Style guide
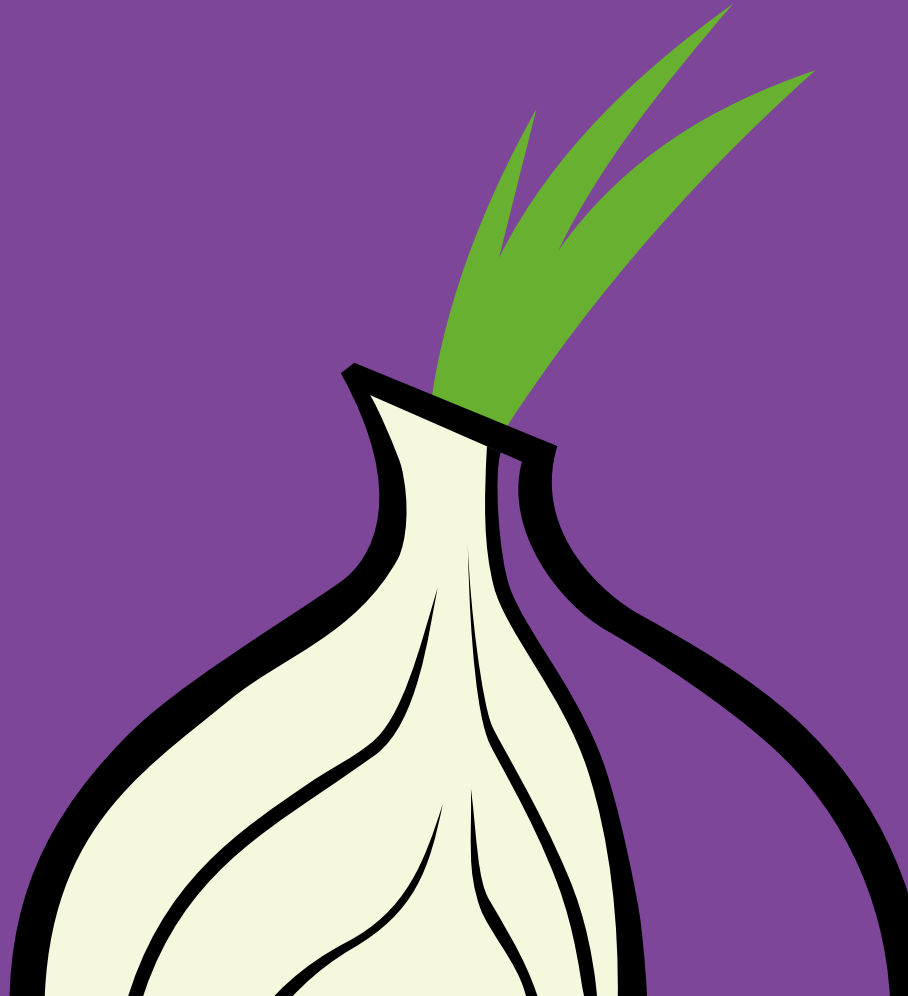
Introduction

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.* We expect there to be situations that this guide does not cover, or where you find yourself needing needing to stretch the standards a bit.

Please reach out to the UX team when you encounter such cases. We will work with you to help you find a solution for your design problem that is consistent with the guide. Your feedback will also help us expand and refine the guide to help it better meet the Tor Community's needs.

Contact

For any questions and inquiries you might have related to this styleguide, we encourage you to reach out to the UX team. We will try to help you find good answers!

Tor UX Team
ux@lists.torproject.org

Conventions

This guide aims to show by doing. The main body of each page contains examples of graphic elements that are (and, in some cases, are not) conformant with the style being described. The column on the left specifies the details of each style and offers guidance on when and how to use it.

License

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For more information about the Tor registered trademark and how it can be used, please see:
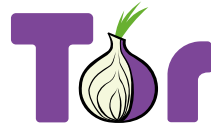
https://www.torproject.org/docs/trademark-faq.html.en

Tor Logo

LOGO USES

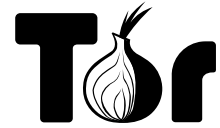The Tor logo consists of the Tor onion and the letters T and r, as shown.

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 mono-chrome green, yellow, or other colors.
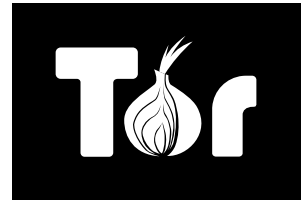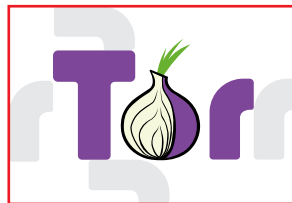

Standard

Monochrome Purple

Monochrome Black

Inverted Purple

Inverted 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.
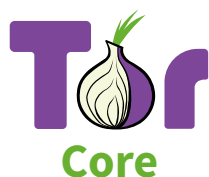

SUB-BRANDS

For affiliated projects that don't need their own logo, consider using this sub-brand qualifier.

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

If a horizontal version is required, the project name is written in *Source Sans Pro SemiBold.*

Depending on the length of the sub-brand, the font size differs slightly.

Community

Community
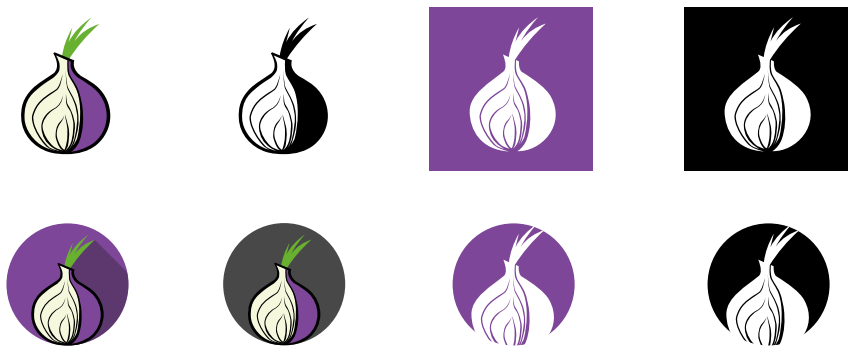

Support

Support

Core

Core

Tor Onion

The onion alone. Use this for The Tor Project only when the connection to Tor is clearly visible or has been well established elsewhere on the page or in the design. When in doubt, use the full logo.

Efforts affiliated with The Tor Project should use this onion rather than alternative onions.

Teams interested in using the Tor onion as part of a logo should consult with the UX team first to ensure grahic consistency and quality.

Disallowed Logos

The Tor Project and affiliated efforts should not use alternative versions of the Tor logo, including other types of onions.

While affiliated teams may use the onion, the complete Tor logo should not be used as part of another logo except as described on the previous page.

Please do not use modified logos from other open-source projects.

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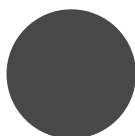
Primary: Tor Purple
RGB: 125, 70, 152
HEX: #7d4698
CMYK: 60, 86, 2, 0

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

Neutral: Tor Gray
RGB: 72, 72, 72
HEX: #484848
CMYK: 0, 0, 0, 72

Digital Text

Our official font for languages with a latin alphabet is Source Sans Pro.

The text size depends on the device(s) on which it is to be viewed. When in doubt, larger text is more readable. For webpages, 16px is a good size to start with. Headers should be approximately twice the size of body text and use Tor Purple.

As a general rule, use a white background and text that is Tor Grey or black. If you must use a dark background, use white text.

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.

Printed Text

Large bodies of printed text are easier to read in a serif font. Use Source Serif Pro for printed materials by default.

If desired, Source Sans Pro can be used for titles and section headers, although the serif version should still be used for the body.

Sorce Sans Pro can also be used for the entirety of printed signs or posters.

Privacy is a right, not a privilege

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Monospace

For snippets of code, command-line examples, or other monospace applications, use Source Code Pro.

```
tar xzf tor-0.2.8.8.tar.gz; cd tor-0.2.8.8
./configure && make
```

Non-Latin

Use the Noto family of fonts for languages with non-Latin characters.

Special attention should be paid to typesetting right-to-left languages.

الخصوصيّة هي حقّ وليست امتيازاً

في ونتج ليتسنّى الدولارات لكل، فكان العالمي أم عرض، بحق جيوب بتخصيص مقاطعة بل. الجنوب الشهيرة يكن قد. يبق ثم تحرير الساحلية. هذا وعلى المجتمع و، أم تعد سكان.