Style guide

Introduction

The visual identity of sofware is an integral part of its user experience. Correctly using a consistent and attractive style is important to The Tor Project because it helps users build trust in the work we do.

We hope that this guide will help you create materials and answer potential questions you might have about the use of the Tor brand.

That said, there is a reason we call this a style *guide* and not a set of style *rules.* There may be situations that this guide does not cover, and where you find yourself needing to stretch the standards a bit. Please reach out to us and tell us about these cases, so that we can both review your solution and work to improve the guide over time.

Contact

For any questions and inquiries you might have related to this styleguide, we encourage you to reach out to our in-house UX team who will be able to facilitate your needs.

Tor UX Team
ux@lists.torproject.org

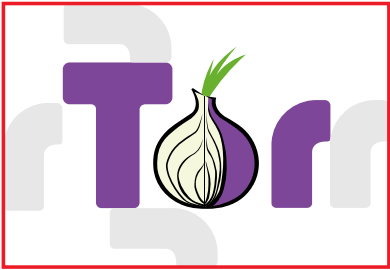### Elio Qoshi
Tor Brand Designer
elio@ura.design

Logo

LOGO USES

In situations that call for a monochrome logo, the canonical purple and pure black are acceptable. However, it is preferable to use the standard multi-color version of the logo when possible. Avoid using the logo in monochrome green, yellow, or other colors.

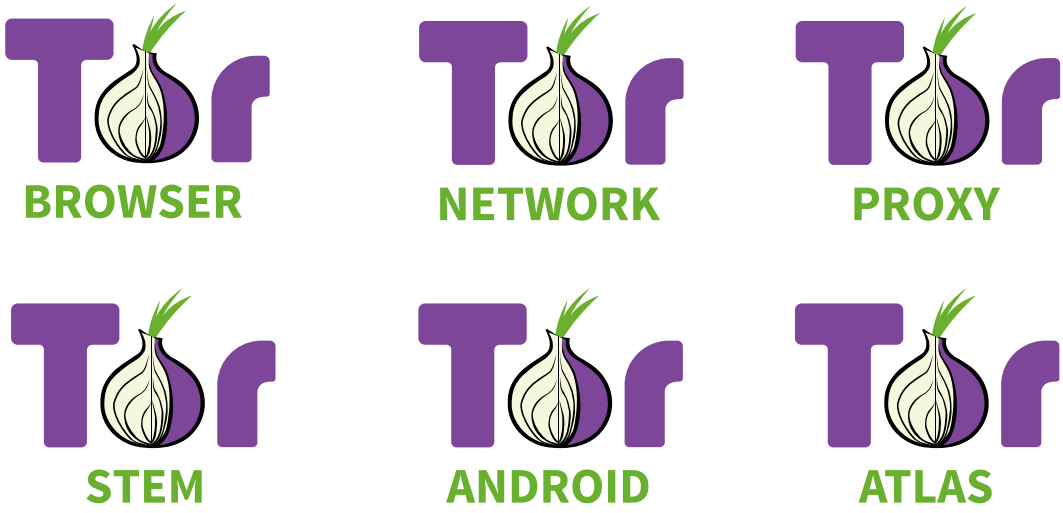StandardMonochrome PurpleMonochrome Black

MINIMUM SPACING

The logo should be surrounded by blank space at least as wide as the 'r' character. To measure this vertically, rotate the 'r' by 90 degrees.
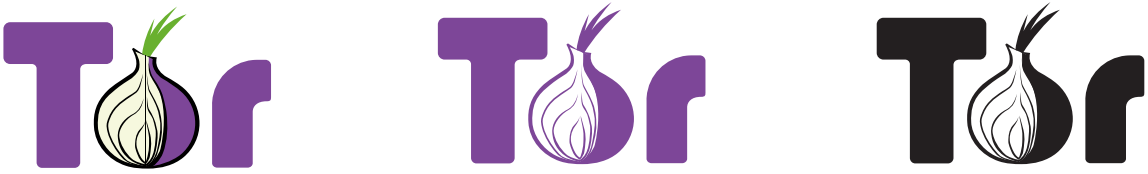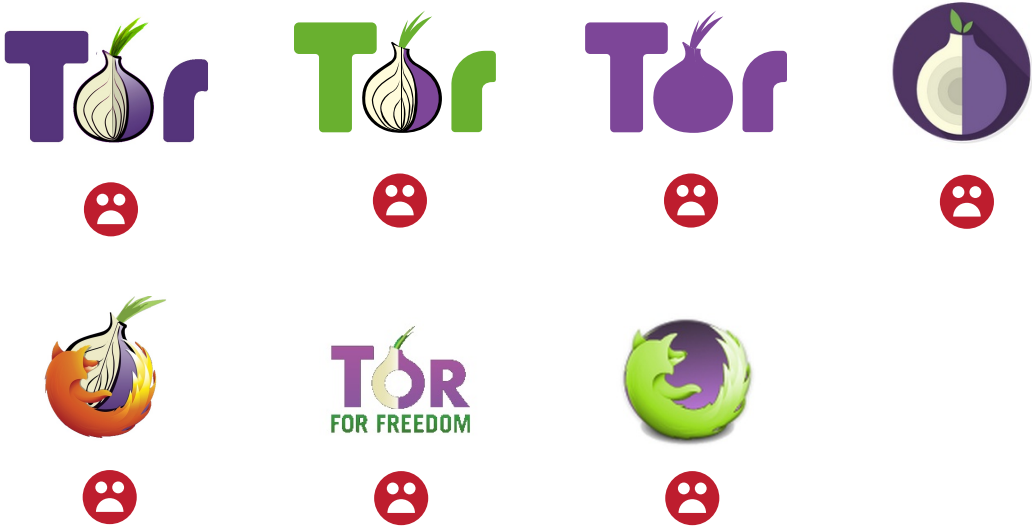

SUBBRANDS

Instead of having fragmented logos across Tor, we prefer a consistent look and feel across projects.

The project name is written in *Source Sans Pro Bold* beneath the standard Tor logo, in onion green.

BROWSER   NETWORK   PROXY

STEM   ANDROID   ATLAS

DISALLOWED LOGO USES

Please do not use alternative versions of the Tor logo (including other types of onions). Please do not use modified logos from other open-source projects.

TOR
FOR FREEDOM

Privacy is a right, not a privilege

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras vulputate vehicula lorem ut viverra.

Nullam vel dapibus ipsum. Pellentesque lobortis; ipsum eget blandit bibendum, justo tellus pretium neque, non euismod nibh sem ut risus. Cras finibus, nibh ut tristique laoreet, justo risus elementum mi, vitae congue lectus lacus ut urna. Curabitur vel odio vel ligula condimentum venenatis. Nullam lacus mauris, dictum quis lobortis sit amet, aliquam ac nisi. Phasellus dapibus odio id velit placerat sagittis. Aliquam sed purus lacinia, ultricies sem in, varius est. In eu odio eget erat consectetur pellentesque quis dictum ligula. Praesent imperdiet sit amet nulla gravida dignissim.

Proin in imperdiet metus. Aenean maximus arcu nec justo eleifend dapibus? Ut tempus mattis hendrerit. Nulla eu vehicula nibh. Nunc eficitur tristique sapien, nec condimentum mauris ullamcorper at. Sed bibendum dapibus purus, nec maximus ex accumsan sed.

Fusce accumsan ligula ut nulla viverra rutrum. Donec vel turpis sollicitudin, interdum arcu a, finibus justo.
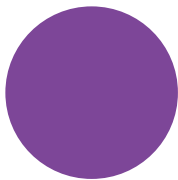
Iconography

The onion alone. Use this only when the Tor is clearly visible or has been well established elsewhere on the page or in the design.
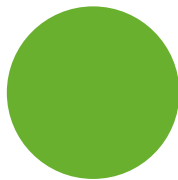
(When in doubt, use the full logo)
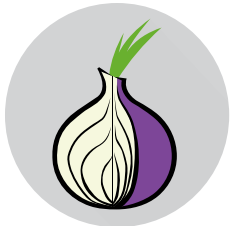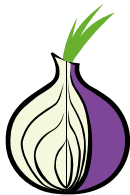
Android Icon

Colors

Primary Color
RGB: 125, 70, 152
HEX: #7d4698
CMYK: 60, 86, 2, 0

Secondary Color
RGB: 104, 176. 48
HEX: #68b030
CMYK: 65, 7, 100, 0