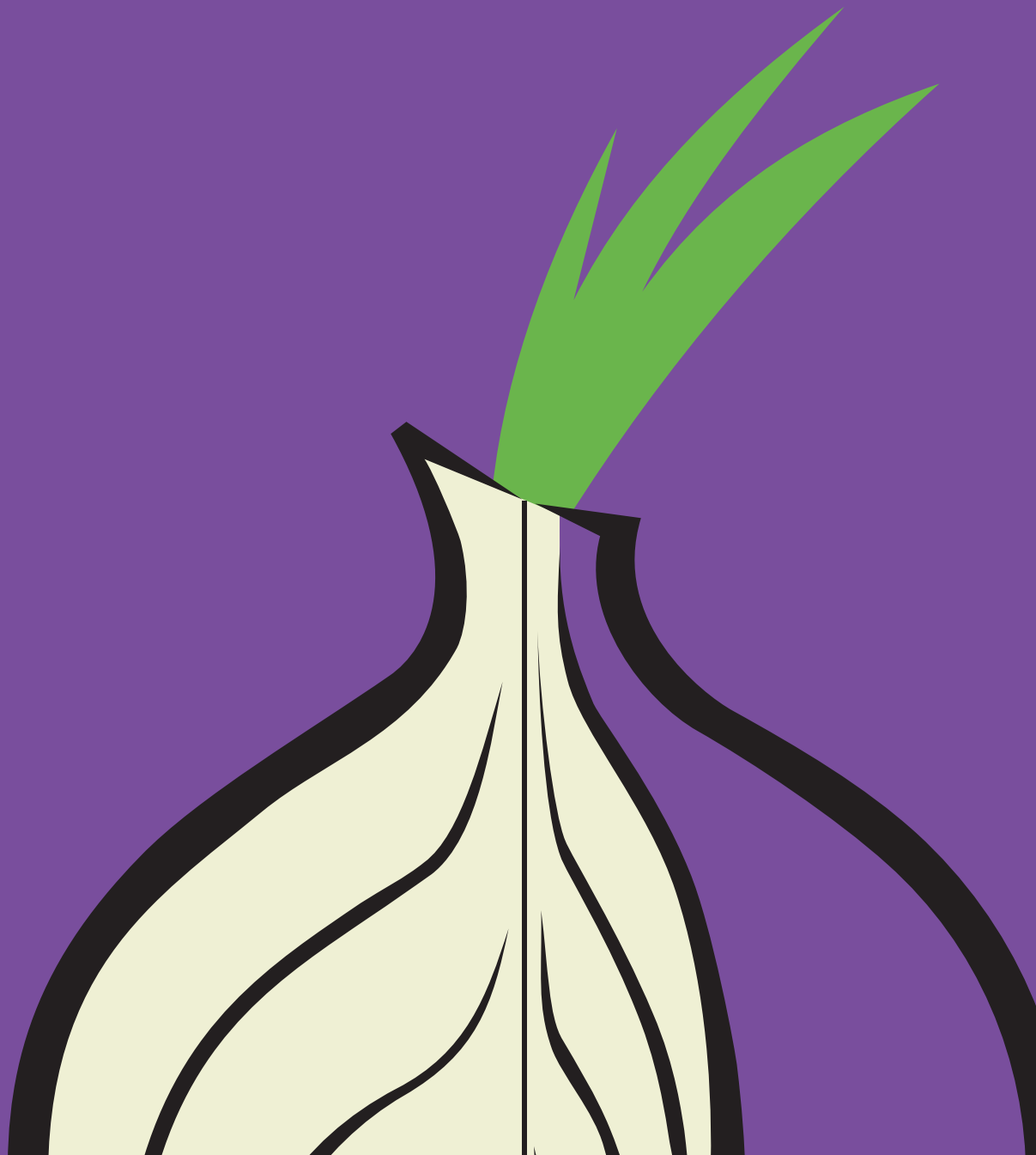


# Style guide

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September 2016  
CC BY 4.0 The Tor Project



## Introduction

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The visual identity of software 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

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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](mailto:ux@lists.torproject.org)

### Elio Qoshi

Tor Brand Designer  
[elio@ura.design](mailto:elio@ura.design)

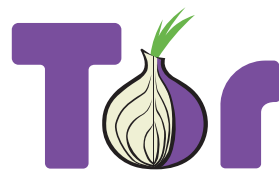
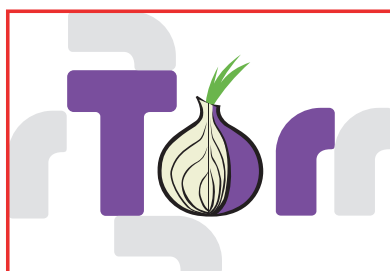
## Logo

### LOGO USES

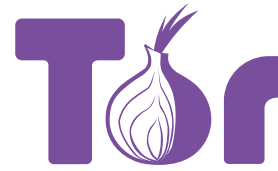
In situations that call for a monochrome logo, the canonical purple and pure black are acceptable. However, it is preferable to use the standard multi-color version of the logo when possible. Avoid using the logo in monochrome green, yellow, or other colors.

### MINIMUM SPACING

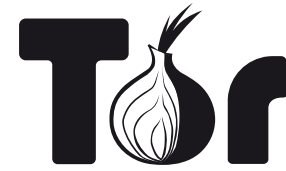
The logo should be surrounded by blank space at least as wide as the 'r' character. To measure this vertically, rotate the 'r' by 90 degrees.



Standard



Monochrome Purple

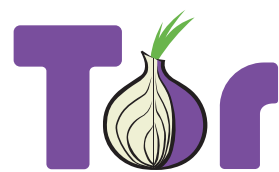


Monochrome Black

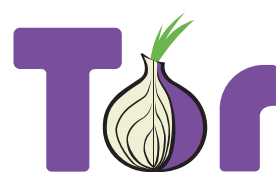
### SUBBRANDS

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

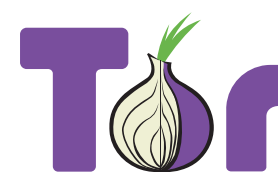
The project name is written in *Source Sans Pro Bold* beneath the standard Tor logo, in onion green.



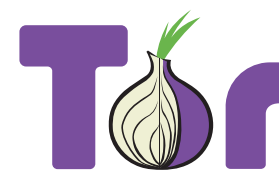
BROWSER



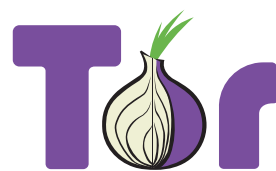
NETWORK



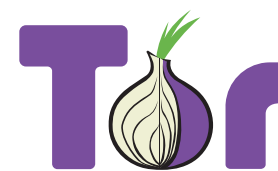
PROXY



STEM



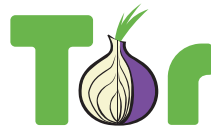
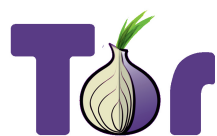
ANDROID



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.



## Heading

Source Sans Pro Bold  
~2x size of Paragraph Text, Purple

## Paragraph

Source Sans Pro Regular

# 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.

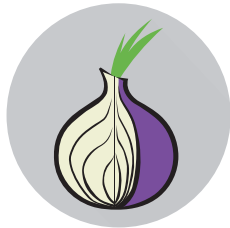
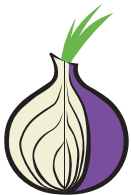
Proin in imperdiet metus. Aenean maximus arcu nec justo eleifend dapibus? Ut tempus mattis hendrerit. Nulla eu vehicula nibh. Nunc efficitur tristique sapien, nec condimentum mauris ullamcorper at. Sed bibendum dapibus purus, nec maximus ex accumsan sed.

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

## Iconography

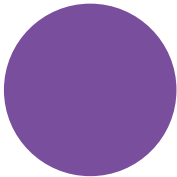
The onion alone. Use this only when the Tor is clearly visible or has been well established elsewhere on the page or in the design.

(When in doubt, use the full logo)

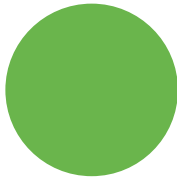


Android Icon

## 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