Opera

Style Guide

The Opera story

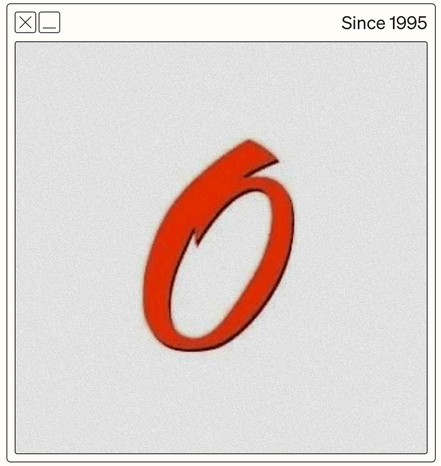
One tab

always leads

to another

And before you know it, you're well on your way to

- Starting
- Learning
- Watching
- Finding
- Building something
- Searching
- Saving
- Typing
- Posting



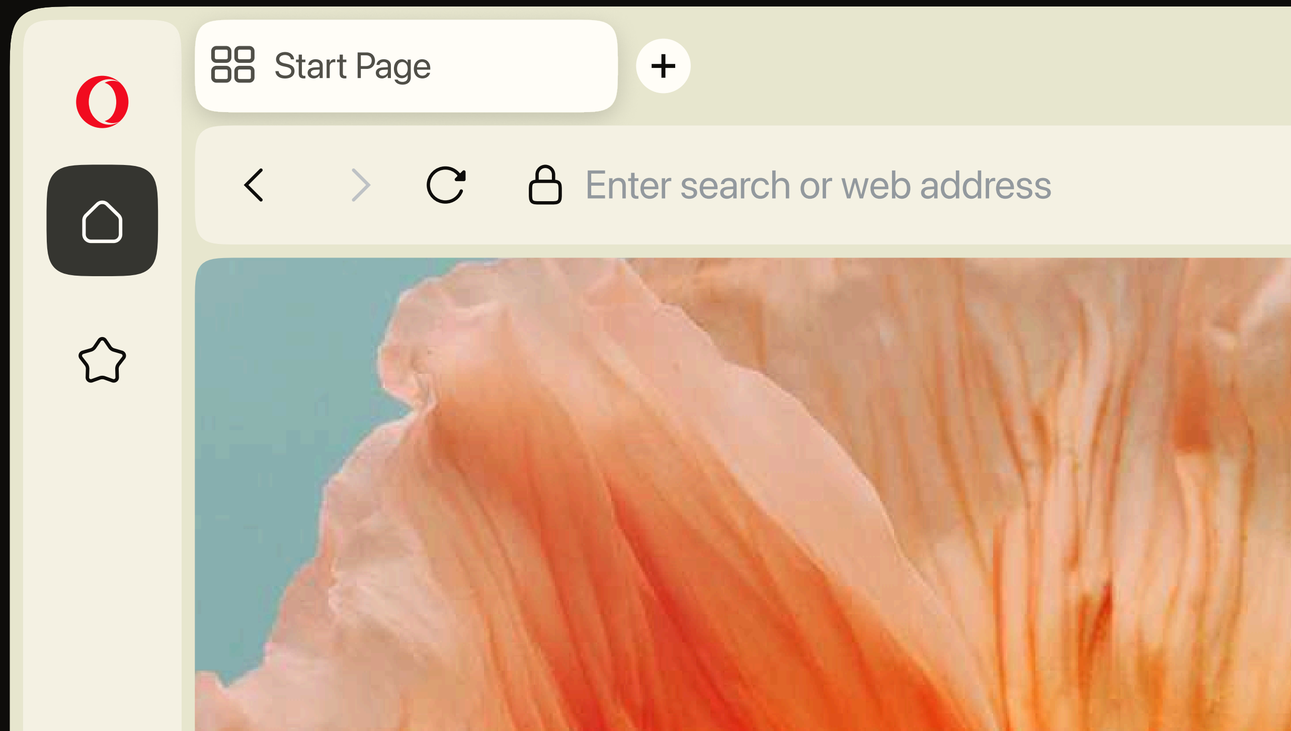
We've been there from the very start of the digital age. And to ensure we're here for everything yet to come, we've carefully crafted a brand worth switching to.

Use this style guide to help you build on our brand click by click, tab by tab.

Opera is the browser built for beginnings, and we're giving you everything you need to start and make it all happen.

For the make-it-happen people, Opera is an idea builder. We're foundational. An intentional first place people go to when building something.

Built for beginnings

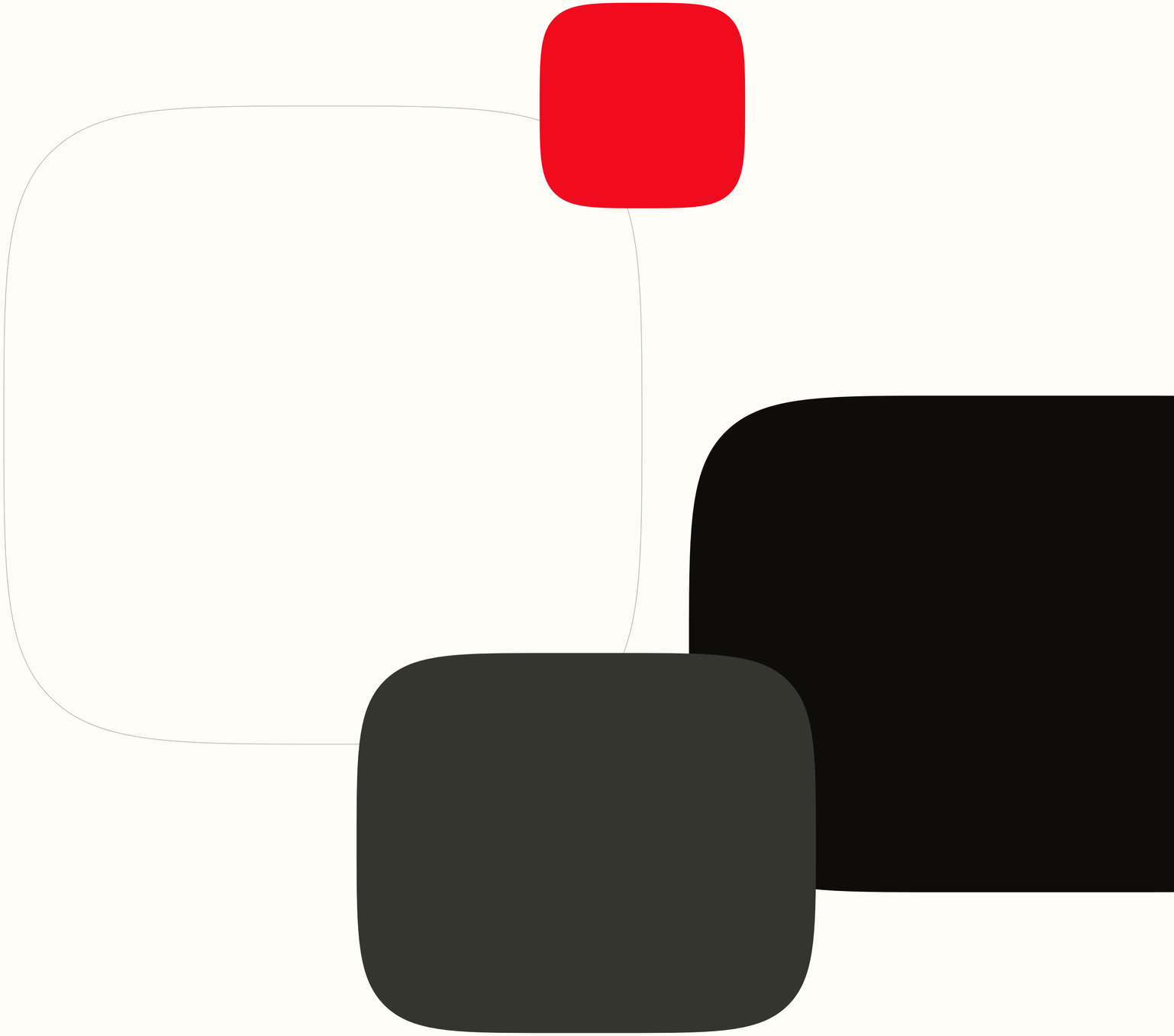


Logo

The ‘O’ is our distinctive brand marque, representing every beginning. Open and optimistic, it signals first moments to robust relationships, and everything in between.

Color Palette

Opera’s color system is distinctive, energetic, and confident. It consists of our core red and a supporting palette.



Type system

Our type stack clearly articulates just how epic it is to make things happen.

Söhne Breit for headlines

Söhne Breit

Söhne Kraftig

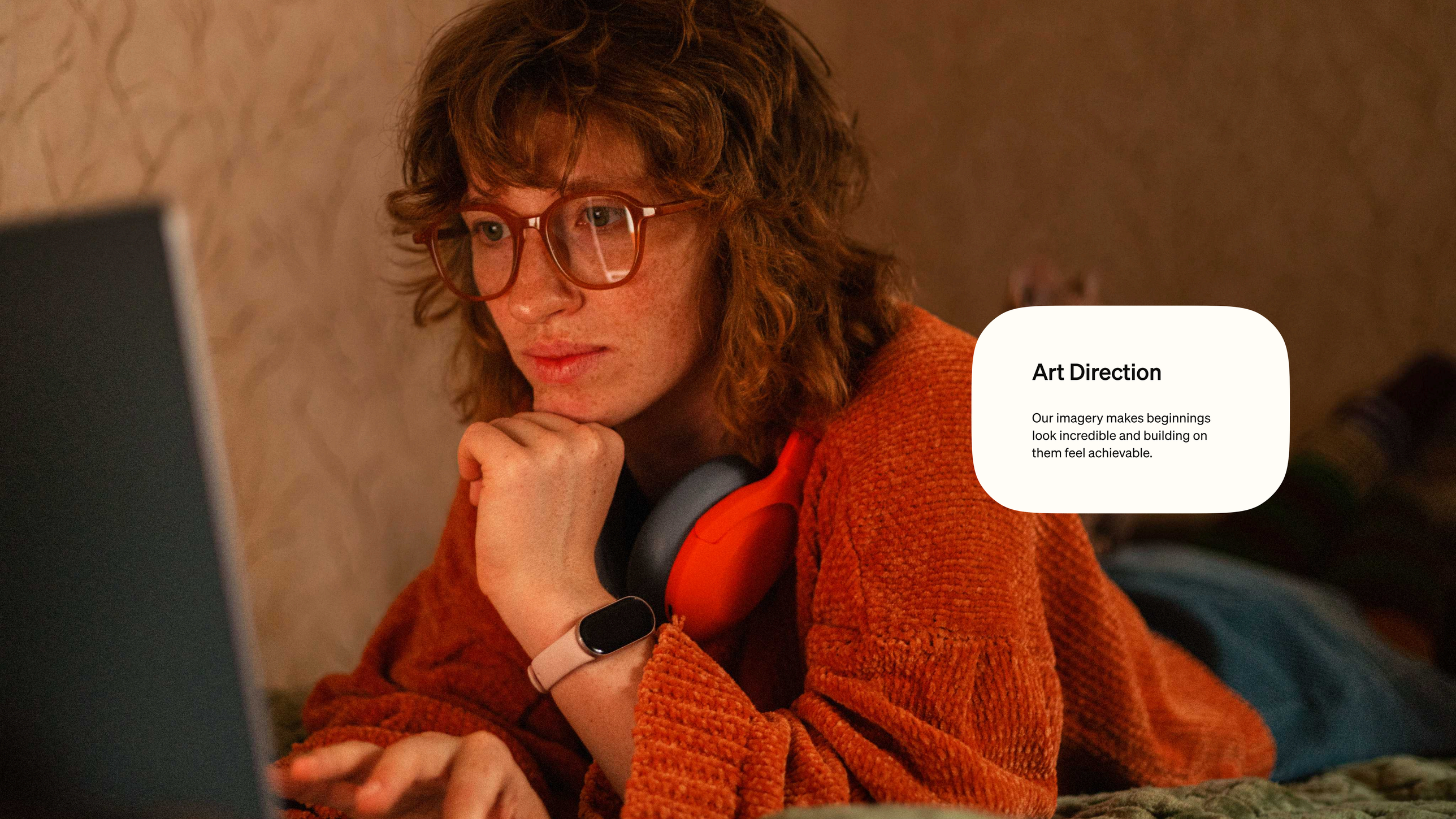
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345
6789!$%&*!?––[]

Söhne Buch

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345
6789!$%&*!?––[]

Söhne Mono Buch

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345
6789!$%&*!?––[]



Art Direction

Our imagery makes beginnings look incredible and building on them feel achievable.

Tab system

One tab always leads to another with Opera.
Our graphic system visually communicates
beginnings and beyond.

Opera

Logo

Our most distinctive brand asset. In our signature red, to create a lasting first impression.

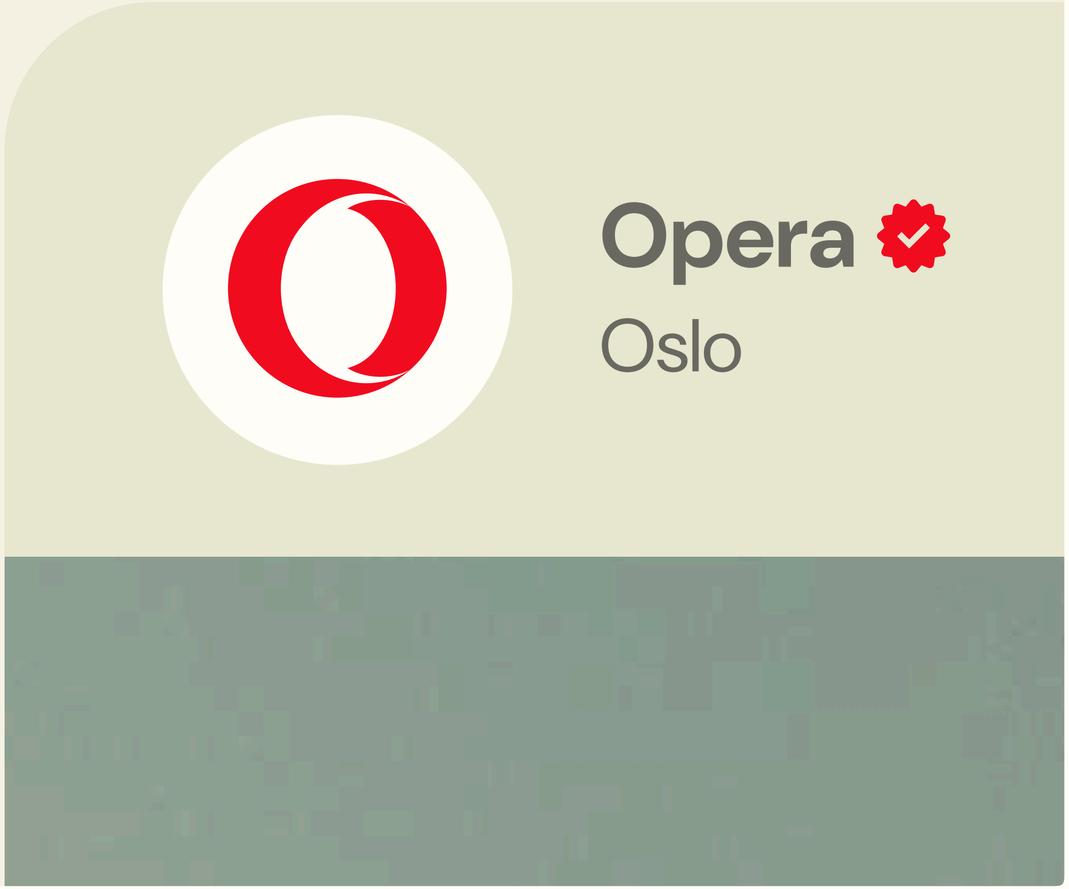
Primary logo

Our primary logo, and the logo we should default to whenever possible.

Opera

Marque

Our ‘O’ should be used in all instances where there isn’t space to use our full logo.



Color variation

We have two core logos, one for use on light backgrounds and one for use on dark backgrounds to ensure maximum visibility at all times.

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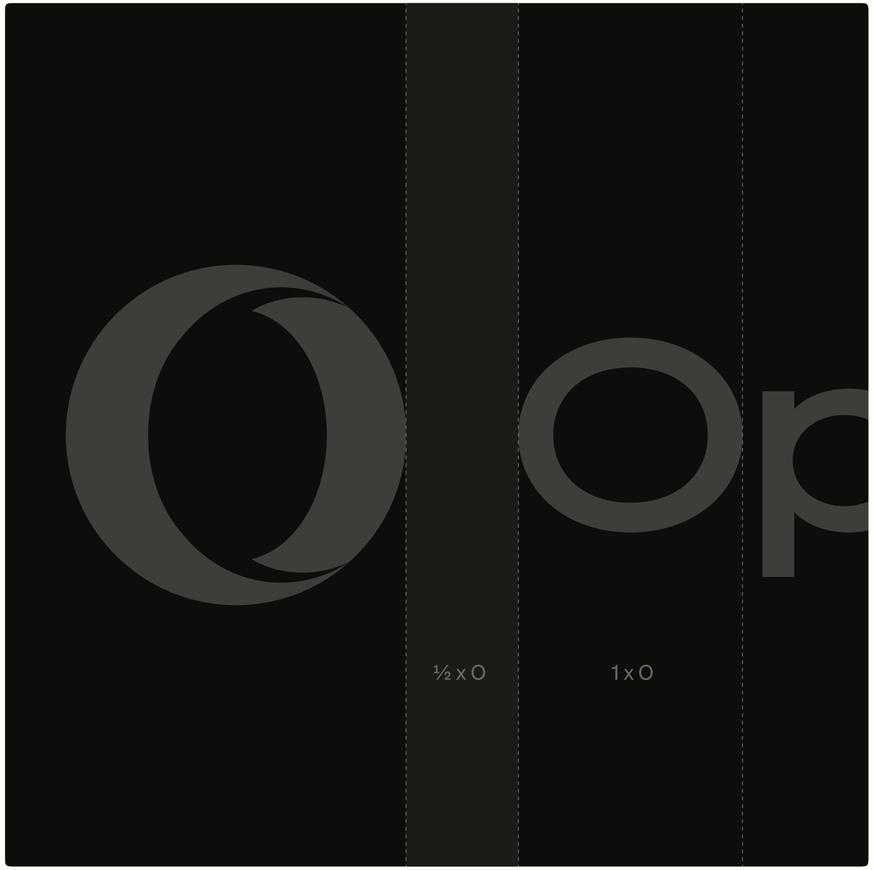
Opera

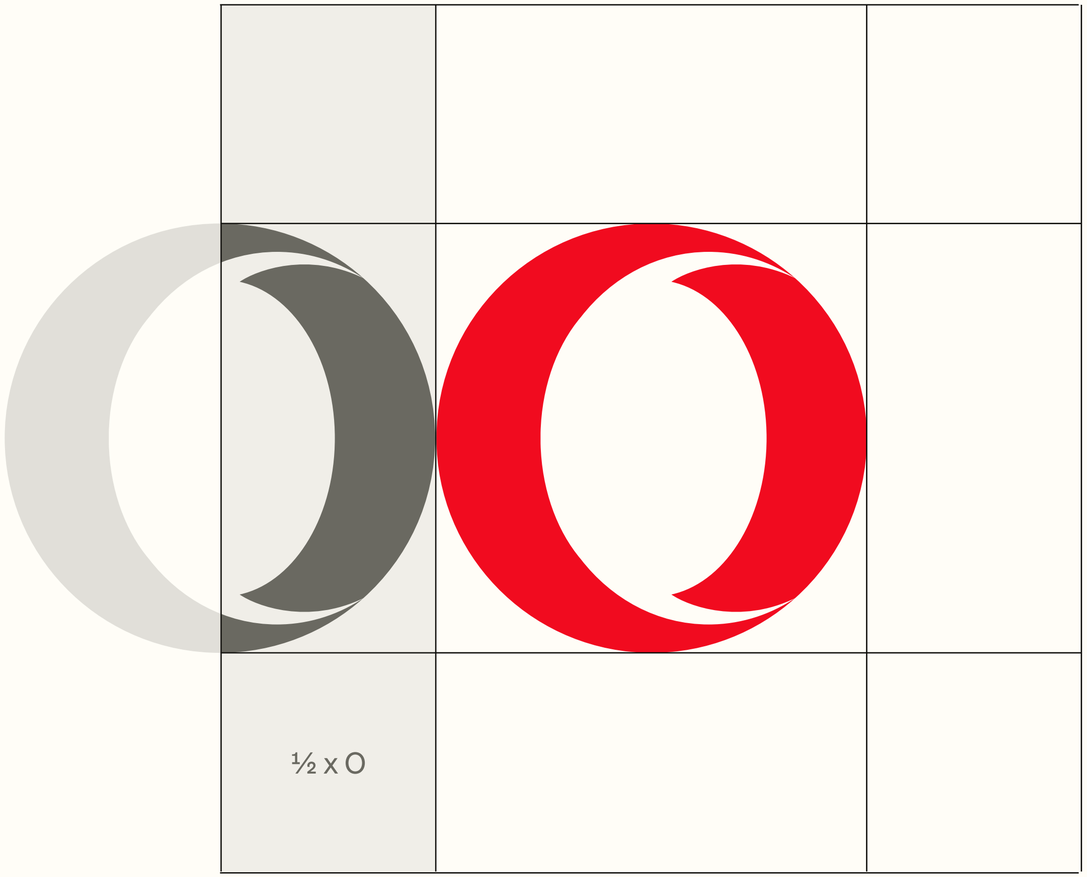
Clear space

When placed next to other elements, our logo needs room to breathe: take half its height as the clear space in all directions. The only exception is if we're using it as a masthead, when the logo can run right up to the margins to fill the space around it.



Marque clear space

When using the marque on its own, we apply the same clear space rules as the logo, keeping half the logo's width as the minimum clear space.



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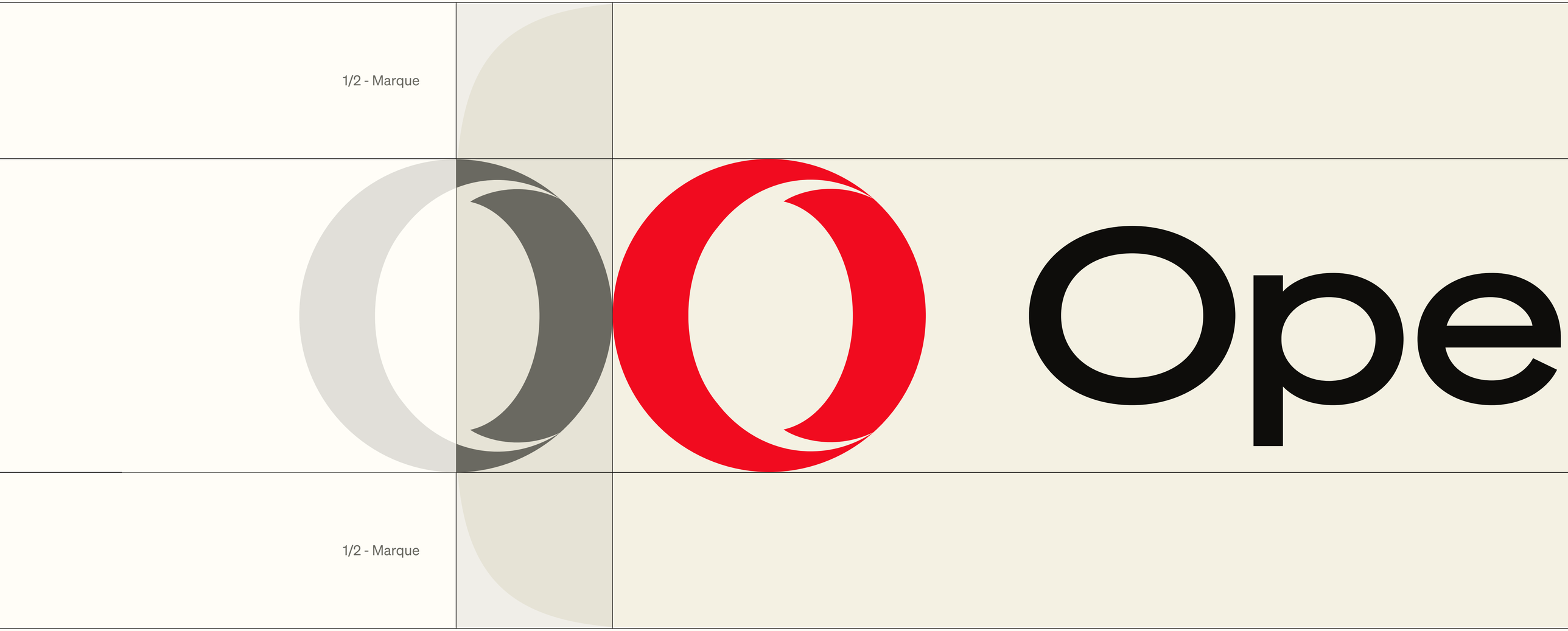
Logo in tab

When we need to place our logo over an image or a different color,
we insert it into a tab that matches the dimensions of our clear space.



Logo pairings

Sometimes we need to show our logo alongside partners or other brands. In these scenarios we use more generous spacing of half the width of the full logo, to maintain the right balance and energy.

Logo pairings

Sometimes we need to show our logo alongside partners or other brands. In these scenarios we use more generous spacing of half the width of the full logo, to maintain the right balance and energy.

Minimum sizes

Our logo and marque are designed to stand out in places where space is limited. Here's some guidance on scale.

Primary Logo

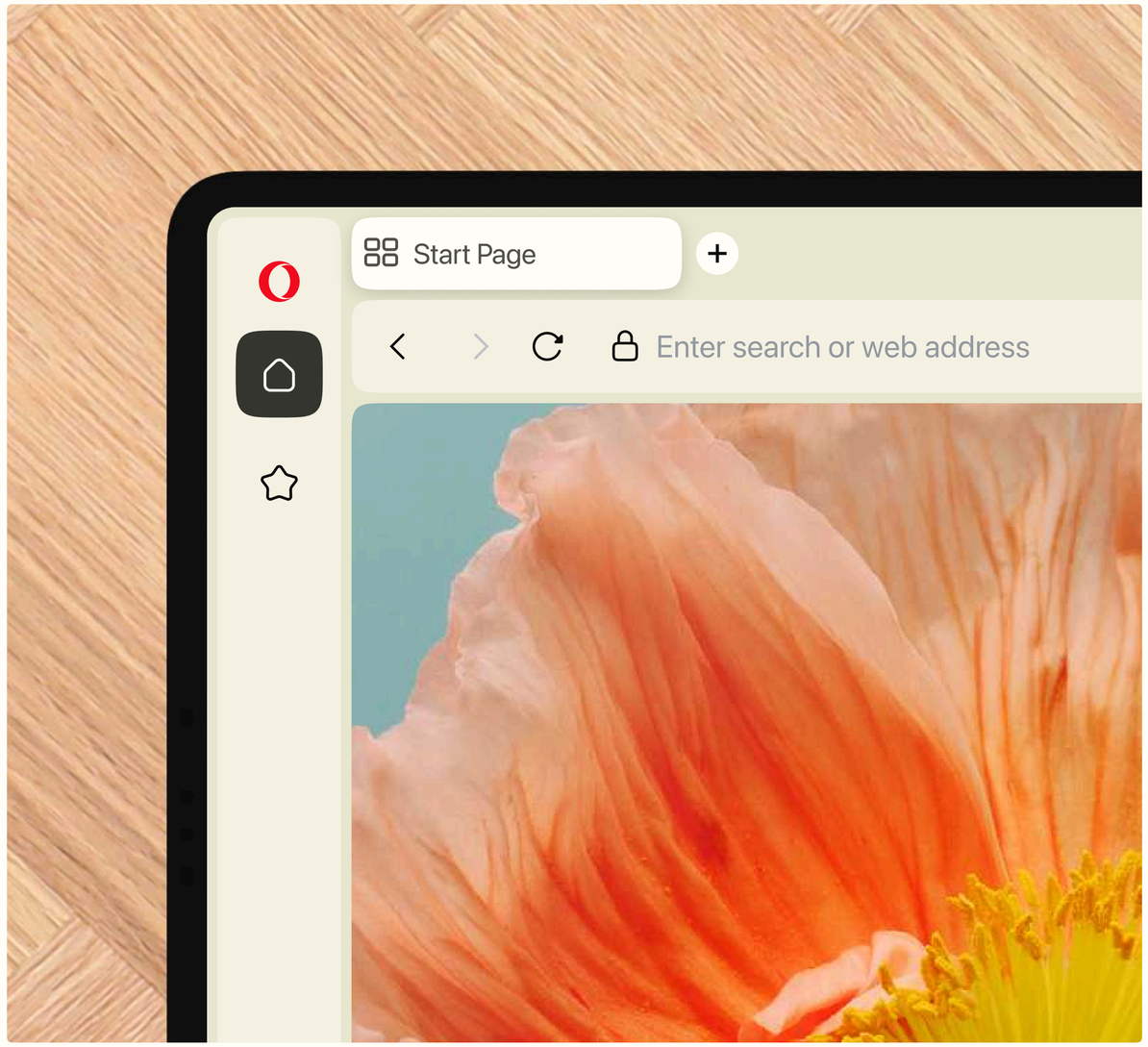
Print 6mm (h)
Screen 13px (h)

Marque

Print 6mm (h)
Screen 13px (h)

Logo in use

1:47
MON
26
Opera
Calendar
Health


Start Page
Enter search or web address

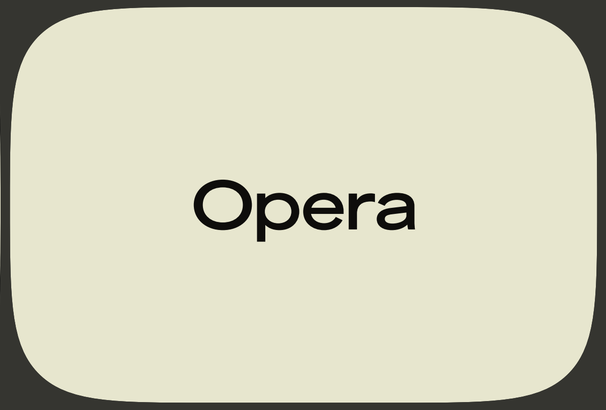
Don’ts

The things you should avoid under any circumstance:

Don’t stack the logo elements vertically.

Don’t use the logo over photography if readability is poor.

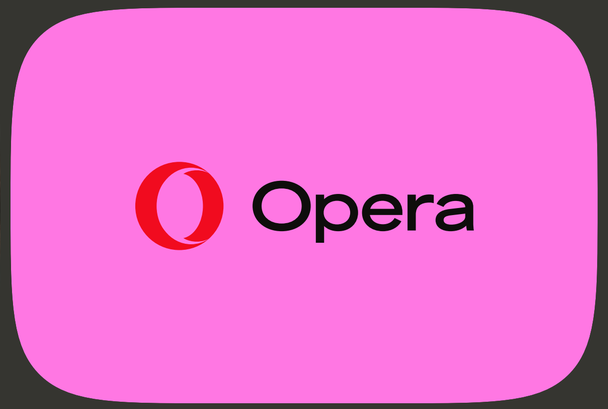
Don’t change the color of the logo.



Don’t use the wordmark on its own.

Don’t rotate the logo out of alignment with the margins.

Don’t use effects on the logo.



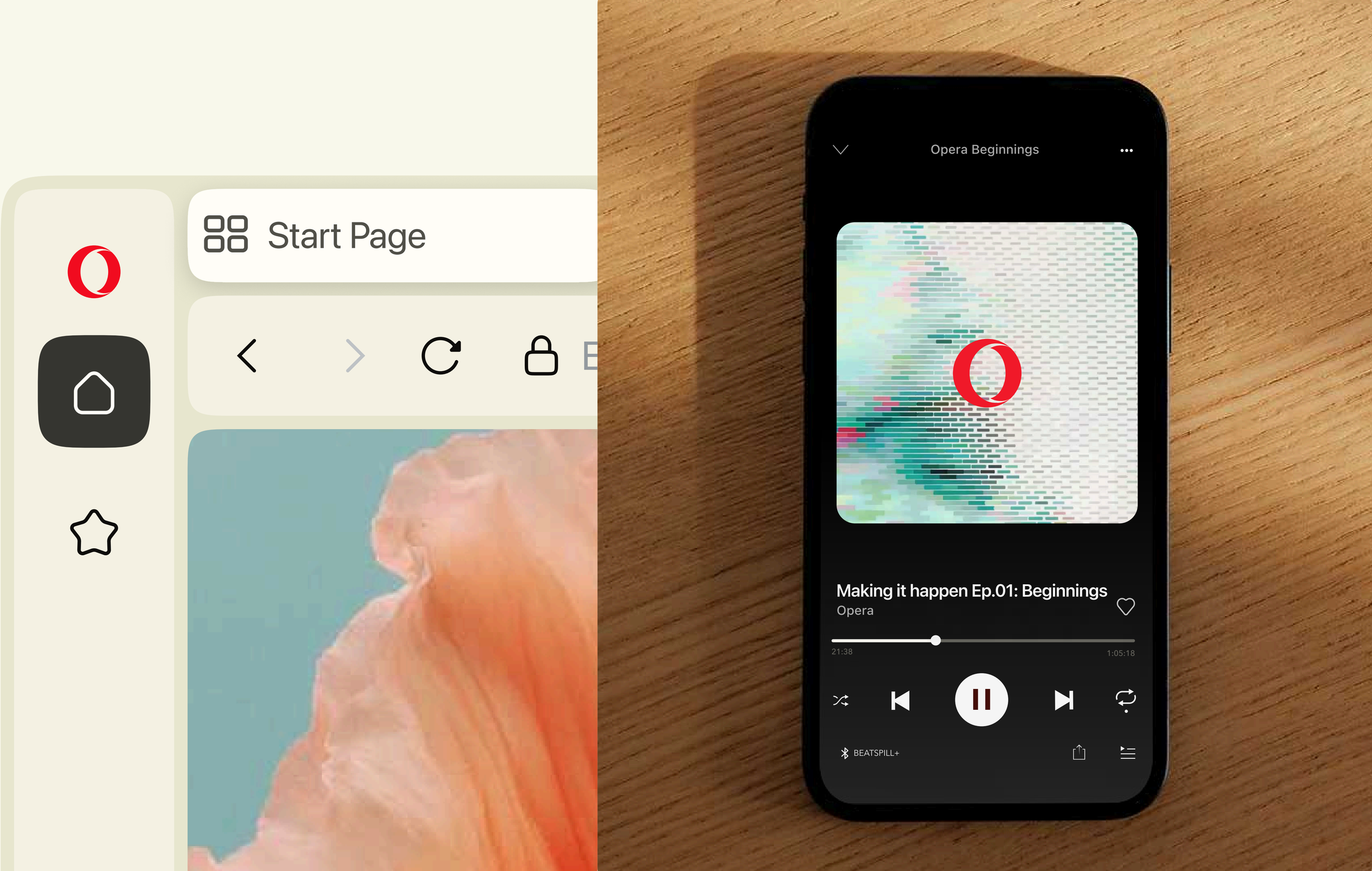
Don’t use the logo over low contrast colors.

Opera

Color palette

If we blur our vision and strip the system back to its most minimal form, the first thing we recognize is color. As one of the key elements of our brand, a strong and consistent color presence is essential for recognition across every touchpoint. Opera's color system is distinctive, energetic, and confident. It is built around our core red, supported by a complementary palette.

Build big
Start small
Opera
Make it happen
Download


Start Page
Opera Beginnings
Making it happen Ep.01: Beginnings
Opera
21:38
1:05:18
BEATSPILL+

Full brand palette

Our brand palette is modern and single-minded, led by a strong balance of black and white and punctuated with intentional touches of red. This core palette is supported by a full suite of secondary colors, designed to enhance the digital experience and extend the graphic language.

Palette breakdown

Primary colors

Opera's standout color is red. However, to make the experience feel more calm and less distracting, our users interact with a black and white color system.

Opera White 1

RGB: 255/254/247
HEX: FFFEF7
CMYK: 00/00/05/00
PMS: N/A

Opera Red

RGB: 242/12/31
HEX: F20C1F
CMYK: 00/100/100/00
PMS: 2035C

Opera Black 1

RGB: 14/14/12
HEX: 0E0D0C
CMYK: 60/60/60/100
PMS: Black 6C

Palette breakdown

Opera White 5

RGB: 232/230/207
HEX: E8E6CF
CMYK: 00/00/18/10

Opera White 4

RGB: 238/237/219
HEX: EEEDDB
CMYK: 00/00/14/08

Opera White 3

RGB: 244/242/228
HEX: F4F2E4
CMYK: 05/02/17/00

Opera White 2

RGB: 249/248/236
HEX: F9F8EC
CMYK: 00/00/10/04

Opera Black 2

RGB: 27/27/24
HEX: 1B1B18
CMYK: 30/30/10/95
PMS: 426C

Opera Black 3

RGB: 54/53/48
HEX: 363530
CMYK: 10/10/10/80
PMS: 411C

Opera Black 4

RGB: 80/79/73
HEX: 504F49
CMYK: 10/10/15/60
PMS: 410C

Opera Black 5

RGB: 106/106/97
HEX: 6A6A61
CMYK: 10/10/15/40
PMS: 407C

Support colors

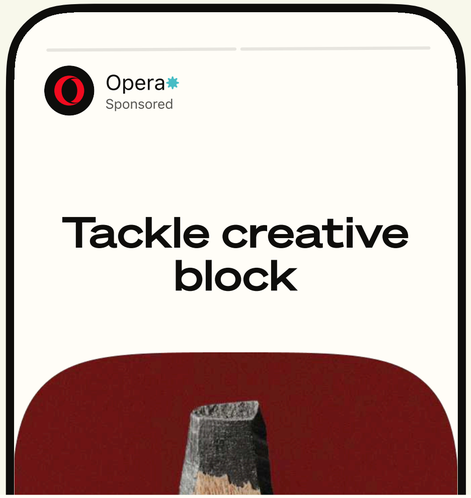
To support a more holistic experience, particularly across UI use cases, we need to deepen our primary color palette by introducing additional tones that give us greater flexibility in digital experiences.

All of our odd number colors can be used as backgrounds.

Light mode

Built for beginnings

Download Opera



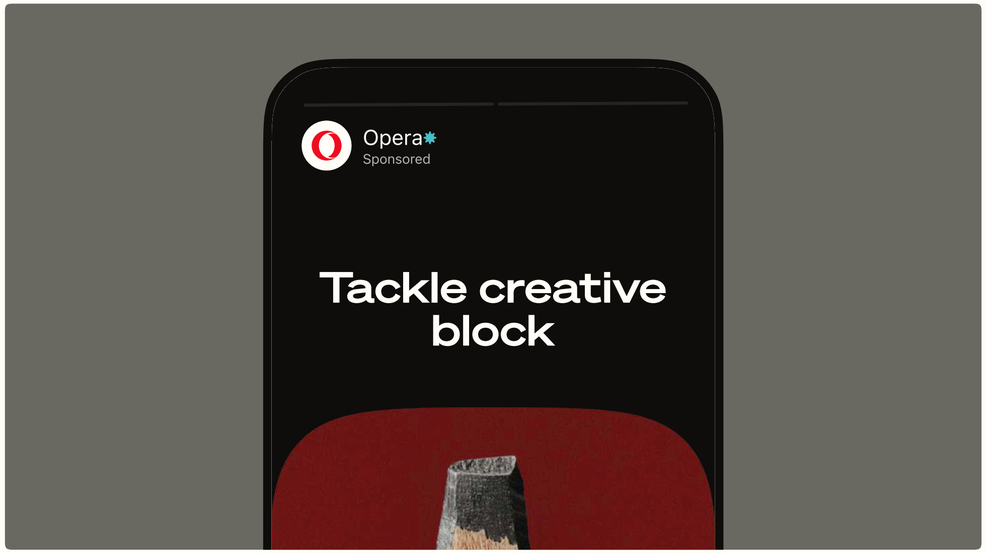
Safe. Secure. Start.

With native privacy enhancing features and a robust security infrastructure, Opera ensures you’re fully protected every time you browse.

Read more

Dark mode

Built for beginnings
Download Opera


Opera
Sponsored
Tackle creative block

Safe. Secure. Start.
With native privacy enhancing features and a robust security infrastructure, Opera ensures you’re fully protected every time you browse.
Read more

Color pairings

The primary use of color should be black and white, ensuring a consistent and accessible user experience. However, there are certain elements that need to be considered when introducing and pairing additional colors.

Accessibility of Opera Black 1

Opera White 1

AAA

Opera White 2

AAA

Opera White 3

AAA

Opera White 4

AAA

Opera White 5

AAA

Accessibility of Opera White 1

Opera Black 1

AAA

Opera Black 2

AAA

Opera Black 3

AAA

Opera Black 5

AA

Opera Black 4

AAA

Secondary pairings

Opera White 3

AAA

Opera White 5, Min 16pt

AA*

Opera Black 5, Min 16pt

AA*

Opera Black 3

AAA

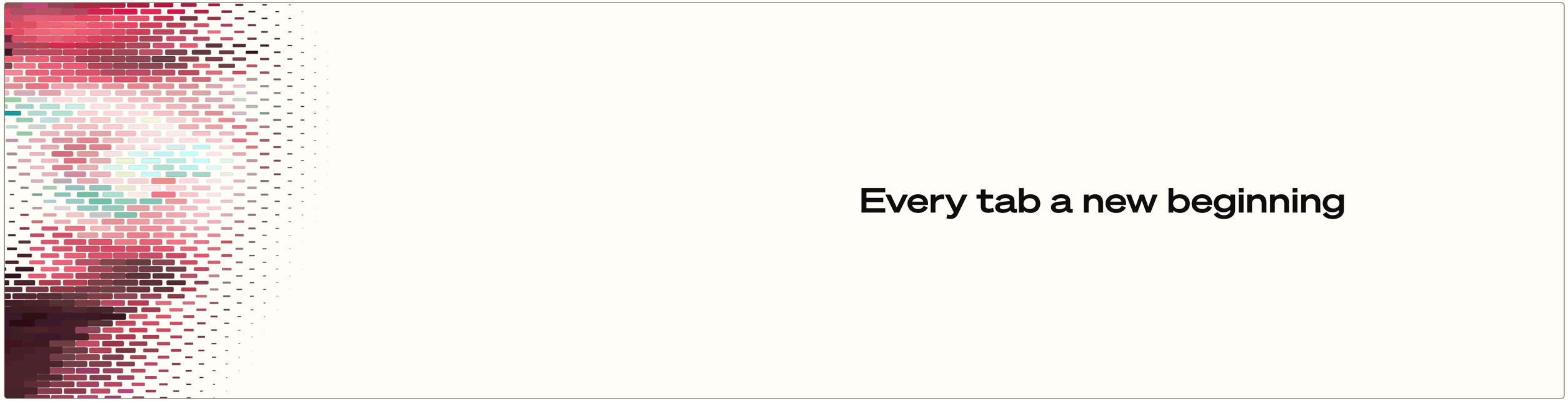
*Type smaller than 16pt

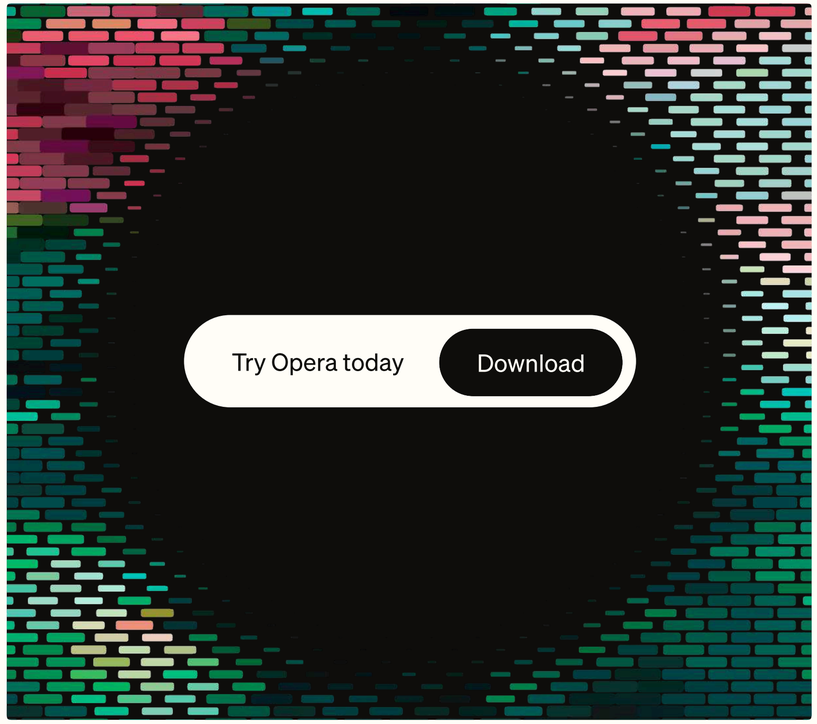
Extended color palette

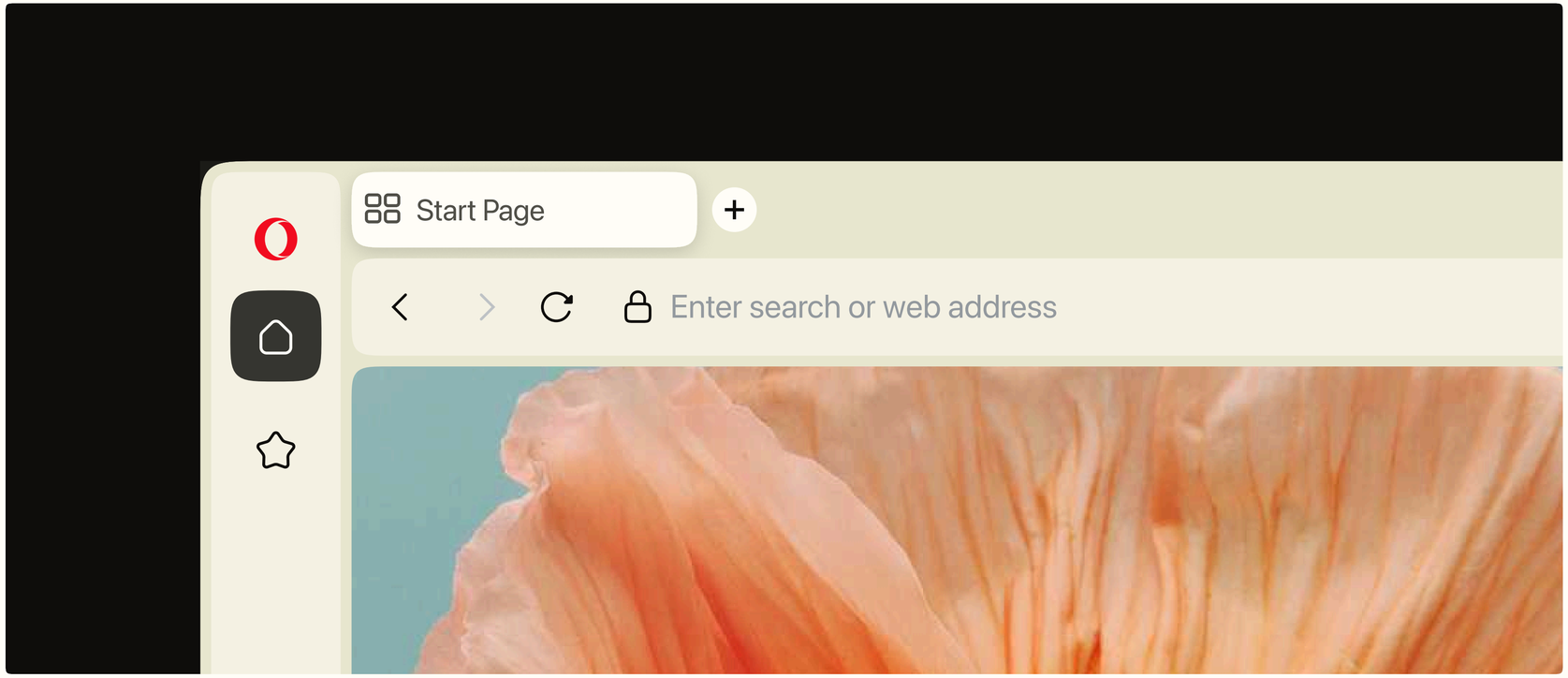
This extension of our color palette allows us to create more possibilities and broaden our range for storytelling and personalization. From the tab system to tab islands and our tabscape illustrations, the use of the support colors and the extended color palette unifies the entire system.

30% light							
60% light							
100%	RGB: 100/115/126 HEX: 64737E CMYK: 45/30/00/40 PMS: 535C	RGB: 72/190/197 HEX: 48BEC5 CMYK: 70/00/10/00 PMS: 631C	RGB: 82/197/132 HEX: 52C584 CMYK: 75/00/56/00 PMS: 2247C	RGB: 155/173/59 HEX: 9BAD3B CMYK: 40/10/90/20 PMS: 582C	RGB: 253/129/124 HEX: FD817C CMYK: 00/55/35/00 PMS: 177C	RGB: 227/91/108 HEX: E35B6C CMYK: 00/80/35/00 PMS: 191C	RGB: 160/98/121 HEX: A06279 CMYK: 25/75/20/20 PMS: 2343C
60% dark							
30% dark							

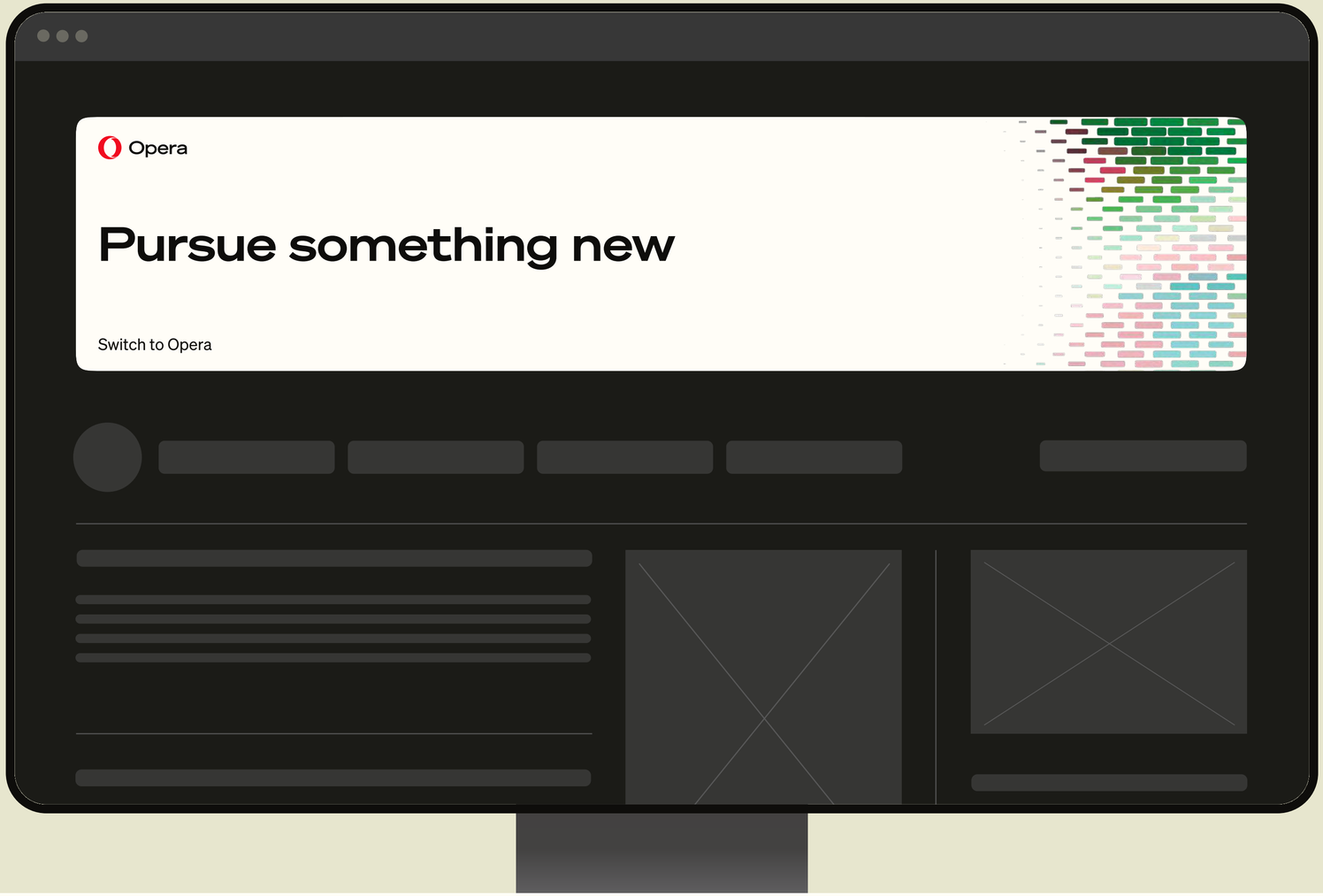
A note about CMYK breakdowns:
We've done a thorough digital print test to work out the CMYK breakdowns for our brand colors. However, we can't test for every possible scenario, so these numbers are a guide only. They'll work perfectly for most typical printing needs, but will vary based on which supplier is doing the printing, whether it's litho or digital, and what material you're printing onto. If in doubt, when printing CMYK, it's a good idea to also provide the Pantone numbers as a reference.


Every tab a new beginning

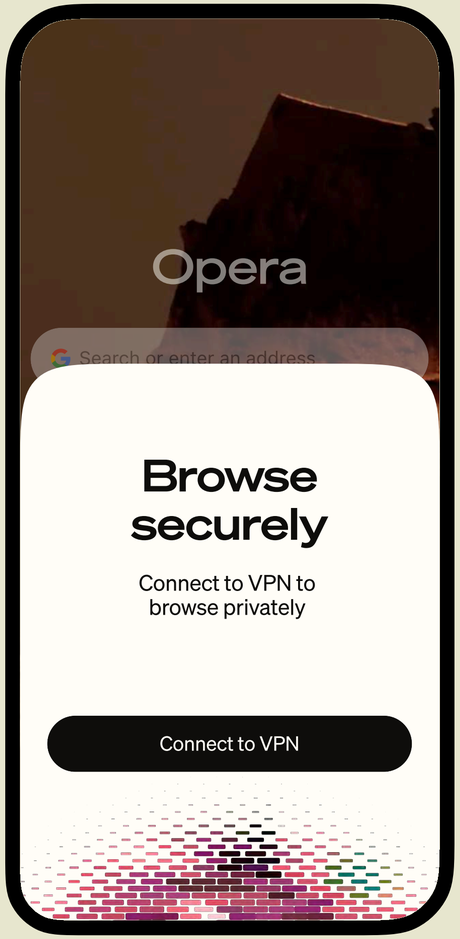

Try Opera today
Download

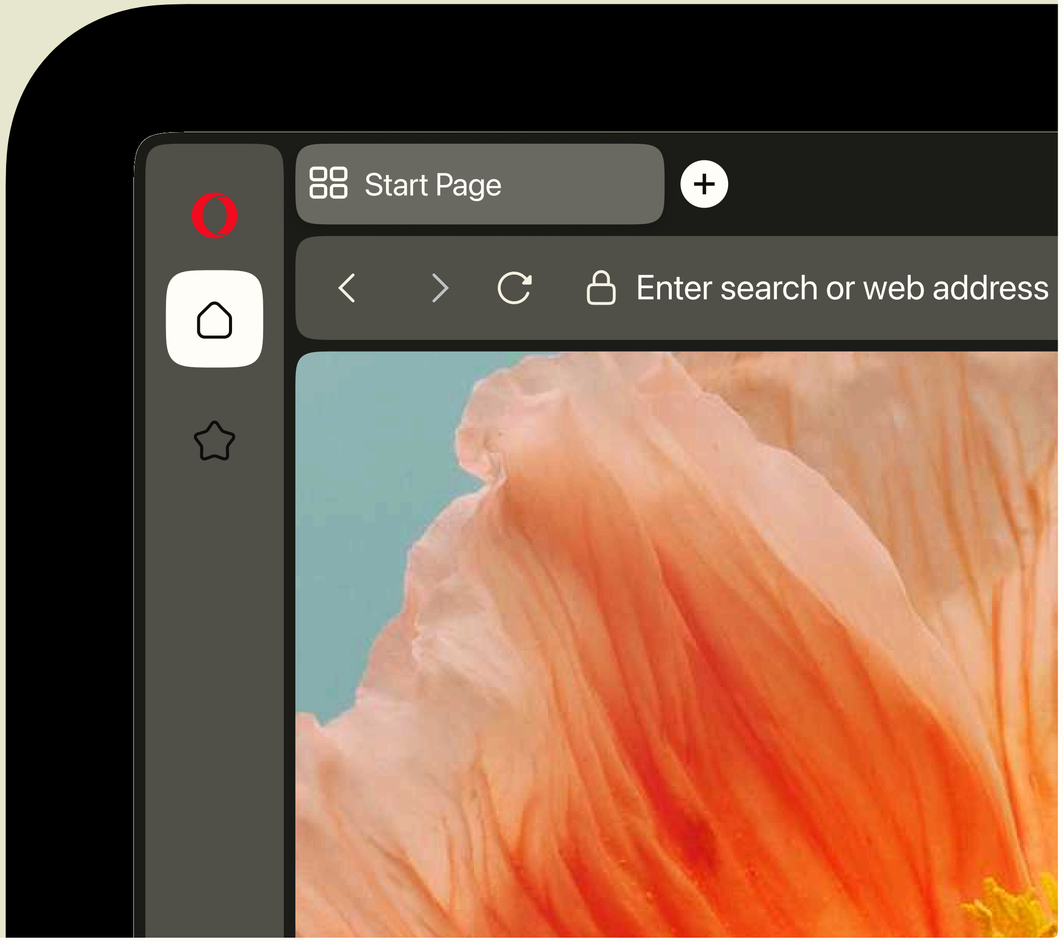

Start Page
Enter search or web address

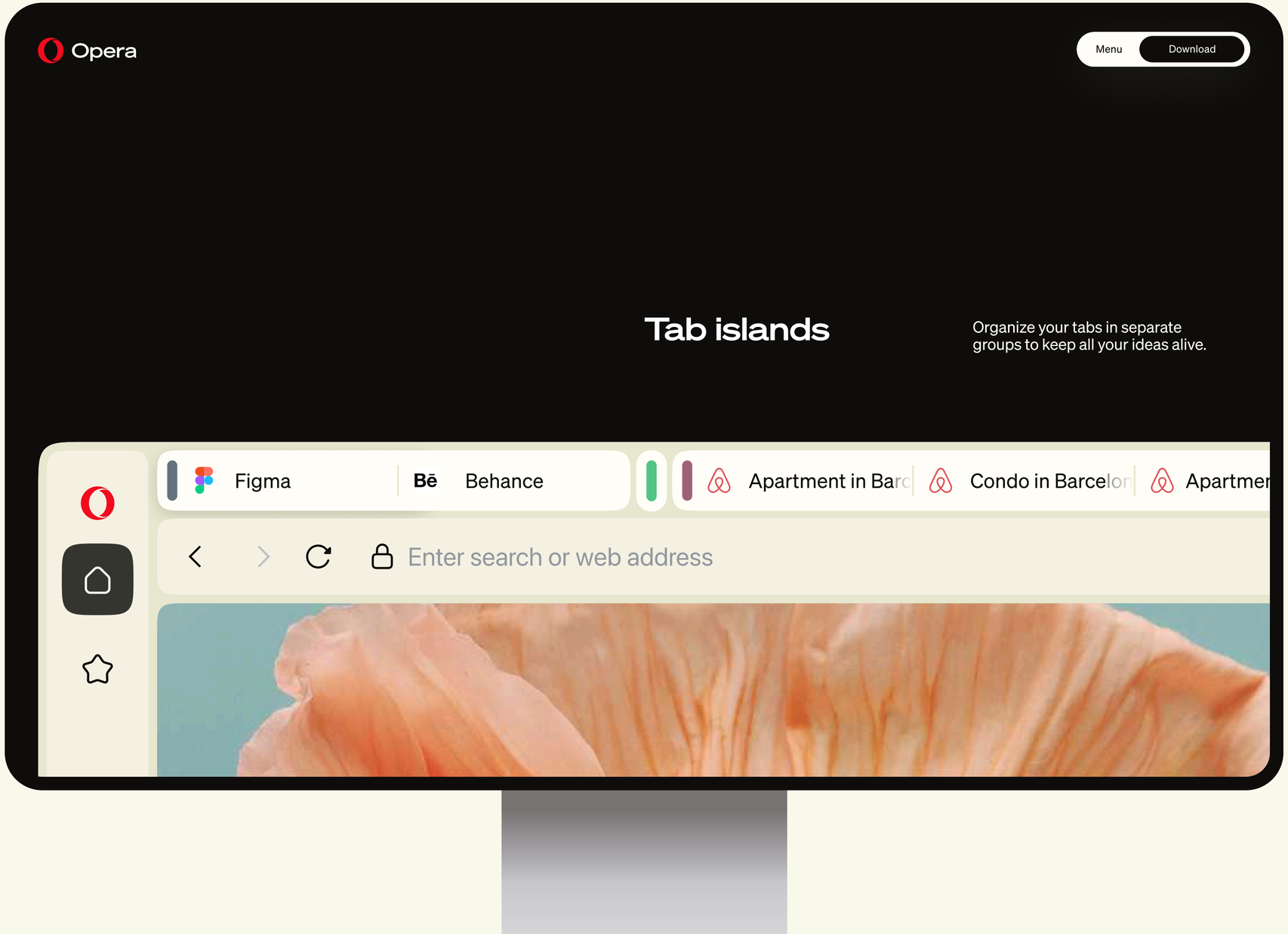
Color in use



Color in use

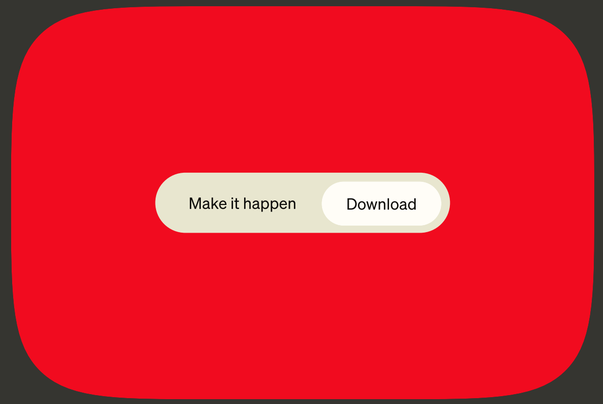

Opera
Search or enter an address
Browse securely
Connect to VPN to browse privately
Connect to VPN


Start Page
Enter search or web address


Opera
Menu
Download
Tab islands
Organize your tabs in separate groups to keep all your ideas alive.
Figma
Behance
Apartment in Barc
Condo in Barcelor
Apartmer
Enter search or web address

Don’ts

The things you should avoid under any circumstance:



Don’t use floods of red.

Don’t use red in typography.

Don’t use secondary colors in the tab system.

Keeping things light, don’t overuse black.

Don’t use secondary colors as backgrounds.

Don’t use the secondary colors as a gradient.

Don’t use inaccessible colors.

Opera

Type System

Our typography pairs two complementary typefaces to balance clarity and expression. One provides a precise, highly legible foundation for digital interfaces, and the other adds distinctive character and emphasis to bring the brand's voice to life.

Söhne Breit Halbfeit

Built

Söhne Kräftig

for

Söhne Mono Buch

begi

Headline typeface

Söhne Breit Halbfett is a wide, confident grotesque that combines modern Swiss precision with a bold, authoritative weight, delivering clarity and impact across headlines, interfaces, and brand statements.

Söhne
Breit

Söhne Breit Halbfett

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890

Body copy typeface

Söhne is a contemporary grotesque designed for digital environments, offering exceptional clarity, consistency, and character across interfaces at every scale.

Söhne Buch

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345
6789!$%&*!?-—[]

Söhne Kraftig

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz012345
6789!$%&*!?-—[]

Söhne Mono Buch

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!$%&*!?--[]

Make it happ

Our type stack

Combining different styles of Söhne to create a simple type stack that makes beginnings feel epic.

Headlines Large

Söhne Breit Halbfett
Leading: 90%–100% / 0.9–1x
Tracking: -1% / -10em

Headlines Medium

Söhne Breit Halbfett
Leading: 90%–100% / 0.9–1x
Tracking: -1% / -10em

Subheads

Söhne Kraftig
Leading: 130% / 1.3x
Tracking: 0% / 0em

Body copy

Söhne Buch
Leading: 135% / 1.35x
Tracking: 0% / 0em

Captions and tags

Söhne Mono Buch
Leading: 130% / 1.3x
Tracking: 0% / 0em

Built for beginnings

Make it happen

Proud to share our browsing history

Since 1995, we've been innovating the functions and features that lets everyone navigate the vast world wide web. From early mobile phones and gaming consoles, to today's AI-powered browsing. We were there from the start, so we can be there for everything you start.

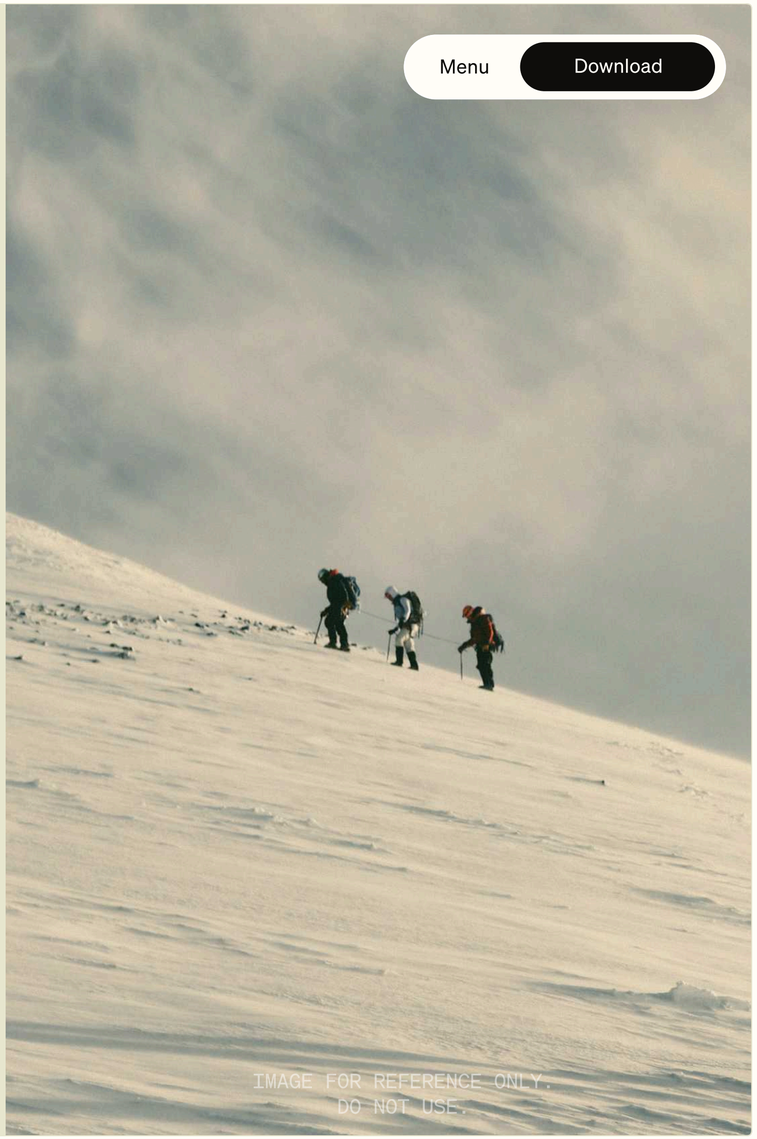
Premium Feature Built-in AI Assistant

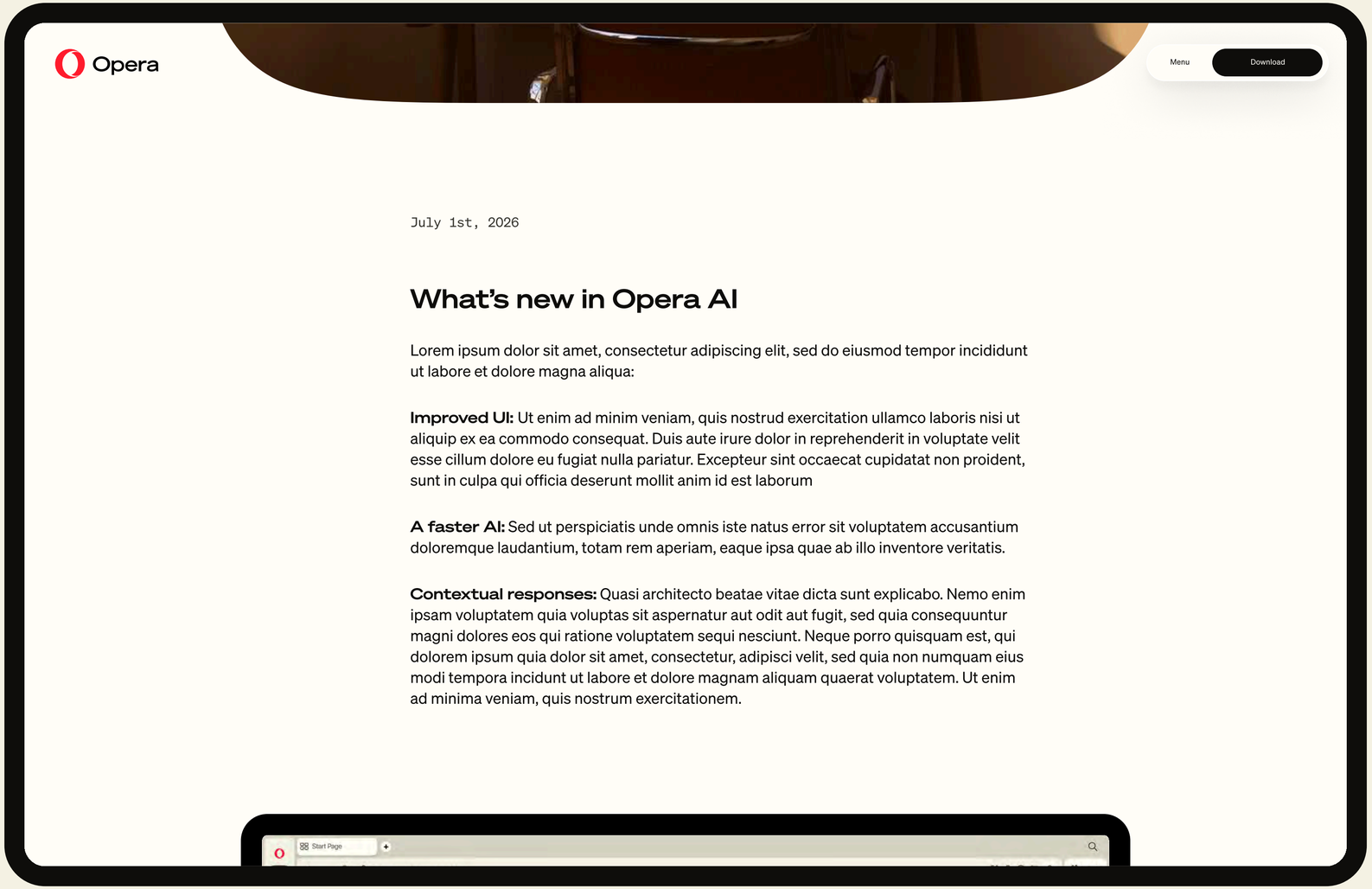
Type in action

Opera

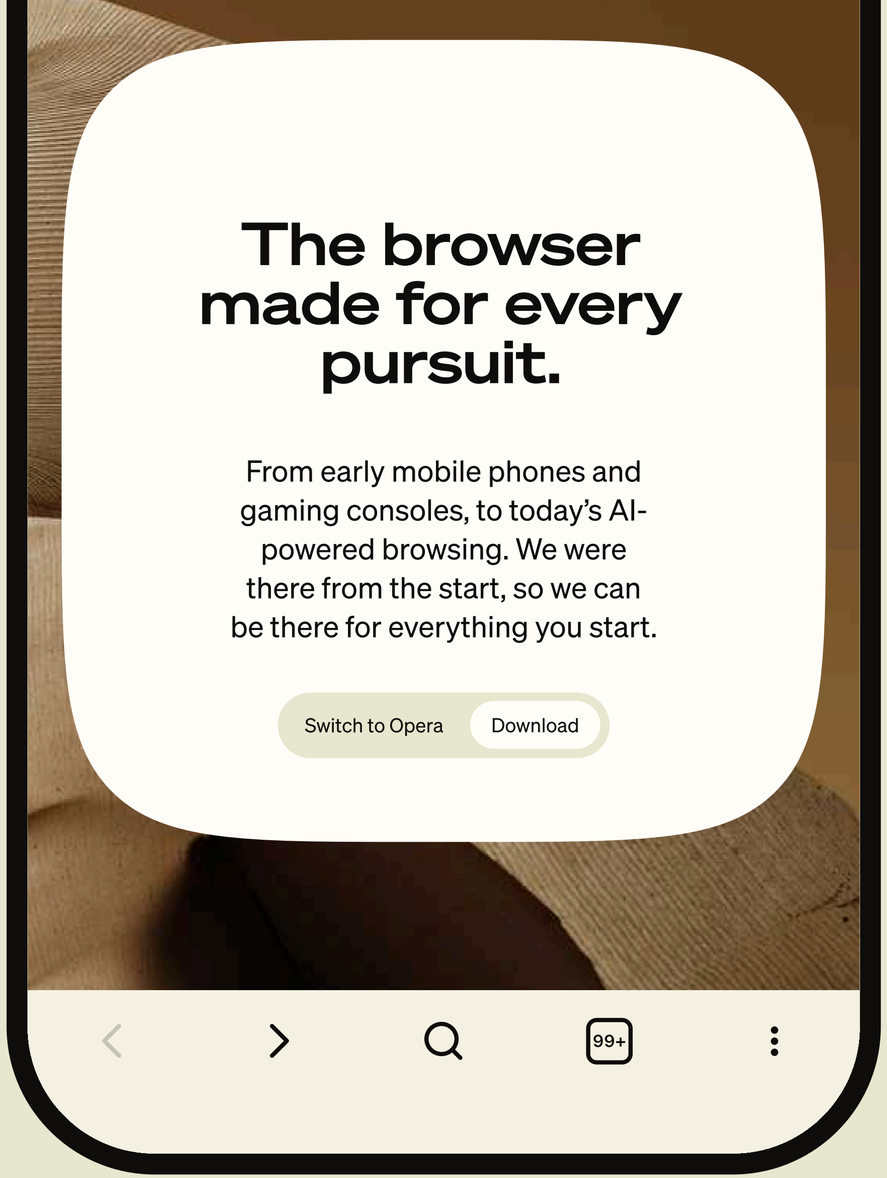
The first to integrate messengers

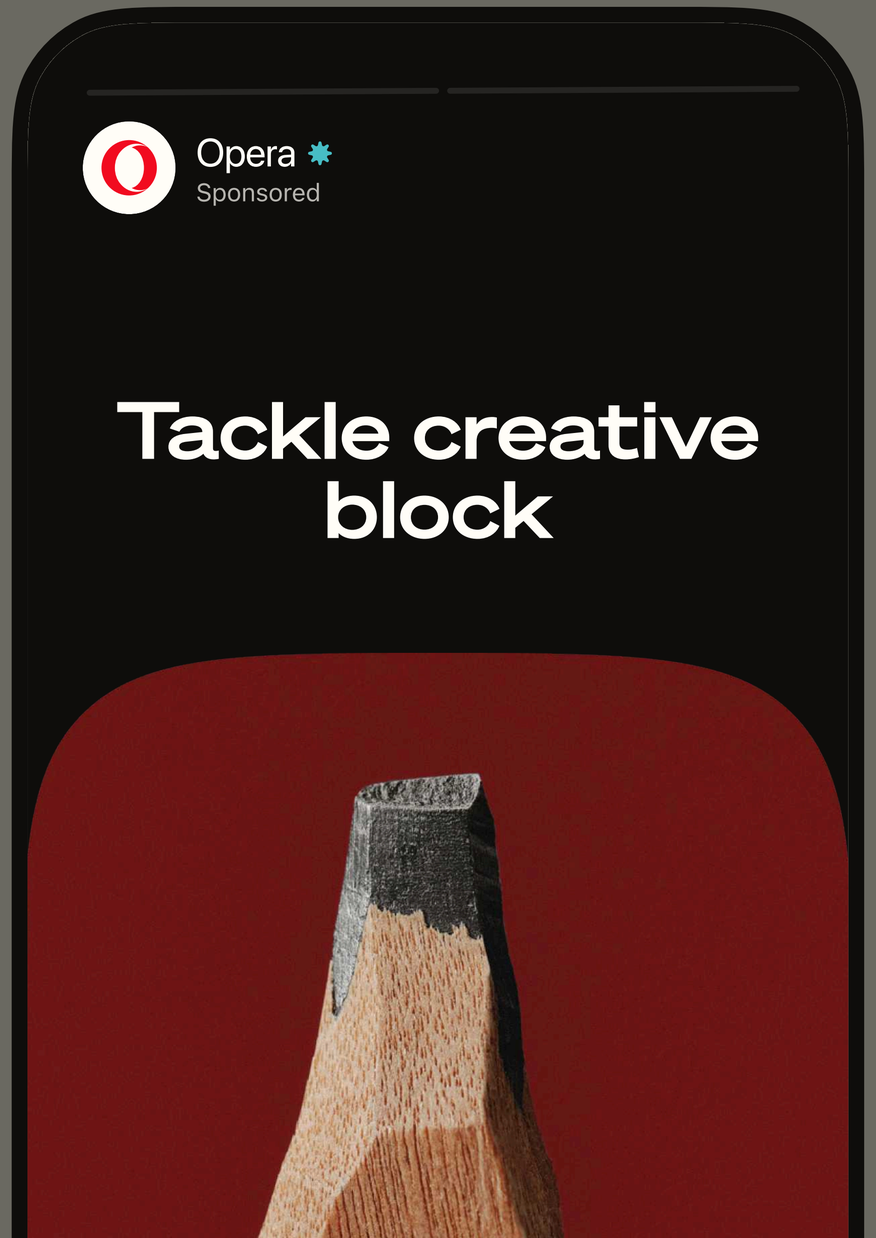
So the trip makes it
out of the group chat




Opera
Menu
Download
July 1st, 2026
What’s new in Opera AI
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua:
Improved UI: Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum
A faster AI: Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.
Contextual responses: Quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem.
Start Page

July 1st, 2026
What’s new in Opera AI
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua:
Improved UI: Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum
A faster AI: Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.
Contextual responses: quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem.


The browser made for every pursuit.
From early mobile phones and gaming consoles, to today's AI-powered browsing. We were there from the start, so we can be there for everything you start.
Switch to Opera
Download
99+


Opera
Sponsored
Tackle creative block

Opera

Digital Identity

Example executions of our brand experience from browser to billboard.

Brand idea

Built for beginnings

Colour

Typography

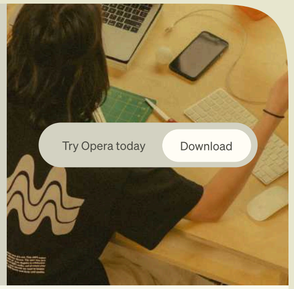
Aa

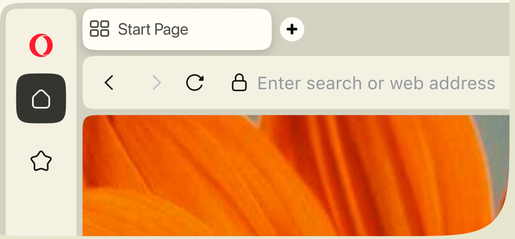
Logo

Opera

Photography

Digital





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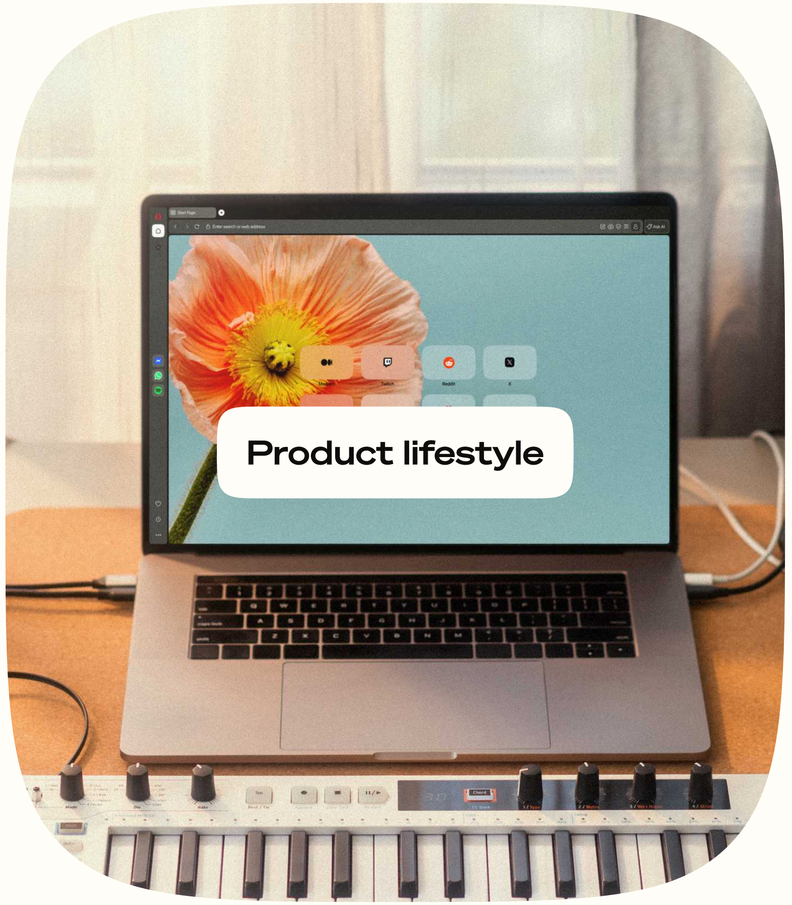
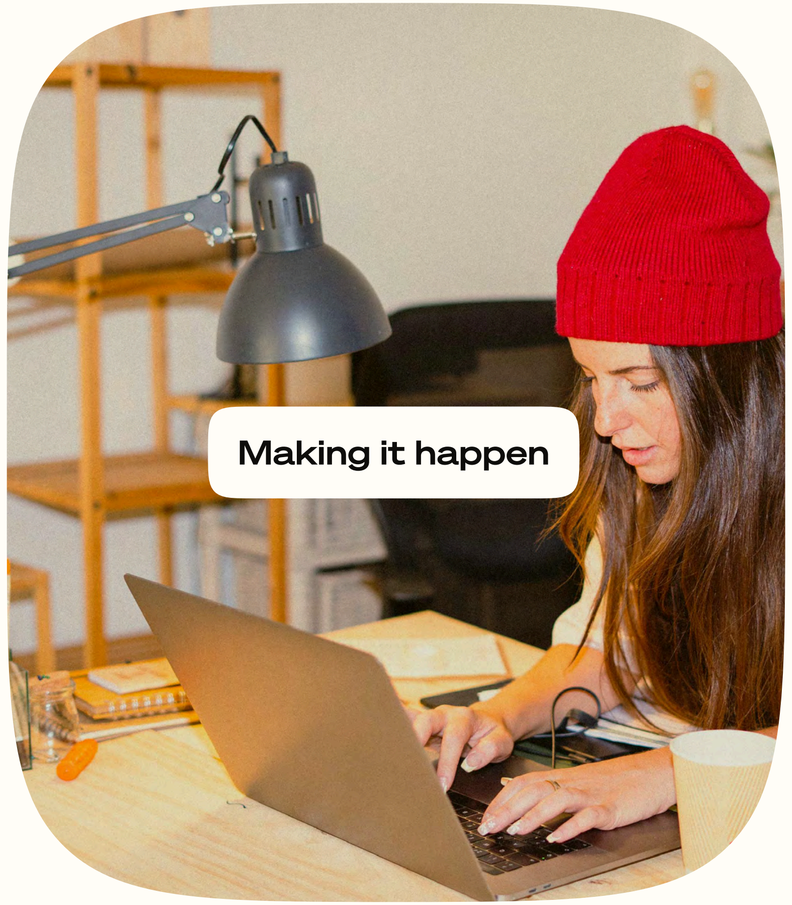
Art Direction

Turn a beginning
into something.

Photography range



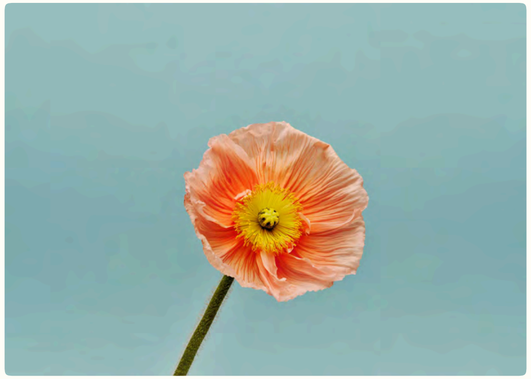


Finding the right image

We use imagery to document different stages of building. The subjects vary, but the style is unified through warmth, saturation and grain.

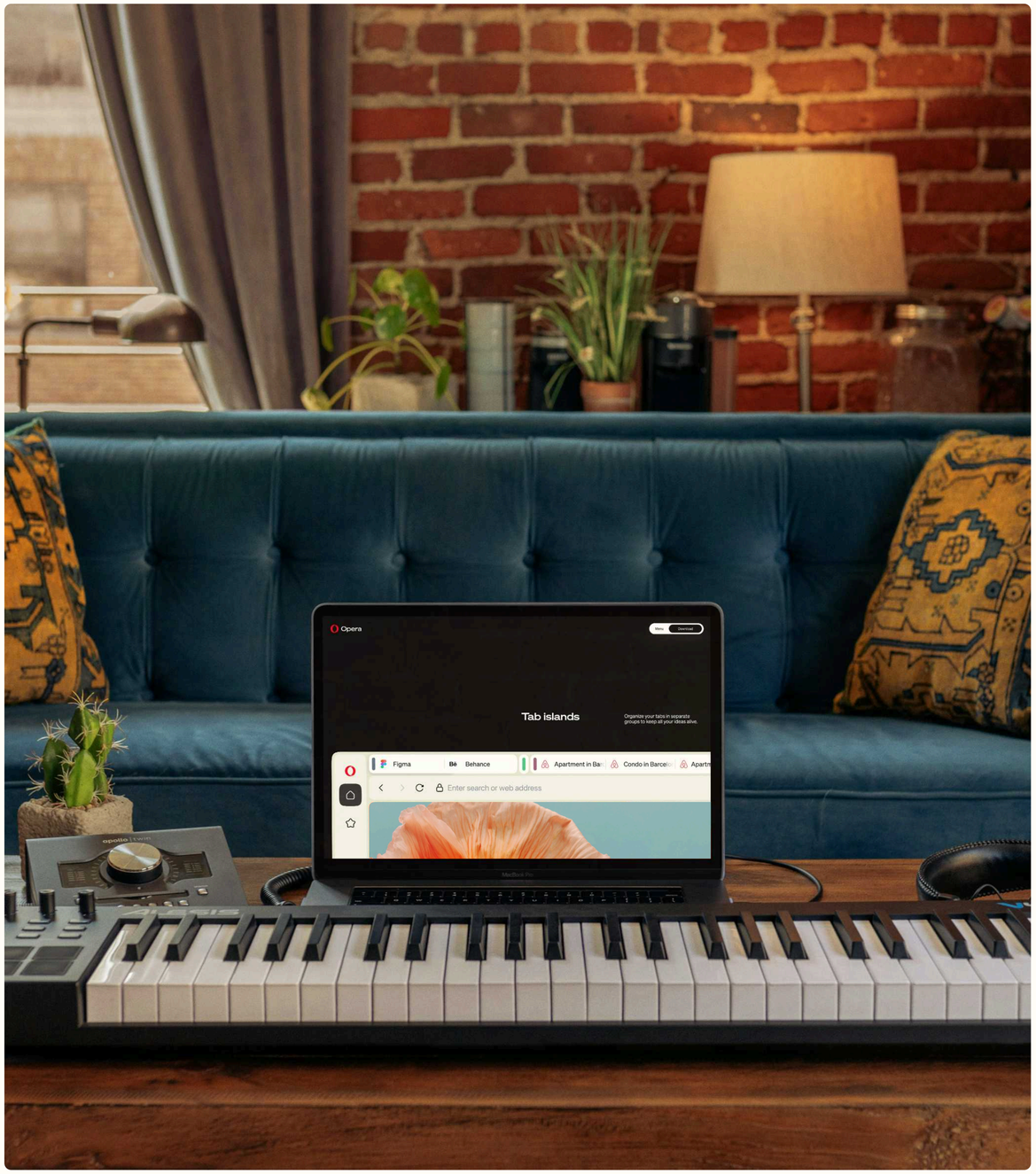
Moments of inspiration

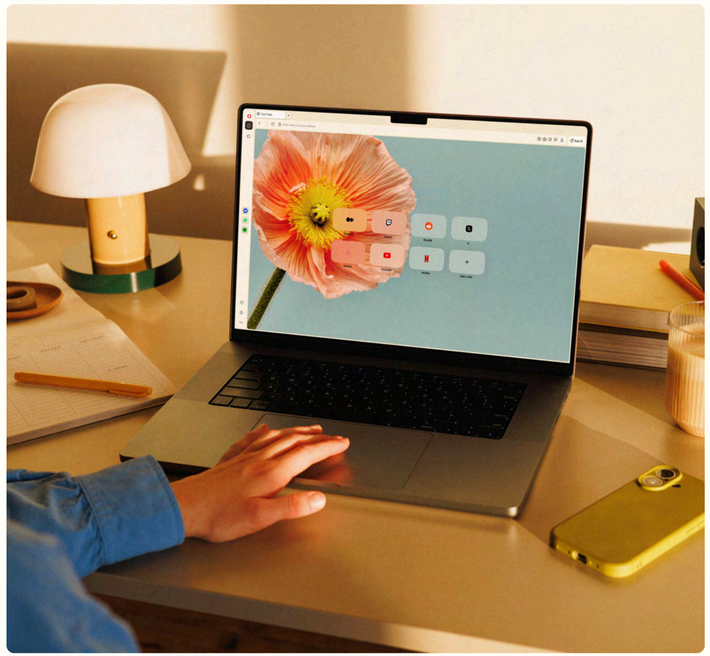
Inspiring people with a vision of the perfect idea. Capturing visual representations of a beginning, the anticipation of starting something, or tools that help you make it happen. The result should feel beautiful, warm, generously spacious and perfectly sharp.



Product lifestyle

We can show devices in context. These should connect to our making it happen imagery and should feel real, authentic, and worked in.





Making it happen

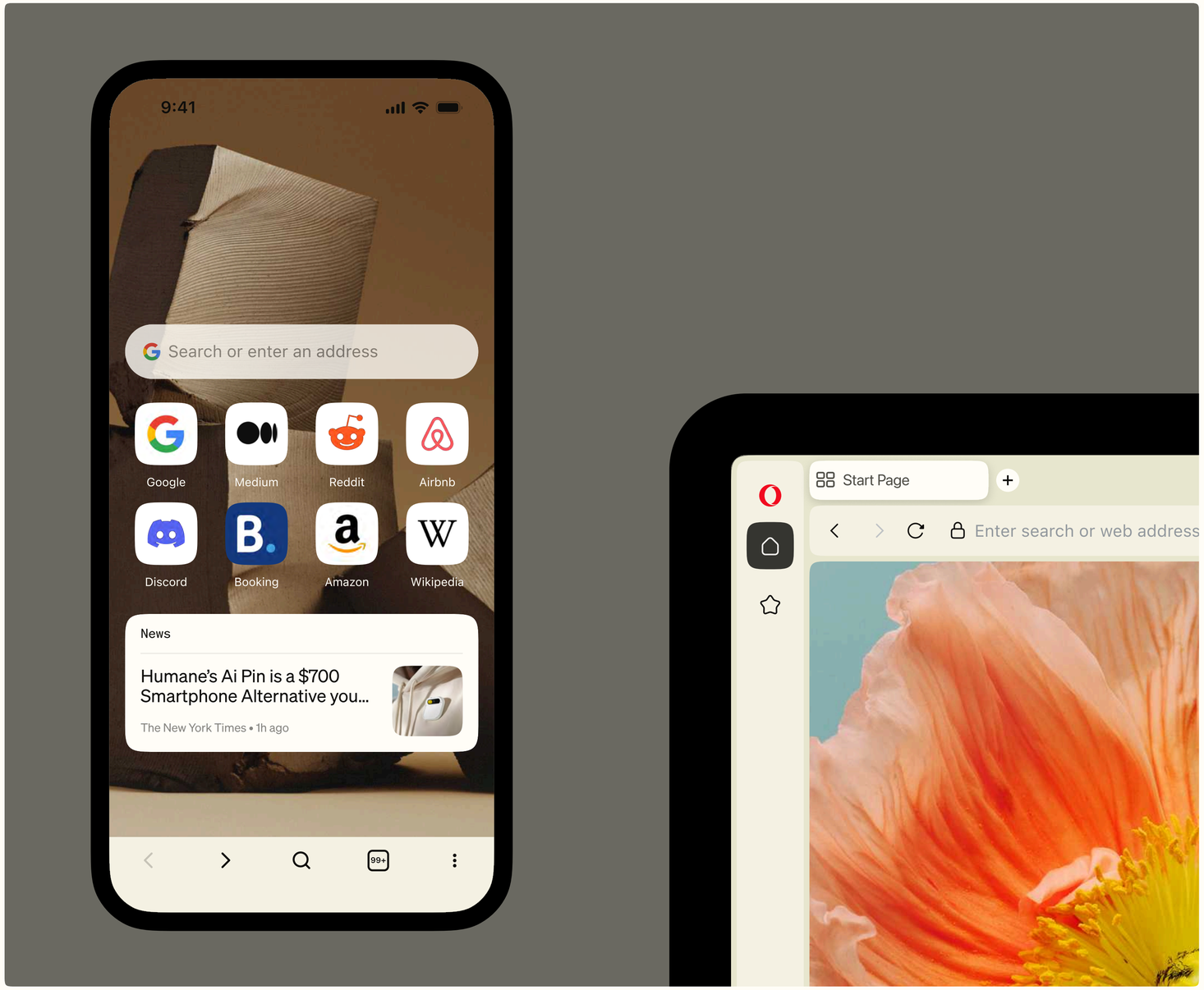
We show people in action. In the middle of making and doing, to make building feel possible. The focus is less on the people and more on their task at hand. It should feel like we've caught them in the moment to ensure our imagery feels authentic and candid.

Symbols

Correspond headlines with the plus icon and number of tabs in the design. In this example, we’re using two tabs and therefore two one-word sentences in the headline next to the plus icon. Avoid using the plus symbol in the actual copy headlines.

Devices

We show devices graphically and simply to draw the user's eye to our product and not the device itself.



Styling

When highlighting specific features or talking about their individual details, we represent devices using a plain, flat stroke around the edge of the frame to give the impression of a device without distracting from the content. The stroke for mobile should be thinner than the desktop browser stroke.

At standard laptop and mobile proportions, the thickness of the stroke should be 5% of the shortest side of the frame.

Photography in action

Photography in action

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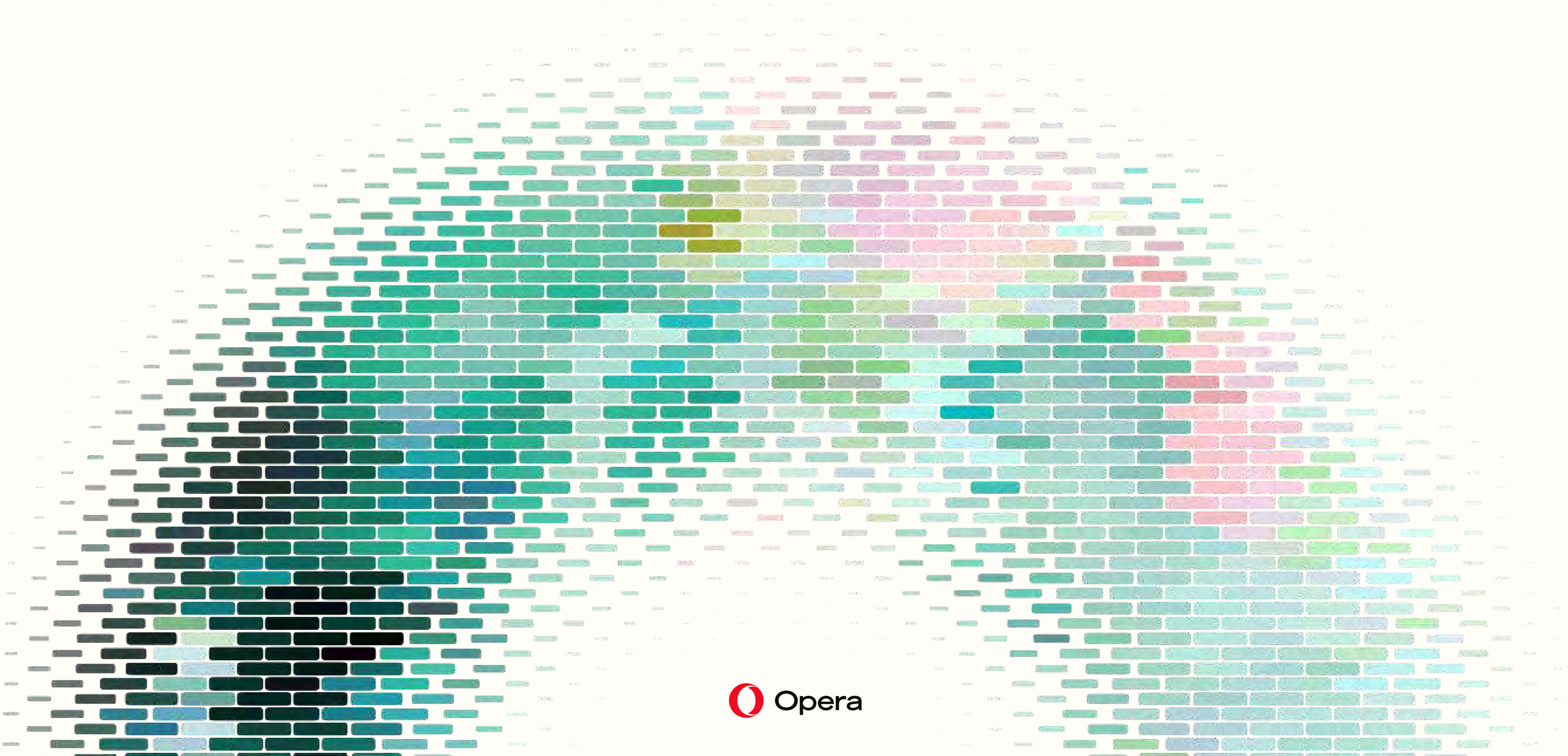
Tabscapes

In the beginning it was just a tab



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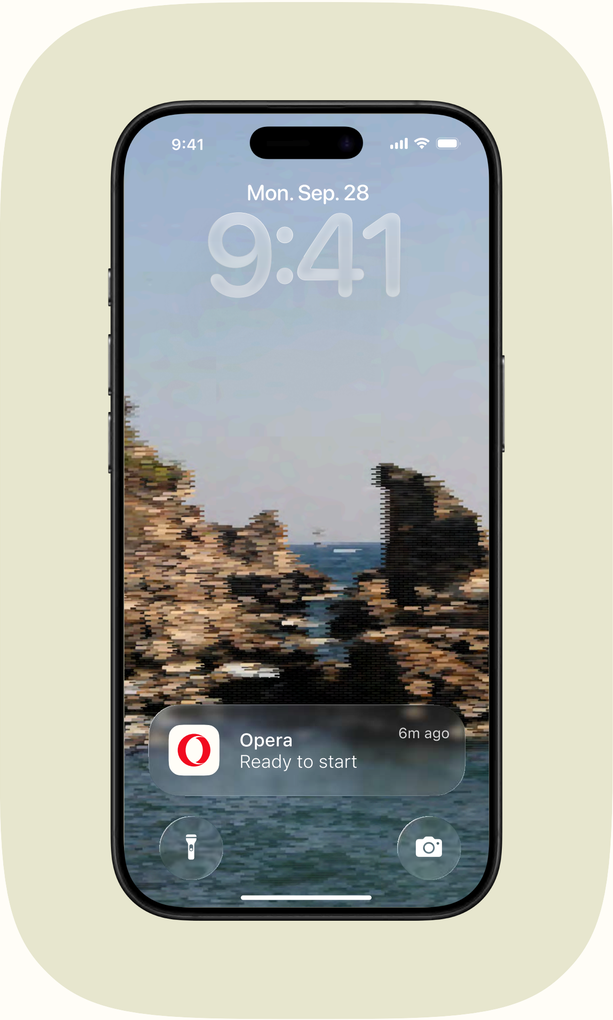
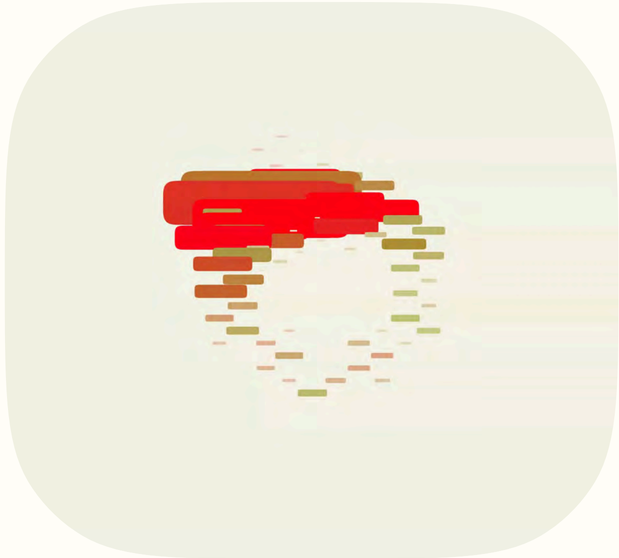
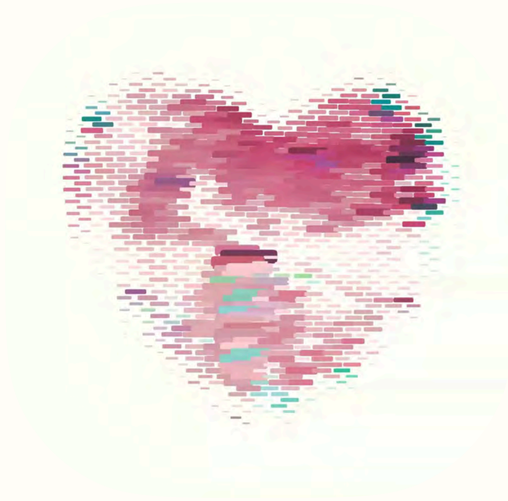
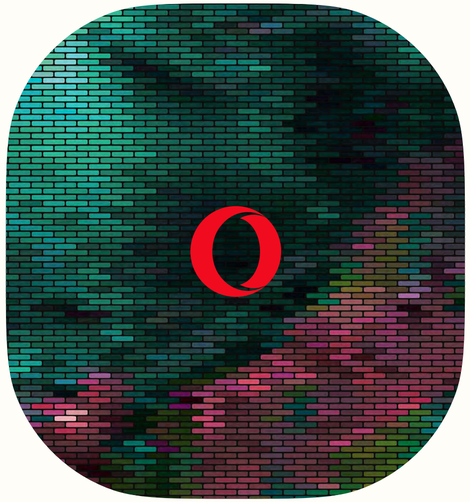
Tabscape Library

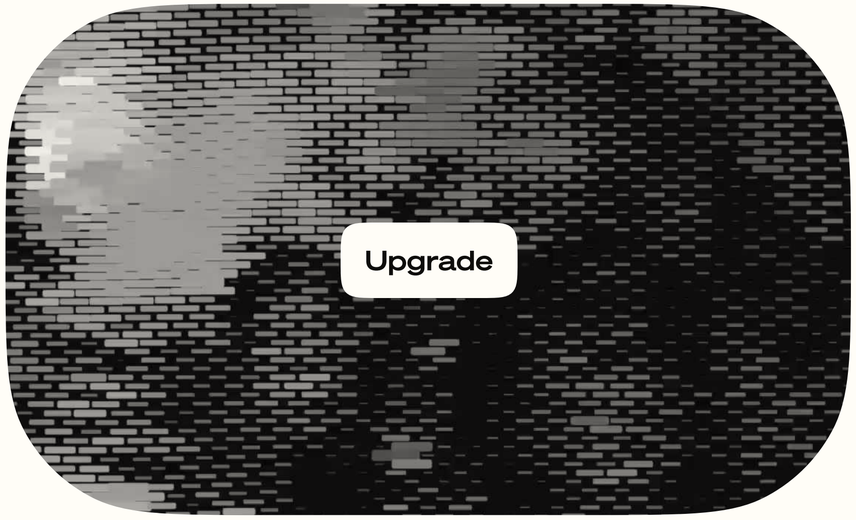


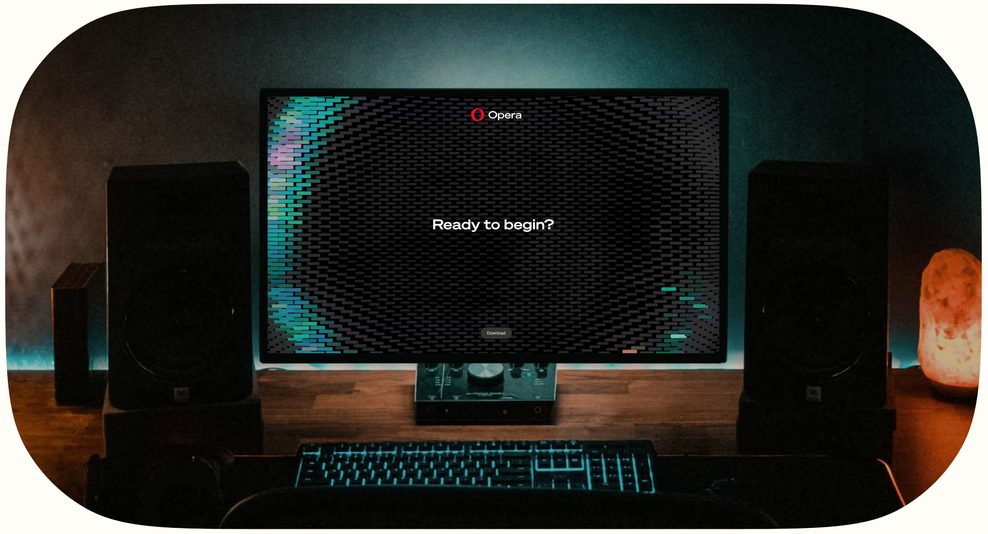


Tabscape Library

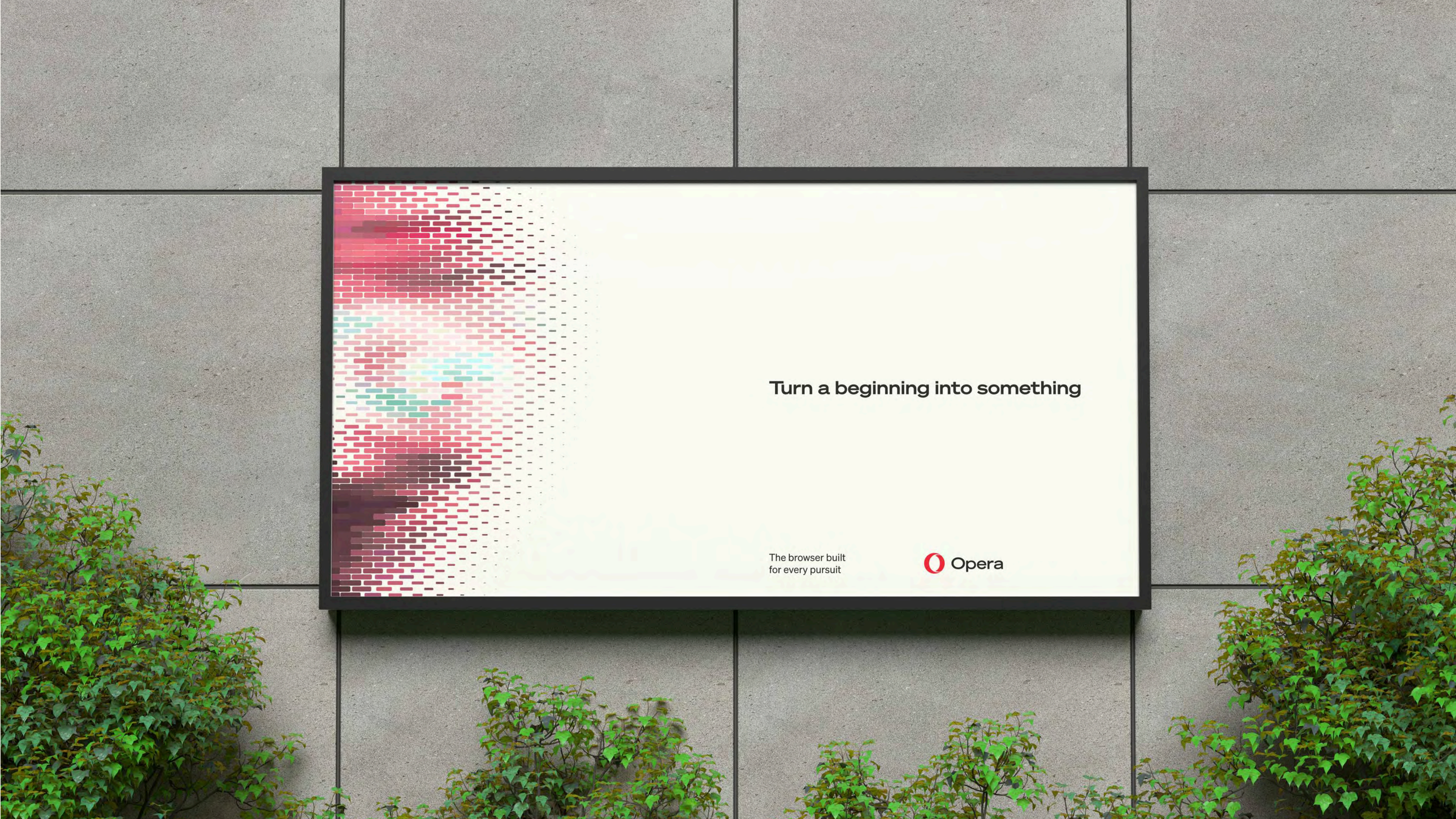








Tabscape Library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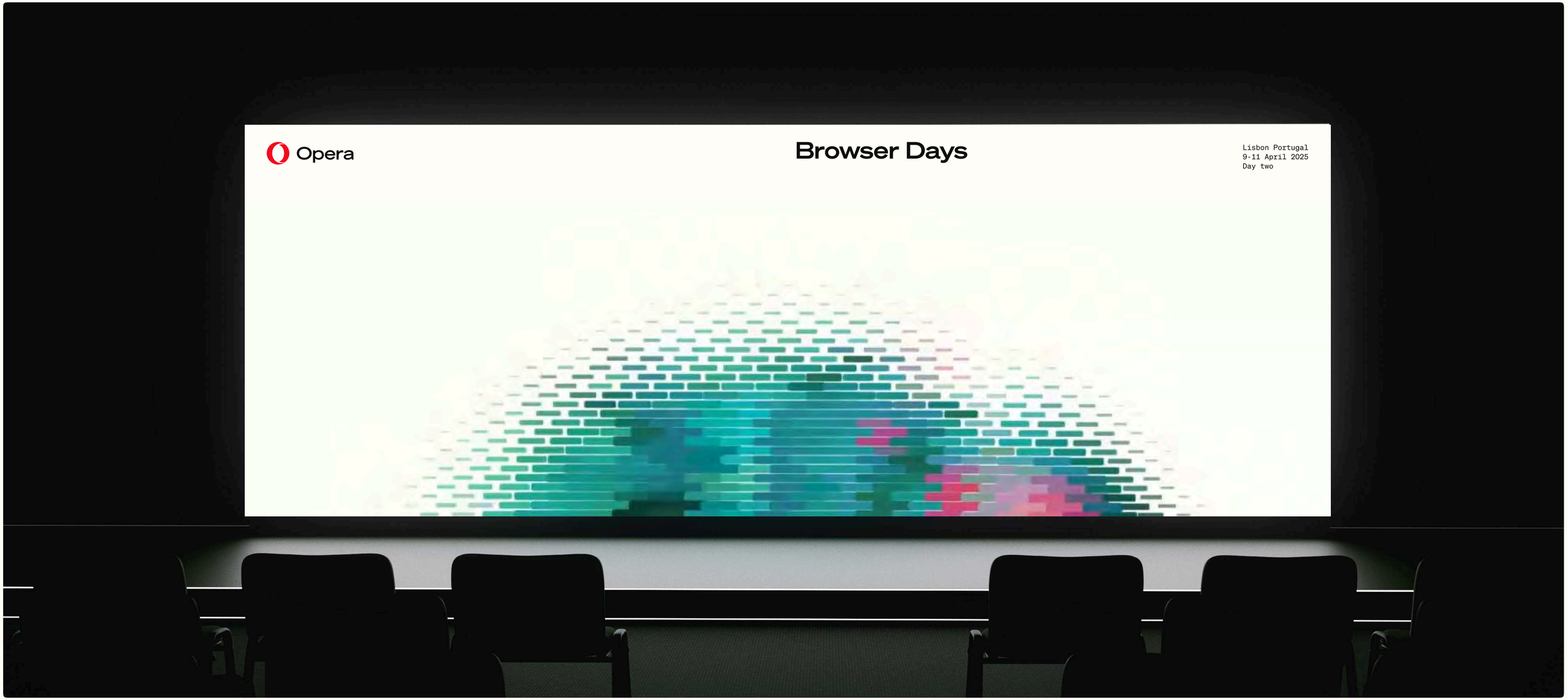
The tab loop in use

Overall, make sure that the tabs sizes feel consistent across all the assets. Feel free to play and experiment, create new tab lops that excite you, but follow the guidelines and always allow the tabscapes enough clear space to hero them.



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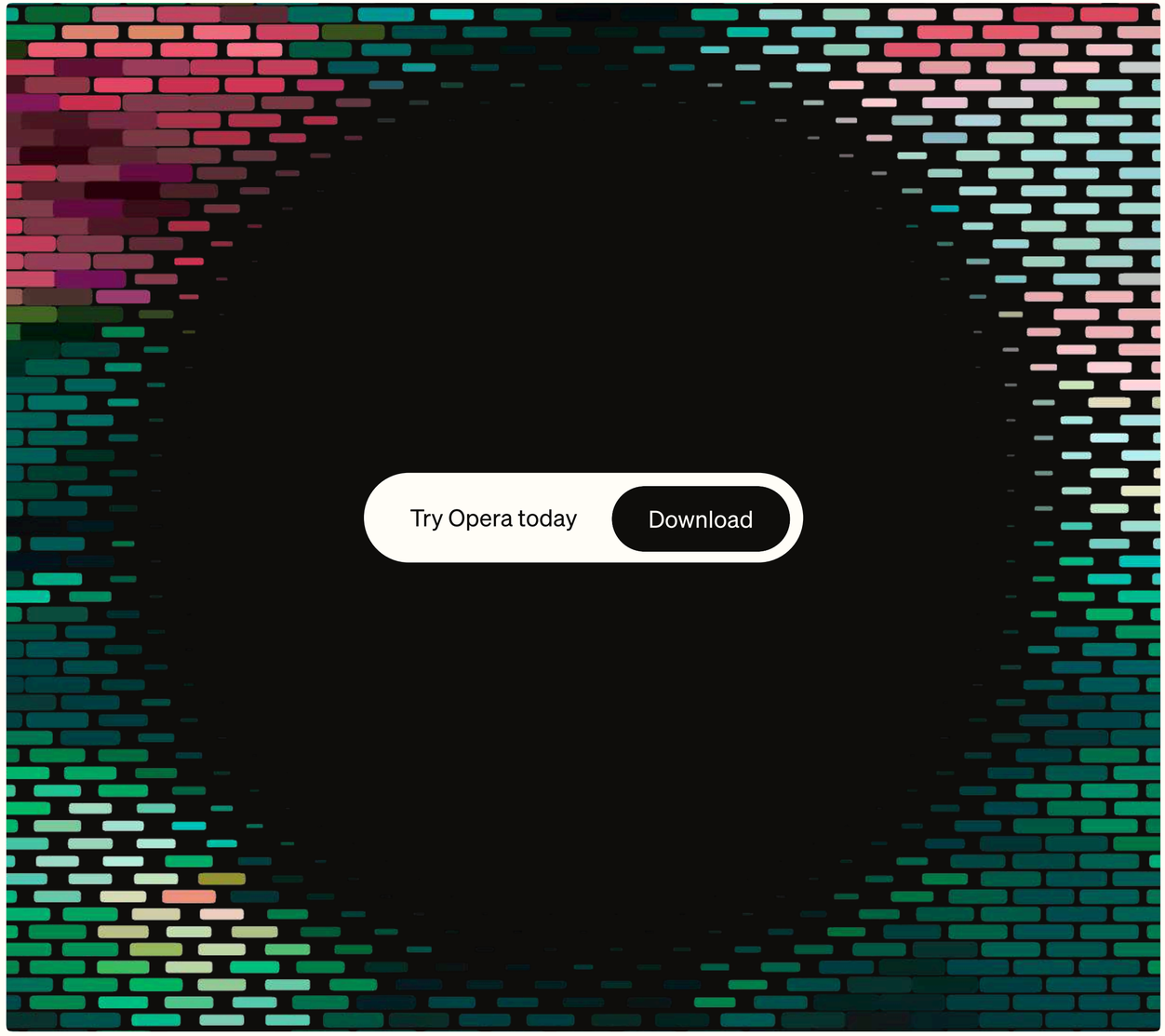

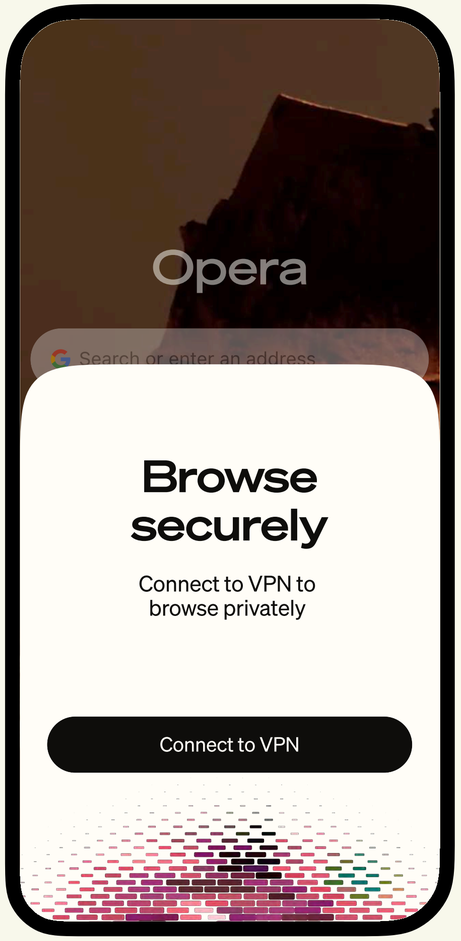

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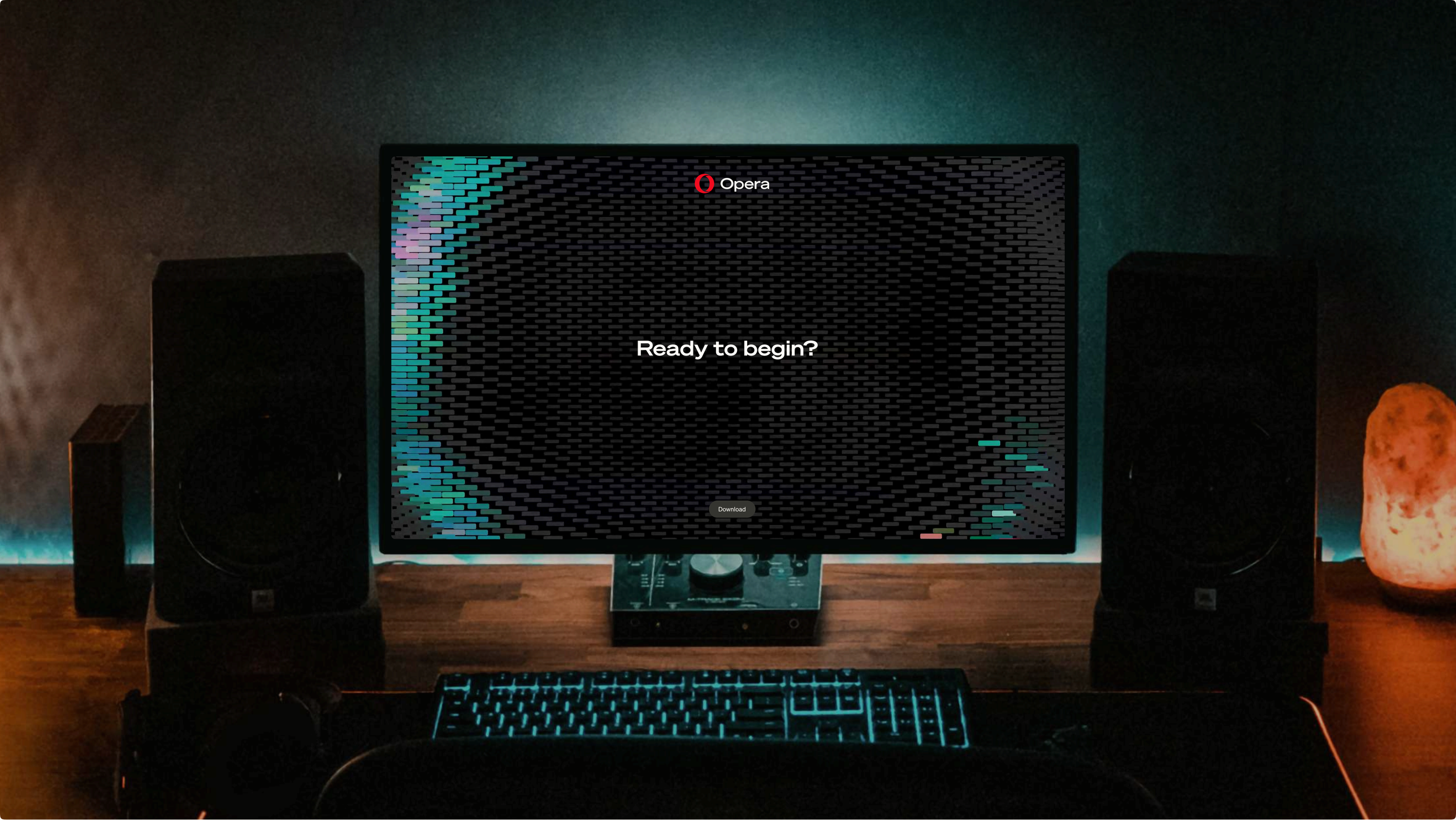
Presentation Slide Title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Patrick Huertas Art Director phuertas@opera.com

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