Inside there’s a unique identity that’s recognizable across all platforms. This is what sets us apart from the rest.
Why we’ve gathered here today

Simply put, a browser is your gateway to your life online, and that life is very personal. However, we find ourselves less and less in control of our lives on the web, as it’s being taken over by employers, corporations, and even governments. This limits your ability to be your true self online, even in your personal time.

That’s why the world needs Opera: The Personal Browser.
For anyone with an internet connection

Opera is for those who open their browser to relax, entertain themselves, learn something new, or connect with someone. It’s for those who have secrets, opinions, needs, and dreams. It’s for those who have 102 tabs open – in two browser windows.

It’s for those who want to improve their quality of life online and make it ever more secure.

It’s for those who value the great design and creativity that take the online experience to new places.
Let’s get personal

As the personal browser, we encourage you to be your true self, online and offline.

We embrace the unique and don't shy away from the uncomfortable, even when others are afraid to go there.

We're not afraid to get personal. We're not afraid to be bold and audacious, because we believe our actions give people more room to be themselves.
Welcome to the internet

We’re here to fuel the good times – because let’s not forget, this is the internet, after all. We want to entertain and to be entertained, to get weird and stupid, to be bold and savage.

Let’s create stuff that’s just epic and have a laugh over a beer (maybe two).
We are personal

Not corporate
We are inclusive

Not exclusive
We are inspiring

Not demanding
We are brave

Not boring
We are fun

Not serious
Our look / distinctive elements

**Headline**

"Cursor"
Used in the beginning of a headline. Tells about the business and is distinctive.

**Frame**

Shorter side divided by 20.

**Colors**

Colors in the background and images.
"Cursor"

The height of the cursor is \( \frac{2}{3} \) of the font thickness.

The placement of the cursor is \( \frac{1}{3} \) below from the first letter.

Width of the cursor is the same as the first letter. Exception is the letter “i”. With “i” the width is double the letter.
Your 5 to 9 browser.
Opera. Your personal browser.
Use of logo

- Logo
- Clear space
- Variations
- Partnership Lockup
- Misuse
- Examples
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.
Clear space

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.

Measurements

Y = 25% Logo height
X = 50% Logo height
Variations

The gradients in the Opera logo aren't suited for CMYK print in small sizes. For those situations, we have developed a flat, two-colored logo as well as monochrome for one color print. This version may also be used in other situations where the full color logo isn't suitable.

Full (preferred)

Flat

Monochrome

Gradient

Red 1
RGB 255 27 45
HEX #FF1B2D

Red 2
RGB 167 0 20
HEX #A70014

Red 3
RGB 156 0 0
HEX #9C0000

Red 4
RGB 255 75 75
HEX #FF4B4B

Flat colours

Pantone Warm Red
RGB 255 27 45
HEX #FF1B2D

Pantone 1807
RGB 167 0 20
HEX #A70014

Black
RGB 0 0 0
HEX #000000

Colour options

Red
RGB 255 27 45
HEX #FF1B2D

Black
RGB 0 0 0
HEX #000000

White
RGB 255 255 255
HEX #FFFFFF
Partnership Lockup

Opera is often branded together with one of our partners on 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, as well.

The Opera logo and the co-partner logo should always be divided by a line. When the logos are placed horizontally, the line should be vertical. When the logos are placed vertically, the line should be horizontal.

For best possible contrast, use the positive version with a black line on white and bright backgrounds. On darker backgrounds, use the negative version with a white line.
Misuse

Inconsistent use of the Opera logo and icon detracts from our brand equity and recognition. Distorting or modifying the Opera logo in any way negates the consistency we strive to achieve. These examples illustrate what not to do.

Legacy branding
Do not use assets reflecting this visual style as we continue to evolve our identity

Letter “O”
The icon should not function as replacement for the letter “O”

Distortions
Do not deform, squish or angle the logo out of its proportions

Wordmark replacement
Do not modify the wordmark with alternative fonts

Effects
Do not add unnecessary filters or effects

Color
Do not change the colour profiles outside of our primary brand colours

Background colors
Be cautious of lack in contrast between the background color and Opera icon

Distracting Backgrounds
Do not use the logo over complex backgrounds
Examples of logo usage

Your secret is safe with us.

Browse privately with Opera.

Get Opera
It's free
Colors

Palette  Greyscale  Primary  Secondary  Examples  Color with photos
Primary colors

Use colors in pairs. Primary color pairs are listed below.
Secondary colors

Light blue, light green, dark blue and dark red are used as secondary colors. Use these when it’s not possible to use a color pair, for example with black and white photos.

Secondary colors are only used when brand photos or stock photos with colored backgrounds cannot be used.
Examples of colors in action

The distinctive elements are frame, font and cursor. We will use colors that match.

We embrace your other side.

For the real you.

Keep personal personal.
Color with photos
Typography

Primary typeface  Secondary typeface
Primary typeface

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.

Headline

Averta Black

Lead paragraph

Averta SemiBold

Body copy

Averta
Secondary typeface

Used as an alternative or system font.

Headline
Arial Black

Lead paragraph
Arial Bold

Body copy
Arial Regular
Photography

People  Styling  Clothing/Set design  Light  Moves  Product photography  Stock photos
We show people who are proudly themselves.

In comparison to what’s typically called “normal,” they might seem a bit quirky, odd, or extreme.

They are simply bursting with so much personality, flair, and attitude. They are all unique.
Styling

Styling of people reflects their personality.

We embrace the uniqueness of all individuals – and that shows in our images.
Clothing / Set design

Everything is colorful and well thought out, including clothing... and set design.
Light

We use soft, large lights to highlight the rich colors.

Where we need drama, we'll create highlights with lights and shadows (yet retaining the simple style and vivid colors).
Moves

People do not pose in a traditional way - we exaggerate the poses to highlight their personality.

We don't try to make perfect people look perfect - we let unique people look unique.
Product photography
Keywords for stockphotos

Use these keywords and phrases:
"Colorful studio"
"Colorful studio people"
Add: Quirky, strange, charismatic, *topic* (e.g. mobile device) to find right topics.

Note: same keywords may not work similarly between image banks. For example "Colorful studio" in iStockphoto.com results in a large selection of people. The same keywords in Shutterstock gives mostly empty studio spaces.
Edit to match our style

Adjust the colors to match Opera’s palette. Be careful to avoid too high of saturation.

Who you really are.
Guidelines for image banks

We want natural and quirky poses, with the environment, personality, and style exaggerated.

We do not want to be too “image bank-like” with cheesy poses and ordinary styling.

Always consider:
- Is his/her personality showing?
- Does it feel real or fake?

Good styling is something that suits the personality. It is interesting and brings character to the person. Bad styling is something that does not look natural, it looks like it is made for the styling’s sake.

We want the images to be different from everyone else. That’s why we always search for something a bit unique in the images. Always search for something that “breaks” the image: charisma, style or attitude.

A good pose is like a snapshot of a moment that tells something about this person. Even if the person is doing something silly or stupid, it should look authentic – like it’s the real character in action, not an actor playing the part.
Best practices for choosing good stock photos
Why this works?

She has a style that really looks like it’s hers. She has attitude, and her personality shows through.

Great characters don’t always have to be over-exaggerated to look interesting and grab attention.
Why this works?

It feels like we’re witnessing the real deal – that she’s genuinely laughing out loud.
Why this works?

She looks like she's really having fun. It doesn't seem forced or faked.
Why this works?

It’s fun, wacky and bold. The pose is exaggerated in a good way.
Why this doesn’t work?

The image edit has gone too far - her face doesn't look natural anymore. She’s posing in a classic and boring way - and we are not boring.
Why this doesn’t work?

She doesn’t look like she would wear this. The look is too much on the cosmetics ad side.
Why this doesn't work?

Does he look like he's in his own clothes? Does he look like he's actually joyful?
Same guy, now thumbs up.
Why this doesn’t work?

This is actually relatively natural, but the environment is wrong. To stay consistent, we always want a studio space.
Who even are you?

GET OUT OF HERE.
Why this doesn’t work?

We don’t see his true personality. The styling is poor – he’s wearing someone else’s clothes.

Also, the pose isn’t natural for him. He’s clearly awkward.
Why this doesn’t work?

With a bit more believable styling and a pose that actually fit him this guy would be a charismatic fellow. The whole image is just trying too much.

Next time pal.
No one actually does this.
Why this works?

She’s natural. It’s easy to like her because we can see the real her. There could be a bit more detail in the image, though (clothing, styling, pose, etc).
Why this works with minor adjustments?

She’s strong, she has attitude.

She seems right at home, even though she’s wearing all-yellow and posing in a dramatic way.

Only some color adjustments are needed to match closer to the Op-era color palette.
NOPE.

These hand signs...
Why this works?

That’s him, isn’t it? He could be wearing what he’s wearing.

He’s laid back, and nothing is too polished – except the great set of teeth.
Why this doesn’t work?

When someone is making a pose as unnatural as this thumbs-up, it makes you start to question the authenticity of everything, from his shirt to his hairstyle.
Why this works?

I see a confident, driven woman who isn't afraid to let her opinions be known.

You go, queen.
Why this doesn’t work?

She seems like a cool character, but her pose is too staged. Also, her skin is photoshopped too smooth.