

Tails Visuals

Tails is a portable operating system that protects your privacy and avoids censorship. Install Tails on a USB stick and run it on any computer instead of Windows or macOS.

Objective

Design a set of graphics and illustrations to accompany a re-design of the Tails homepage. Visuals should serve as a metaphor for how Tails works and communicate the brand identity.

Details

Context	This is part of a larger effort to improve the description and explanation of Tails, adjust the voice and tone of the homepage, implement newly developed Tails identity [LINK].
Project Goals	To create visuals and illustrations that aid in communicating the benefits of Tails, as well as how Tails works, and generally add visual language to help make the website more friendly and usable.
Target Audience	Activists, journalists, people who are being surveilled or censored. People learning about Tails for the first time.
Proposed Process	<p>Mock-ups</p> <ul style="list-style-type: none"> • Draft 2-3 “mock-up” images in each of 2-3 different directions • Discussion and feedback with Tails community about which direction to pursue further <p>Design & Illustration</p> <ul style="list-style-type: none"> • Move forward with preferred direction • Full design and illustration (10-12 images) <p>Revisions</p> <ul style="list-style-type: none"> • 2 rounds of revisions, based on feedback from the Tails community
Proposed Timeline	<p>Release date: ____</p> <ul style="list-style-type: none"> • Week 1: Mock-ups • Week 3: Feedback on mock-ups provided • Week 4: All visuals designed • Week 5 Feedback / edits

	<ul style="list-style-type: none"> Week 6: Final design delivered
Budget	Project Estimate (at rate of \$??/hour, including meetings + admin):

Design Considerations

Brand Guidelines	Tails homepage for reference.
Tone	Colourful, fun, outdoors-y. It should be easy for the audience to understand what Tails is quickly.
Colour Scheme	Use black line art with a palette of 4-5 colors maximum

Visual Style Inspiration

- Playful and sketchy, but not childish or unserious
 - DuckDuckGo [App](#) & [About](#)
 - [Intercom](#)
 - [Appear.in](#)
- Should make people feel calm and safe
 - [Google doodle with bears](#)
- For reference: [Tor Styleguide](#)

Design Concept

Metaphor: Tails is a **tent**.

Tails gives you a private space in a public environment.

You can pack it up and *leave no trace*.

Tails is like a Swiss knife you bring with you to the outdoors.

Design Elements

- Visualise 8 core properties in the tent theme
- Design 2-3 generic graphics that can be used for homepage/presentations
- Open questions:**
 - Why type of tent is it? (Sleek, rustic, super strong and secure?)
 - What are clues for diversity and inclusion? Color?
 - Icons or drawn?

Core Properties	Possible Images
Persistence	Tent always starts empty but you can have your private stuff in your backpack.
Secure by default	Designed to avoid mistakes
No censorship	Go anywhere!
No surveillance/tracking	Your tent is your private space.
Anonymity	Many tents make you anonymous!
Use a different computer (portable)	Pack it up and take it anywhere!
Secure OS for *your* computer	Make it your own!
No virus	Tent protects you from mosquitos!

Images from workshop

These are images that Tails community members drew at a visual identity workshop in August 2018. We've included them here to show how the Tails community thinks about the tent metaphor – they're not meant to be exactly copied.







