

Style Guide

Mozilla Webmaker

Part 1 The brand

5 The Webmaker Hypothesis

7 Design Principles

9 Flat Design

13 Voice & Tone

15 User Types

Part 2 The brand in use

18 Our Logos

20 Colours

22 Typography

24 Illustration & Iconography

26 Photography

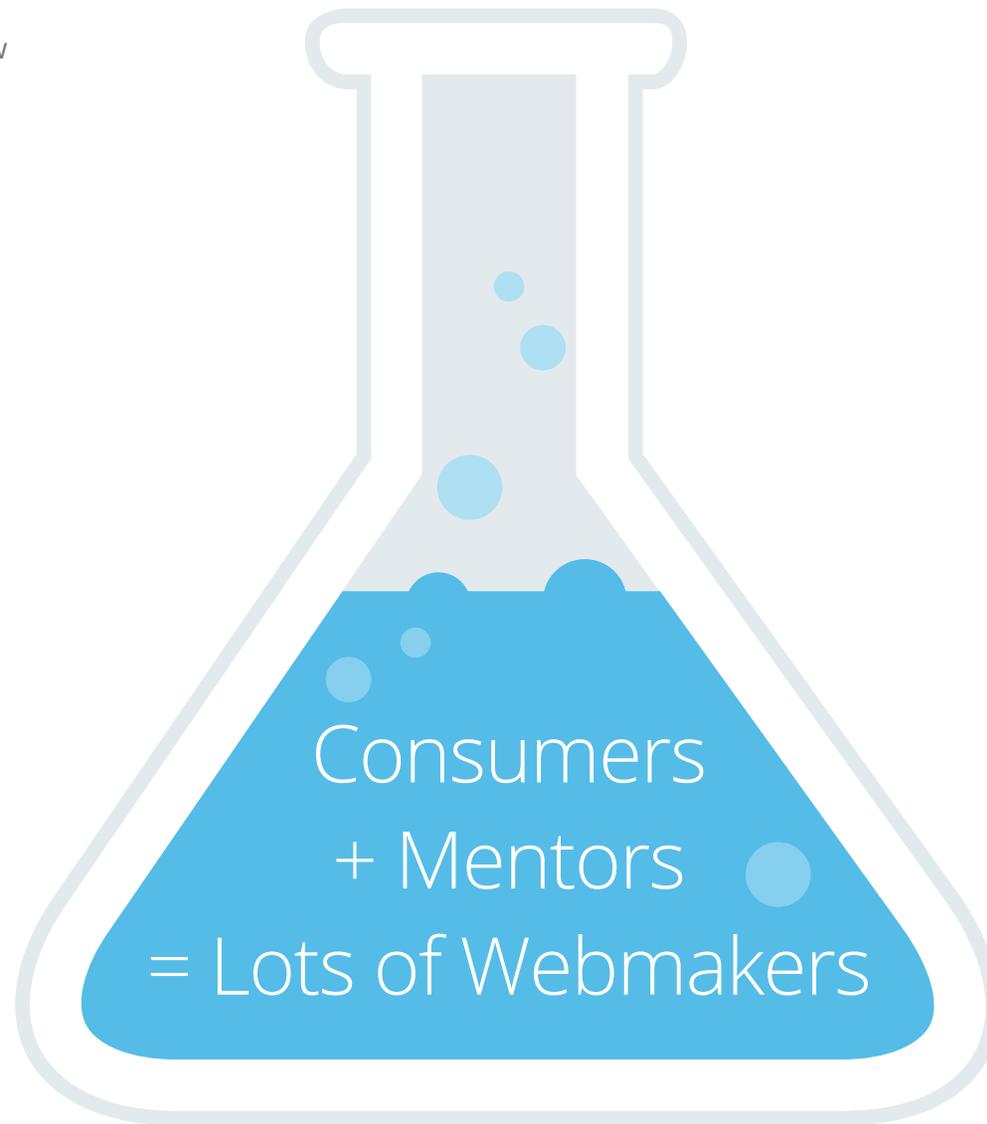
28 Thumbnails

Part 1 The Brand

The Webmaker Hypothesis

The most effective way to help users move from **consumption** to **creation** is by providing tools and experiences that meet the needs of existing makers.

Rather than prescribing behaviour,
we want to provide tools and
skills that will help unlock new
opportunities for our users.



Design Principles

Inclusive

Innovative

Optimistic

Whimsical

Empowering

Friendly

Inspiring

The Webmaker brand builds upon the design standards of other Mozilla products, from the Firefox browser to Persona log in. We want to keep the focus on what it means to be a Mozilla product, providing user value and sovereignty as core values of our delivery through the unique experience of our website and tools.

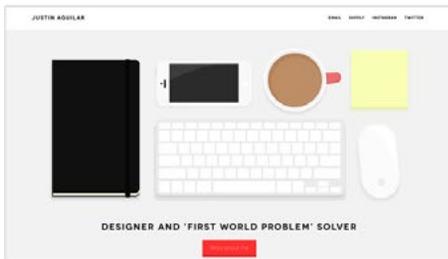
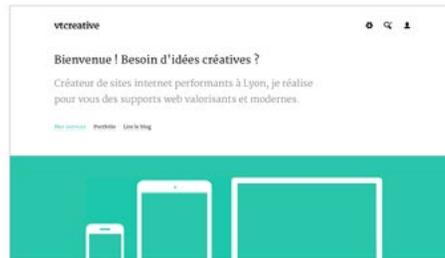
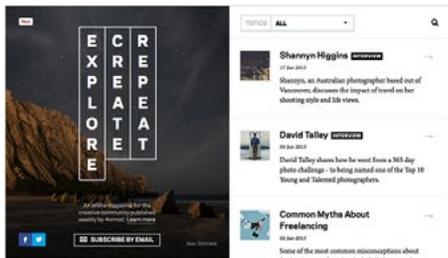
These design principles will aid anyone who creates content for the Webmaker community, helping makers to understand and validate their contributions against the rest of the site.

When designing for Webmaker, ask yourself questions such as, **“Does my image, text, or illustration live up to and demonstrate these principles?”** If the answer is **“Yes,”** you can be confident you are on the right track toward a unified Webmaker brand.

Flat Design

Flat Design is an aesthetic movement characterized by solid colours and simple shapes and illustration that represent real objects but that don't look real-life (as opposed to skeuomorphism). Large-format photography and open white space often sit alongside flat design elements and easy-to-read type.

Webmaker.org embodies “flat design” qualities. Here are some examples from around the web:





Hacking Guide: Make it! Share it!

 Guide make by @mozteach created 21 days ago

Design and publish an interactive, remixable How-To. Make a guide that encourages collaboration, problem solving, critical thought and, of course, webmaking.

[Remix](#) [Details](#)



Hacking Guide: Ways of the Web

 Guide make by @mozteach created 21 days ago

Help people learn the basics of HTML and CSS. Use Thimble to tinker with the web and make new webpages.

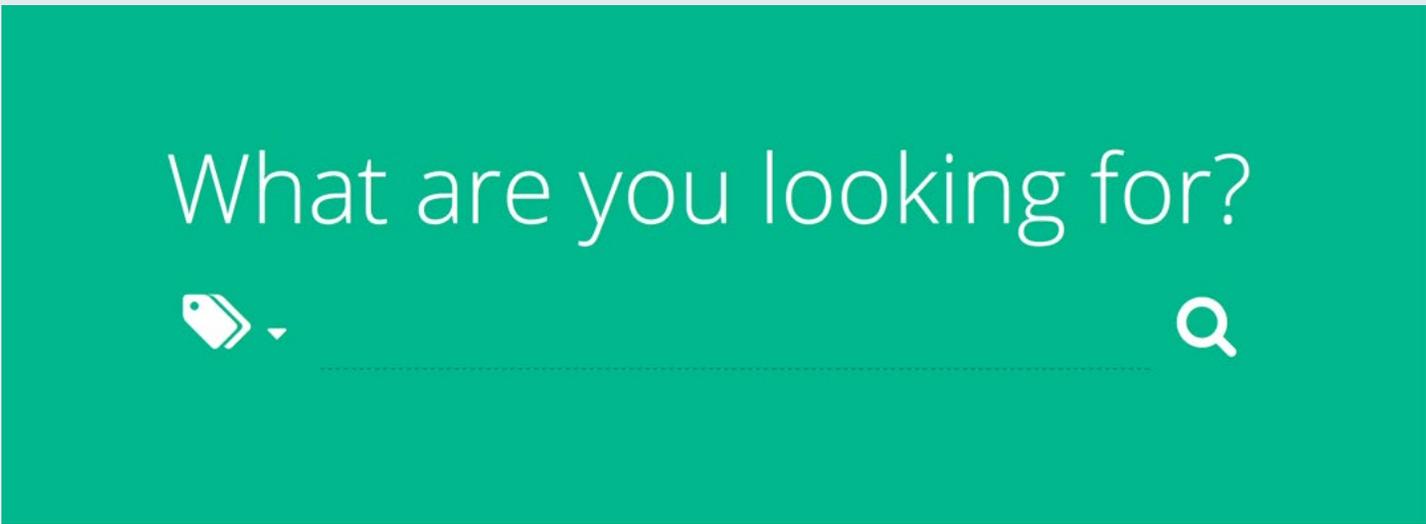
[Remix](#) [Details](#)



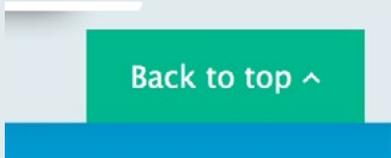
These are some examples of "flat" design elements from Webmaker.org.

The web is still weird.
Create it.

Claim your Webmaker domain. [Sign in >](#)



 Mucking around in HTML or changing a tire. They're...
- [Meredith Stewart, teacher](#)



Why Flat Design?

The Flat User Experience When choosing how the Webmaker site will look and feel for users, it is important to weigh aesthetic standards alongside technical implications. We believe the best design solutions will be a balance of both.

Form

- ✓ **Few rendered assets** — Saves designers from having to create custom assets.
- ✓ **Flexible** — Flows well in responsive layouts and is friendly to retina displays.
- ✓ **Modern** — Reflects Webmaker as helping shape the future of Internet users.
- ✓ **Quick to produce** — The simple style is more accessible to contributors.
- ✓ **Web native** — A style made by the web, for the web.

Function

- ✓ **Faster load time** — Vector assets are usually smaller in file size, so quicker to load.
- ✓ **Friendly to localization efforts** — Easier to incorporate dynamic content changes.
- ✓ **Lightweight** — Reduces site load time for desktop and mobile users.
- ✓ **Quick to produce** — No need to rely on Photoshop to render small icons.
- ✓ **Remixability** — Creating UI elements in code means easier remixing.

Voice & Tone

The words we use should express that there are — and always will be — very nice human beings behind Webmaker.

The people that choose to spend their time online using Webmaker technologies need to be respected. This means never using language to make people feel like we're smarter than they are, even if they are brand-new to webmaking. Avoid using complicated words or abbreviations that people might not understand. When in doubt, use simple language and spell things out. Remember that many Webmaker users speak English as a second language.

The people who build Webmaker products sometimes get lost behind fancy names like coder, developer, designer or marketer. This strips the soul from what we create! Please refer to actual people or teams when talking about Webmaker. This helps people to feel comfortable approaching us.

Here is a short list of questions to consider when you are writing:



- 1 Is this clear and simple, even for non-native English speakers?
- 2 Is this friendly and inclusive?
- 3 Does this reflect the real people that use and build Webmaker?

User Types

Target Audience While there are other types of users in our audience, these are the groups of users that we want to appeal to and serve the most with Webmaker.org. Webmaker users will always come first.

Primary target audience

14-25 year olds seeking inspiration, tools, community and mentorship in order to express themselves online.

Secondary target audience

Anyone seeking to help others express themselves using the web.





93% of users
are on desktop



4%
of users
are on
mobile



3% of users
are on tablets

Webmakers around the world

Total # and % of users

United States	190,961	32.78%	Brazil	15,983	2.74%
United Kingdom	39,662	6.81%	France	15,863	2.72%
India	37,477	6.43%	Spain	14,267	2.45%
Canada	27,585	4.73%	Australia	10,895	1.87%
Germany	23,652	4.06%			

Part 2 The Brand in Use

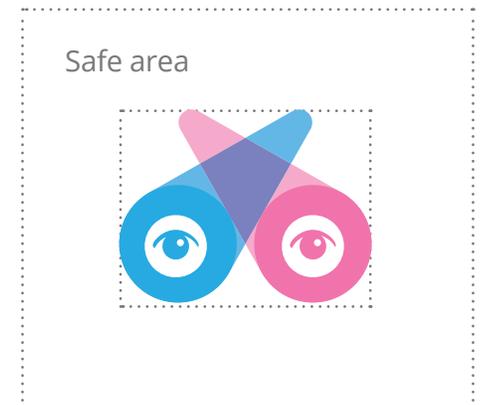
Our Logos

Logo usage Our logos are the face of Webmaker. We want our face to be happy, so here are some guidelines on how to use logos properly.



Safe area

No other element should intercept the safe area around any of our logos. The safe area is defined as half the height of the logo all the way around.



Please do

- 😊 **Allow plenty of breathing space** — Follow our spacing guidelines.
- 😊 **Use vector logos** — Ensure any resized logos are crisp and full-quality.
- 😊 **Use the right logo, either logomark or logo + wordmark** — For max flexibility.

Please don't

- 😞 **Stretch or distort** — This includes changing the aspect ratio or adding effects.
- 😞 **Change the typeface** — Use the logo + wordmark instead.
- 😞 **Change colours** — Do maintain consistency across sites and applications.

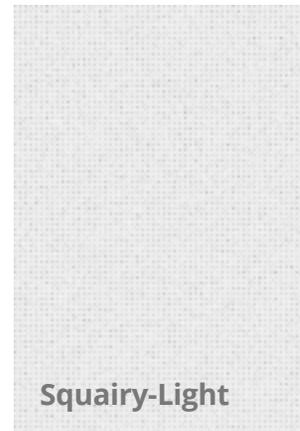
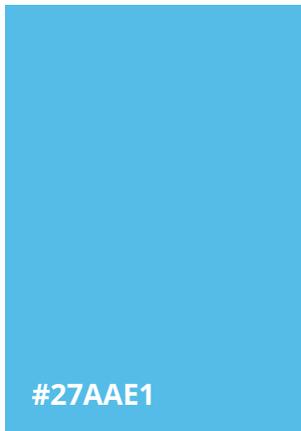
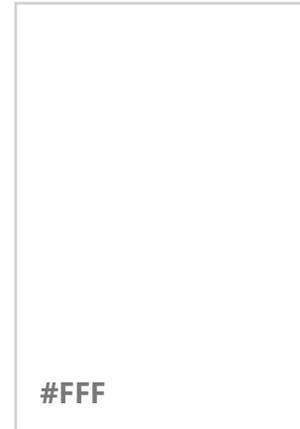
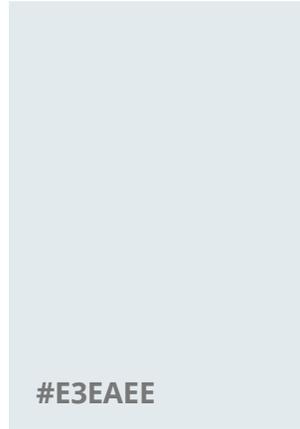
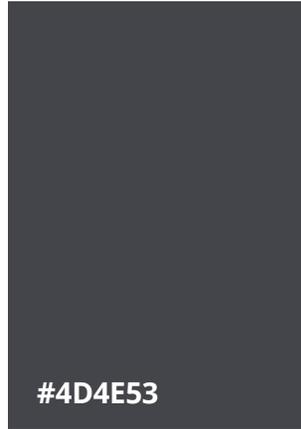
Colours

Colour palette Harking back to our design principles, these colours reflect the Webmaker ideology: optimistic, whimsical and friendly. Our site should be bright and welcoming, and colour is one of the fastest ways to a user's emotions.



Colours across cultures

We recognize that colours carry different meanings around the world, and we take this into consideration when designing for localization. The colours here reflect a mostly Western audience.



Typography

Open Sans Like other Mozilla sites, Webmaker uses the royalty-free Google Font, Open Sans. Open Sans is released with an Apache License. It can be found at <http://www.google.com/fonts/specimen/Open+Sans>

Open Sans Light

Use "light" for all headlines.

Headline example

Make something with Webmaker
We're a global community that doesn't just use the web, we *make* it by creating, remixing and teaching. Sign up and start making!

<h1> 38 px
2.4 em

<h2> 20 px
1.4 em

Open Sans Regular

Use "regular" for all body copy.

Body text example

Welcome to Webmaker — a Mozilla project dedicated to helping you create something amazing on the web. Our tools, events and learning guides allow webmakers to not only create the content that makes the web great, but — perhaps more importantly — understand how the web works.

<p> 14 px
1 em

Open Sans Bold

Use "bold" for titles within body copy, only at small sizes in conjunction with "regular".

Title within body text example

Our goal: encourage millions of people around the world to move beyond using the web to making it.

 14 px
1 em



Headline <h1>

Make something amazing with the web.

Mozilla webmaker wants to help you make something amazing with the web. This is what the style should look like if this paragraph is two lines. It can have a [link](#) or [two](#).

Sub-headline <h2>

This page contains:

- Quick summary. How to become a Webmaker Mentor in three simple steps.
- Why become a mentor?
- What do mentors do?
- What are the criteria for earning the Webmaker Mentor badge?
- Apply for the [badge](#). Use this form to apply for your badge.



List

Mozilla Webmaker offers:

Tools

Authoring tools and software, designed and built with our community. From supercharging web video with [Popcorn Maker](#), to exploring and remixing with the [X-Ray Goggles](#), to making your own web pages with [Thimble](#). Like a Swiss Army knife or "superhero utility belt" for webmaking.

Projects

Practical starter projects, how-tos and recipes, designed to help people at all levels make something amazing. From tweaking your blog template to building apps that change the world.

Community

Bringing people with diverse skills and backgrounds together. Teachers, filmmakers, journalists, youth. From web ninjas to newbies. Connecting at [events](#), meet-ups and hack jams everywhere.

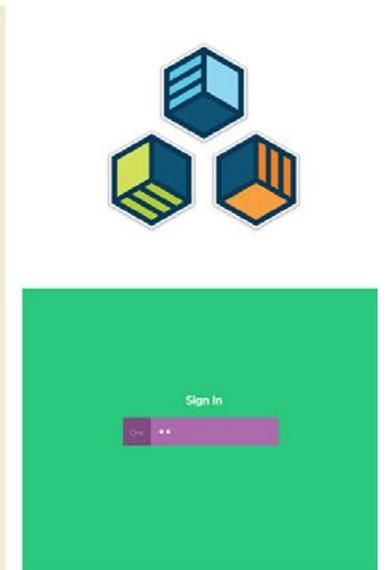
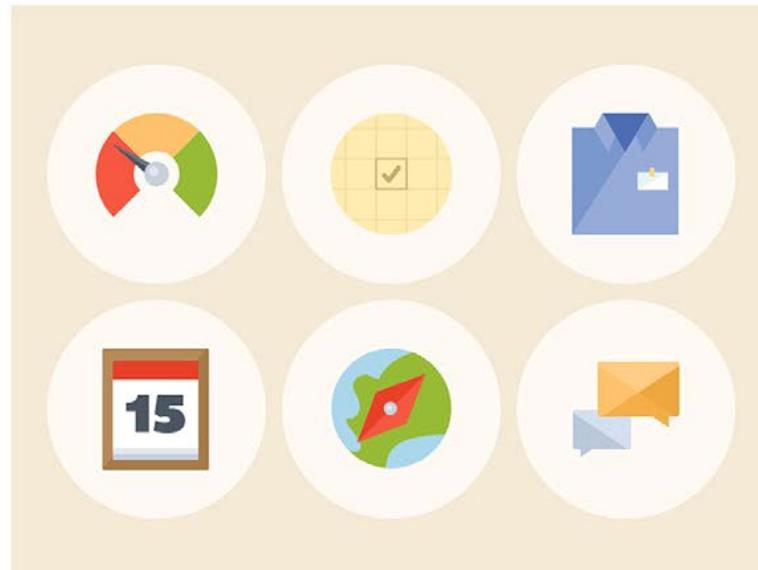
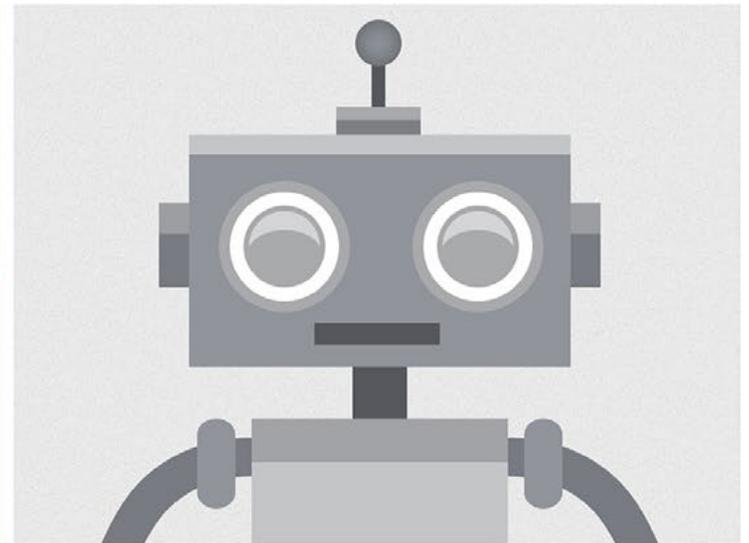
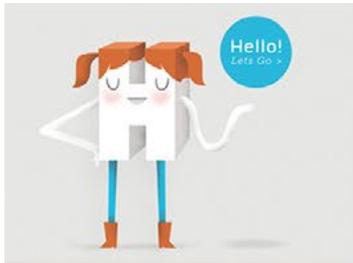
Body copy <p>

Meet the Webmakers



Illustration & Iconography

More flat design? All graphic elements across the Webmaker site, including illustrations and icons, should be tied back to our aesthetic design principles.



Font Awesome

Font-Awesome Currently, icons throughout the site employ an open source typeface project called Font-Awesome. The icon-based typeface is available for download from GitHub: fontawesome.github.io/Font-Awesome

- | | | | | | |
|---|-------------------|---|-------------------|---|-------------------|
|  | icon-glass |  | icon-trash |  | icon-qrcode |
|  | icon-music |  | icon-home |  | icon-barcode |
|  | icon-search |  | icon-file-alt |  | icon-tag |
|  | icon-envelope-alt |  | icon-time |  | icon-tags |
|  | icon-heart |  | icon-road |  | icon-book |
|  | icon-star |  | icon-download-alt |  | icon-bookmark |
|  | icon-star-empty |  | icon-download |  | icon-print |
|  | icon-user |  | icon-upload |  | icon-camera |
|  | icon-film |  | icon-inbox |  | icon-font |
|  | icon-th-large |  | icon-play-circle |  | icon-bold |
|  | icon-th |  | icon-repeat |  | icon-italic |
|  | icon-th-list |  | icon-refresh |  | icon-text-height |
|  | icon-ok |  | icon-list-alt |  | icon-text-width |
|  | icon-remove |  | icon-lock |  | icon-align-left |
|  | icon-zoom-in |  | icon-flag |  | icon-align-center |
|  | icon-zoom-out |  | icon-headphones |  | icon-align-right |

Photography

People and places While not explicitly “flat”, photography sits well next to its fellow flat design elements. Photos have the important task of representing the people and environments familiar to Webmakers. We strive to include pictures that are representative of our real-life users.

- ✓ Variety of ages, ethnicities and genders
- ✓ Different locations (not just Mozilla festivals)
- ✓ Both on and off the computer
- ✓ People alone and people together
- ✓ High resolution, suitable for retina displays



Inline photos

Smaller photos can be cropped to fit inside a circle.



Feature photos

Large photos should be at least **1020px** wide to fit across the whole width of the page and render well for retina displays.

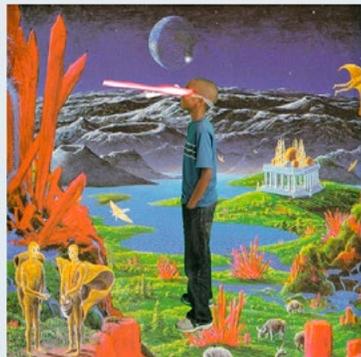


Thumbnails

Thumbnails The user experience of Webmaker.org relies heavily on the gallery displayed on the homepage, bringing users' makes front and centre to make them more discoverable and remixable. Thumbnails live in many other places on the site as well, so it is important to consider their design carefully.

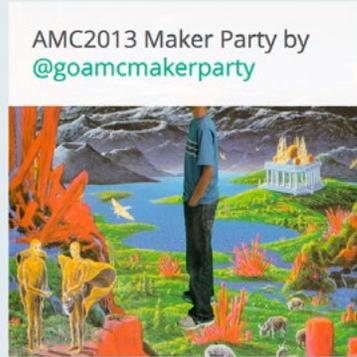
Shapes & sizes

There are currently four main places on the site that use thumbnails: the **homepage**, **search results**, **/teach**, and **my makes**. Each type accommodates a different user experience.



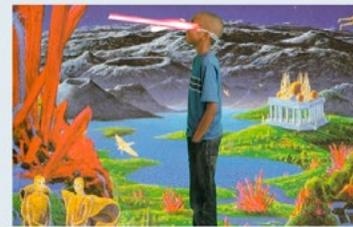
Homepage

- All image; details are revealed on the flip side of the thumbnail
- Square ratio
- Ideally, these images are high resolution due to the maximum display size of 500 x 500px (1000x1000px for retina displays)



Search results

- Displays the Make title and Maker username on top of the thumbnail



AMC2013 Maker Party



Guide make by
[@goamcmakerparty](#)
created 16 days ago

This is me in the future! I made it at the #MakerParty station at Allied Media Conference in Detroit. It was fun. More future pics of my friends are at <http://shocast.tumblr.com>



/teach

- Displays the Make description
- Is shorter than the homepage thumbnail
- Remix and details buttons are displayed on first view – no need to hover.



My Makes

- Displays the Make title and when the make was last updated.

Please do



Thumbnail

😊 Reflect real content

Help users know what to expect when they click on your thumbnail by reflecting content that is within the make itself. To the left and below is a good example.



Actual make

Please don't

☹️ Include UI

User interface elements (like a play button) may confuse users about thumbnail functionality.

☹️ Add borders

The gallery looks best when thumbnails have solid edges.

☹️ Add text

Adding text to thumbnail images means localizing them into other languages will be more difficult, requiring a new render.



At the end of the day,
you are Webmaker
and we ♥ you.

Thank you for helping us keep a consistent look and feel.