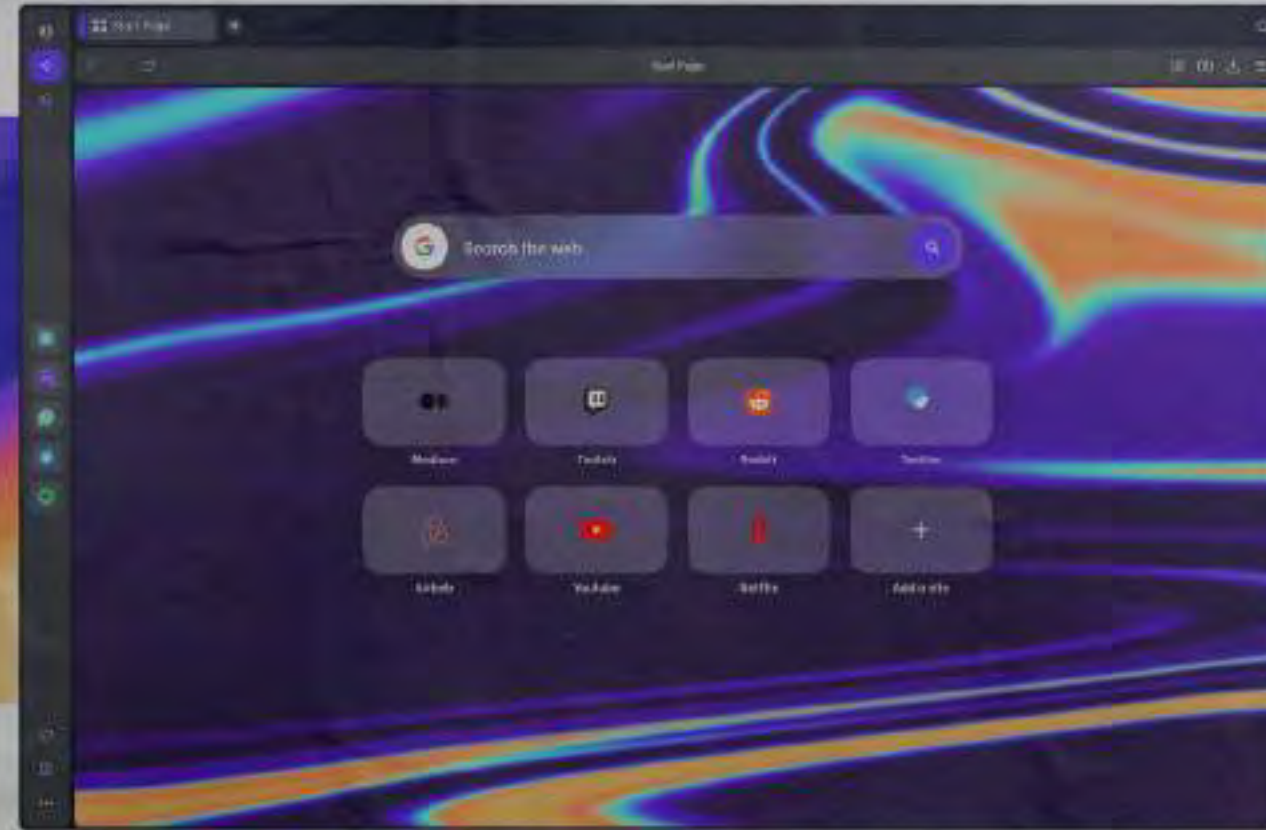
DOWNLOAD OPERA ONE





Opera

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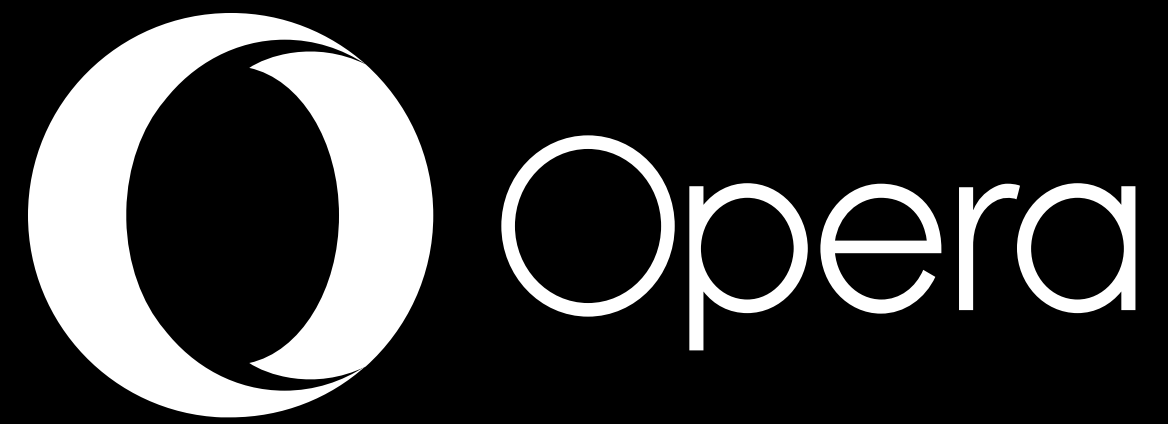
**THE FUTURE OF  
WEB BROWSING**

Browse smoothly with multi-threaded processing,  
a modular design and dynamic Tab Islands.

**DOWNLOAD OPERA ONE**

DOWNLOAD OPERA ONE

**THE  
WEB**



If you have brand related questions or inquiries regarding the Opera design guidelines or how to best communicate and represent Opera, please reach out to the design team.

Patrick Huertas, Art Director  
phuertas@opera.com

Jakub Saniewski, Lead Product Designer  
jsaniewski@opera.com

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