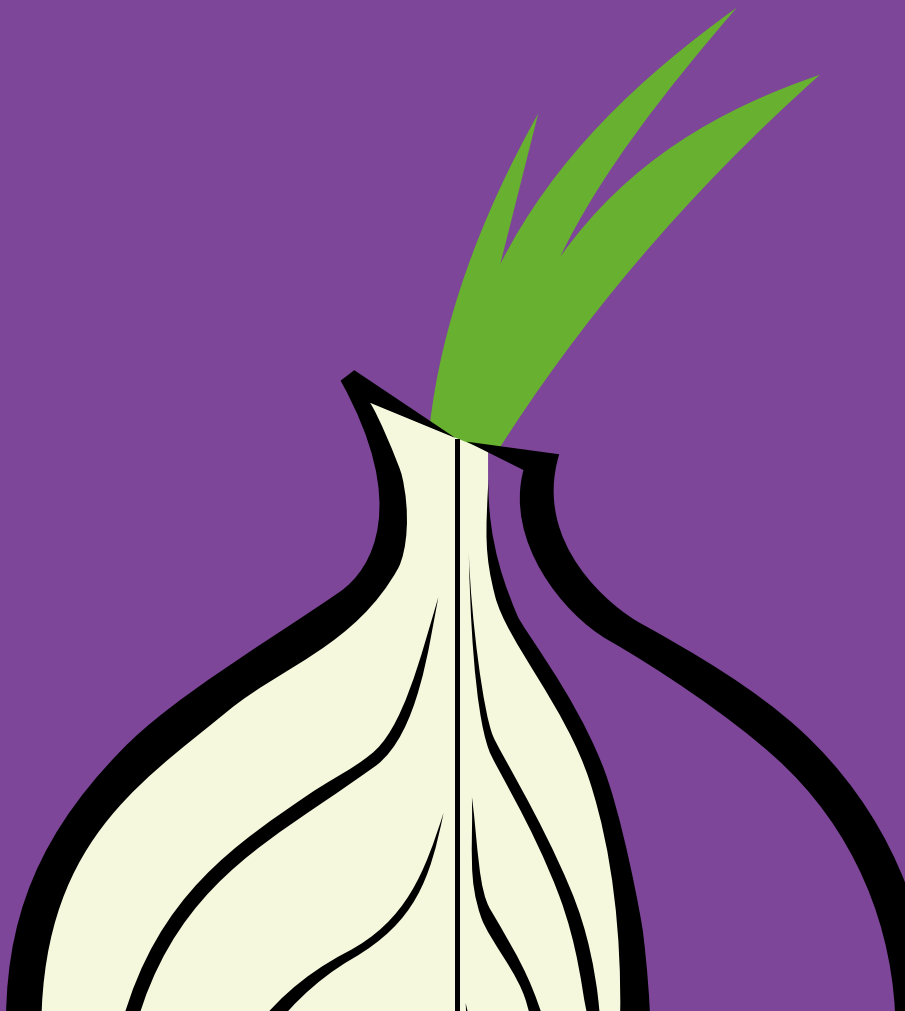
Style guide



October 2016

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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.

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.

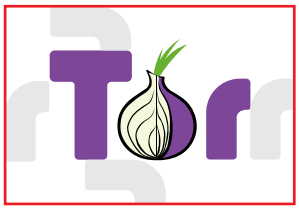
Standard

Monochrome Purple

Monochrome 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

For projects that don't need their own icon, consider using the Tor logo with this sub-brand qualifier.

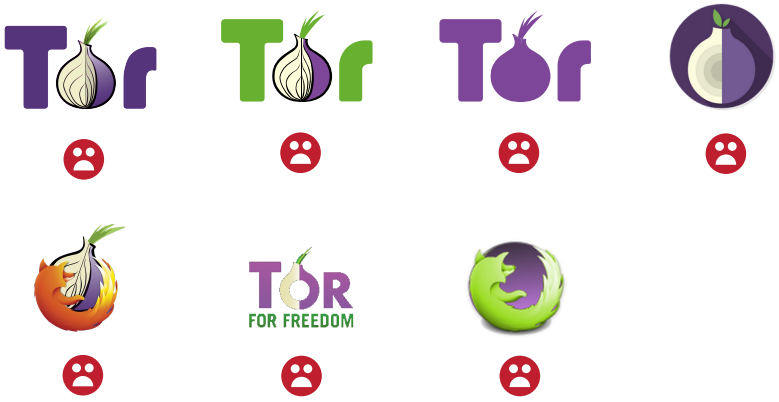
The project name is written in *Source Sans Pro Bold* beneath the standard Tor logo, in onion green.

Metrics

Core

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.



Digital Text

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

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. Nunc efficitur

Printed Text

Use Source Serif Pro for printed materials.

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.

Monospace

For snippets of code, command-line exampples, 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

For text with non-latin characters, use the Noto family of fonts (this is Noto Nakesh Arabic). Special attention should be paid to typesetting right-to-left languages.

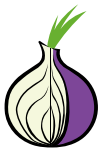
الخصوصيّة هي حقّ وليست امتيازاً

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 الأوروبي.

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)



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