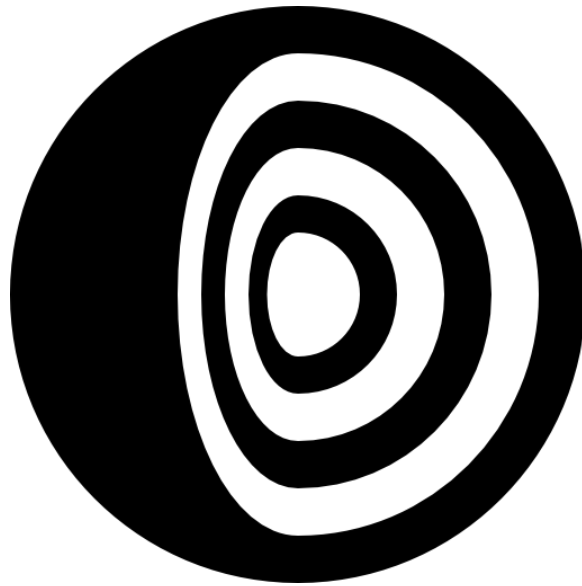


# The Tor Project, Inc. Brand Design – REVISED

by Ali Mahdavi

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- Type: Vector (Scalable)
- File Format: Affinity Designer ([dot]afdesign)
- Price: \*\*\*\*\*

## The story behind this revision:

On June 24, 2021, Microsoft announced Windows 11 as the successor to Windows 10.

Windows 11 features major changes, and “Windows logo” is one of them.



Windows



Microsoft

Since Windows is the core and soul of Microsoft, both “Windows” and “Microsoft” share the same logo.

This is how the idea crossed my mind:

Since Tor Browser is the core and soul of The Tor Project Inc., both “Tor Browser” and “The Tor Project Inc.” had better share the same logo.



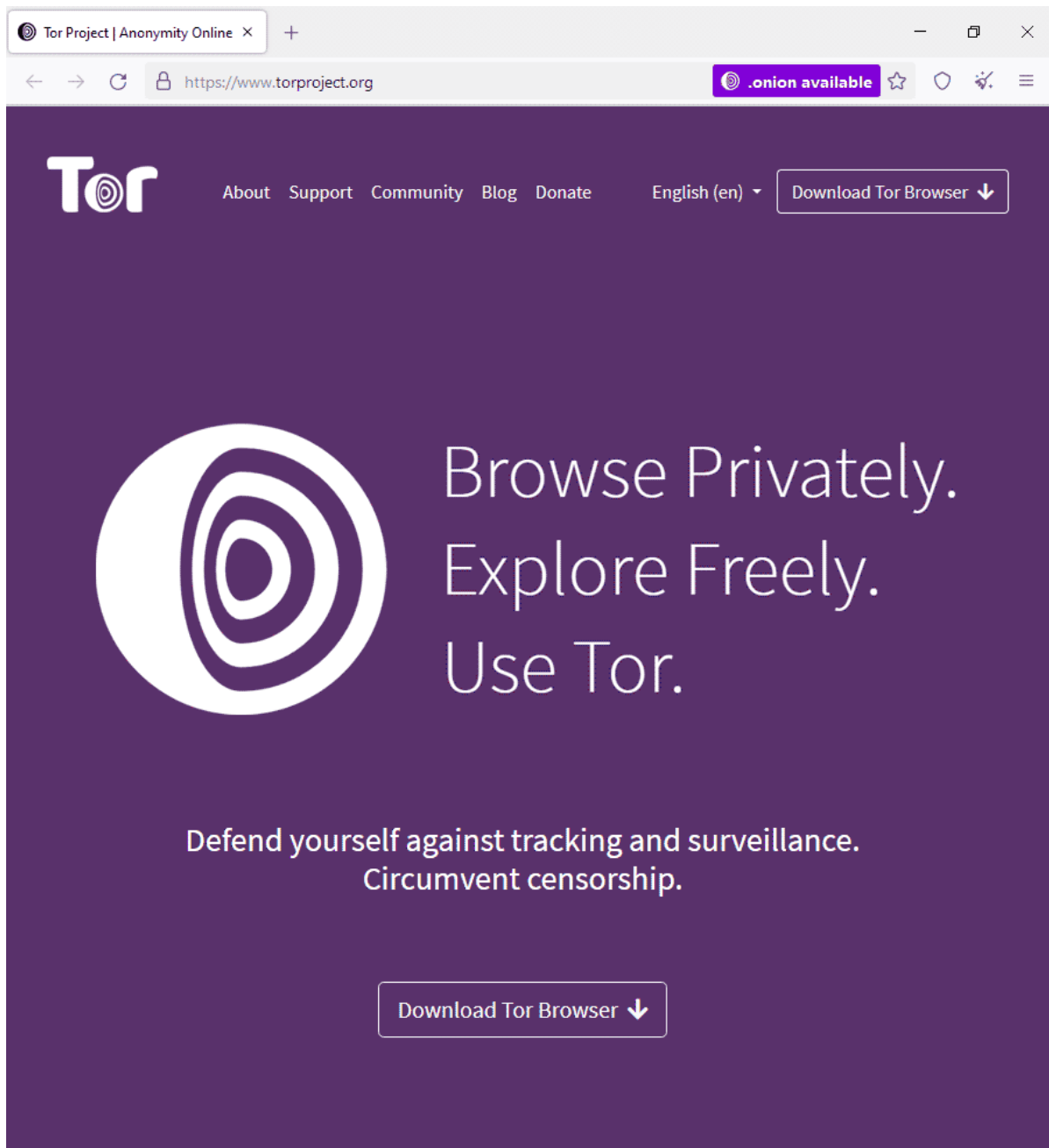
Tor Browser



The Tor Project Inc.

The word "Tor" can be stylized as **Tor**

However, this is not necessary since people still recognize the logo, even without T and r.



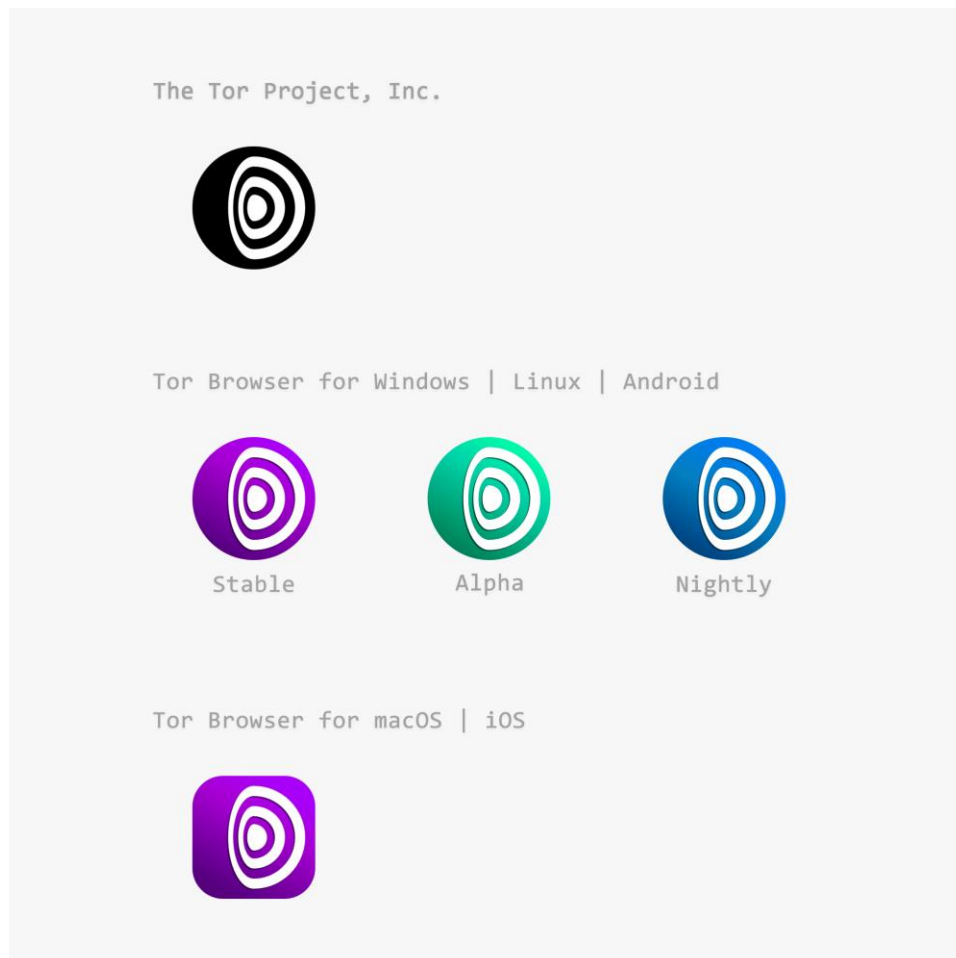
The image shows a screenshot of the Tor Project website homepage. The browser's address bar displays "https://www.torproject.org" and includes a ".onion available" notification. The website has a dark purple background. At the top left is the "Tor" logo. To its right are navigation links: "About", "Support", "Community", "Blog", "Donate", "English (en)", and a "Download Tor Browser" button with a downward arrow. The main content area features a large white Tor logo on the left and the text "Browse Privately. Explore Freely. Use Tor." on the right. Below this, it says "Defend yourself against tracking and surveillance. Circumvent censorship." and another "Download Tor Browser" button with a downward arrow.

## The secret behind this new brand:

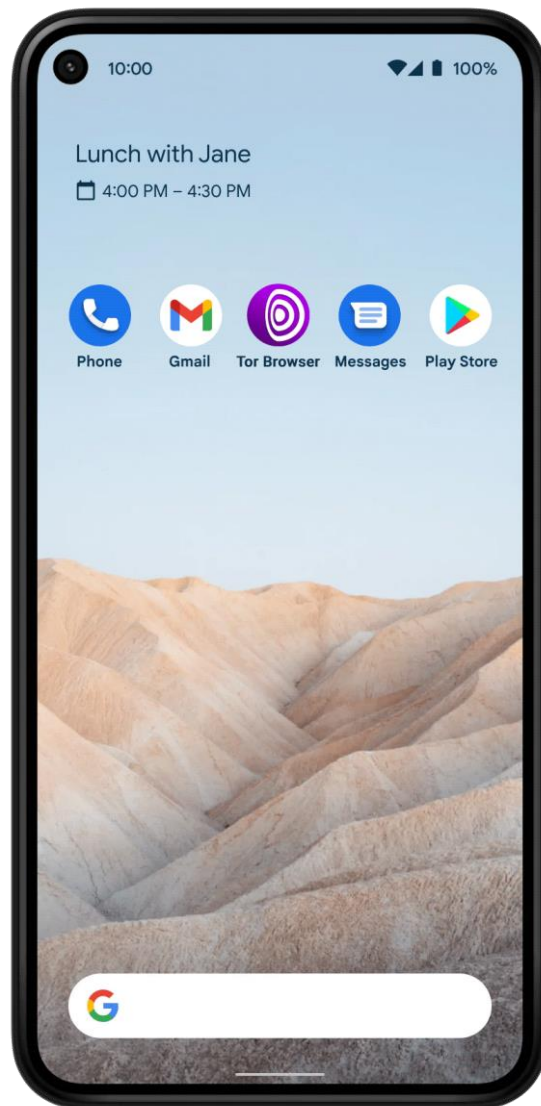
- Tor Browser used to have the earth icon with continents in green. The message was clear: Tor cares about privacy and freedom, GLOBALLY.
- Modern icons were introduced in Tor Browser 8.5 to give it a new look. This new logo tried to represent an onion. The **ONION** Router.

Both ideas are present in my brand design:

- To some extent, it represents the layers of the earth.
- To some extent, it represents the layers of an onion.



## Screenshot (Android):



If you are interested in buying my design, contact me via email:

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