A LIVING BRAND

This design guide serves as a dynamic resource for Opera One, adapting and expanding alongside its growth and evolution this year. Be sure to revisit frequently for updates on new colors, gradients, photography guidance, and implementation samples.

We appreciate your input and experiences in using these guidelines, which will help us continually enhance them.
CONTENT
Since its inception, Opera has been committed to providing users with a better alternative to conventional web browsers, leading the way with groundbreaking innovations that eventually became industry standards. As we unveil our new look, our mission to redefine the boundaries of web browsers and pioneer their capabilities remains unwavering.
The Opera icon has three variations depending on the context it will be used in:

- **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, while retaining recognisable red branding

- **Expressive Icon**
  - **Characteristics**: Black or White
  - **Use case**: The most stylized variation. Used for attractive and loud marketing purposes
**Product Logo**

- **Characteristics**
  - Skeuomorphic 3D

- **Use case**
  - Associated with the main Opera branding
  - Product logo for our flagship products
Characteristics
- Flat Red

Use case
- UI elements and icon sets
- Works in small scale, while retaining recognisable red branding
EXPRESSIVE LOGO

Characteristics
- Black or White

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

Expressive Icon
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.
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.
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.
OPERA ONE,
THE REDESIGN

USER INTERFACE DARK

USER INTERFACE LIGHT
COLORS AND GRADIENTS

COLORS USE

PALETTE AND RATIO

GRADIENT USE

GRADIENT STYLES
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.
IN SITU EXAMPLES

OVERVIEW
SHAPE LANGUAGE
UI AND FEATURE ABSTRACTIONS
CALL TO ACTION
THE BROWSER OF THE FUTURE

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

DOWNLOAD OPERA ONE

THE BROWSER OF THE FUTURE

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

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THE FUTURE OF
WEB BROWSING

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

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We use Be Vietnam Pro as the 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.
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%

**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%

**COPY TEXT**
To be used for long and flowing text.
Font: Be Vietnam Pro
Weight: Regular
Case: Sentence
Leading: 125%

**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%
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.

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