



Version 3, October 2019

Brand Guide

Metropolis
Bold

Pink 600
#E31587

Heading XXXL
240px (15rem)

Title Case

01

Brand Foundation

- 1.1 – Brand Family
- 1.2 – From Browser to Parent Brand
- 1.3 – The Four Rights
- 1.4 – Our Brand Platform
- 1.5 – Our Audience
- 1.6 – Our Brand Personality

Our Brand Family



Mozilla fights for the internet.

Mozilla is our corporate brand, and the name of the foundation that owns us. It fights to maintain the internet as a global public resource that's open to all. Experiments and projects aimed at coders and creators may be branded Mozilla.



Firefox fights for you.

Firefox is our consumer parent brand. All consumer products and services live under the Firefox name. Firefox proves it is on your side by creating products that honor privacy, choice, control and transparency.

From Browser to Parent Brand

Historically, consumers knew Firefox as a web browser. Today a suite of new products and services that empower users and demonstrate that we're the tech company that's on their side.



Firefox Browsers



Firefox Products & Services



The Four Rights

We believe all users of the internet have inalienable rights, and everything we make and do ladders up to them. The four key rights that are built into every product are:

Safety

You deserve to be online without fear. Big data collectors put you at risk for spying, surveillance, and identity theft, and that's just wrong. With Firefox, you can choose to never be tracked, to get alerted if you've been hacked, and to keep what's personal private, always. That kind of safety is your right.

Control

You deserve access to the entire internet. Too many tech companies try to control what you use and what you see, and that's just wrong. With Firefox, there are no walls, no tricks, no bias — just ways to challenge your mind and check the facts. That kind of control is your right.

Choice

You deserve innovation that puts you first. Monopolies make products to serve their interests. This puts the brakes on progress, and that's just wrong. With Firefox, you get faster speed and inventive new ways to connect to the internet. That kind of choice is your right.

Transparency

You deserve to know how companies use your personal information. The internet giants are selling you in covert ways, and that's just wrong. With Firefox, you know what data we ask for (the barest minimum), how it's safely stored, and how it's used (only to make our products better). That kind of transparency is your right.

Performance + Purpose

Brand Positioning

To even have a seat at the table, our products have to perform as well as everything else out there, and meet users' felt needs. But it's our dual purpose - improving online life for people and improving the internet - that truly sets us apart.

Brand Purpose

We help people believe that Firefox is the tech brand that has their best interests at heart, so that they are safer and more empowered online.

Brand Promise

Firefox fights for you.

Consumer Takeaway

Firefox is on your side.

Our Audience

We speak to the Conscious Chooser, which we define as people who make an effort to purchase brands and support the organizations that align with their personal values and beliefs.

Within that group, we prioritize two user segments which we believe are more likely to be engaged by our brand.

Feature Forwards

This segment desires a fully customizable, high-performing browser. They love add-ons and are willing to try new products and services from Firefox.

Conscious Confidenceials

This segment is all about privacy, and more willing to pay for it. With many Conscious Choosers, they are ready for a Firefox subscription offering.

Our Brand Personality:

Radical &

Kind &

Open &

Opinionated

Our brand personality helps us cultivate a shared vision for our brand, so we can achieve consistency in everything we put into the world. These four words, when taken together, describe how we come across in our tone, design and spirit. You'll see these words repeated several times throughout the guidelines, as we define them for design, tone of voice, and specific communication channels.

Radical

It's a radical act to be optimistic about the future of the internet. It's a radical act to serve users before ourselves. We disrupt the status quo because it's the right thing to do.

Kind

We want what's best for the internet, and for the world. So we lead by example. Build better products. Start conversations. Partner, collaborate, educate and inform. Our empathy extends to everybody.

A large, bold, dark navy blue word "open" is centered on the page. The letter "o" is a thick circle, while the letters "pen" have a vertical bar through them.

Open-minded. Open-hearted. Open source. An open book. We make transparency and a global perspective integral to our brand, speaking many languages and striving to reflect all vantage points.

opinion-
ated

Our products prove that we are driven by strong convictions. Now we're giving voice to our point of view. While others can only speak to settings, we ground everything in our ethos.

02

Logos

- 2.1 – The Parent Brand Logo
- 2.2 – Product Logo System
- 2.3 – Browser Logo System
- 2.4 – Usage Guidelines





The Logomark

- Refers to Firefox the product company, not Firefox the web browser
- As of this writing, we do not have a specific use for it
- Please don't use it yet
- In Q3 2019, with the launch of Fenix, we'll start using this logo when we talk about Firefox Accounts

The Parent Brand logo (horizontal)

- The primary logo for the parent brand is the logomark and the logotype together
- They should always appear in this size relationship
- Always use the logo files provided in the logo pack
- Do not recreate

The Parent Brand logo (stacked)

- The stacked logo is for large scale use, or where horizontal space isn't available
- Avoid using it at small sizes
- Always use the logo files provided in the logo pack
- Do not recreate



Firefox

Logo construction and clear space

- The space between the logomark and the logotype is equal to 20% of the height of the logomark
- For clear space around the logo, use the uppercase F (or 40% of the height of the logomark) as a guide.



Logos on background colors

- The full color logos should only be used on very light or very dark backgrounds.
- Don't use the full color logo on top of a photograph or gradient unless it sits on a very light or very dark area of the image.

The slide illustrates the Firefox logo's performance on various background types:

- White:** ✓ (Pass)
- Ink @15:** ✓ (Pass)
- Ink 80:** ✓ (Pass)
- Color Swatches:** Shows the logo at Ink levels 5, 10, 15, 60, 70, and 80. ✓ indicates the logo is legible, while ✗ indicates it is lost in the background.
- Photographs:** Shows the logo placed over a city street photograph. The left image shows the logo in a dark area (top of a building) with a ✓. The right image shows the logo in a mid-tone area (sidewalk) with a ✗.

✓ Logo in dark area stays legible

✗ Logo gets lost in midtones, or areas with lots of color

The Parent Brand one-color glyph

- The full-color logo is our primary logo.
- In cases where we need a single color glyph, please use only either Black or White for the glyph and the wordmark.



Firefox + Mozilla logos

- In some cases it may be appropriate for the Firefox logo and the Mozilla logo to appear in the same design
- In that situation, keep them on the same baseline grid and match the x-height, as shown below
- The Mozilla logo is 60% as tall as the Firefox logo



Product & Service logos

- Built on the same geometry as the parent brand logo
- The rules about spacing, text color, background colors, single-color glyphs etc, all stay the same
- The modifying word is set in Sharp Sans Medium



Product Logo Color Application

- Built with warm primary gradient, cool primary gradient, highlight, and shadows
- The gradient ratio should be 60-80% warm gradient and 20%-40% cool gradient



Browser logos

- Built on the same geometry as the parent brand logo
- The rules about spacing, text color, background colors, single-color glyphs etc, all stay the same
- The modifying word is set in Sharp Sans Medium
- Don't create your own colorway of the browser logo
- Don't use the browser logo where the Master Brand logo should be used*



Stacked logo options





Don't rotate the logo



Don't stretch it



Don't change the colors



Don't apply filters (bevels,
dropshadows, etc.)

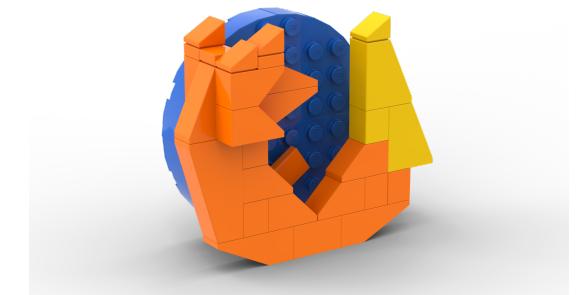


Firefox

Don't rearrange logo
and type



Don't alter type



Don't make faux-lego
versions of the logo
(real lego logos are OK)



Don't color logotype



Firefox

Don't use watermark
without the logo



Firefox

Do use icons provided,
without modification

03

Typography Because the internet is mostly made of words.

Firefox Sharp Sans, Metropolis, and Inter.

Firefox Sharp Sans is the distinctive font used to create the logo lockups for Firefox products. Product logomarks echo the rounded forms in our product identity system. As images, these load universally across the web.

Metropolis is the font used for headlines on marketing and product web experiences. It's available for most world alphabets. Metropolis is an open source sans geo font very similar to SharpSans.

Inter is the font we use as our secondary typeface for use in paragraph text and small UI elements. In cases that Metropolis is not available, Inter may be substituted for headlines as well.

- 3.1 – Primary Typeface
- 3.2 – Secondary Typeface
- 3.3 – Type Scale
- 3.4 – Font Weight and Color
- 3.5 – Typography in Use

Metropolis

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz ? ! # @ & 0 1 2 3 4 5 6 7 8 9 ™

Metropolis heading TK

As a primary typeface, Metropolis is what we use for big brand moments. Headlines, buttons, logotypes, etc. It's a display face, so it doesn't work well for large chunks of text. But that's why we have a secondary typeface.

Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz ? ! # @ & 0 1 2 3 4 5 6 7 8 9 ™

Inter heading TK

- Inter is an open source variable font
- We use it as a secondary font for things like paragraph text and small UI elements

Simple math

Our type scale is based on a simple multiplication of the `root` font size—usually the size of the body copy. On the web, our root size is 16px, which is the size of `Heading XXS` and `Paragraph MD`.

On the scale `4rem` means `four times the root size`. If you're printing a billboard your root size might be bigger, but the relationship between large and small sizes should be the same.

Inter Regular

Body LG Font size: 18px (1.125rem) Line height: 28px*

Body MD Font size: 16px (1rem) Line height: 24px*

Body SM Font size: 14px (.875rem) Line height: 22px*

Body XS Font size: 12px (.75rem) Line height: 18px*

*(150% rounded to a multiple of 2)

Metropolis Bold

Heading XXL

Font size: 64px (4rem)
Line height: 72px*

Heading XL

Font size: 56px (3.5rem)
Line height: 64px*

Heading LG

Font size: 48px (3rem)
Line height: 56px*

Heading MD

Font size: 40px (2.5rem)
Line height: 44px*

Heading SM

Font size: 32px (2rem)
Line height: 36px*

Heading XS

Font size: 24px (1.5rem)
Line height: 28px*

Heading XXS

Font size: 20px (1.25rem)
Line height: 24px*

Heading XXXS

Font size: 16px (1rem)
Line height: 20px*

*(110% rounded to a multiple of 4)

Font weight

We use Metropolis in Bold, Bold Italic, Medium, and Medium Italic. If you have additional weights installed, please avoid using them.

We use Bold for headings and buttons, and Medium for text with reduced hierarchy, if there's no other option.

We also use Medium for product names after the logotype.

Inter is a variable font, but we primarily use the Regular and Bold weights.

Font color

In this system we don't use black. On white backgrounds, headings are usually set in #20123A, and paragraph text is set in #42425A.

On dark backgrounds, headings are White and paragraph text can be a bit darker, possibly #EDEDF0

Colored Headlines

In lots of these examples, headlines are set in two colors (see figure 1).

We'll do this once per layout, only on very dark or very light backgrounds, and we'll check for color contrast accessibility.



Figure 1

H1 / Heading XXL
Metropolis Bold, 64/70

P / Paragraph LG
Inter Regular, 18/27

CTA / Heading XXS
Metropolis Bold, 16/18

H2 / Heading SM
Metropolis Bold, 32/35

P / Paragraph MD
Inter Regular, 16/24

Firefox fights for you

You have the right to own your life – and your data.
Everything we make and do fights for you.

[Download Firefox](#)

Let Firefox's Side View extension give you an edge for fantasy sportsballs.

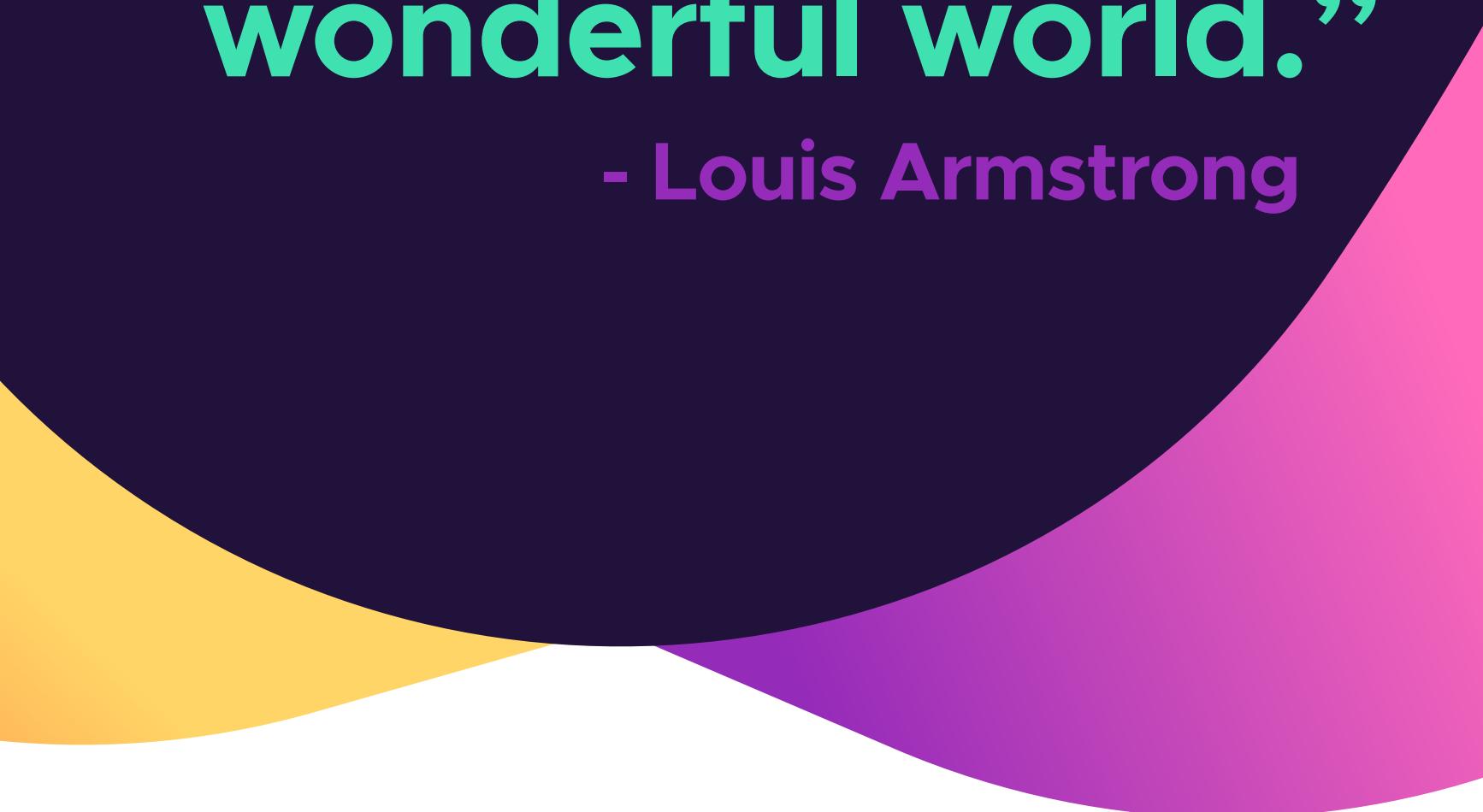
Crazy powerful browser engine? Check. Less time waiting around for pages to load? Also, check. Firefox Quantum is [twice as fast](#) as Firefox was before.

04

Color

“And I think to myself what a wonderful world.”

- Louis Armstrong



Palettes for every purpose

Our brand palette consists of a primary palette with four colors and three secondary micro-palettes. Each micro-palette is made up of four colors to grant creative flexibility and reinforce our brand personality. We use these hues to create themed palettes for consistency and differentiation. When creating compositions with color, keep in mind that color hues tend to recede and warmer ones come forward. To see this in action, check out the Firefox logos.

We're very intentional with our use of color, and recognize that we need to consider pacing, ratios, and dynamics to apply our vibrant, bright colors in a sophisticated way.

- 4.1 – Color Usage
- 4.2 – Full Color Palette
- 4.3 – Gradients
- 4.4 – Color in Use – Marketing
- 4.7 – Color Accessibility

Firefox Primary Palette

Our primary palette is at the core of our identity and should be used for any branded focus executions. Our primary palette represents the Firefox parent brand, its portfolio of products, and its values around privacy and security.

- For backgrounds, we use mainly white and ink, with colors used sparingly
- Since our palette is very colorful, the proportion shown below allows us to be more precise and consistent in color application.

		Colors				Base and Extended Tints					
		Hex	RGB	CMYK	PANTONE		Violet 5	Pink 5	Orange 5		
Ink	Ink 80	#20123A	R 32 G 18 B 58	C 91% M 95% Y 42% K 55%	276 C		Violet 5		Pink 5		Orange 5
	Violet 60	#7542E5	R 117 G 66 B 229	C 69% M 76% Y 0% K 0%	Violet C		Violet 10		Pink 10		Orange 10
	Pink 60	#E31587	R 227 G 21 B 135	C 4% M 98% Y 5% K 0%	226 C		Violet 20		Pink 20		Orange 20
	Orange 50	#FF7139	R 255 G 113 B 57	C 0% M 69% Y 82% K 0%	172 C		Violet 30		Pink 30		Orange 30
							Violet 40		Pink 40		Orange 40
							Violet 50		Pink 50		Orange 50
							Violet 60		Pink 60		Orange 60
							Violet 70		Pink 70		Orange 70
							Violet 80		Pink 80		Orange 80
							Violet 90		Pink 90		Orange 90

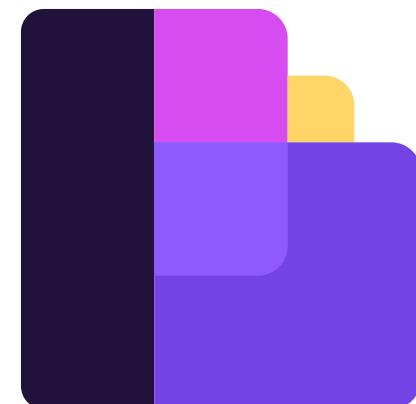
Firefox Secondary Palettes

Secondary palettes extend the application of the brand family, and create unique color identities for crucial product categories and themes.

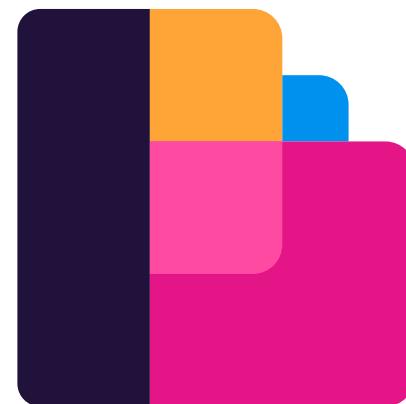
Primary Palette



Identity



Productivity



Exploration



Openness informs all of these palettes. Always there to fight for a user's rights. Because we're opinionated, we fight for you, giving you peace of mind.

Firefox Secondary Palette – Identity

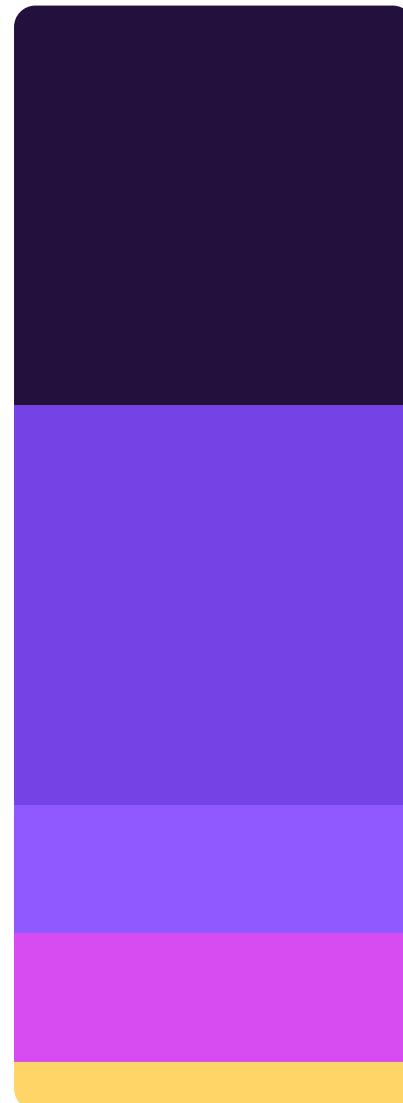
Our identity palette is inspired by the calming effect of purple and the color's association with quality. The palette is meant to be used for any visual

communication, application or experience related to identity preservation, security and privacy. It should also be used to convey "opinionated," a pillar of our brand personality.

Some products that fall into this category are: Monitor, Lockwise, Secure Proxy

Proportion and Ratio

Colors



Hex RGB CMYK PANTONE

Ink 80		#20123A	R 32 G 18 B 58	C 91% M 95% Y 42% K 55%	276 C		Violet 5		Purple 5		Yellow 5
Violet 60		#7542E5	R 117 G 66 B 229	C 69% M 76% Y 0% K 0%	Violet C		Violet 10		Purple 10		Yellow 10
Violet 50		#9059FF	R 144 G 89 B 255	C 61% M 70% Y 0% K 0%	265 C		Violet 20		Purple 20		Yellow 20
Purple 40		#D74CFO	R 215 G 76 B 240	C 36% M 75% Y 0% K 0%	Purple C		Violet 30		Purple 30		Yellow 30
Yellow 30		#FFD567	R 255 G 213 B 103	C 0% M 16% Y 70% K 0%	134 C		Violet 40		Purple 40		Yellow 40
							Violet 50		Purple 50		Yellow 50
							Violet 60		Purple 60		Yellow 60
							Violet 70		Purple 70		Yellow 70
							Violet 80		Purple 80		Yellow 80
							Violet 90		Purple 90		Yellow 90

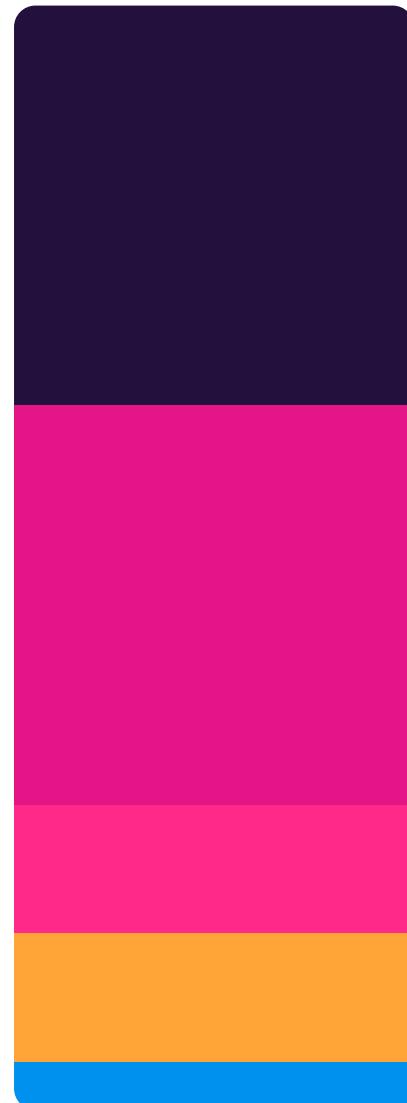
Firefox Secondary Palette – Productivity

Our productivity palette employs pink and its relationship to warmth and hope. The palette is meant to be used with any visual communication, application, or experience related to achieving an objective or using

productivity tools. It should also be used to convey “kindness,” a pillar of our brand personality.

Some products that fall into this category are: Send, Notes.

Proportion and Ratio



Colors

		Hex	RGB	CMYK	PANTONE
Ink 80		#20123A	R 32 G 18 B 58	C 91% M 95% Y 42% K 55%	276 C
Pink 60		#E31587	R 227 G 21 B 135	C 4% M 98% Y 5% K 0%	226 C
Pink 50		#FF298A	R 255 G 41 B 138	C 0% M 93% Y 8% K 0%	212 C
Yellow 50		#FFA436	R 255 G 164 B 54	C 0% M 42% Y 87% K 0%	1375 C
Blue 40		#0090ED	R 0 G 144 B 237	C 73% M 37% Y 0% K 0%	2925 C

Base and Extended Tints

	Pink 5		Yellow 5		Blue 5
	Pink 10		Yellow 10		Blue 10
	Pink 20		Yellow 20		Blue 20
	Pink 30		Yellow 30		Blue 30
	Pink 40		Yellow 40		Blue 40
	Pink 50		Yellow 50		Blue 50
	Pink 60		Yellow 60		Blue 60
	Pink 70		Yellow 70		Blue 70
	Pink 80		Yellow 80		Blue 80
	Pink 90		Yellow 90		Blue 90

Firefox Secondary Palette – Exploration

Our exploration palette uses the energizing effect of orange and its association with happiness. The palette is meant to be used with any visual communication, application, or experience that relates to themes

around exploration and discovery. It should also be used to convey “radical,” a pillar of our brand personality.

Some products that fall into this category are: Browser, Voice.

Proportion and Ratio

Colors



		Hex	RGB	CMYK	PANTONE						
Ink 80		#20123A	R 32 G 18 B 58	C 91% M 95% Y 42% K 55%	276 C		Orange 5		Yellow 5		Violet 5
Orange 50		#FF7139	R 255 G 113 B 57	C 0% M 69% Y 82% K 0%	172 C		Orange 10		Yellow 10		Violet 10
Yellow 50		#FFA436	R 255 G 164 B 54	C 0% M 42% Y 87% K 0%	1375 C		Orange 20		Yellow 20		Violet 20
Yellow 30		#FFD567	R 255 G 213 B 103	C 0% M 16% Y 70% K 0%	134 C		Orange 30		Yellow 30		Violet 30
Violet 50		#9059FF	R 144 G 89 B 255	C 61% M 70% Y 0% K 0%	265 C		Orange 40		Yellow 40		Violet 40
							Orange 50		Yellow 50		Violet 50
							Orange 60		Yellow 60		Violet 60
							Orange 70		Yellow 70		Violet 70
							Orange 80		Yellow 80		Violet 80
							Orange 90		Yellow 90		Violet 90

Firefox Secondary Palette – UI Greys and Marketing Greys

UI greys are used for interface elements as well as background swaths of color and background detail in our product visuals and illustrations. Marketing greys complement the ink color in our palette and are used for background elements in communications.

GREY (LIGHT UI)**GREY (DARK UI)****GREY (MARKETING)**

Color

4.2 – Full Color Palette



Color

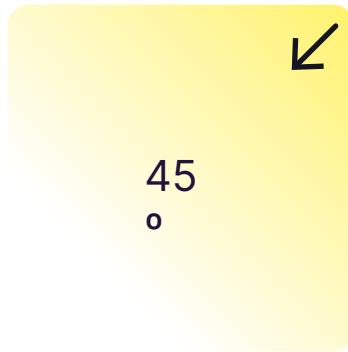
4.3.1 – Gradients: Product Logos

Color Usage

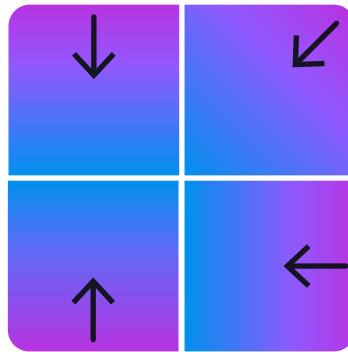
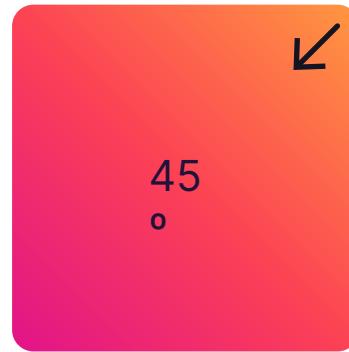
The Firefox palette includes Pink, Red, Orange, Yellow, Blue, Violet, and Purple.



Highlight



Primary Gradients



Use the appropriate angle to contrast with the primary orange gradient.

Shadows

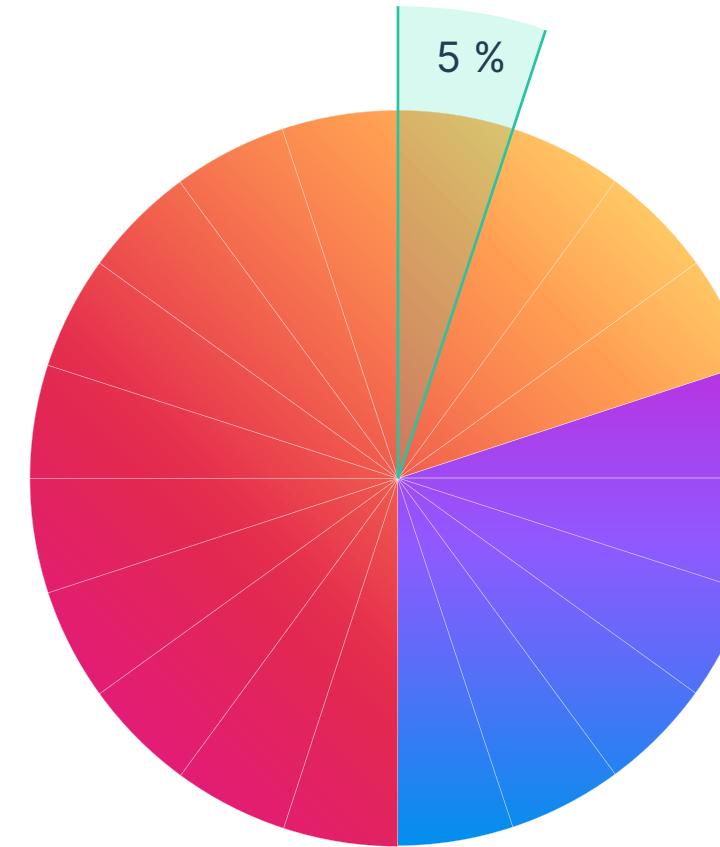


Text Color



#20123A

Color Balance



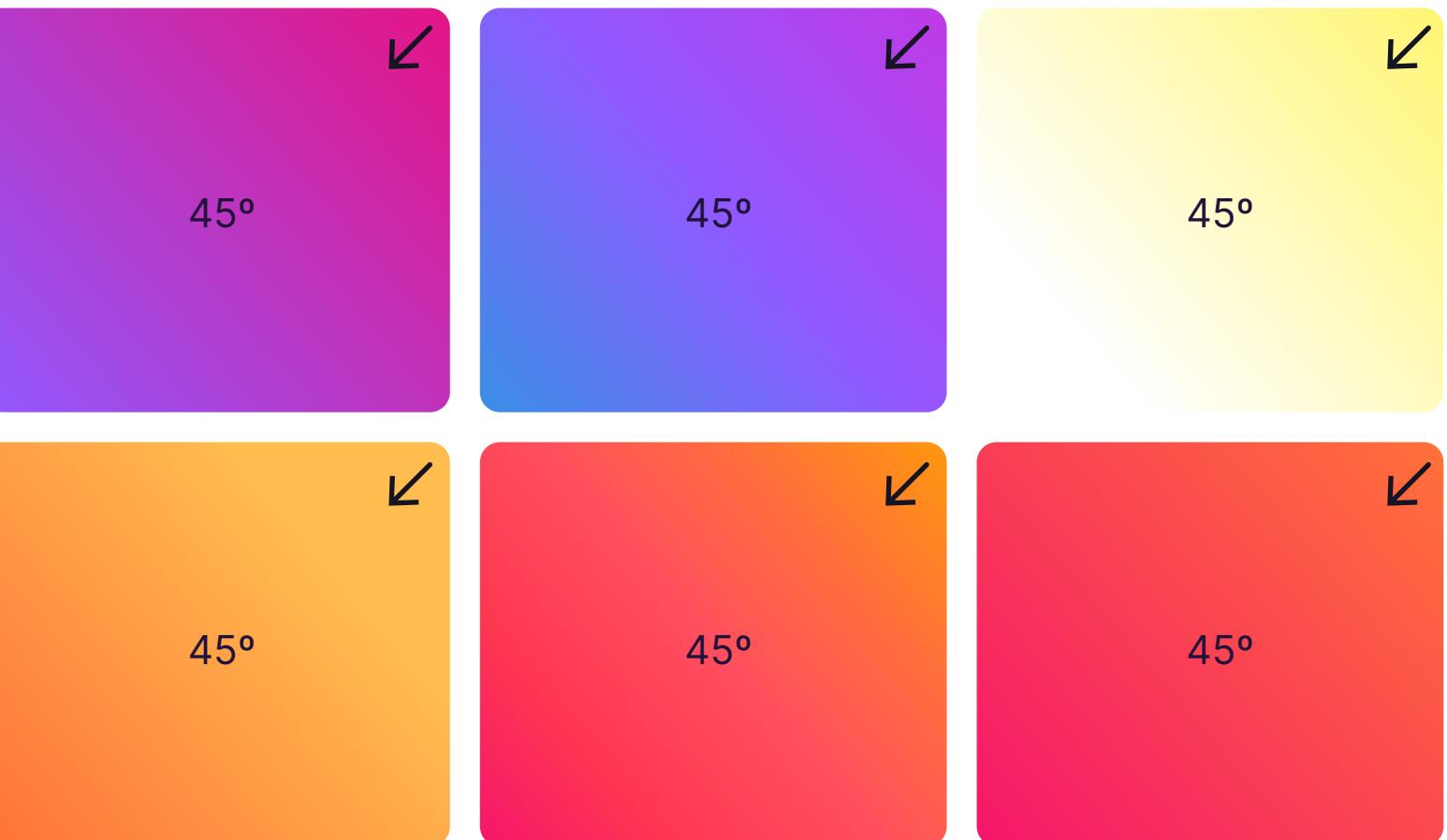
80%-60%

40%-20%

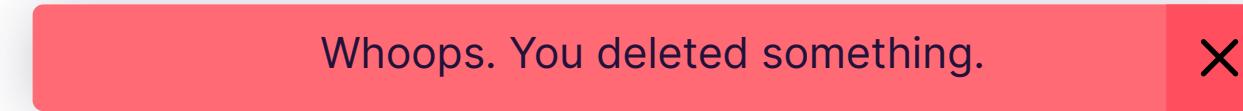
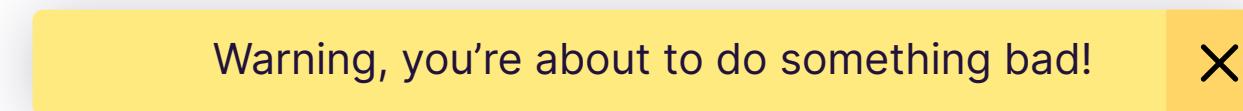
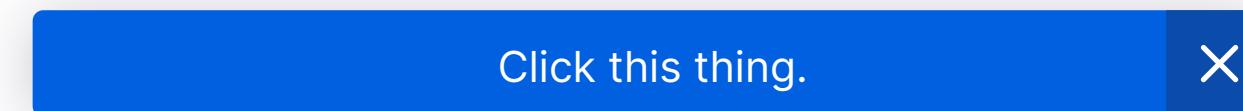
Gradient Shape Fills

The Firefox product logos are created with a specific set of gradients. In order give the logos enough contrast to stand out, we're very considered in how we apply these gradients to other brand elements.

Do not extend gradient color past one step on the color wheel (examples: yellow to orange, blue to purple).



Functional Colors



Accessibility

We happily adhere to the Web Content Accessibility Guidelines. When it comes to color, it's important to ensure that the color contrast is high enough to be legible for folks with limited visibility.

We recommend a sketch plug-in called Stark to test for accessibility.

Notes

- Normal text is considered to be 16px, regular weight.
- Large text is 18px bold, or 24px regular.
- To pass with a **AA rating**, normal text needs a contrast ratio of at least 4.5:1, and large text needs to be at least 3:1.
- To pass with a **AAA rating**, normal text needs a contrast ratio of at least 7:1, and large text needs to be at least 4.5:1.

Pink

	Pink 5	#FFDEF0	AAA	Fails
	Pink 10	#FFB4DB	AAA	Fails
	Pink 20	#FF8AC5	AAA	Fails
	Pink 30	#FF6BBA	AAA Large	Fails
	Pink 40	#FF4AA2	AAA Large	AA Large
	Pink 50	#FF298A	AAA Large	AA Large
	Pink 60	#E31587	AA Large	AA Large
	Pink 70	#C60084	AA Large	AAA Large
	Pink 80	#7F145B	Fails	AAA
	Pink 90	#50134B	Fails	AAA

Red

	Red 5	#FFDFE7	AAA	Fails
	Red 10	#FFBDC5	AAA	Fails
	Red 20	#FF9AA2	AAA	Fails
	Red 30	#FF848B	AAA	Fails
	Red 40	#FF6A75	AAA Large	Fails
	Red 50	#FF4F5E	AAA Large	AA Large
	Red 60	#E22850	AA Large	AAA Large
	Red 70	#C50042	Fails	AAA Large
	Red 80	#810220	Fails	AAA
	Red 90	#440306	Fails	AAA

Orange

Orange 5	#FFF4DE	AAA	Fails
Orange 10	#FFD5B2	AAA	Fails
Orange 20	#FFB587	AAA	Fails
Orange 30	#FFA266	AAA	Fails
Orange 40	#FF8A50	AAA	Fails
Orange 50	#FF7139	AAA Large	Fails
Orange 60	#E25920	AA Large	AA Large
Orange 70	#CC3D00	AA Large	AAA Large
Orange 80	#9E280B	Fails	AAA
Orange 90	#7C1504	Fails	AAA

Green

Green 5	#E3FFF3	AAA	Fails
Green 10	#D1FFEE	AAA	Fails
Green 20	#B3FFE3	AAA	Fails
Green 30	#88FFD1	AAA	Fails
Green 40	#54FFBD	AAA	Fails
Green 50	#3FE1B0	AAA	Fails
Green 60	#2AC3A2	AAA	Fails
Green 70	#008787	AA Large	AA Large
Green 80	#005E5E	Fails	AAA
Green 90	#08403F	Fails	AAA

Yellow

Yellow 5	#FFFFCC	AAA	Fails
Yellow 10	#FFFF98	AAA	Fails
Yellow 20	#FFEA80	AAA	Fails
Yellow 30	#FFD567	AAA	Fails
Yellow 40	#FFBD4F	AAA	Fails
Yellow 50	#FFA436	AAA	Fails
Yellow 60	#E27F2E	AAA Large	Fails
Yellow 70	#C45A27	AA Large	AA Large
Yellow 80	#A7341F	Fails	AAA Large
Yellow 90	#960E18	Fails	AAA

Blue

Blue 5	#AAF2FF	AAA	Fails
Blue 10	#80EBFF	AAA	Fails
Blue 20	#00DDFF	AAA	Fails
Blue 30	#00B3F4	AAA	Fails
Blue 40	#0090ED	AAA Large	AA Large
Blue 50	#0060DF	AA Large	AAA Large
Blue 60	#0250BB	Fails	AAA
Blue 70	#054096	Fails	AAA
Blue 80	#073072	Fails	AAA
Blue 90	#09204D	Fails	AAA

Violet

	Violet 5	#E7DFFF		AAA		Fails
	Violet 10	#D9BFFF		AAA		Fails
	Violet 20	#CB9EFF		AAA		Fails
	Violet 30	#C689FF		AAA Large		Fails
	Violet 40	#AB71FF		AAA Large		AA Large
	Violet 50	#9059FF		AA Large		AA Large
	Violet 60	#7542E5		AA Large		AAA Large
	Violet 70	#592ACB		Fails		AAA
	Violet 80	#45278D		Fails		AAA
	Violet 90	#321C64		Fails		AAA

Purple

	Purple 5	#F7E2FF		AAA		Fails
	Purple 10	#F6B8FF		AAA		Fails
	Purple 20	#F68FFF		AAA		Fails
	Purple 30	#F770FF		AAA		Fails
	Purple 40	#D74CF0		AAA Large		AA Large
	Purple 50	#B833E1		AA Large		AAA Large
	Purple 60	#952BB9		Fails		AAA Large
	Purple 70	#722291		Fails		AAA
	Purple 80	#4E1A69		Fails		AAA
	Purple 90	#2B1141		Fails		AAA

05

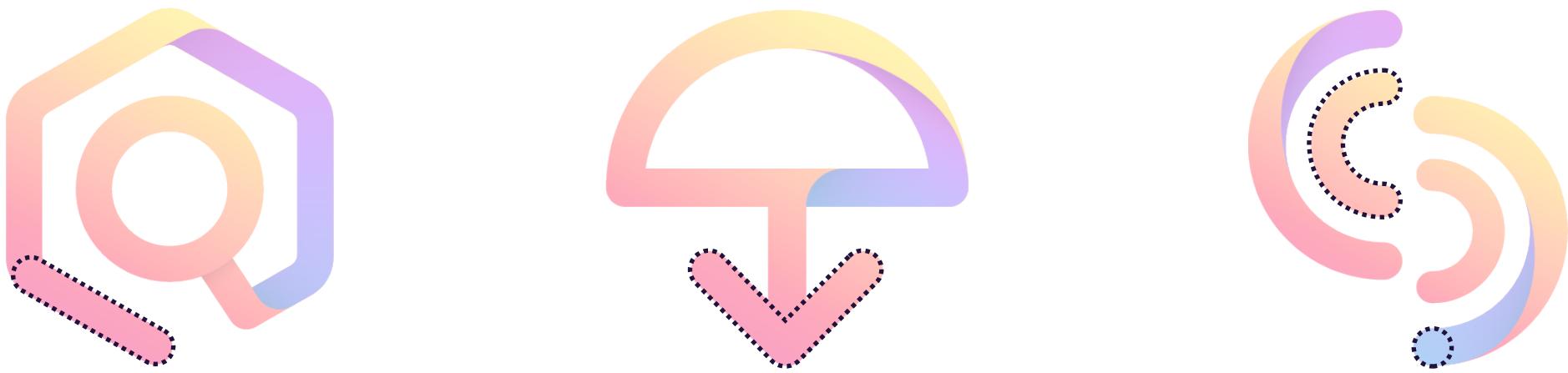
Shapes

Blobs, noodles,
whatever you
wanna call ‘em.

- 5.1 – Shape Characteristics
- 5.2 – Shapes as Giant Supergraphics
- 5.3 – Shapes and Color
- 5.4 – Usage Guidelines

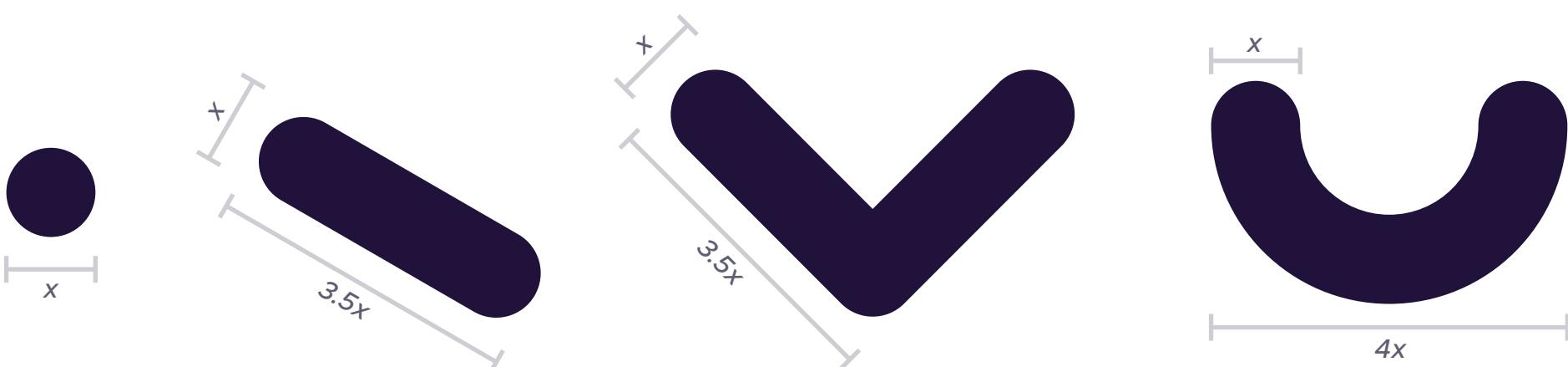
Overview

- The shapes (sometimes called noodles) are derived from the geometry of the Firefox product logos
- There are four shapes: the Dot, the Line, the Angle, and the Curve
- We use them in three ways: 1.) as a giant supergraphic to introduce color and atmosphere into a layout, 2.) as the geometric foundation for building [pictograms](#), and 3.) as the foundation for a colorful geometric display [typeface](#)



Specifics

- The shapes are flat planes and stack up in layers
- They don't twist like a ribbon (that's only for logos)
- They emit light and/or heat and can move slowly, like a lava lamp, or quickly, like a spark
- Color and light can leak from one shape to the next, creating some soft edges



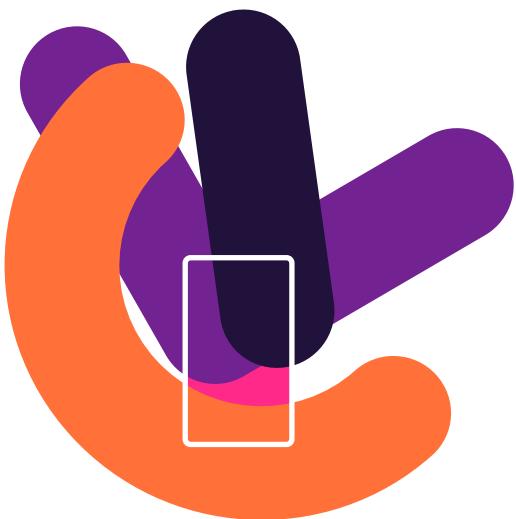
Shapes!

- In this application we zoom in on the shapes to abstract them to the point of not being able to see an entire noodle.
- Shapes can be flat colors, contain gradients, mask images, act as a holding shape for messaging, etc.



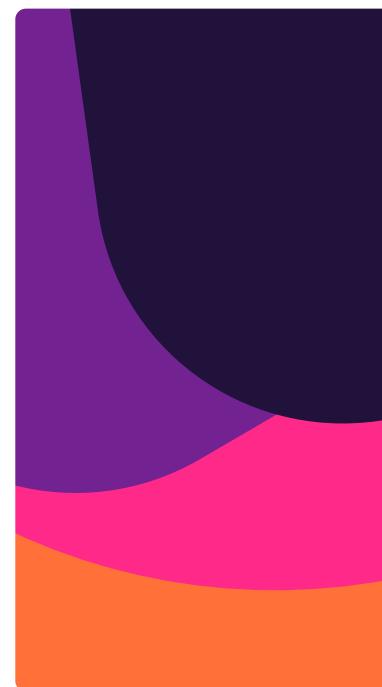
Color

Give each shape one base color



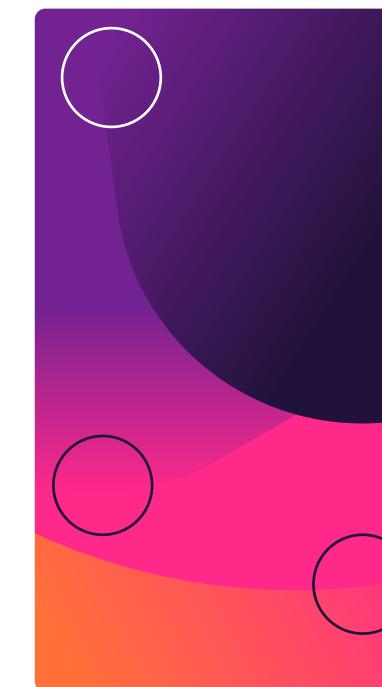
Twist

Overlap the shapes to create an interesting composition



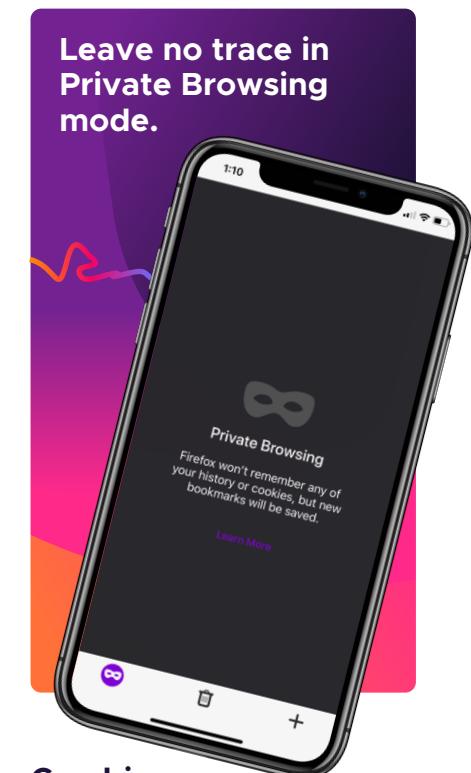
Zoom

Abstract the shapes by zooming in, and add an optional color to the background



Blend

The soft edges are created by blending the color of one shape into the next with a gradient

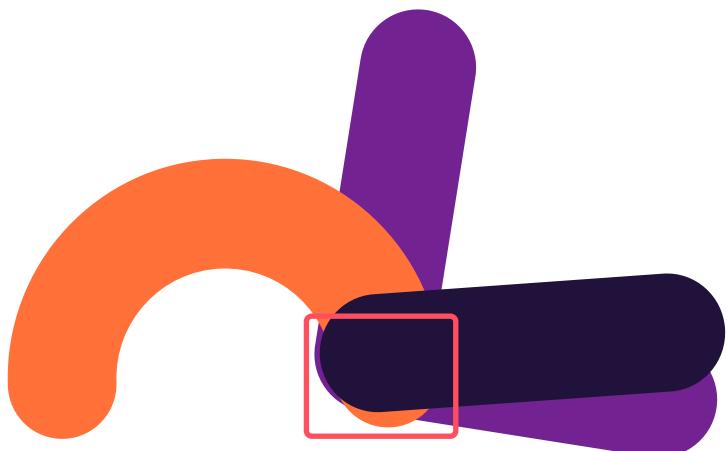


Combine

These compositions are always meant to be a supporting graphic. Add stuff! Make it work!

Shapes

5.2 – Shapes as Giant Supergraphics



Twist

... the night away!



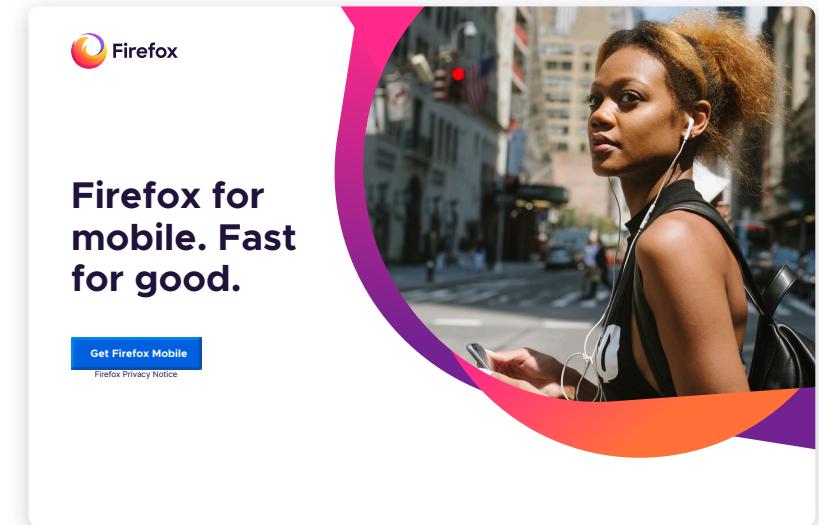
Zoom

Using a white background color here gives some organic edges to the shapes



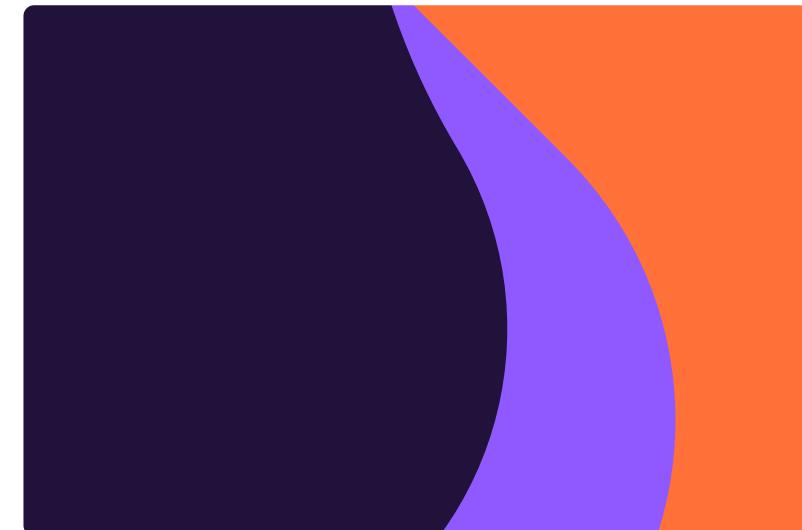
Mask & Blend

Photography can be masked into the top shape, and additional colors can be added to the blend area



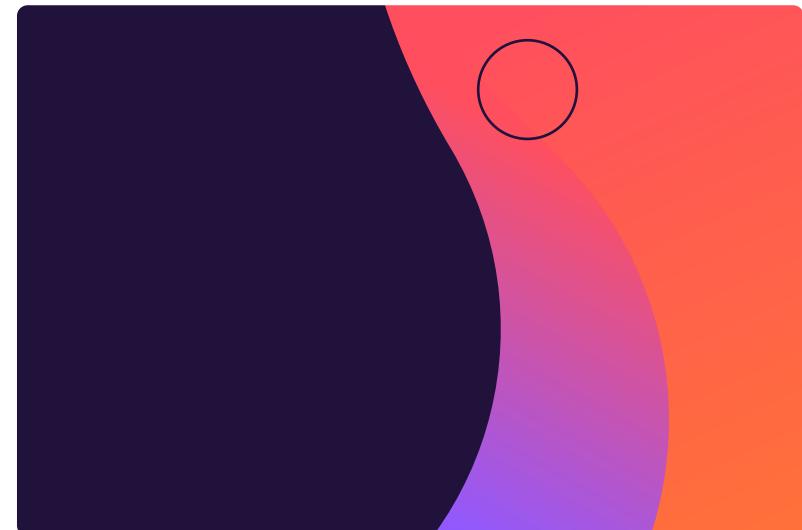
Combine

Put everything together! This layout ensures that the logo and type are on a clean and clear white background



Twist

Zoom

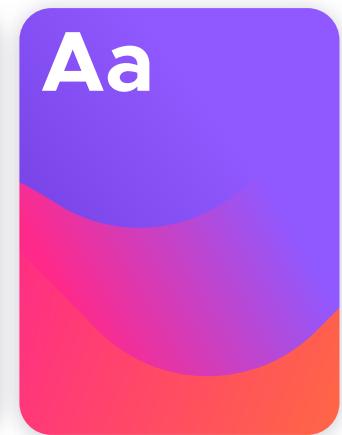
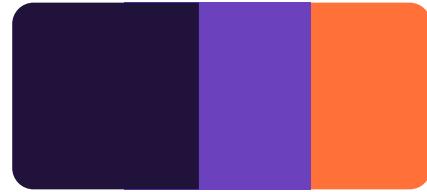
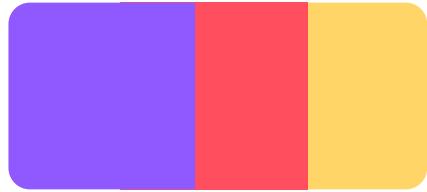
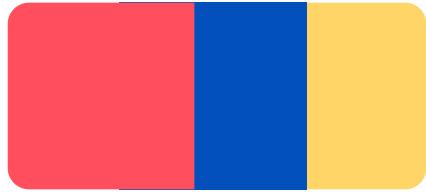
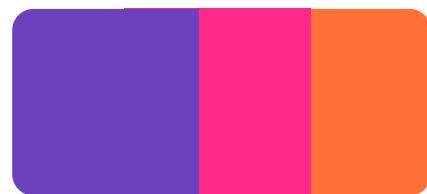
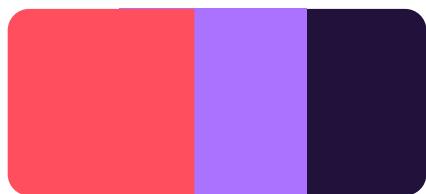


Blend



Combine

Text and logo are on flat black for maximum legibility

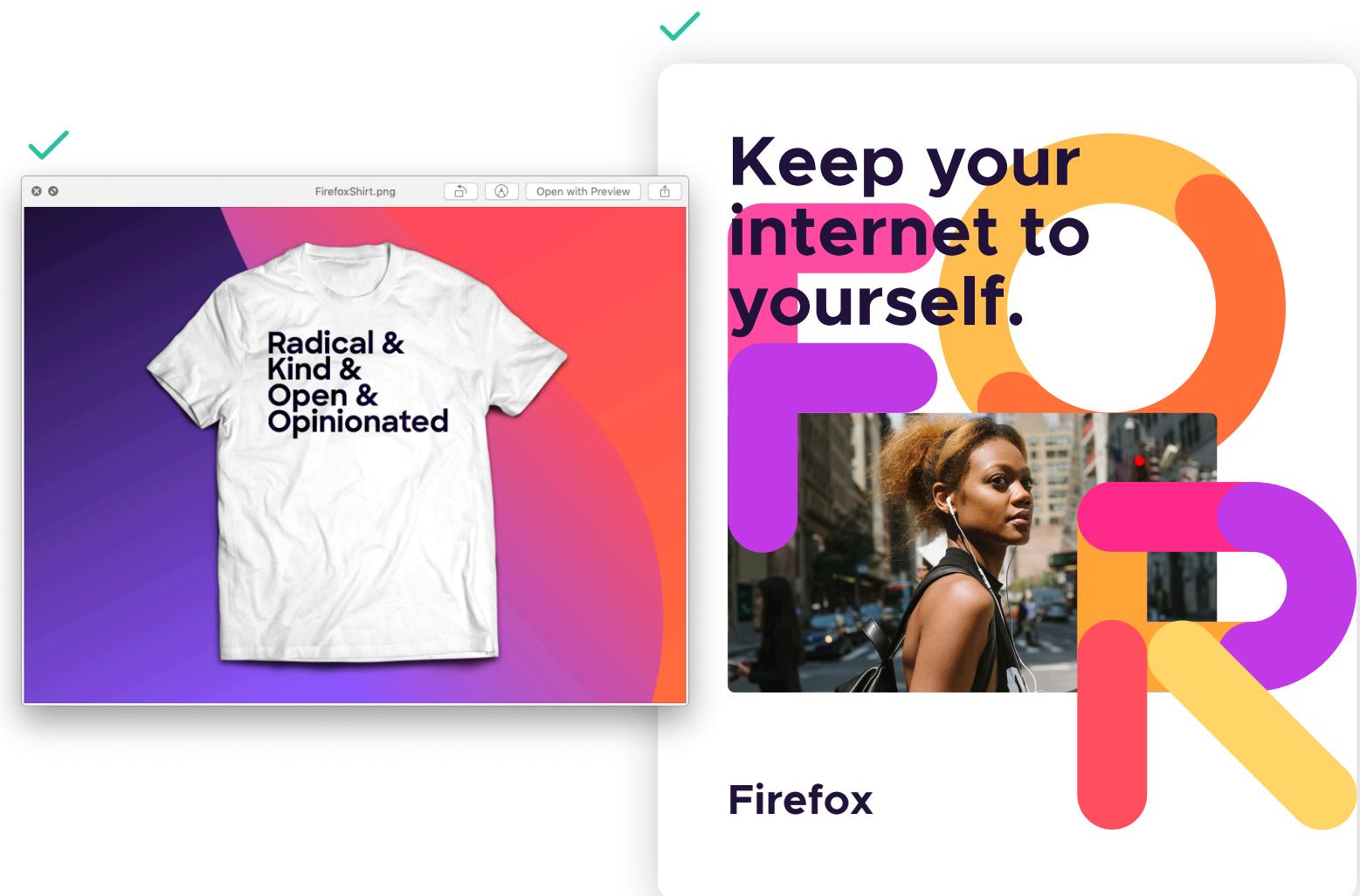
Shape and color combination recommendations

Shapes

5.3 – Usage Guidelines

Do's

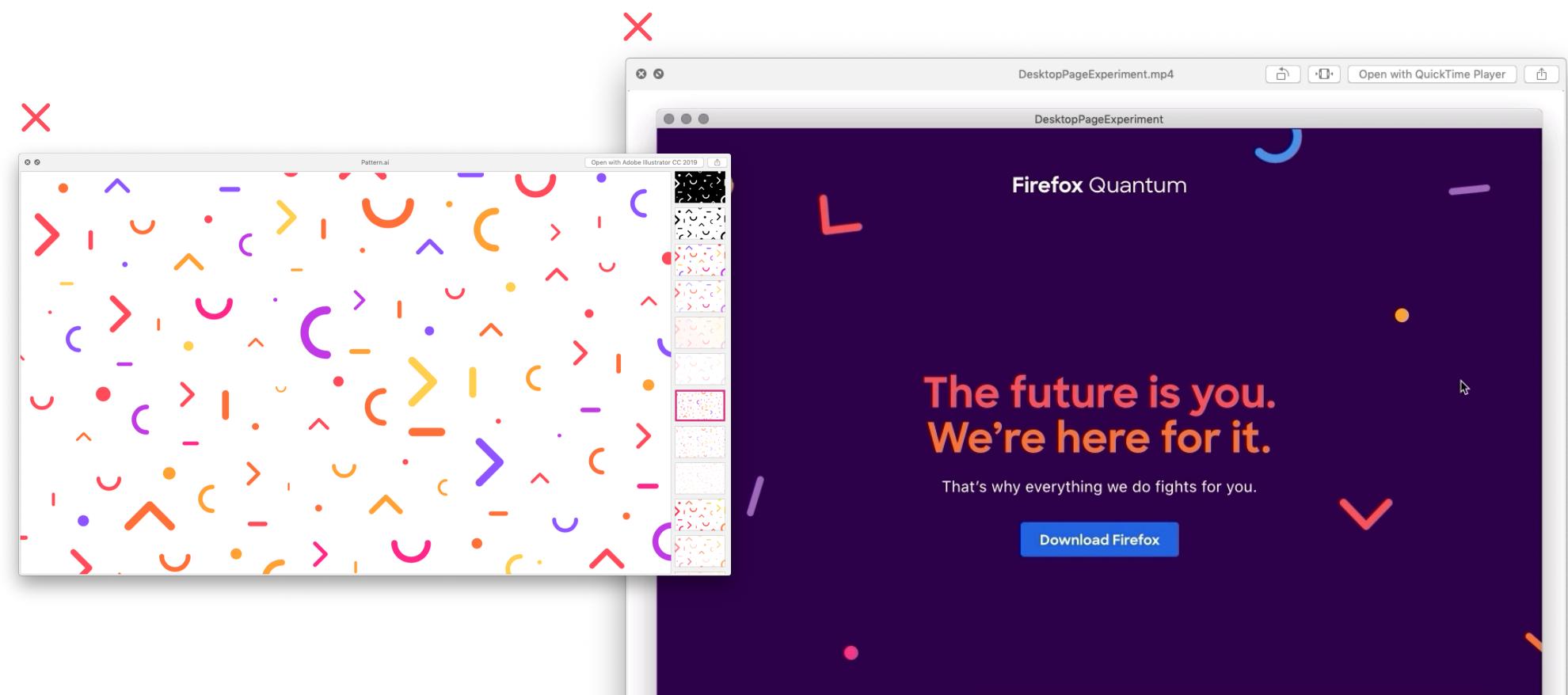
Do use the shapes as large supergraphics.



Don'ts

Early shape explorations included a confetti treatment, where shapes were strewn about willy nilly. We've seen this trend throughout tech brands including our direct competitors.

- Don't use as confetti
- Don't use as repeating pattern
- Don't use as crutch



06 Zap Firefox, in a line.

Handmade, playful and energetic

Zap is a whimsical, free-form expression used to represent the brand and value propositions around security and privacy, or add functionality to our communications. Zap reminds people that we are a family of products and services made by humans.

- 6.1 – The Zap
- 6.2 – Anatomy
- 6.3 – Color
- 6.4 – Library
- 6.5 – Function and Application

- Photography
- Navigation
- In Product
- Videos and Animation
- Swag
- Animations

[Interactive Zap](#)

Anatomy Do's

Zap should always feel playful and have a handmade quality to it. Zap reminds people that we are a family of products and services made by humans.

Always:

- Use the full gradient with Zap
- Use curved, not sharp, corners
- Use a solid, closed arrow that ends in the orange (FF9100) side of the gradient. The base of the arrow has a slight bend to it
- Design Zap to be a continuous line, never dashed, dotted or broken
- A Zap should zag no more than 3 times



EXAMPLE



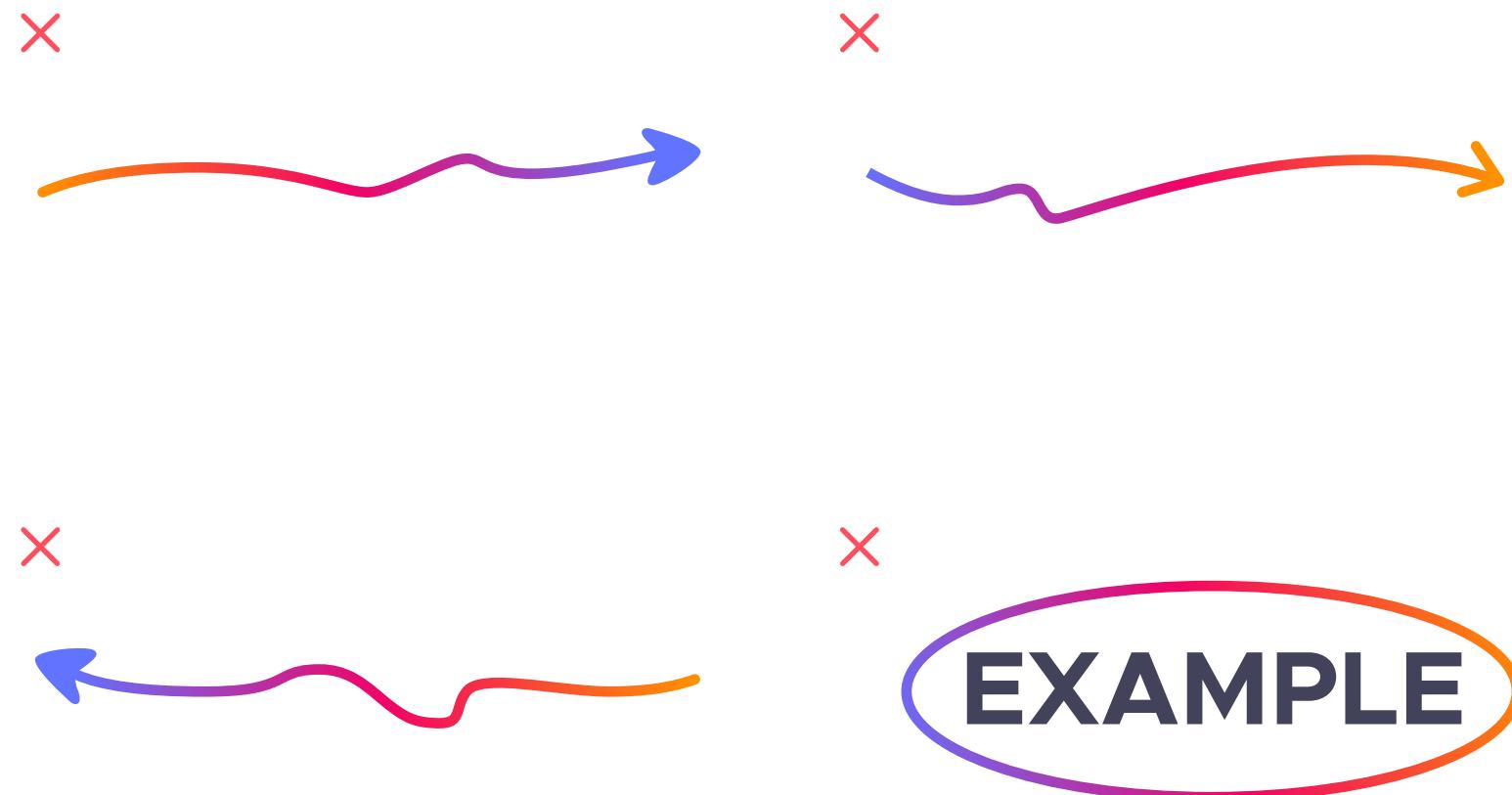
EXAMPLE



EXAMPLE



Anatomy Don'ts



Please, never:

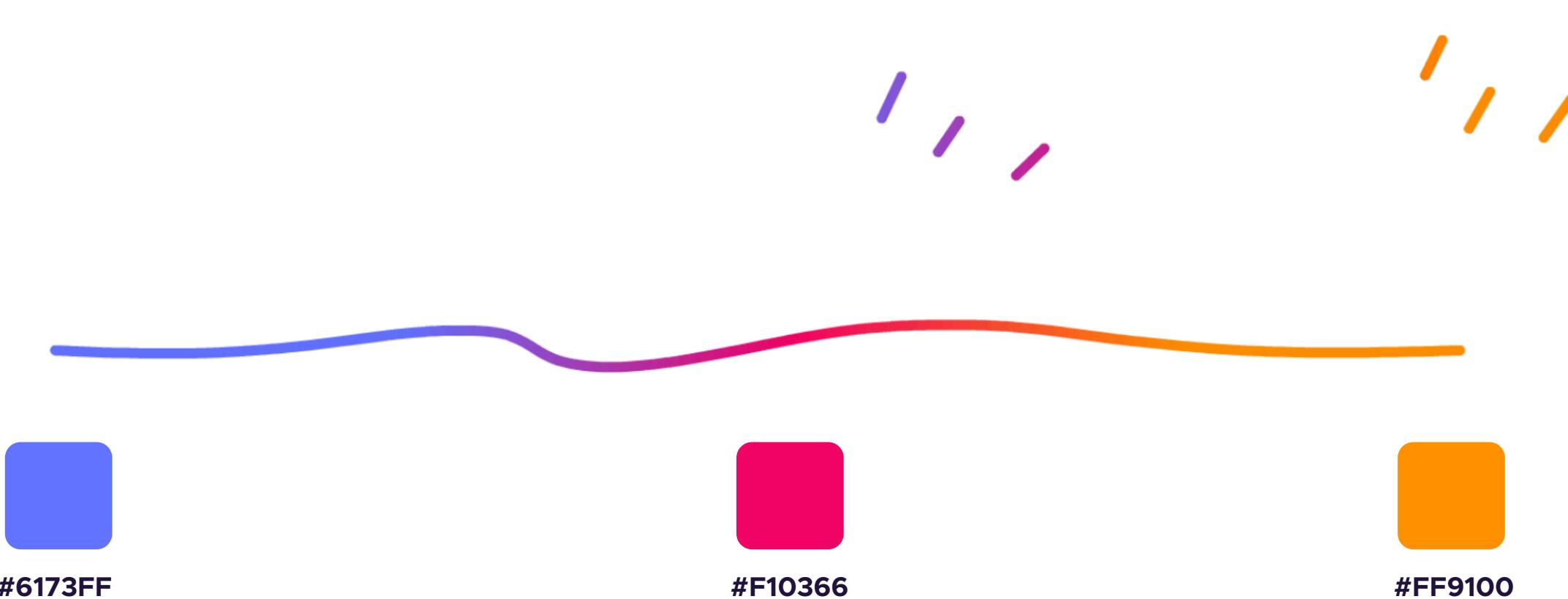
- End an arrow with the blue (6173FF) side of the gradient
- Use only lines for the arrowhead
- Use a closed or perfect circle
- Design Zap so its crests/curves go in two directions
- Design Zap with more than 3 zags



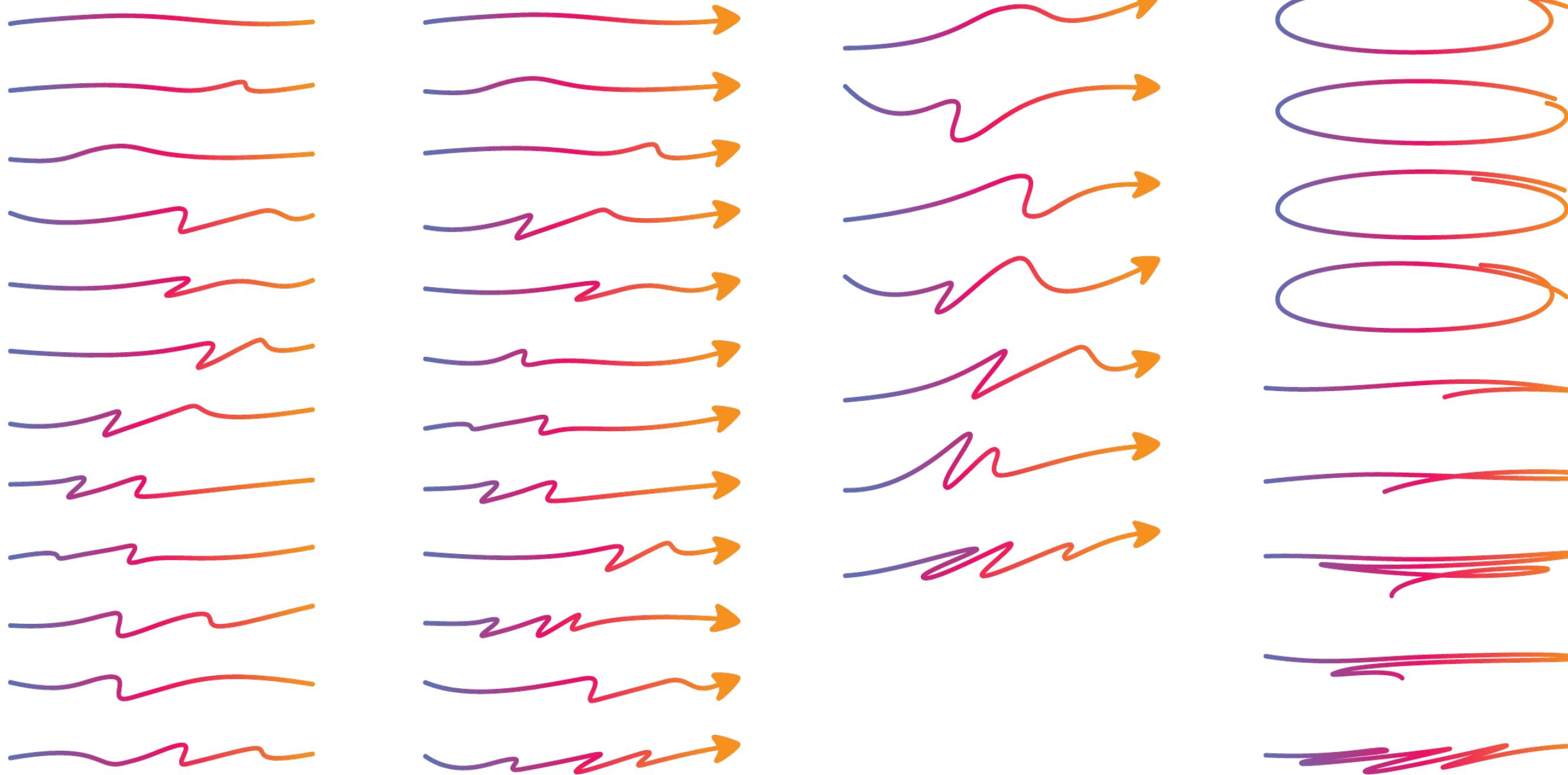
Color

Zap should always be executed with a full gradient. The direction of the gradient will change depending on the direction of Zap.

The full spectrum of the gradient contains three distinct colors, and the progression is as follows:



Library

[Working File](#)

Functions

Zap can be used for a number of functions. We continue to identify new uses of Zap all the time.

Initial functions:

- Draw attention to a section of the page
- Highlight a specific piece of content
- Provide interactive feedback (hover states, link underlines)
- Represent value propositions around privacy and security

**Firefox is technology
that fights for you.**



Firefox
browser

Travel the internet with protection,
on every device.



Firefox
Lockwise

Keep your passwords protected
and portable.



Firefox
Monitor

Get a lookout for data breaches.



Firefox
Send

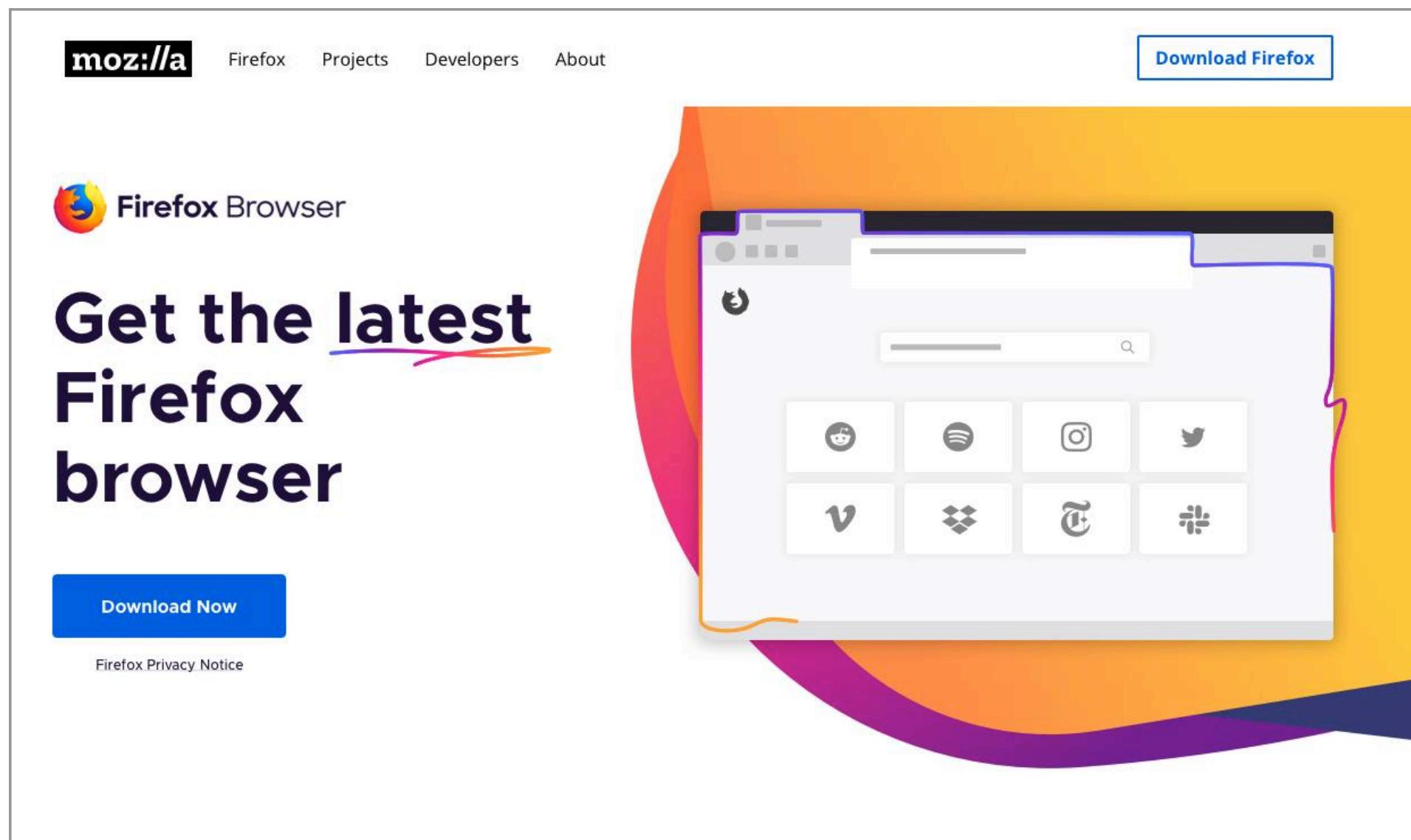
Share large files without prying
eyes.

Applications

Zap can be used in a wide range of applications:

Initial applications:

- In-product experiences
- Promo videos
- Web pages
- Social media
- Static imagery



Zap Photography

Zap can be used in our growing library of lifestyle imagery to help activate the image by outlining the person in the image or, if a device is present, outlining the device.



Some rules:

- If the outline of the device is broken, mask that section of Zap as if it were traveling behind the obstruction
- If a corner of the device points in a direction of the photo that doesn't have a lot of visual noise, add some sparks or accents



Zap Photography



Zap Photography



Zap Photography

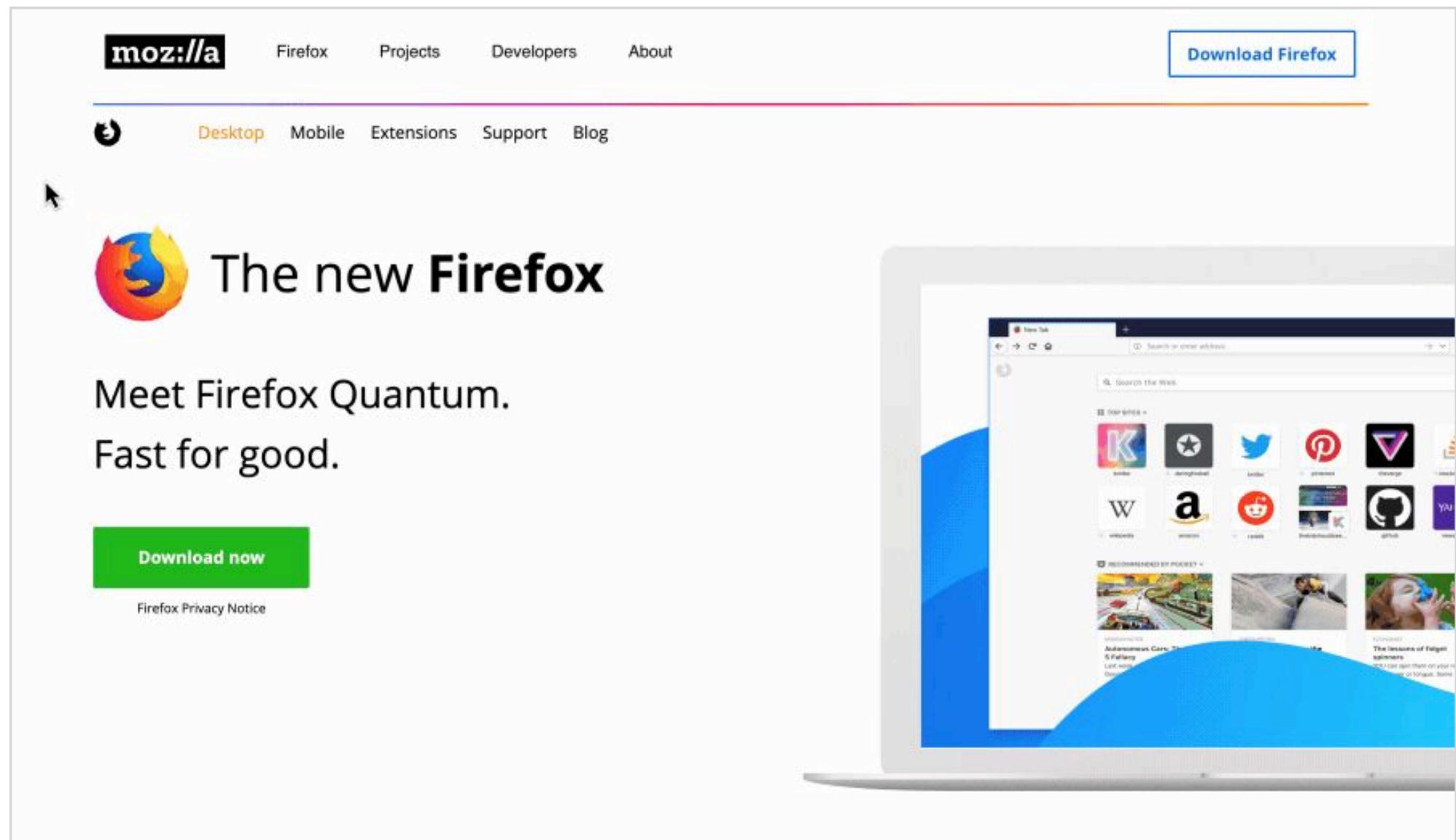


Zap as Navigation Guide

We've defined 2 functional behaviors for using Zap in UI design:

Functional behaviors:

- as a navigation indicator
- as a hover state for links

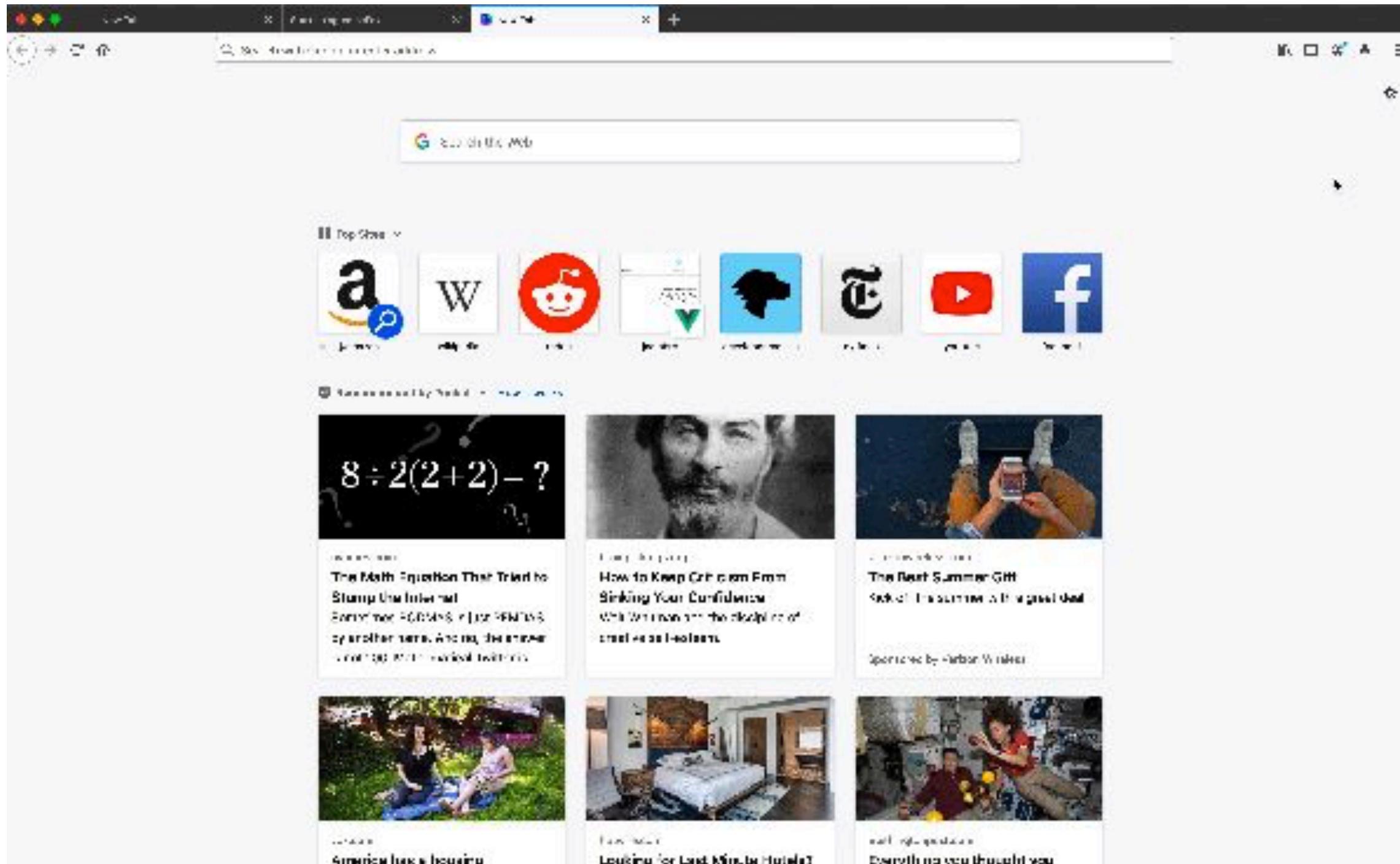


Zap as Navigation Guide

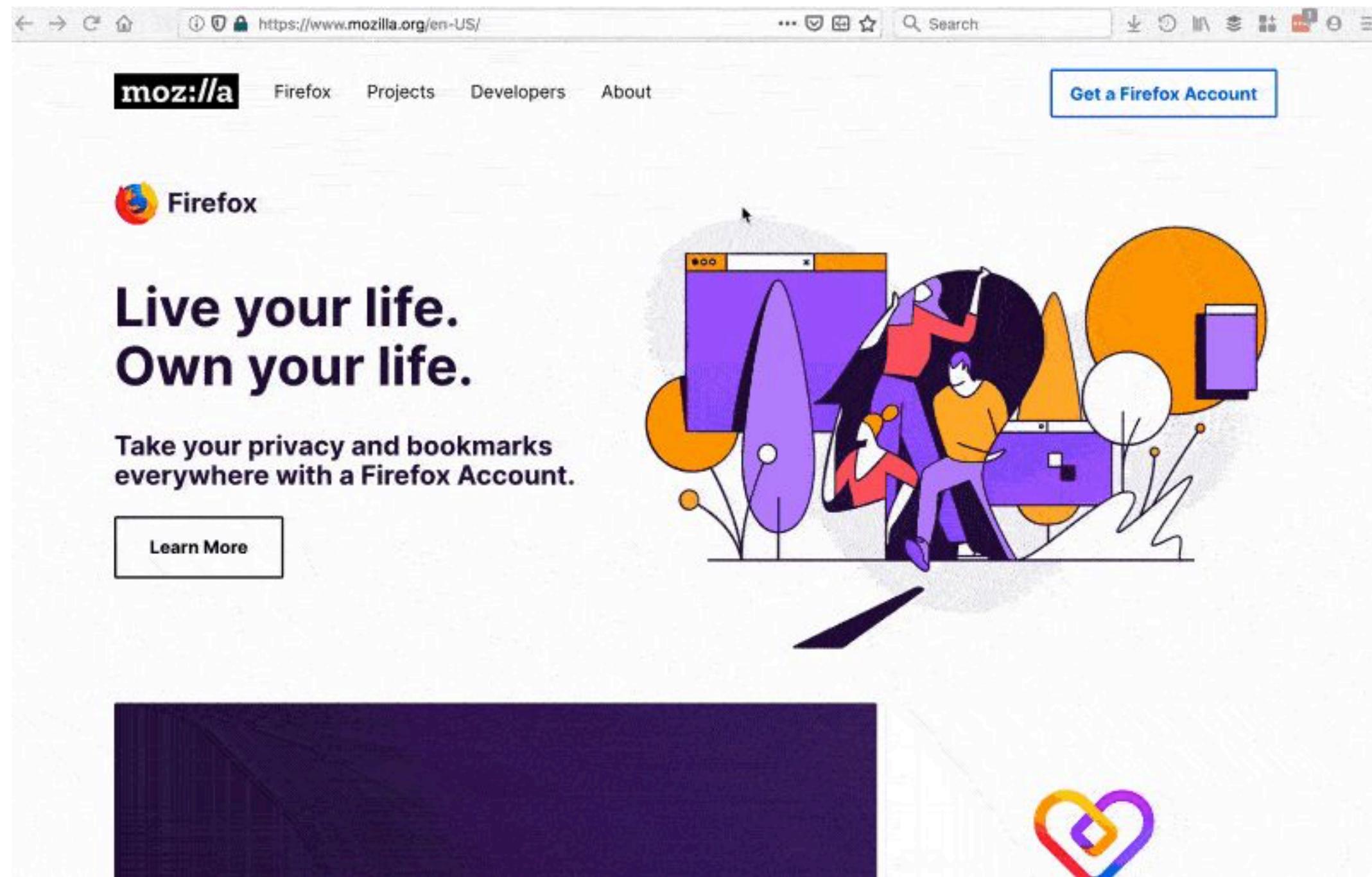
- Example of installation instruction (Nightly)
- The gradient of the arrow always ending in #FF9100



Zap in Product



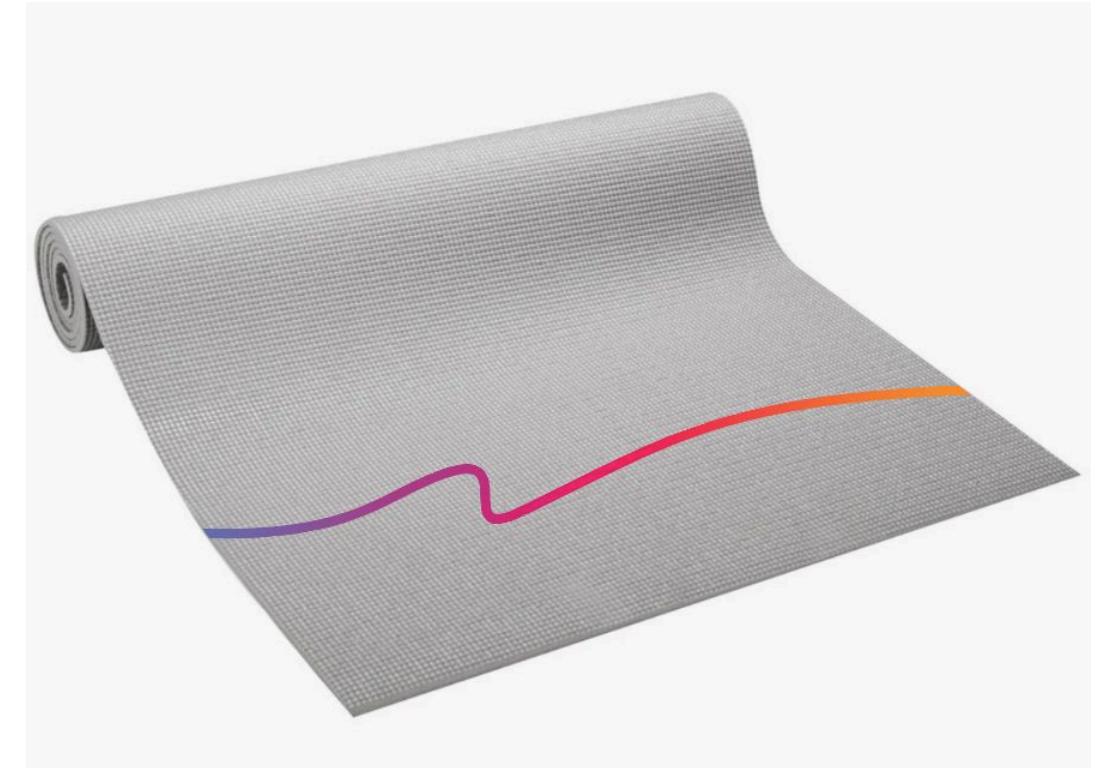
Zap in Videos and Animations



Zap

6.5 – Function and Application

Zap in Swag



Zap in Activations

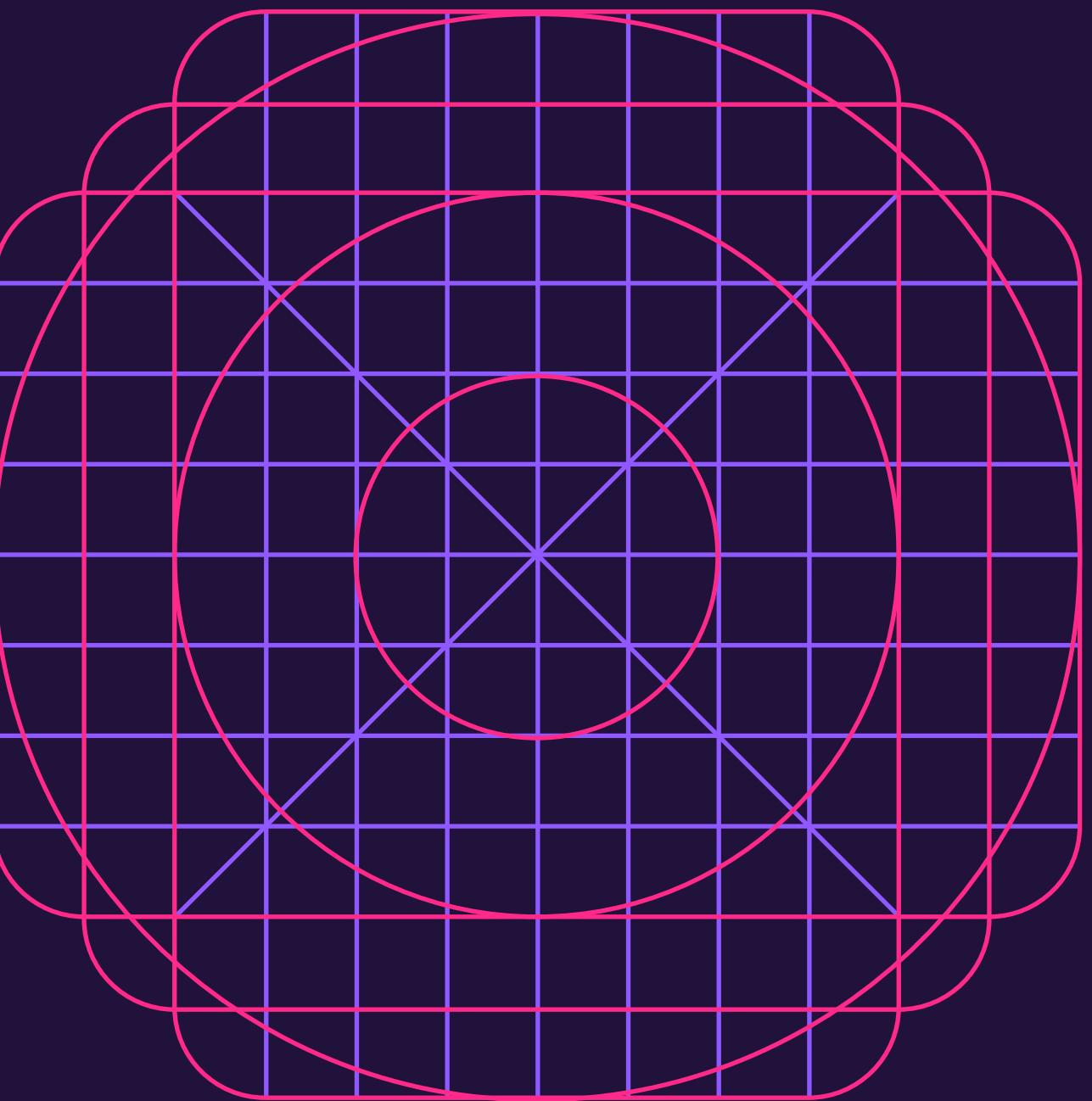


06

Iconography

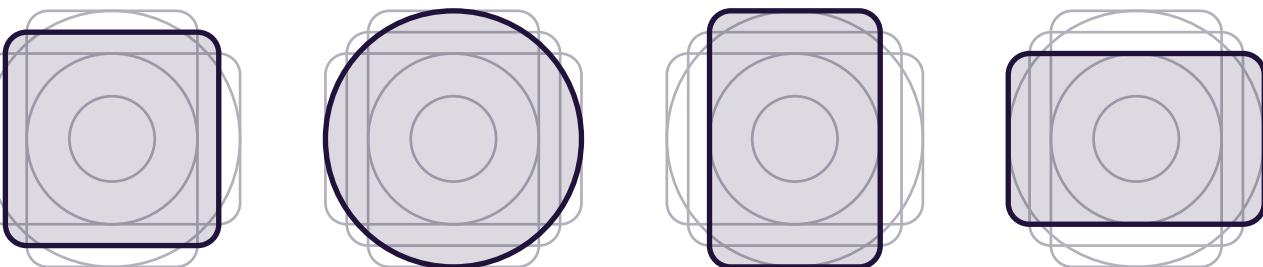
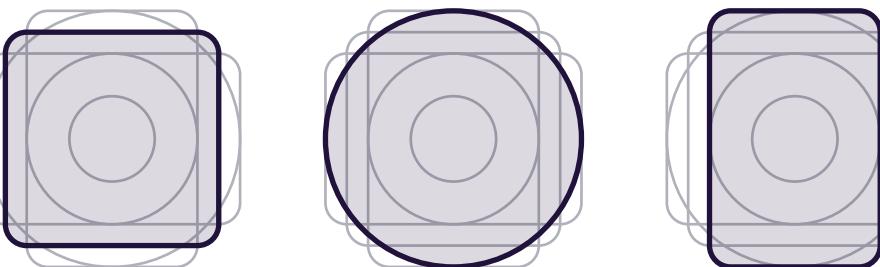
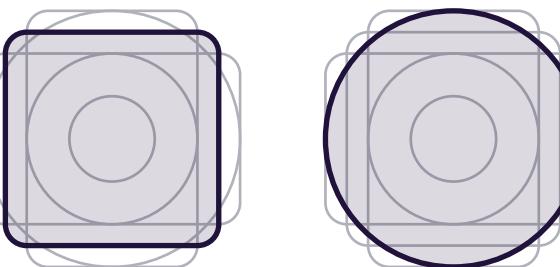
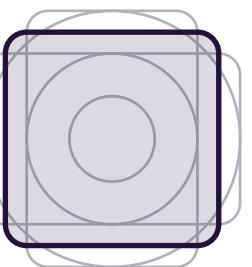
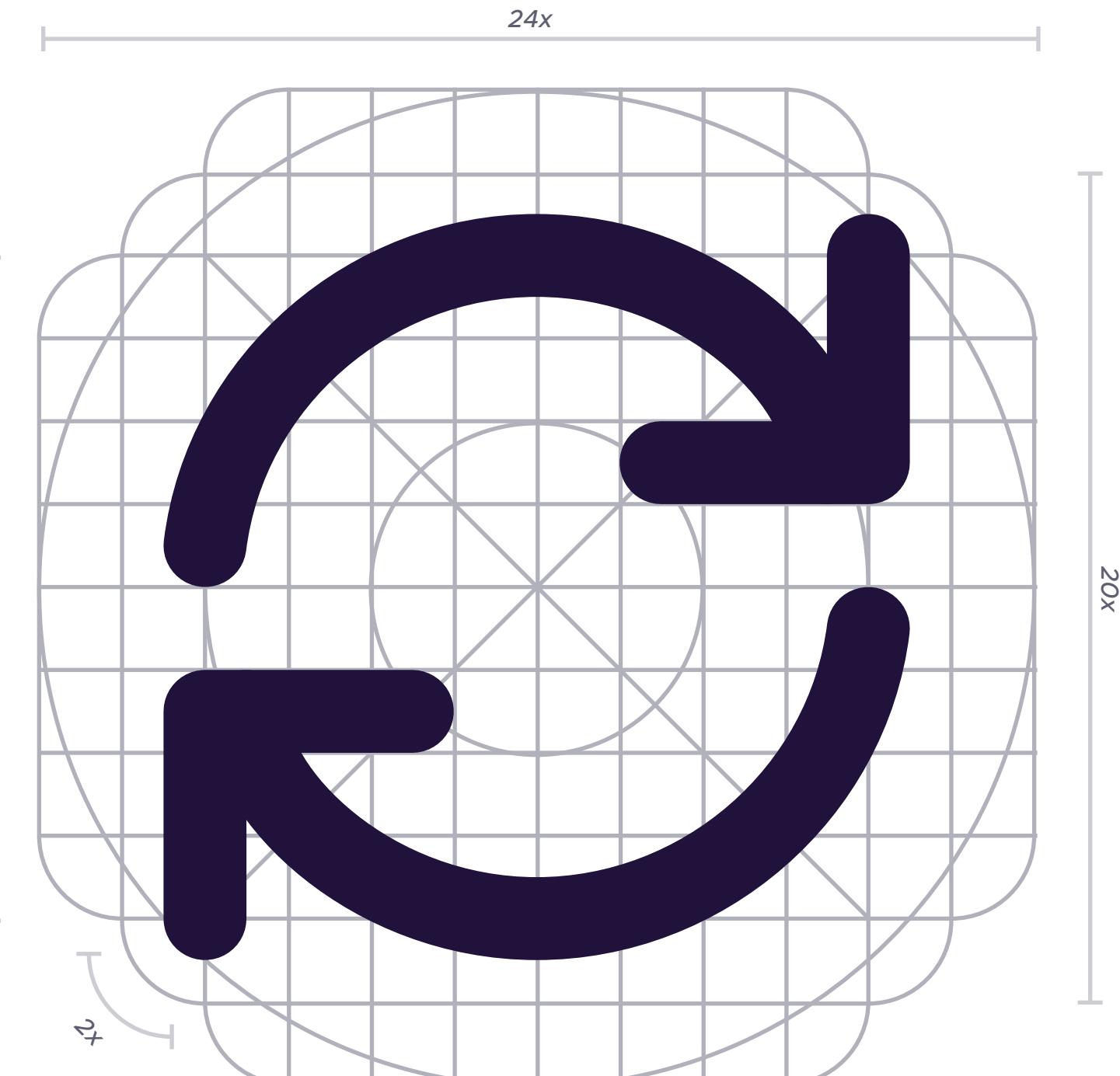
6.1 – Icon Grid

6.2 – Icon Set



Iconography

6.1 – Icon Grid



Square: 20 x 20

Circle: 24 x 24

Vertical: 16 x 24

Horizontal: 16 x 24

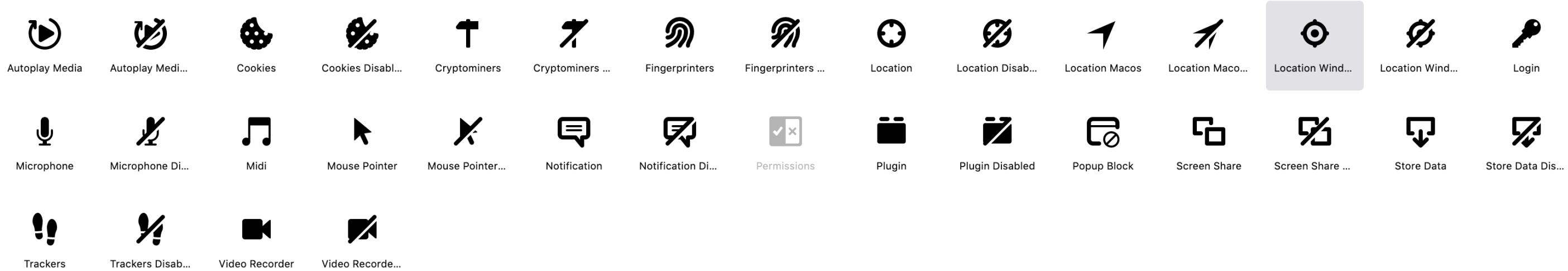
Iconography

6.2 – Icon Set

Media



Permissions



Extensions

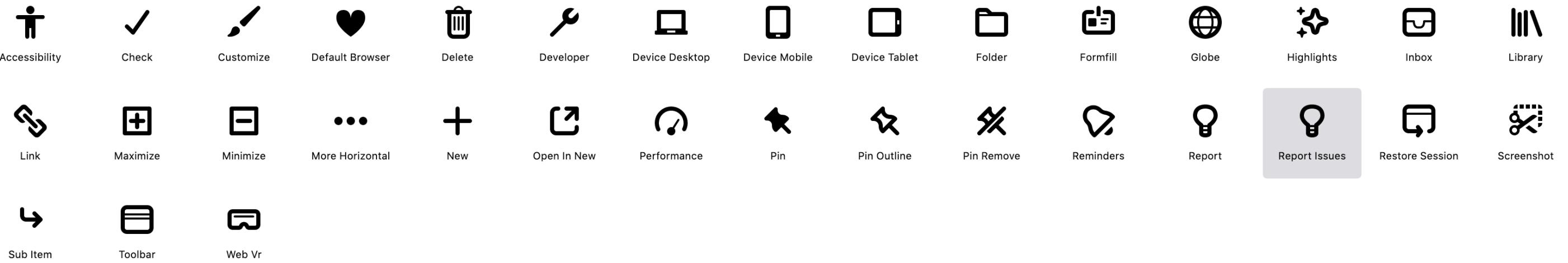


Places

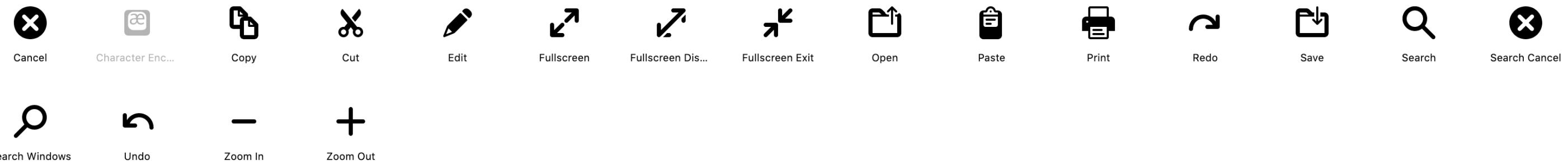


Iconography

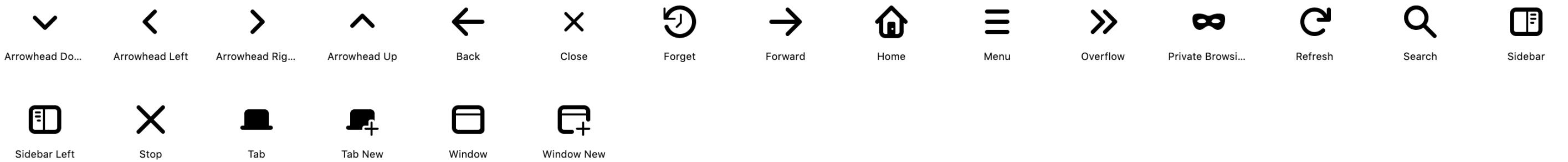
6.2 – Icon Set



Content



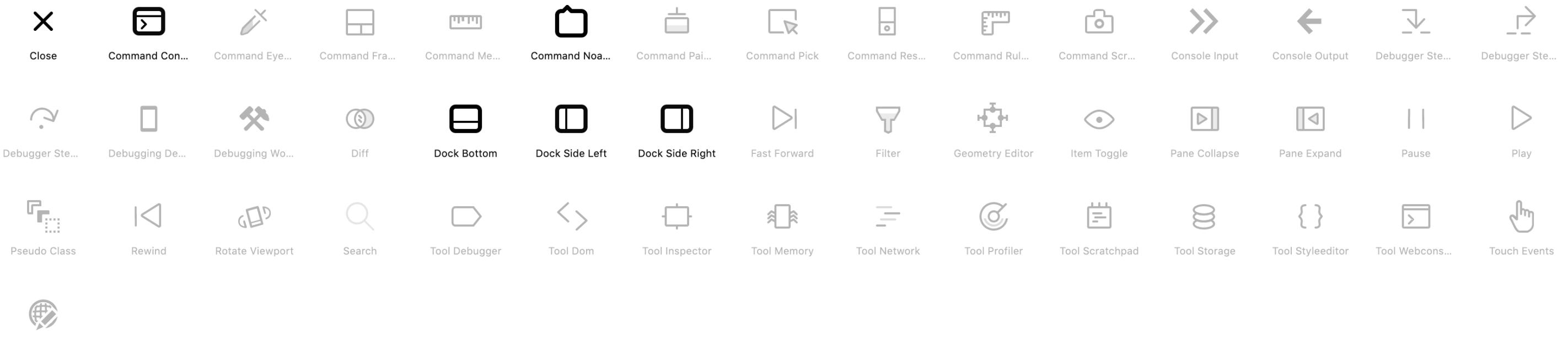
Navigation



Iconography

6.2 – Icon Set

Developer



Reader



General



07

Illustration

6.1 – Icon Grid

6.2 – Icon Set



Firefox Brand Illustration

We use illustration to convey useful information, never as decoration. Our illustrations provide context, add clarity and lead our fellow human onward. They provide a deeper understanding of our brand.

A great illustration is a story well told

These are our guiding principles

Clarity

we convey abstract or complex ideas simply

Flexibility

we accommodate a range of styles to inform tone and messaging

Personality

we instill a distinctive spirit while supporting the brand pillars



Glyph readable

a character that represents something else – @ sign is a glyph commonly representing the phrase “at.”



Spot Illustration interpretable

a representation of an object or action – used for call outs or to explain a body of text more succinctly



Pictogram descriptive

a combination of icons used to convey meaning through their resemblance to a physical object or process



Icon actionable

a direct representation of something else – an interact-able element – a house symbol that takes a user to “home”

Hero Illustration relatable

ranging from literal to figurative, a depiction of a concept, feature, or function – captivating while imparting understanding to the viewer

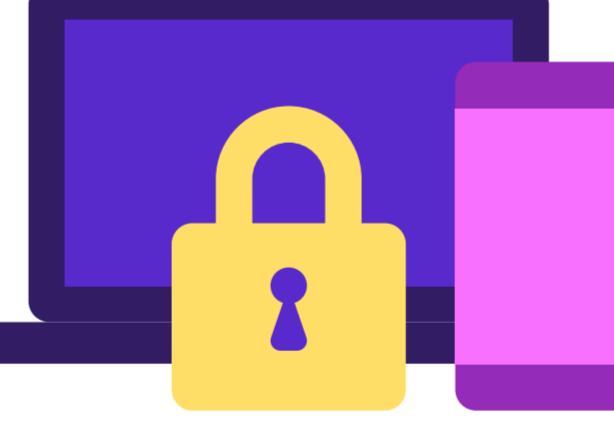
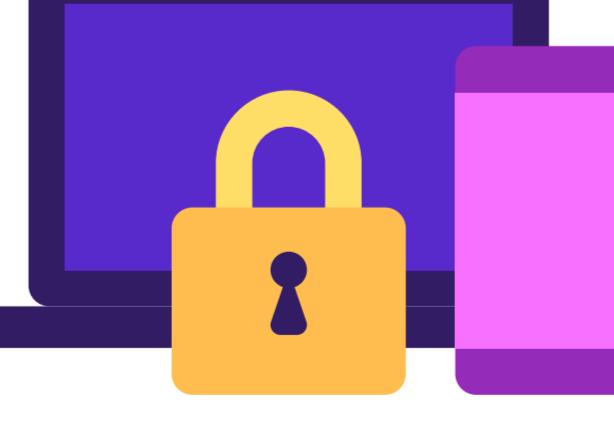
Free Illustration inspirational

relying heavily on metaphor, these depictions are used to take complicated ideas and explain them for the audience while evoking feeling

Editorial Illustration

supportive

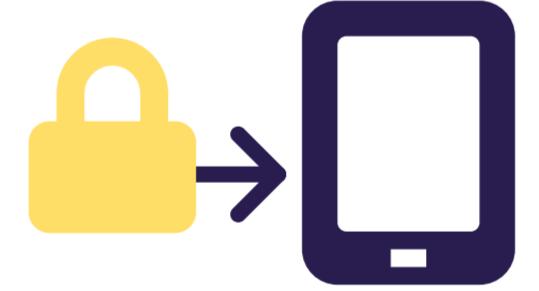
designed to augment copy, to capture the tone of the content, and set the mood before the user consumes the content

	Icon	Pictogram	Spot Illustration	Hero Illustration
1-Color				
2-Color	X			
3-Color	X	X		
Full-Color	X	X		

Icon



Pictogram



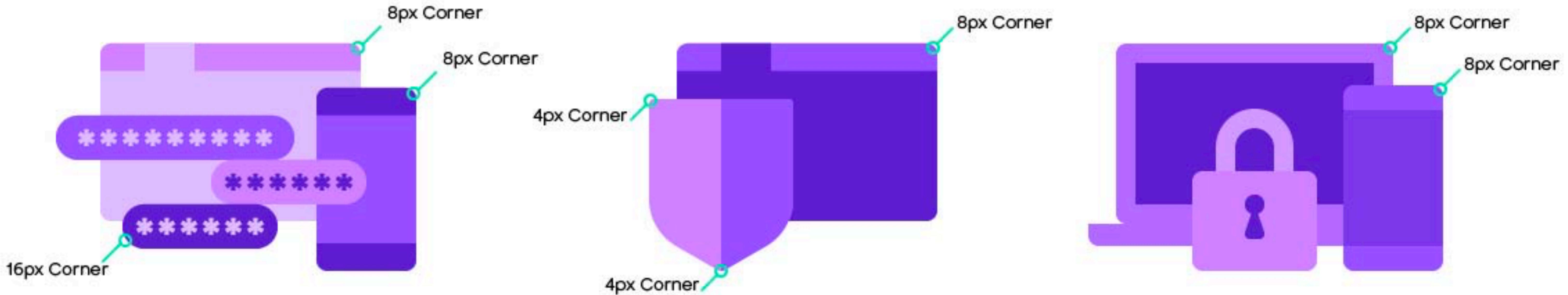
Spot Illustration



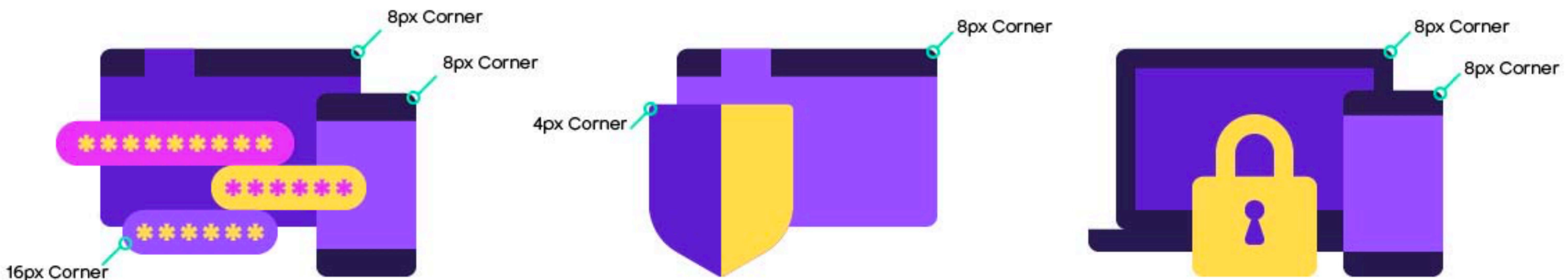
Hero Illustration



7.2 – Construction

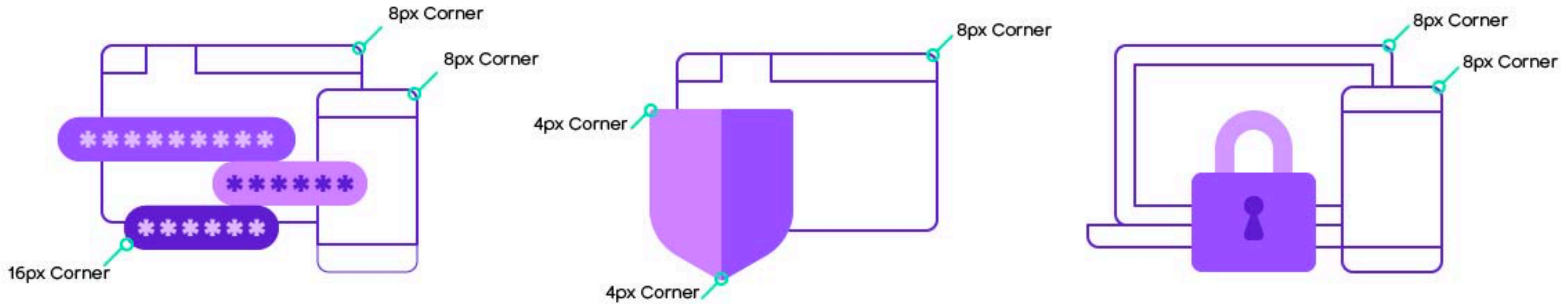


5-color

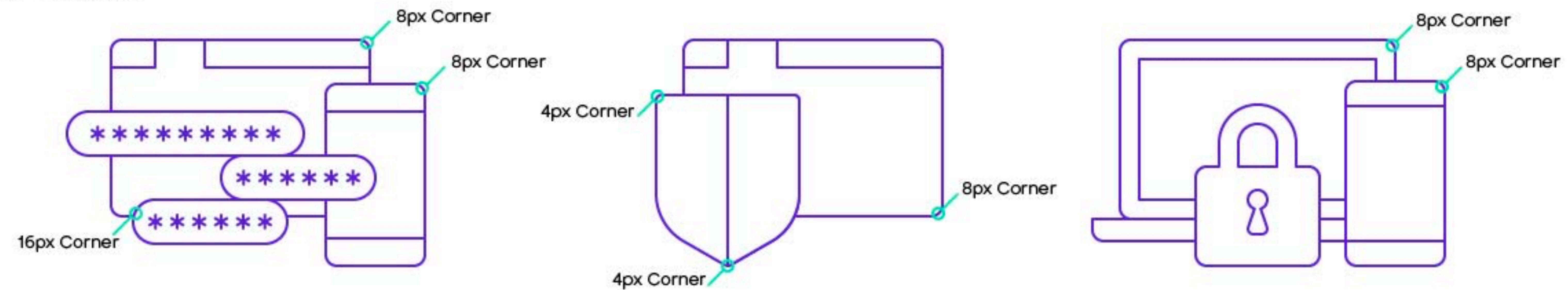


7.2 – Construction

2-color + Stroke @2px

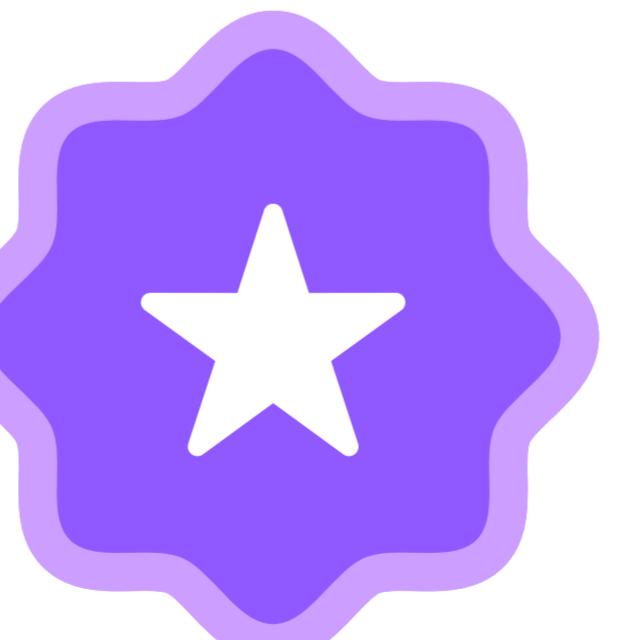
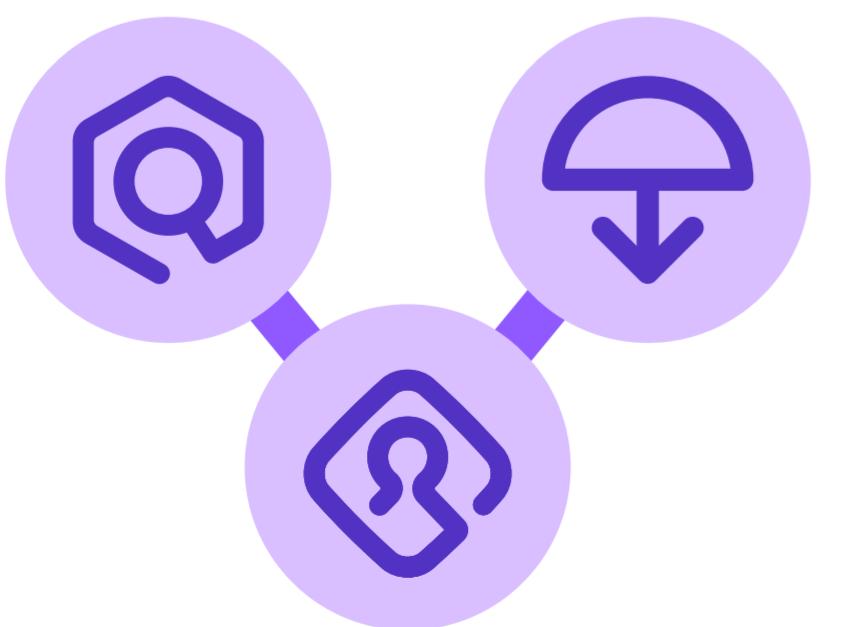
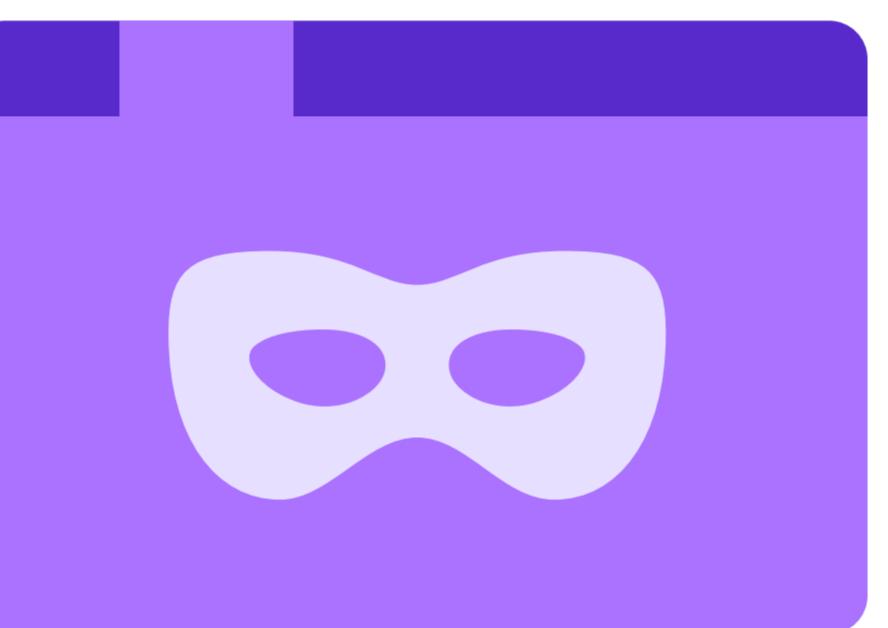
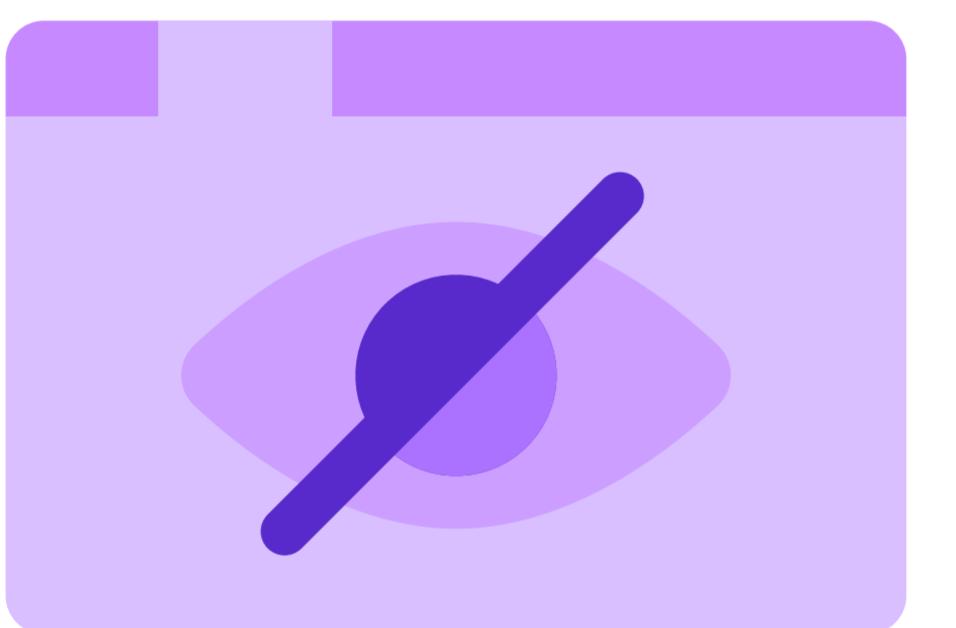
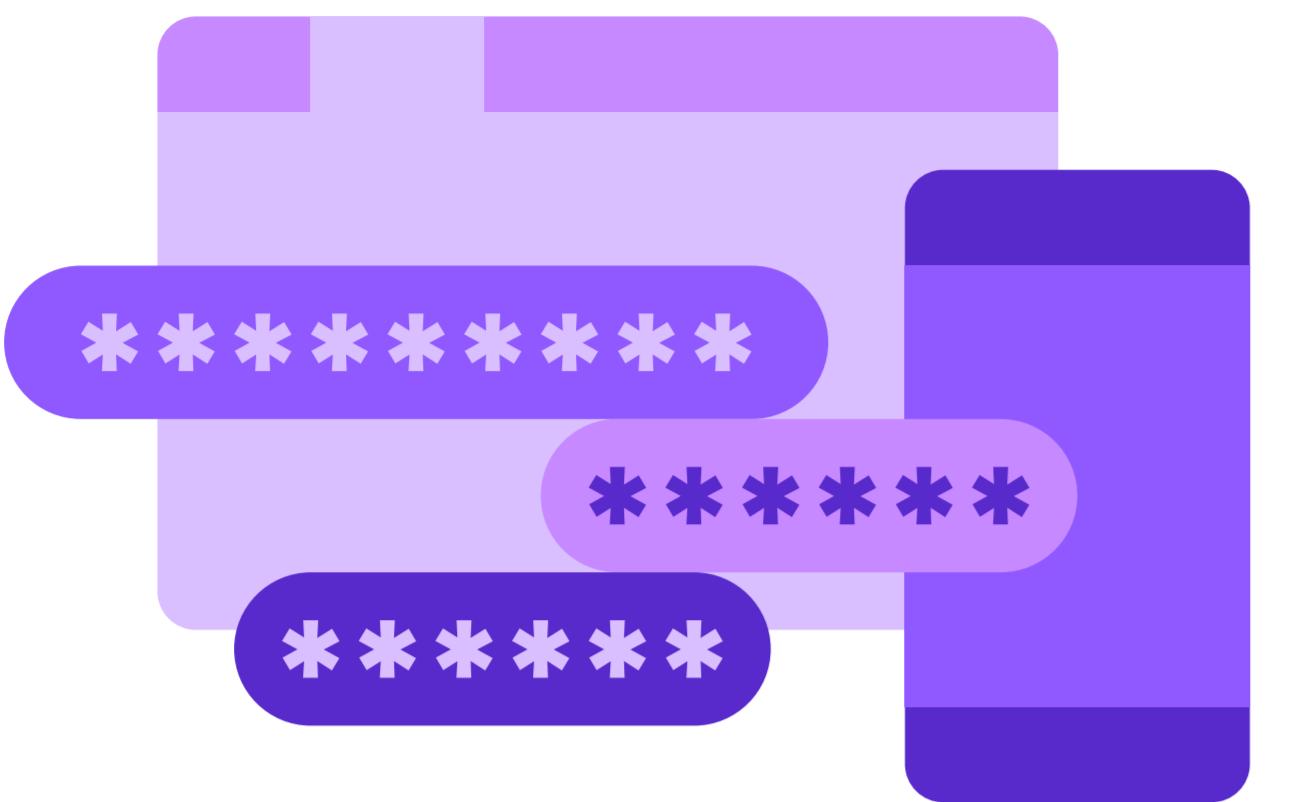


Stroke (1-color at 2 px)



Illustration

7.3 — Illustration in Use



To be added in next version

08

Motion

To be added in next version

09

Photography

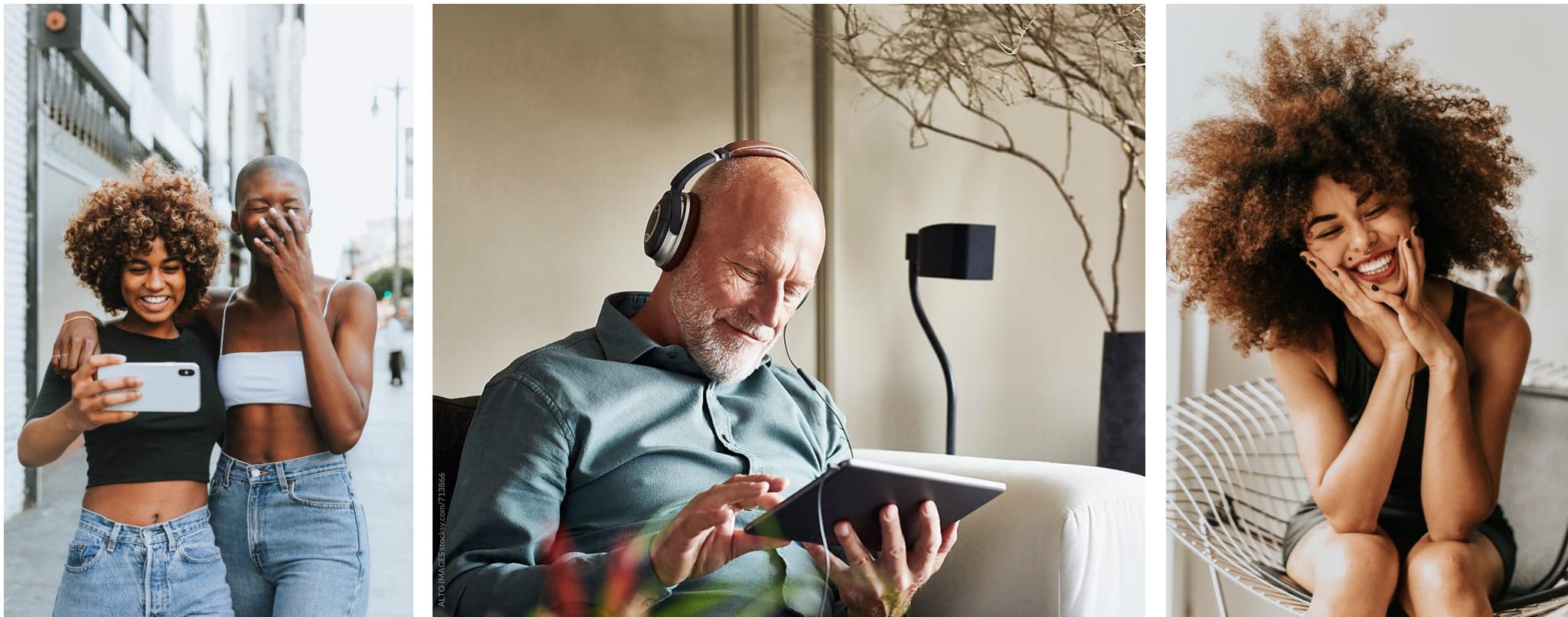
Firefox

Brand Guidelines 2019



Lifestyle Photography

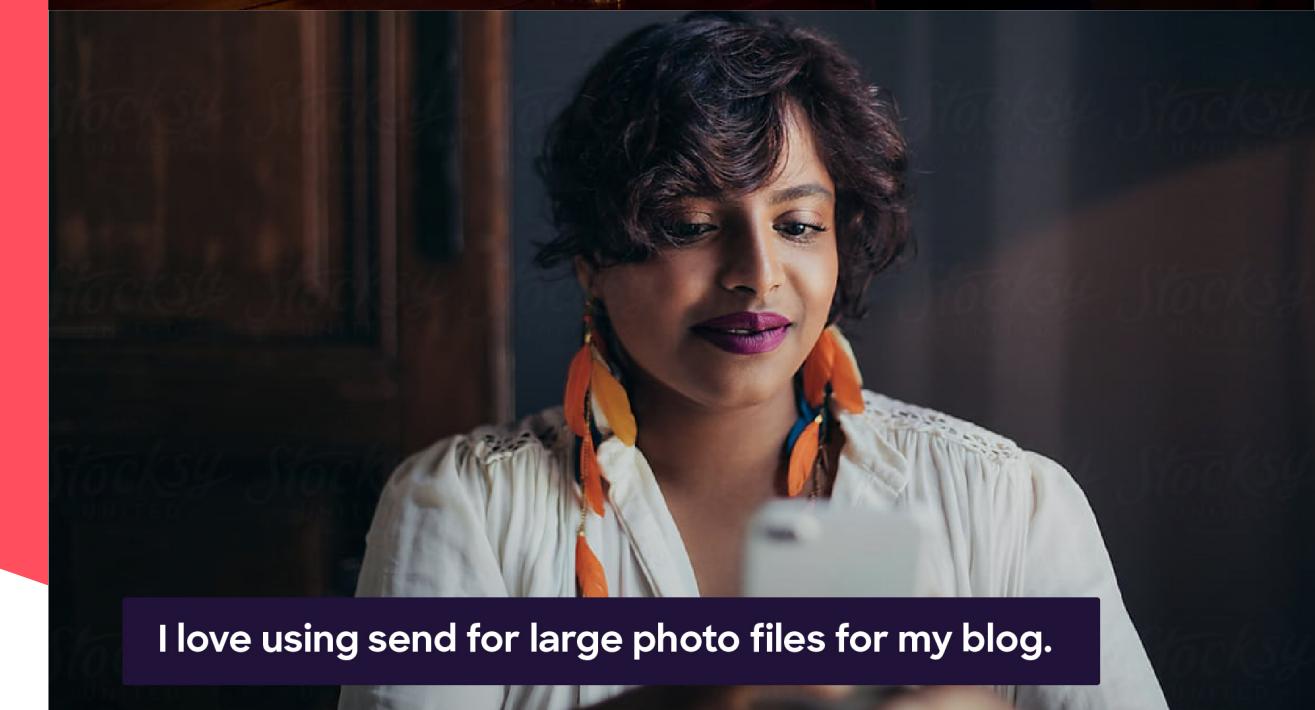
- Warm facial gestures that communicate openness: relief, a sense of safety, harmony.
- Natural lighting to imply a level of honesty, humanity and transparency. “Here I am, as I am.” Backdrops that don’t feel too staged.
- Wide poses and angles that express availability, a sense of welcoming, and “looking forward”. Profile angles of people should be partial. No hard profiles or backs to the camera.
- Prioritize diverse representation



10 Video



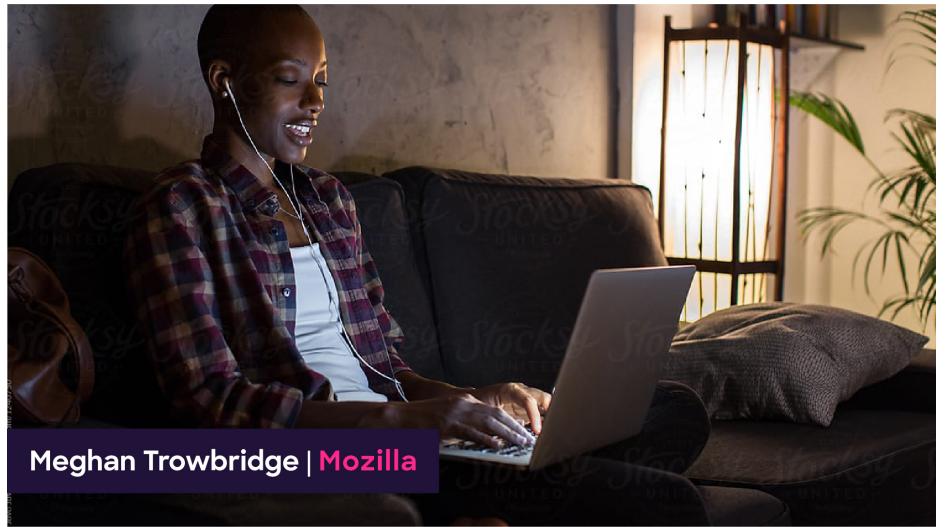
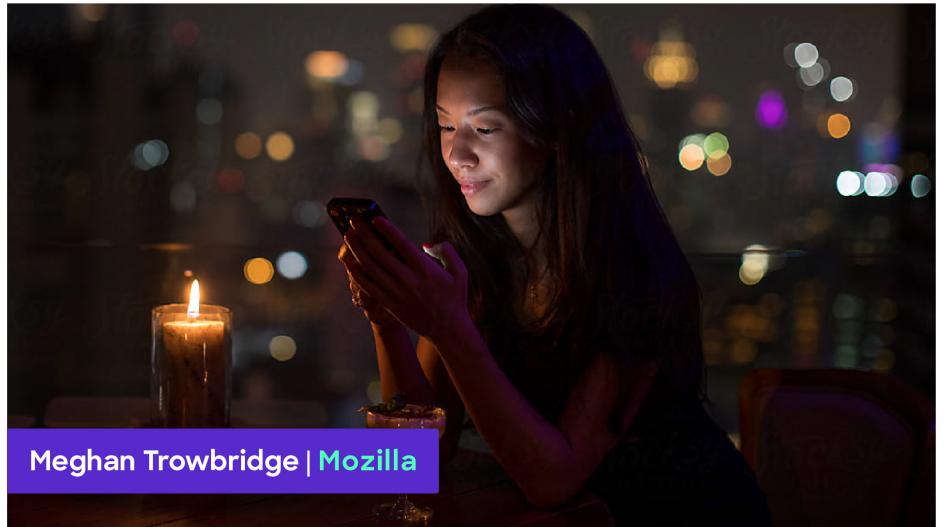
Meghan Trowbridge | Mozilla



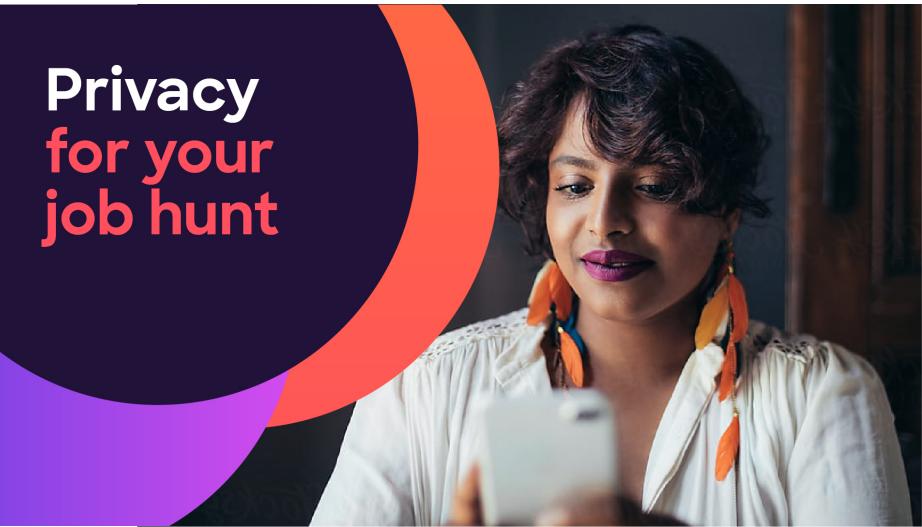
I love using send for large photo files for my blog.

**Post pics, not
personal info.**

Lower Thirds



Title Cards



Product Video



11

Tone of Voice

**Without a voice,
words are just
information**

**Writers
take note.**

The same four concepts that form the Firefox brand personality guide how we write as well. We find the balance point in our tone among Opinionated, Open, Radical and Kind — ensuring that all four are present but allowing the situation and audience to inform their proportion. Sometimes Radical will lead and others will follow, or we'll look to be particularly Kind in service of people who rely on our guidance.

- 11.1 – Opinionated
- 11.2 – Open
- 11.3 – Radical
- 11.4 – Kind

Opinionated

We assert an informed point of view, grounding that POV in proof and truth. We speak with confidence and authority, guided by our convictions and focused on solutions. We don't qualify or hedge. We choose strong verbs over adverbs, and clarity over comprehensiveness. And it's always in service of the user. We never go so far as to feel bossy, accusatory or know-it-all.

✓ Like this:

Your life is your business, not ours. Everything we make and do fights for you. (*assertive POV*)

It shouldn't be hard to own your life online.
(*clear, confident, inclusive, concise*)

Privacy isn't a setting. It's a mindset.
(*speaks directly to our ethos*)

✗ Not this:

Do the work to protect yourself online. (*bossy*)
Big Tech doesn't care about you. Choose Firefox.
(*accusatory*)

You're doing passwords all wrong. Get Firefox Lockbox. (*accusatory, know-it-all*)

Open

We think about and write for everyone, challenging ourselves to find warmth, humor and brevity that translates – across cultures, generations and languages. We consider accessibility and inclusion in every sentence we write. We strive to be ungendered – speaking in the second person “you” most often, but choosing “they” when we speak about users either singular or plural. We practice transparency, sharing the why and how behind what we do – not just the what. And we are always open to and inviting of other perspectives.

✓ Like this:

Ad trackers aren’t just annoying and intrusive. They also slow you down. (*sharing how/why*)

No account required. But you might want one.
(*transparency/privacy as a selling point*)

Be weird. Be safe. (*welcoming, inclusive, accepting*)

✗ Not this:

Get the 411 on 404s.
(*turns into nonsense when translated*)

Hey guys! or Ladies and Gentlemen!
(*assumes binary gender association*)

Radical

We are radically optimistic. We foresee a vibrant future ahead, and we paint the picture of how we can build it together. We don't "float above" what we're describing – we use language to evoke feeling, memory, connection, optimism. Energy. We take calculated risks, looking for moments to push the conversation further than we've been before. But we don't get Pollyanna about the future, and we never shock for shock's sake.

✓ Like this:

- Improve lives, not profits.
(painting a picture, rallying cry to our peers)
- Live your life. Own your life.
(evoking feeling, connection, about the user not us)
- Firefox fights for you.
(pushing the conversation further than it's been)

✗ Not this:

- Fuck Tech. *(too much shock, not enough substance)*
- Browse against the machine. *(radical? yes, kind? no)*
- If you're not paying for it, you're the product. *("truth-telling" that's sensational, not categorically true)*

Kind

We approach every conversation in the spirit of collaboration. We speak to you with warmth, empathy and understanding – like a person, not an algorithm. We respect, inform and empower users. But we don't get too familiar or chummy. And we never deliver a dissertation when a single line will do. We stay focused on you and what will serve you best in each moment.

✓ Like this:

The future is you. We're here for it.
(human, empowering, user as hero)

Been hacked? Don't panic. Let's talk next steps.
(empathetic, human, emotive, reassuring)

More power to you.
(warm, empowering: a compliment and a promise)

✗ Not this:

We're here to keep you safe.
(too familiar, soft, unclear)

We've got your back. *(too chummy, too slangy)*
We got those ad trackers out of your way.
(too familiar, not informative)

A Living Brand

This Firefox Brand Guide is published at the end of each calendar quarter to capture the evolution of our brand in response to changes in the market, our product offering, and design trends. To ensure that you have the latest guide, check the date on the front and save it. Discard any previous, out-of-date versions. The latest version of the guide will always be available on the Marketing page of Mana.

12 Events









