

Firefox® Brand Toolkit

You could call this The Awesome Guide to Firefox Awesomeness. It has everything you need to eat, sleep and breath Firefox. It's full of guidelines, examples and tips to help you create websites and communications that are on brand and on style, both online and off.

Our brand is a living thing. It grows, changes and adapts. So we want you to have easy access to the latest and greatest out there. And lo we created this toolkit. And it was good.



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Brand Platform

Whether you're new to Firefox or you've been around for a while, you know there is something very special about this brand.

What this guide attempts to do is to define what makes Firefox special and give us some tools to help us articulate, express and evaluate the brand in our daily work.

This foundation (brand promise, position and voice) is a great beginning, a tool that allows us to speak with one voice.



Promise

Our brand promise is a single statement that captures the essence of our experience. This is the internal compass we use to guide the development of our brand.

This is not an ad. This is not a tagline. This is our promise to our users. It's that simple.

Firefox answers to no one but you.

Position

Positioning provides detail around the benefits we offer our users. This level of detail is important when developing ideas, communications or making decisions that reflect on the brand.

Firefox prioritizes principles over profits to put individuals in control and shape the future of the web for the public good.

Pillars

1 Nonprofit

Firefox is fundamentally driven by the Mozilla mission rather than business concerns.

2 Track record

Firefox has a long history of doing the right thing for both individuals and the web as a whole.

3 Empowering innovation

Firefox enables individuals to create and build without permission or restriction.

4 Community driven

At its core, Firefox is about people and is powered by a global community of individuals working together for the public good.

5 Challenger spirit

Firefox starts races, and isn't afraid to compete with the world's biggest companies.

Voice

When we create communications, how do we ensure we are making this promise and positioning real?

We hold up these expressions of the brand to help evaluate the work. This is the language that is fluid and generative.

This is the language that is influenced by the world in which we live. This is the language that embodies the promise of "Firefox answers to no one but you."

Unconventional

Engaging

Honest

Human

Smart

Confident



Manifesto

We're quite content to be the odd browser out.

We don't have a fancy stock abbreviation to go alongside our name in the press. We don't have a profit margin. We don't have sacred rock stars that we put above others. We don't make the same deals, sign the same contracts or shake the same hands as everyone else.

And all of this is fine by us.

We're a pack of independently spirited, fiercely unconventional people who do things a little differently. Where others may value the bottom line, we value—well—values. When a competitor considers making something proprietary, we strive to set it free.

And while most products and technologies are developed behind closed doors, ours are cultivated out in the open for everyone to see. We're not beholden to stake, share or power holders—we answer to no one but you. And we don't operate this way for the fun of it, even though it is incredibly fun. We operate this way because we believe it's the right thing to do.

We believe in principle over profit.

We believe that secrecy is trumped by honesty.

And corporate interest by community.

We believe that the web is more cared for than owned.

More of a resource to be tended to than a mere commodity to be sold.

And we strongly believe in innovation that puts users front, center, and squarely in the driver's seat.

But most importantly, we believe in you.

We believe that the world's best browser is made possible by engineers, programmers, designers and people just like you who give their time, talents, energy and support to the cause. And we believe that together, with this cause in mind, we can continue to innovate for the benefit of the individual and the betterment of the web, so that it always and forever serves the greater good.

We are a ll Mozilla Firefox. And we're not just a different kind of browser.

We're a browser that is making a difference.

Logo

Our logo is our identity. It signals who and what Firefox is. It sets us apart and it is the single most important piece of visual communication we have. And we're quite fond of it. (Just look at how cute it is. Don't you just want to scratch behind its widdle ears? Ahem.)

Here you'll find everything you need to know about using our logo in a variety of cases, including what to avoid.



Guidelines

This is our version of the Pirate Code. Except we don't sail ships. Or pillage. Or plunder. OK, so it's not like that at all. But if you're going to use our logo, please follow these rules.

For all permitted uses of our trademarks, you may not:

- alter our logos in any way
- place a logo in such close proximity to other content that it is indistinguishable
- make our logo the most distinctive or prominent feature on your website, printed material or other content
- use our logos in a way that suggests any type of association or partnership with Mozilla or approval, sponsorship or endorsement by Mozilla (unless allowed via a license from us)
- use our logos in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person
- use our logos on websites or other places containing content associated with hate speech, pornography, gambling or illegal activities
- use our logos to, or in connection with, content that disparages us or sullies our reputation



The minimum clear space, or "safe zone," is equal to *x* where *x* is twice the width of the tittle (dot) on the *i* in the wordmark.

Common Mistakes

Think of these as the equivalent of wearing your shoes on the wrong feet: they're still shoes, they're basically where they're supposed to be, but it just feels wrong.

To avoid a faux-pas — or "faux-paw," as the case may be — please note the differences in tail and globe detail between past logos and our most recent version.



Firefox 1.0 logo (retired)



Firefox 1.5-3.5 logo (retired)



current Firefox logo



Channel Logos

Firefox is broken down into a series of sub-brands — or “channels” — from the tried, tested and true mainstream release down to the experimental, here-there-be-monsters Nightly builds. Each one has its own visual identity and here’s everything you need to know about that.

Firefox

Channel
Final Release

Audience
Mainstream Web users
(100,000,000s)

Tone
Friendly, accessible, trusted


[DOWNLOAD](#)

Visual Direction
Crisp, clean, light blue as primary Web color

Firefox Beta

Channel
Beta

Audience
Non-technical early adopters
(10,000,000s)

Tone
Friendly, accessible, mix of cutting edge and stable


[DOWNLOAD](#)

Visual Direction
Crisp, clean, light blue as primary Web color*

*In contexts where two Firefox logos can be displayed next to each other (ex. mobile desktops), the version with the Beta sash should be used for added clarity.

Firefox Aurora

Channel
Aurora

Audience
Technical early adopters
(1,000,000s)

Tone
Exciting, edgier, more attitude


[DOWNLOAD](#)

Visual Direction
Branding works best on dark backgrounds, purple as primary Web color

Firefox Nightly

Channel
Nightly

Audience
Extremely technical early adopters (100,000s)

Tone
Developer-focused, not too inviting


[DOWNLOAD](#)

Visual Direction
Branding works best on dark backgrounds, dark blue as primary Web color

Wordmarks

Firefox is more than a cute fox wrapped around a globe. Sometimes we use words alone to represent our various channels and brands. Here's how we do that and what you need to know to get a gold star when using our wordmarks.

Firefox

Our standard Firefox wordmark is set in Meta Medium and comes in two flavours: without the Mozilla wordmark as standard and with Mozilla as optional for external use.



DOWNLOAD

Firefox Beta

The Beta wordmark uses our tiered font system of Meta Medium for the product and Meta normal for the sub-brand.



DOWNLOAD

Firefox Aurora

Aurora uses our tiered font system and a special standard of white on dark.



DOWNLOAD

Firefox Nightly

Nightly uses the same wordmark system as Aurora.



DOWNLOAD

Typefaces

If you're the kind of person who's passionate about x-heights, kerning and descenders — you know, a font nerd — you're in good company here. Even if you're not, here's a list of the fonts we use at Mozilla, including their use cases and some other tasty tidbits.

Meta Bold

The old, trusted Mozilla standard, Meta Bold is reserved for our Mozilla wordmark and usage at the Foundation level. It's our rock.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:'"\$%&!&*) 0123456789

Meta is a licensed font through [FontShop](#) and cannot be freely distributed.

Meta Medium

At the product level, Meta Medium is our champion and creates a second tier of Meta font usage. Sleek, svelte, nimble.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:'"\$%&!&*) 0123456789

Meta is a licensed font through [FontShop](#) and cannot be freely distributed.

Meta Normal

Our third tier of font usage features Meta Normal as the light and lean choice for sub-branding. Light in weight, heavy in awesome.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:'"\$%&!&*) 0123456789

Meta is a licensed font through [FontShop](#) and cannot be freely distributed.

Meta Black

Reserved for our Web headlines, Meta Black goes above and beyond its font family siblings and throws its weight around to get noticed.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:'"\$%&!&*) 0123456789

Meta is a licensed font through [FontShop](#) and cannot be freely distributed.

Georgia

A classic typeface, Georgia is another standard font used in various settings and functions for both Web and print.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:'"\$%&!&*) 0123456789

Georgia comes as a standard font in the default set on all modern operating systems.

Recommended Open Fonts

When it comes to typography at Mozilla, we love supporting the Open Font community. We've selected a few we go to regularly to share with you here.

Aa

Museo Sans

DOWNLOAD

Aa

League Gothic

DOWNLOAD

Aa

Chunk Five

DOWNLOAD

Aa

Calluna

DOWNLOAD

Illustrations

Occasionally we use illustrations to help humanize the brand on our websites and designs. Plus, we think they look purdy. Here, then, is everything you need to know about Mozilla and pictures.

Our Characters

This group of fun, loveable monsters brings extra personality to the brand beyond our logo while bringing a little smile to your face. We tend to use them sparingly, but when applied correctly, they liven up text and generally bring some fun to a page.

If you'd like to use one for something you're doing, or even request a custom character, get in touch using the button below.

REQUEST CHARACTERS



~ Curly ~



~ Pirate Bunny ~



~ Foodie ~



Feature Tabs

We use these iconic versions of our various standard product features to draw focus to and break up text. They even do this cool float thing when you mouse over them. Go ahead, give a try. Neat, huh?



OK, that's enough.

Swag

Shirts, hats, bags, stickers, mouse pads — we just love putting our logo on stuff around here. So whether you pronounce it “swag” or “shwag,” here’s the skinny on Mozilla-branded merchandise, from S to XL.

Wear the Love

Swag is a pretty big deal at Mozilla. Whatever you do in the community, chances are you have at least — *at least!* — one Firefox shirt. We make swag to mark milestones, celebrate our people or sometimes just because it’s been a while since we had something new.

If you’d like some fresh swag for a party or other event, use the request button below. We’ll always be more than happy to help you out. But if you’re planning on making some of your own, we’ve made a handy dandy guide you can follow. [Check it out](#), won’t you?



REQUEST SWAG

Style Assets

We've got style for miles and miles. Or at least as many pixels as this page is long. Here's everything you need to make pretty websites, Mozilla-style.

Universal Tab

Your own Mozilla tour guide, the universal tab should be present on all of our Web properties. It acts as a dropdown quick index of sites throughout our community so you can always find what you're looking for, no matter what page you're on.



DOWNLOAD

Source + graphics included

Button Styles

Pressing our buttons should be as satisfying as popping bubble wrap — and way more useful. We use green as our standard for anything downloadable and Firefox-related. Other colors in our standard style are for interactive states and all other calls-to-action.



Large Firefox download button



Small Firefox download button



Generic download button

button text >>

Standard button

button text >>

Alt. standard

DOWNLOAD

Source + graphics included

Backgrounds

Classic in look, backgrounds on Mozilla Web properties consist of subtle top gradients layered with vertical sketched lines. This ain't your grandma's wallpaper — unless your grandma is really stylish.

Standard Firefox Background

Variant Background using similar style

DOWNLOAD

Source + graphics included

Domain Strategy

If you're interested in creating new Web content or functionality, please follow this guide to determine the right home for it in the Mozilla Web universe.

Overview

The mozilla.org domain is used for almost all Mozilla sites. New sites use sub-domains (example.mozilla.org) and new pages on existing sites use sub-directories (www.mozilla.org/example).

The key for deciding which to use is whether you're creating new functionality or making use of existing functionality.

For example, if you have a new campaign that lets people submit videos of themselves talking about the new Firefox breath-freshening feature, that would be a standalone site (fresh.mozilla.org). The purpose of the site will determine the full URL (addons.mozilla.org serves add-ons, support.mozilla.org provides support, etc.).

If you just wanted a static page about the new breath-freshening feature, that would be added to the existing Firefox product site (www.mozilla.org/firefox/fresh). In this case, the www in the full URL signals that the site is for static Web pages, which fits the need for the new page.

In some instances it makes sense not to use the mozilla.org domain, although no other Mozilla organizational domains should be used on public sites (mozilla.com, mozillafoundation.org, mozilla.net, etc.). There may still be legacy sites using these, but we are in the process of phasing those out.

The full [Domain Name Strategy](#) document has more information about these exceptions as well as more details about the use of the mozilla.org domain.

If you have any questions about any of this, please feel free to reach out to David Boswell at [\[email address\]](#).

A Note On Tone

If you've been reading this toolkit, you probably already have a pretty good sense of our written voice. But if you want a better idea of how to sound when writing for Mozilla, keep reading.

Mozilla is people.

(It's people!)



So many people.

Employees and volunteers, community members and developers, contributors and users — the lines between them can sometimes blur, but these are the people responsible for making Firefox. In short, we're a group of human beings making a browser for other human beings.

Whenever a user — or anyone else, for that matter — reads a piece of Mozilla communication, they should feel like there's a person on the other end who recognizes that they are the same. They should feel like we care about them and how they spend their time online. That's not a gimmick or a piece of marketing, either. It's one of the principles Mozilla was founded on.

So what does that mean, practically speaking? It means that, yes, sometimes we'll use colloquial or conversational language. We'll use contractions and speak to people in a familiar way (sorry, couldn't think of another word that started with a C). We'll use humor to make people feel good. Or be serious when the situation warrants.

We should not, however, talk down to people or use overly technical language. It's OK to be clever, but not just for its own sake (or because we're too in love with our own words). We should avoid snark and cynicism. And we should never make people feel like we're

The point is, we never want our users to forget that there are real live people behind our products and our words. And when writing, we can't forget that, either. As our [Brand Platform](#) states, we should be unconventional, engaging, honest, smart and confident. If you remember that, you should be in good shape.

If you're a real stickler for detail, read all about our [copy rules](#). Or find out how this affects translated copy in our [localization section](#).

L10N Guide

If you're looking for info about **lions**, you're in the wrong place. But if you're looking for localization tips, keep reading. Illumination awaits.

Local in Every Locale

If you do localization work for Mozilla, first of all, thank you. Second of all, thank you. We're incredibly lucky to have community members who undertake this important and difficult task.

Localization isn't an extra step in our communication process; it is the process. We're all part of the same team. And although our copy is generally written in English first, that doesn't mean that localized versions should be perceived any differently. We only have one audience at Mozilla — users — and regardless of their language, location or any other factors, they should all have the same experience with Firefox.

To that end, here are some tips to help you along:

1 *Make it your own.*

Localized content shouldn't be a literal translation, but it should capture the same meaning and sentiment. So feel free to pull it apart and put it back together; replace an English expression with one from your native language; Mozilla-fy it for your region.

2 *When in doubt, ask.*

If something isn't clear — or even if it is but you just want to be extra sure — speak up. You can find us on irc in the #marketing channel or send us an email at l10n@mozilla.org. It can only help make the process better if we know what kinds of problems you're running into, which leads nicely into:

3 *Help us help you.*

Pardon the cliché, but this is an important one. We can work to fix the problems we know about, but we can't do a thing about those we don't even know exist. So tell us what recurring issues you've experienced, what works and what doesn't — it could be a language thing, a cultural issue or something to do with tone (especially when dealing with languages that have both formal and informal forms). Whatever it is, please pass it on.

Copy Rules

If you write words on behalf of Mozilla and you want to make your copy rule (!), here are the nitty-gritty details to guide you on your way.

In general, we use American English spelling, but use your judgement based on your audience. And when in doubt, or if you don't see a particular entry here, follow [AP style](#).

A–Z

a11y

our abbreviation for accessibility (11 letters between the A and Y), mostly for internal use

acronyms

uppercase with no periods, unless they are specifically part of a brand name or the result spells out a different word

add-ons

see "Firefox Add-ons"

beard

lowercase when referring to facial hair, uppercase when referring to VP Chris

capitalization

unless there is an entry stating otherwise, please capitalize the following: brands and products (Mozilla, Firefox, etc.); features (Personas, Panorama, etc.); acronyms (URL, etc.). URLs themselves (mozilla.org, firefox.com, etc.) are lowercase

channels

our term for the various builds of Firefox (Nightly, Aurora, Beta, Final Release); please avoid in user-facing communications

webmaster

one word, lowercase

website

all together now: one word, lowercase

www

avoid using (like the plague!) before URLs; it is not 1999 anymore

Punctuation

commas

we do not use serial commas (also called Oxford commas) at Mozilla

dashes

hyphens (-) are used to create a single idea out of two or more words and are always connected; en dashes (–) are used for ranges, like numbers and dates, and are also connected; em dashes (—) are used to set related, yet separate thoughts off from each other, either within a sentence or following it, and in either case they are not connected

exclamation points

it's acceptable to use exclamation points, but don't overdo it; they are not a replacement for creating genuine excitement in writing

quotation marks

punctuation generally goes inside quotation marks, including exclamation and question marks, unless the exclamation or question is part of the entire sentence, not just the portion contained in the quotation marks

slashes

if it's in a URL, it's a forward slash, people, not a backslash

Downloads

Bookmark this page and use it as your one stop shop — though always free, of course — for logos, wordmarks, fonts and other bits of downloadable Mozilla awesomeness.

Logos



Firefox logo only
PNG (999kb size)



Firefox logo with wordmark
PNG (999kb size)



Firefox logo with Mozilla wordmark
PNG (999kb size)



Firefox Beta logo only (mobile)
PNG (999kb size)

This page will have a full list of downloads for all logos, channel logos, wordmarks, typography, website assets, etc.

Wordmarks

Firefox

Firefox logo only
PNG (999kb size)

Firefox Beta

Firefox logo with wordmark
PNG (999kb size)

Firefox Aurora

Firefox logo with Mozilla wordmark
PNG (999kb size)

Firefox Nightly

Firefox Beta logo only (mobile)
PNG (999kb size)