



mozilla  
**Firefox**<sup>®</sup>

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## **Welcome.**

In this document you'll find guidelines for usage of the Mozilla Firefox visual identity—signature, color palette, typography, and buttons. These resources are provided to help us build the Mozilla Firefox brand over time and across media.

## Building the brand.

When we say brand, we mean more than just the logo. We mean what Mozilla Firefox stands for and what makes it special to people inside our walls and in the world at large.

### **Why do we need to build the Mozilla Firefox brand?**

Building the brand means getting people to believe Mozilla Firefox is a good thing for them, their web experiences, and the Internet in general. If we are successful, we can get more people to use Mozilla Firefox, get them to tell their friends and family to use it, and even get them involved in our development and marketing efforts.

### **How do we build the Mozilla Firefox brand?**

Our developer community built Mozilla Firefox through hard work and a disciplined process. Building the Mozilla Firefox brand is similar. We need to be consistent in how we talk about Mozilla Firefox, ensuring that everything that says Mozilla Firefox—whether it's a website, a brochure, or a speech—conveys the same understanding and feeling to our audiences.

For the current stage of brand building, we hope to reach a broader set of people who may not understand who we are and what we stand for. As such, it's important to be conservative, relying on a focused set of visual identity assets rather than allowing variations to be created. Over time, however, we will evolve our tools and usage so we can tell a broader and richer brand story.

### **Why do we keep saying Mozilla Firefox and not just Firefox?**

Firefox is a great product, but it's even better when you understand who makes it. By linking Mozilla and Firefox, we gain the opportunity to build an umbrella brand for releasing future products, and we get to incorporate the rich legacy of Mozilla into the Firefox story.

## The Mozilla Firefox brand story.

Like us, our story is straightforward. We want to explain what Mozilla Firefox is and why it's unique and relevant to people and organizations around the world.

### The story outline

- 1 The Claim: Mozilla Firefox is a web browser that's all about you and what you want from your web experience.
- 2 The Proof Point: Only a global community can build and support such a web browser.
- 3 The Benefit: This approach creates a better web experience—faster, safer, more secure, and more personal.

### Lead ideas

- Empowerment—providing control of your web experience; personalization
- Community—built on personal connections, not driven by profit, and no hidden agendas
- Trustworthy—having confidence that Mozilla acts in your interests
- Genuine—down to earth, organic, and straightforward

### Secondary ideas

- Choice
- Alternative to the status quo
- Endorsed by friends and family

## **One way of telling the story.**

Mozilla Firefox is the web browser that loves your hobbies, protects your interests, and speaks your language. Developed by a global community rather than a profit-focused company, our goal is simply to make a web browser that fits each of us a little better. Fast, free, safe, and easily customizable, Mozilla Firefox lets you personalize your web experience.

## The tools for building our brand.

These guidelines and assets are vital to our success. Each of us shares in the responsibility of maintaining and promoting our brand.

### **Mozilla Firefox visual assets**

The assets described herein include two types: building blocks for creating communications (such as the Mozilla Firefox logo and its various configurations) and pre-built communications that are ready for distribution (such as buttons to download Mozilla Firefox).

### **Mozilla Firefox guidelines**

These guidelines are written primarily for internal Mozilla marketing staff. As such, they contain information on how these assets are constructed, how they should be used, and our preferred treatments when we do not have full control of an asset (such as co-branding situations).

Please note that these are written from a design and brand management perspective and do not necessarily represent the legal usage of Mozilla trademarks. For information on official legal usage, please review the Mozilla Trademark Policy. To obtain permission for use of Mozilla trademarks beyond those indicated in the guidelines, please contact [licensing@mozilla.com](mailto:licensing@mozilla.com).

### **General usage**

- For all brand assets, use only approved artwork downloaded from the Mozilla website.
- The brand assets should not be re-drawn, edited, or altered in any way.
- The brand assets must never appear to be crowded by other elements; therefore the use of clear space is essential.
- The brand assets should not be combined with other symbols or wordmarks other than as specified in the co-branding section.

### **Color management for web**

To maintain color consistency on the web, it is important to follow these guidelines when editing assets in Photoshop.

- Do not assign or convert color profiles in any Photoshop files.
- Files should be set to “Don’t Color Manage This Document” with a profile that reads “Untagged RGB.”

Always use the approved electronic artwork for applications of the Mozilla Firefox signature.

### Primary signature

The primary Mozilla Firefox signature, shown at right, should be used for most applications.

The Mozilla Firefox signature is made up of three elements:

- The Firefox symbol
- The Mozilla wordmark
- The Firefox wordmark

### Grid system

A modular grid system has been developed to maintain a consistent look across all Mozilla Firefox brand assets. The grid system defines the alignment of and space between elements. The diagram shown at right illustrates the grid system.

In the primary signature, the x-height (height of the lower case letters) of the Mozilla wordmark is equal to “x” (1/8 height of the Firefox symbol without the shadow). The cap height of the Firefox wordmark is equal to “3x.” The space between the Firefox symbol and the Mozilla and Firefox wordmarks equals “2x.” There is one “x” unit of space between the Mozilla wordmark and the Firefox wordmark below it.

The registered trademark symbol equals “1/2 x” and aligns with the top of the lower case letters in the Firefox wordmark. The trademark symbol should always appear in the same color as the Mozilla wordmark.

To create maximum impact, keep the space around the Mozilla Firefox signature free from other text and graphic elements. The clear space on all sides of the signature should always measure at least “x.”

### Minimum size

The primary signature should not be displayed on screen with the Firefox symbol smaller than 40 pixels tall. This measurement does not include the drop shadow.

### Primary signature



### Primary signature with minimum clear space indicated



x = 1/8 height of the Firefox symbol

The light blue squares represent the minimum clear space required around any application of the signature. No type or graphic elements should intrude into the clear space.

Clear space is measured by a unit (x) equal to 1/8 of the height of the Firefox symbol.

The signature must include the registered trademark (®) symbol as shown.



**Primary vertical signature**

For layout situations where horizontal space is limited, the primary vertical signature may be used.

To maintain consistency, do not alter the proportions or alignment of these signatures in any way.

**Grid system**

The primary vertical signature positions the Mozilla and Firefox wordmarks below the symbol as shown. The combined wordmarks are sized to align with the width of the Firefox symbol. The space between the Firefox symbol and the top of the x-height of the Mozilla wordmark equals “2x.”

The clear space on all sides of the signature should always measure at least “x.”

**Minimum size**

The primary vertical signature should not be displayed on screen with the Firefox symbol smaller than 48 pixels tall. This measurement does not include the drop shadow.

**Primary vertical signature**

mozilla  
**Firefox**<sup>®</sup>

**Primary vertical signature with minimum clear space indicated**

x = 1/8 height of the Firefox symbol

**Primary signatures with product version identification**

When referring to a specific product release, always use the primary signatures with version identification.

**Grid system**

In the primary signature with product version identification, the x-height (height of the lower case letters) of the Mozilla wordmark is equal to “x” (1/8 height of the Firefox symbol without the shadow). The cap height of the Firefox wordmark is equal to “3x.” The space between the Firefox symbol and the Mozilla and Firefox wordmarks equals “2x.” There is one “x” unit of space between the Mozilla wordmark and the Firefox wordmark below it.

The primary vertical signature with product version identification positions the Mozilla and Firefox wordmarks as shown. The combined wordmarks with product version identification are sized to align with the width of the Firefox symbol. The space between the Firefox symbol and the top of the x-height of the Mozilla wordmark equals “2x.”

The clear space on all sides of the signature should always measure at least “x.”

**Minimum size**

The signature shown at the top right should not be displayed on screen with the Firefox symbol smaller than 40 pixels tall. This measurement does not include the drop shadow.

The signature shown at the bottom right should not be displayed on screen with the Firefox symbol smaller than 64 pixels tall. This measurement does not include the drop shadow.

Primary signature with product version identification, with minimum clear space indicated



x = 1/8 height of the Firefox symbol

Primary vertical signature with product version identification, with minimum clear space indicated



x = 1/8 height of the Firefox symbol

**Secondary signatures with symbol and Firefox wordmark only**

When the Mozilla wordmark already appears in the context of the communication, use these secondary signatures.

One example is the Firefox page on mozilla.com where the Mozilla wordmark is already displayed at the top. Another reference to Mozilla would be redundant.

These secondary signatures may also be used at extremely small sizes where the Mozilla wordmark would become illegible. This usage occurs when the Firefox symbol is smaller than 40 pixels tall.

**Grid system**

In the secondary signatures, the cap height of the Firefox wordmark is equal to “4x.” The space between the Firefox symbol and the Firefox wordmark equals “2x.”

The clear space on all sides of the signature should always measure at least “x.”

**Minimum size**

These secondary signatures should not be displayed on screen with the Firefox symbol smaller than 25 pixels tall. This measurement does not include the drop shadow.

**Secondary signature without Mozilla**

x = 1/8 height of the Firefox symbol

**Secondary signature without Mozilla, with version identification**

x = 1/8 height of the Firefox symbol

**Secondary signatures with symbol and Firefox wordmark only, small size usage**

These secondary signatures should only be used in extremely small sizes where the Mozilla wordmark would become illegible and the available space for type is smaller than 45 pixels wide. An example of this usage may be found on page 22 in the smallest Mozilla Firefox 2 buttons (88 x 31 pixels).

**Grid system**

In the secondary signatures for small size usage, the cap height of the Firefox wordmark is equal to “3x.” The space between the Firefox symbol and the Firefox wordmark equals “2x.”

The clear space on all sides of the signature should always measure at least “x.”

**Minimum size**

If the available height is less than 25 pixels tall, the Firefox symbol should not be used.

**Secondary signature without Mozilla, small size usage**

x = 1/8 height of the Firefox symbol

**Secondary signature without Mozilla, with version identification, small size usage**

x = 1/8 height of the Firefox symbol

### Secondary vertical signatures with symbol and Firefox wordmark only

When the Mozilla wordmark already appears in the context of the communication and horizontal space is limited, use these secondary vertical signatures.

These secondary vertical signatures may also be used at extremely small sizes where the Mozilla wordmark would become illegible. This usage occurs when the Firefox symbol is smaller than 48 pixels tall for the vertical signature and smaller than 64 pixels tall for the vertical signature with version identification.

#### Grid system

The wordmark with and without product version identification is sized to align with the width of the Firefox symbol. The space between the Firefox symbol and the cap height of the Firefox wordmark equals “2x.”

The clear space on all sides of the signature should always measure at least “x.”

#### Minimum size

These secondary vertical signatures should not be displayed on screen with the Firefox symbol smaller than 43 pixels tall. This measurement does not include the drop shadow.

### Secondary vertical signature without Mozilla



x = 1/8 height of the Firefox symbol

### Secondary vertical signature without Mozilla, with version identification



x = 1/8 height of the Firefox symbol

**Secondary signatures with the Mozilla Firefox wordmark only**

These secondary signatures should only be used in specific cases where the Firefox symbol may already appear or in co-branding situations for bundles and editions.

**Grid system**

The alignment and sizing of the Mozilla and Firefox wordmarks are identical to the primary signature.

The clear space on all sides of the signature should always measure at least “x.”

**Minimum size**

These secondary signatures should not be displayed on screen with the x-height of the Mozilla wordmark smaller than 4 pixels tall.

**Secondary signature with Mozilla Firefox wordmark**

x = x-height of the Mozilla wordmark

**Secondary signature with Mozilla Firefox wordmark, with version identification**

x = x-height of the Mozilla wordmark

**Secondary signatures with the Firefox wordmark only**

These secondary signatures should be used in specific cases where the Firefox symbol and Mozilla wordmark may already appear or in co-branding situations for bundles and editions. Examples of co-branding can be found later in this document.

These secondary signatures may also be used at extremely small sizes where the Mozilla wordmark and Firefox symbol would become illegible. This usage occurs when the Firefox symbol is smaller than 25 pixels tall.

**Grid system**

The clear space on all sides of the signature should always measure at least “x.”

**Minimum size**

These secondary signatures should not be displayed on screen with the cap-height of the Firefox wordmark smaller than 9 pixels tall.

**Secondary signature with Firefox wordmark only**

x = 1/3 height of the Firefox wordmark

**Secondary signature with Firefox wordmark only, with version identification**

x = 1/3 height of the Firefox wordmark

### Unacceptable signature treatments

Graphic standards will help Mozilla Firefox build a recognized identity in the marketplace. We accomplish this in part by limiting illegible or modified uses of the Mozilla Firefox signature. This page illustrates what not to do with the Mozilla Firefox signature.

The simplest way to follow the Mozilla Firefox guidelines is to use the provided electronic artwork and follow the specifications for its use. When you use the signature, don't modify or change it in any way.

Common errors include the use of alternate fonts and colors, non-standard orientation, a modified symbol, and incorrect wordmark ratio and alignment.

Never place the Mozilla Firefox signature on a colored background with insufficient contrast or a patterned background that inhibits legibility.



Don't modify the symbol



Don't switch the colors



Don't outline the wordmarks



Don't apply drop shadows to the type



Don't redraw the symbol



Don't use gradient effects



Don't substitute other fonts



Don't use other colors



Don't alter the perspective



Don't change the proportions



Note that the colors displayed here are for guidance only. They are not an accurate visual rendering of the colors and should not be used for matching purposes.

### The Mozilla Firefox color palette

Shown here are the Mozilla and Firefox wordmark color designations. No other color combination is to be implemented.

The only acceptable color for the Mozilla wordmark is Mozilla Grey (RGB: 102, 102, 102, HEX: 666666).

The only acceptable color for the Firefox wordmark is Firefox Red (RGB: 214, 66, 3, HEX: D64203).

Do not use screens or tints of these colors.

#### Mozilla Grey

RGB : 102, 102, 102  
HEX : 666666

#### Firefox Red

RGB : 214, 66, 3  
HEX : D64203

The Mozilla Firefox typeface is from the FF Meta type family.

The Mozilla Firefox wordmarks are set in FF Meta Bold Roman, selected for its clear, concise, modern, strong forms.

FF Meta is available at Font Shop International, [www.fontshop.com](http://www.fontshop.com) or telephone (888) FF FONTS.

### Primary typeface

#### FF Meta Bold Roman

Alphabet sample set in 21 point type.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**  
**(.,;:?!\$&-\*@®) [äöüßåøç] {ÄÖÜÅØÇ}**

### Secondary typeface

#### FF META BOLD CAPS

ALPHABET SAMPLE SET IN 21 POINT TYPE.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**  
**(.,;:?!\$&-\*@®) [ÄÖÜSSÅØÇ] {ÄÖÜÅØÇ}**

Use only the character set shown above in red when setting all caps in button assets.

The examples shown on this page are preferred co-branding treatments and do not necessarily represent approved configurations.

### Mozilla and partner co-branding

Use of the Mozilla wordmark along with a partner's logo signifies our company's alliance with a strategic partner. Our signature lends credibility to the offering and should receive equal prominence to the strategic partner's logo.

#### Alignment

There are two configurations. The Mozilla wordmark may be placed next to the official logo of the partner company, with a vertical stroke between the two to provide clear separation. In addition, the Mozilla wordmark may be placed above or below the official logo of the partner company, with a horizontal stroke between the two.

The weight of the stroke should be .5 point, but may vary depending on scale. The color should be 100% black. This separation is critical as it prevents marketplace confusion while also preventing trademark dilution of each mark.

#### Sizing

Always maintain a balanced visual relationship between the Mozilla wordmark and the partner logo; one should never compete with or overwhelm the other. Where possible, the partner logo should be scaled to match the height and/or width of the Mozilla wordmark.

#### Mozilla and partner co-branding (side by side)



x = x-height of the Mozilla wordmark

#### Mozilla and partner co-branding (stacked)



x = x-height of the Mozilla wordmark

The examples shown on this page are preferred co-branding treatments and do not necessarily represent approved configurations.

### Mozilla Firefox and partner co-branding

Use of the Mozilla Firefox signature along with a partner's logo signifies our product's alliance with a strategic partner. Our signature lends credibility to the offering and should receive roughly equal prominence to the strategic partner's logo.

#### Alignment

There are three configurations. The Mozilla Firefox signature may be placed next to the official logo of the partner company, with a vertical stroke between the two to provide clear separation. The Mozilla Firefox signature may be placed above or below the official logo of the partner company, with a horizontal stroke between the two. In addition, the Mozilla Firefox vertical signature may be placed next to the official logo of the partner company, with a vertical stroke between the two.

The weight of the stroke should be .5 point, but may vary depending on scale. The color should be 100% black. This separation is critical as it prevents marketplace confusion and dilution of each trademark.

#### Sizing

Always maintain a balanced visual relationship between the Mozilla Firefox signature and the partner logo; one should never compete with or overwhelm the other. Where possible, the partner logo should be scaled to match the height and/or width of the Mozilla Firefox signature.

### Mozilla Firefox and partner co-branding (side by side)



$x = 1/4$  height of the Firefox symbol



$x = 1/4$  height of the Firefox symbol

### Mozilla Firefox and partner co-branding (stacked)



$x = 1/4$  height of the Firefox symbol

### Mozilla Firefox and partner co-branding (vertical, side by side)



$x = 1/4$  height of the Firefox symbol

The examples shown on this page include preferred and alternate co-branding treatments. They are indicative of the range of co-branding possibilities but are not necessarily approved configurations. They should be used as a guide when developing co-branding lockups for bundles and editions.

### Co-branding bundles and editions

The preferred co-branding treatment for bundles and editions uses a modified version of the Mozilla Firefox primary signature. The placement of the Mozilla and Firefox wordmarks is moved up one “x” unit relative to the Firefox symbol.

A modifying descriptor line (e.g. “With Google Toolbar”) is placed directly below the Firefox wordmark. The cap height of the descriptor line equals “x”. The left edge of the descriptor line aligns with the left edge of the Mozilla Firefox wordmarks, and the bottom of the descriptor line aligns with the bottom of the Firefox symbol.

### Alternate versions

If a partner does not approve of the preferred co-branding treatments, alternate versions can be used. Where possible, align graphic elements with the right side of the Firefox wordmark. If the width of the graphic elements extends beyond the left side of the Firefox wordmark, align them with the left side of the Firefox wordmark.

#### Preferred



x = 1/8 height of the Firefox symbol

#### Alternate



x = 1/4 height of the Firefox wordmark



## Tools for the web.

Because the web is our most important and prominent marketing channel, it is crucial to use our web assets consistently and effectively.

### Web assets

Our web assets are comprised of buttons that help to promote and distribute the latest version of Mozilla Firefox, provide recognition to our community members, and promote specific events (such as World Firefox Day). They have been provided in a variety of sizes and configurations to accommodate most websites.

These guidelines are written primarily for internal Mozilla marketing staff. As such, they contain information on how these assets are constructed, how they can be modified, and how they should be used. Please note that these are written from a design and brand management perspective and do not necessarily represent the legal usage of Mozilla trademarks. For information on official legal usage, please review the Mozilla Trademark Policy. To obtain permission for use of Mozilla trademarks beyond those indicated in the guidelines, please contact [licensing@mozilla.com](mailto:licensing@mozilla.com).

### Mozilla Firefox 2 buttons

Mozilla Firefox 2 buttons promote the latest version of the product and link to the Mozilla Firefox website for more information and to download the Mozilla Firefox 2 product. These buttons are provided to anyone who would like to support the distribution of Mozilla Firefox—so long as the usage guidelines are followed.

### Links

Each button must be an active link to download Mozilla Firefox 2.

### Button sizes

Buttons are provided in the following sizes (all dimensions are in pixels) : 120 x 240, 88 x 31, 180 x 60, and 468 x 60.

### Placement

The buttons should occupy prominent placement on any web page. They should always stand alone (not be combined with any other graphical elements) and be placed against a high-contrast background.

Mozilla Firefox 2 button dimensions are in pixels. Artwork below is not to scale.

120 x 240



120 x 240



120 x 240



88 x 31



88 x 31



88 x 31



180 x 60



180 x 60



180 x 60



468 x 60



468 x 60



### Specifications

The following specifications describe the placement of all graphic elements on the buttons.

### Grid system

A modular grid system has been developed to maintain a consistent look across all Mozilla Firefox brand assets. The grid system for the buttons is an extension of the Mozilla Firefox signature grid system.

The grid system defines the alignment of and space between elements. The diagram shown at right illustrates the grid system. In all cases, the clear space is equal to 1/8 height of the Firefox symbol. All other dimensions are multiples of the clear space unit.

### Editable message

The buttons include an editable message. Messages should be scaled to fit the available horizontal and vertical spacing in the grid. The preferred type treatment is to use the lower case version of FF Meta Bold Caps (refer to page 16 of this document). The preferred type color is white (RGB: 255, 255, 255, HEX: FFFFFFFF). On the 88 x 31 pixel buttons, the preferred type color is Mozilla Grey (RGB: 102, 102, 102, HEX: 666666).

Mozilla Firefox 2 button dimensions are in pixels. Artwork below is not to scale.

120 x 240



120 x 240



120 x 240



88 x 31



88 x 31



88 x 31



180 x 60



180 x 60



180 x 60



468 x 60



468 x 60





### Promotion buttons

A button template has been created for Mozilla Firefox promotions, such as World Firefox Day. These should be used only for official promotions developed by Mozilla staff, not for Spread Firefox projects. This template adopts the Firefox symbol and provides a content area for specific messages. Finished buttons, such as the Firefox Day buttons shown on this page, are provided to anyone who would like to support these promotions—so long as the usage guidelines are followed.

### Links

Each button must be an active link to the promotion's official website.

### Button sizes

Buttons are provided at 88 x 31 and 180 x 60 pixels.

### Placement

The buttons should occupy prominent placement on any web page. They should always stand alone (not be combined with any other graphical elements) and be placed against a high-contrast background.

### Grid system

A modular grid system has been developed to maintain a consistent look across all Mozilla Firefox brand assets. The grid system for the buttons is an extension of the Mozilla Firefox signature grid system.

The grid system defines the alignment of and space between elements. The diagram shown at right illustrates the grid system. In all cases, the clear space is equal to 1/8 height of the Firefox symbol. All other dimensions are multiples of the clear space unit.

### Editable message

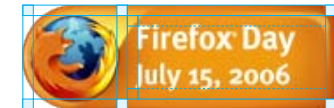
The buttons include an editable message. Messages should be scaled to fit the available horizontal and vertical spacing in the grid. The preferred type treatment is to use FF Meta Bold Roman, upper and lower case. The preferred type color is white (RGB: 255, 255, 255, HEX: FFFFFFFF).

Promotion button dimensions are in pixels. Artwork below is not to scale.

88 x 31



180 x 60



Note that the colors displayed here are for guidance only. They are not an accurate visual rendering of the colors and should not be used for matching purposes.

### Promotion buttons color palette

Five colors have been provided as background colors for use on promotion buttons. Each promotion should use one background color to differentiate itself from other current promotions. Do not use screens or tints of these colors.



## **Mozilla Firefox community assets.**

The various Mozilla communities are integral to everything we do, from development to testing to marketing. To build pride in our communities and formalize our relationships with community members, a set of web assets have been created.

### **Community assets**

There are two distinct types of developer community assets.

The general “affiliation” buttons are provided for any community member to show their affiliation with Mozilla. While these buttons are technically available to anyone, the intent is that only people who have contributed to the community would display these.

The “official” buttons are awarded to members who have qualified for official status. That is, either their work has been deemed official or they have been commissioned to do official work. This official status serves to enhance the community because it creates tiers of contributors, showcases the best work, and provides an incentive for the community to improve its contributions.

### Developer community buttons

Please note that these buttons have not yet been finalized. While the design has been determined, nomenclature is being developed to properly describe the various types of contributors within the developer community (i.e., add-ons maker, programmer, etc.).

Any member who has contributed to the community effort can display an affiliation button. Official buttons, however, are only provided by Mozilla staff to members who have met certain qualifications. These official buttons are non-transferable and should not be distributed.

### Button sizes

Buttons are provided at 60 x 120 pixels.

### Placement

The buttons should occupy prominent placement on any web page. They should always stand alone (not be combined with any other graphical elements) and be placed against a high-contrast background.

### Grid system

A modular grid system has been developed to maintain a consistent look across all Mozilla Firefox brand assets. The grid system for the buttons is an extension of the Mozilla Firefox signature grid system.

The grid system defines the alignment of and space between elements. The diagram shown at right illustrates the grid system. In all cases, the clear space is equal to 1/8 height of the Firefox symbol. All other dimensions are multiples of the clear space unit.

### Editable message

Only the descriptor line is editable. Copy should be scaled to fit the available horizontal and vertical spacing in the grid. In general, multiple lines of copy should be center-aligned. The preferred type treatment is to use the lower case version of FF Meta Bold Caps (refer to page 16 of this document). The preferred type color for the official buttons is grey (RGB: 153, 153, 153, HEX: 999999). The preferred type color for the affiliation buttons is white (RGB: 255, 255, 255, HEX: FFFFFFFF).

Mozilla Firefox developer community button dimensions are in pixels. Artwork below is not to scale.

#### Official buttons



#### Affiliation buttons



### Spread Firefox buttons

The Spread Firefox community buttons have been provided for community members to show their affiliation with Spread Firefox. These buttons help to create a distinction between community-generated marketing and official Mozilla marketing.

Generally, any member of the Spread Firefox community can display the “community member” button or use the “A project of…” button to identify their work (e.g, foxytee.com : a project of Spread Firefox).

### Button sizes

Buttons are provided at 125 x 165 and 180 x 60 pixels.

### Placement

The buttons should occupy prominent placement on any web page. They should always stand alone (not be combined with any other graphical elements) and be placed against a high-contrast background.

### Grid system

A modular grid system has been developed to maintain a consistent look across all Mozilla Firefox brand assets. The grid system for the buttons is an extension of the Mozilla Firefox signature grid system.

The grid system defines the alignment of and space between elements. The diagram shown at right illustrates the grid system. In all cases, the clear space is equal to 1/8 height of the Firefox symbol. All other dimensions are multiples of the clear space unit.

### Editable message

Only the descriptor line is editable. Copy should be scaled to fit the available horizontal and vertical spacing in the grid. The preferred type treatment is to use the lower case version of FF Meta Bold Caps (refer to page 16 of this document). The preferred type color for the official buttons is grey (RGB: 153, 153, 153, HEX: 999999). The preferred type color for the affiliation buttons is white (RGB: 255, 255, 255, HEX: FFFFFFFF).

Spread Firefox button dimensions are in pixels. Artwork below is not to scale.

125 x 165



180 x 60



180 x 60



125 x 165



125 x 165



