BRAND ASSETS

The Operly brand.

Official logos, colors and type for Operly, plus the simple rules for using them.
Made for partners, affiliates, creators and designers.

Logos

Click any logo to download it as a PNG. Vector SVG files are available for the full logo.

Master logo

The primary logo. Use the full-color version on white or light backgrounds and the reverse version on dark backgrounds and photos.

Full color

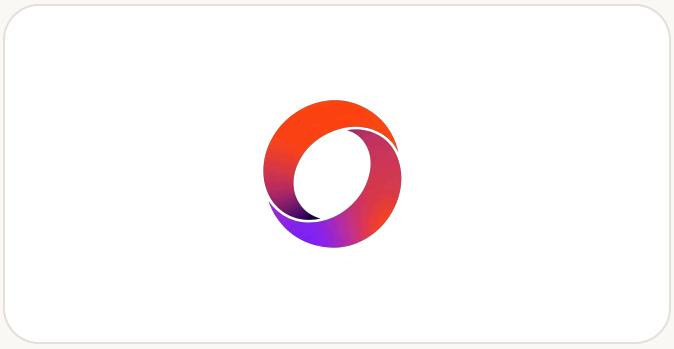
PNG 2980 × 940 · transparent

Reverse

PNG 2980 × 940 · transparent

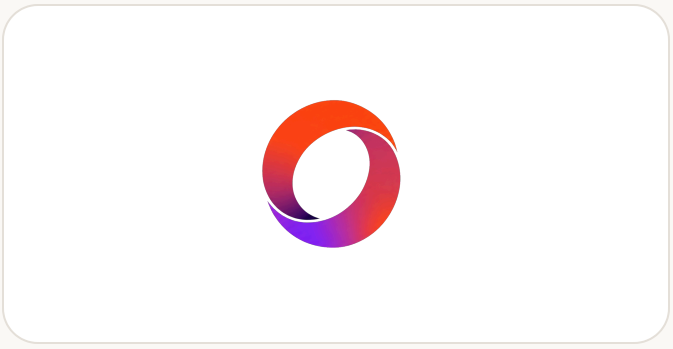
App icon

The Operly mark on its own, for avatars, app stores and anywhere the full logo will not fit. Use it to represent the app.



App icon

PNG 2048 × 2048 · transparent



App icon, small

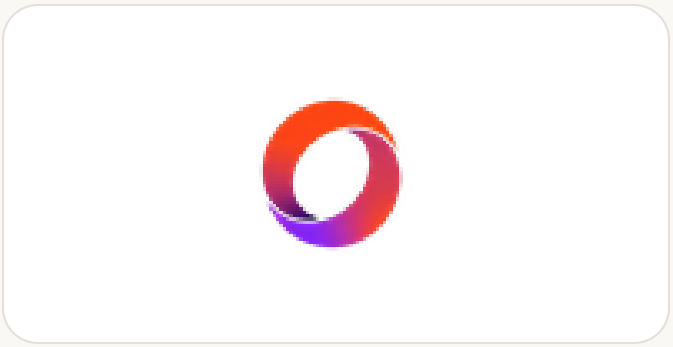
PNG 512 × 512

Small marks

For tiny spaces. The badge is a one-color mark for notifications. The favicon is for browser tabs and bookmarks.

Badge

PNG 96 × 96



Favicon

ICO

Colors

The logo carries the orange, rose and purple gradient on deep ink. The website and app sit on a warm white with a coral accent. Click any color to copy its hex code.

Logo colors · Sampled from the logo files

Orange
#FD4410

Rose
#D2374F

Purple
#8325F0

Ink
#120138

Cream
#F6EFE9

Website and app colors · From the Operly app's own tokens

Coral
#F54900

Coral light
#F96A06

Ink
#1A1D23

Muted
#5A626F

Dim
#8A9099

Border
#E4DFD8

Warm white
#FAF8F5

Success
#17825A

Gradients

Logo gradient #FD4410 #D2374F #8325F0

Button gradient #F54900 #F96A06

Typography

Two families and one label style, each with one job. Source Serif 4 for headlines, Inter for reading and interface, and a monospace for small uppercase labels. Both main fonts are free on Google Fonts: Source Serif 4 and Inter.

Title

Source Serif 4 Medium · 56px

Say what you need. Your team does the work.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Heading

Source Serif 4 Medium · 40px

Say what you need. Your team does the work.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Subheading

Source Serif 4 Medium · 26px

Say what you need. Your team does the work.

Body

Inter Regular · 17px

Describe the outcome and your chief of staff works out the rest.

Interface

Inter Medium and SemiBold · 15px

Describe the outcome and your chief of staff works out the rest.

Label

SF Mono or Menlo, uppercase · 12px

DESCRIBE THE OUTCOME AND YOUR CHIEF OF STAFF WORKS OUT THE REST.

Using the brand

DO

- ✓ Use the full-color logo on white or light backgrounds.
- ✓ Use the reverse logo on dark colors and photos.
- ✓ Leave clear space around the logo equal to the height of the “O”.
- ✓ Keep the full logo at least 120 pixels wide on screen, or 1 inch in print.
- ✓ Use the app icon only where the full logo will not fit.

DON’T

- ✕ Stretch, squash, rotate or crop the logo.
- ✕ Recolor it, add shadows or outlines, or swap in another typeface.
- ✕ Place it on busy photos or low-contrast backgrounds.
- ✕ Combine it with your own logo into a single lockup.
- ✕ Use the Operly name or logo in a way that suggests we endorse your product or offer.

Writing our name

Operly

The product and the company. Always a capital O, never all caps.

Chief of staff

The AI you talk to. It hands your requests to team members.

Team members

The AI team members you create, name and give a job. Say “AI team members”.

Operly, an AI team you delegate to

A short way to describe Operly in one line.

Please don’t write: ~~OPERLY~~ · ~~operly~~ · ~~chatbot~~ · ~~AI agents~~ · ~~AI employees~~

Describing Operly

Writing about us? Start from these. Click to copy.

One line

Operly gives business owners an AI team that follows up, drafts and works through the inbox, then brings finished work to approve.

COPY TEXT

Short description

Operly gives business owners an AI team. Talk to your chief of staff in plain words and your team members follow up with leads, draft your content and work through your inbox, tasks and calendar, then bring you finished work to approve.

COPY TEXT

Brand guide

Everything on this page in one PDF: logos, colors, type, usage and how to write our name.

Need a format that isn’t here, or want to check a use before it goes live? Email support@getoperly.ai.