

LOGO & ASSET USAGE GUIDELINES

Using the Opal logo and assets

For press, partners, customers, and event organizers — guiding correct, consistent use of Opal's logos and assets. Following them keeps the brand recognizable and ensures assets always represent Opal accurately.

THE MARKS

Two official versions

Choose the version with the strongest contrast against your background.



ALL-BLACK

For single-color or light backgrounds.



REVERSED / WHITE

For dark backgrounds and photography.

VECTOR

SVG — for print and unlimited scaling.

RASTER

PNG — for web and on-screen use.

SOURCE

Both versions ship in the 01_Logos folder.



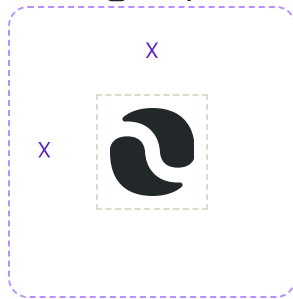
PROTECT THE MARK

Handle the mark with care

Keep the mark clear and legible, and stay inside a simple set of do's and don'ts.

CLEAR SPACE

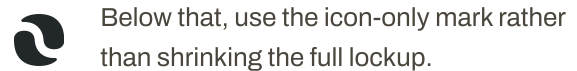
Leave clear space equal to the height of the logo's primary mark.



X = height of the mark. Keep text, graphics, and edges outside the dashed boundary.

MINIMUM SIZE

Don't reproduce the logo so small that it becomes illegible.



If in doubt, use a larger size.

DO

- ✓ Use the logo files exactly as provided.
- ✓ Maintain the logo's original proportions.
- ✓ Ensure adequate contrast between the logo and its background.
- ✓ Use the approved "About Opal" descriptions when referencing the company in writing.

DON'T

- Stretch, squash, or distort the logo.
- Rotate or reposition logo elements.
- Change the logo's colors, or apply gradients, shadows, or effects.
- Redraw, recreate, or approximate the logo.
- Place the logo on busy or low-contrast backgrounds that reduce legibility.
- Add words, taglines, or graphics directly attached to the logo.
- Imply partnership, endorsement, or affiliation without written permission.



BEYOND THE LOGO

Assets, naming, and approvals

The same care extends to product imagery, how the company is named, and how the marks are licensed.



Product assets

Use product screenshots and UI imagery from the 02_Product_Assets folder as provided. Crop for fit if needed, but don't edit interface content, data, or labels, or misrepresent the product.



Company name

Refer to the company as Opal. Don't abbreviate, translate, or modify the company name.



Trademark & permissions

The Opal name, logo, and assets are the property of Opal and are protected. They are provided for reference and approved use only.

Questions and approvals?

For any use not covered here, or if you're unsure, we're glad to help — reach out and request approval before publishing.

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