Opera Brandbook

A guide to working with Opera’s unique identity and brand across platforms.
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).
Logo

Logo, clear space, variations, partnership lockup, and 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.
Logo Variants

For those situations requiring higher contrast, 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.
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.
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.

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

**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

**Effects**
Do not add unnecessary filters or effects

**Wordmark replacement**
Do not modify the wordmark with alternative fonts

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

**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
Colors

Palette, greyscale, examples, Color with photos.
Color Pairing

Use colors in pairs. Mix and match colors for each unique purpose, but ensure good contrast ratios.
Signature Styling

The signature Opera styling is achieved by a combination of border, text, intentional use of the brand colors and high quality photography.

Your Personal Browser
Signature Styling

The signature Opera styling is achieved by a combination of border, text, intentional use of the brand colors and high quality photography.
Typography

Primary and secondary fonts, and how to use the cursor.
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

Copy text
Averta Regular
Secondary Typeface

Poppins is used as an alternative for when Averta is not accessible. Available for download in Google Fonts.

Headline
Poppins Black

Copy text
Poppins Regular
The underline on the first character at beginning of a headline is called the cursor. A distinctive brand element that adds emphasis.

The height of the cursor is 2/3 of the H-stroke’s thickness.

The placement of the cursor is 1/3 below from the first letter. The width of the cursor is the same as the first letter.

In non-design application such as presentation apps, a simple underline will do.
If you have brand related questions or inquiries regarding the Opera brand guidelines or how to best communicate and represent Opera, please reach out to the design team.

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