

Brief: Visual Style Guide for The Tor Project

Background

The Tor Project (<https://www.torproject.org/>) helps millions of people around the world protect themselves from censorship and surveillance. Tor is powered by volunteers, from developers and sysadmins to UX researchers and writers. They work on a variety of projects under the Tor umbrella, including web browsers, operating systems, statistics dashboards, and websites. The Tor Project has a strong open-source ethos, and the community uses consensus-building processes to make decisions.

Goal & Audience

The Project is seeking to create a visual and typographic style guide to harmonize and professionalize the presentation of its various efforts. The guide will lend structure and direction to the community's work, while providing flexibility for individual projects to distinguish themselves. The guide will be used by volunteer developers, designers, educators, and content producers, as well as the project's paid staff; it will inform the design of the project's websites, software programs, and other print and digital communication materials. Finally, the guide will be shared with the open-source community to help promulgate visual appeal and usability as important values for user-facing projects.

Deliverables

The first phase of work on the style guide will focus on:


- **Typography**
 - What open-source typeface(s) should be used in what contexts?
- **Color**
 - Tor has historically used a variety of purples (primary color) and greens (secondary color). What should be the canonical shades?
 - What palette should be used in conjunction with the principal colors?
- **Logo usage**
 - How to use the existing wordmark, and the onion logo alone?
 - Placement, spacing, and alignment for digital & print.
 - There may be the potential for refinement of the existing logos, if time and budget allow.

In addition to the initial version of the style guide, the Project would like to commission the design of the following communications assets.

- **Slide templates**
 - **OPEN QUESTION:** what program(s) do Tor Staff members (or other folks who need the template) use for creating slides?
- **Letterhead**
 - **OPEN QUESTION:** what program(s) do folks who need the letterhead use for drafting documents?
- **Business cards**
 - **OPEN QUESTION:** does Tor use standard business cards? What do the current cards look like? (Are we sure that the project needs new ones?)

Logistics

We are seeking designers who are comfortable working with a diverse group of



project members, some of whom have little or no experience working with designers. The work outlined here is being commissioned by Simply Secure (<https://simplysecure.org>), which will work in a project-management capacity to coordinate design efforts with the community of Tor volunteers and staff.

The Tor Project's assets are shared with the public under open-source licenses. The Project anticipates releasing the style guide and other related assets in a similar fashion.