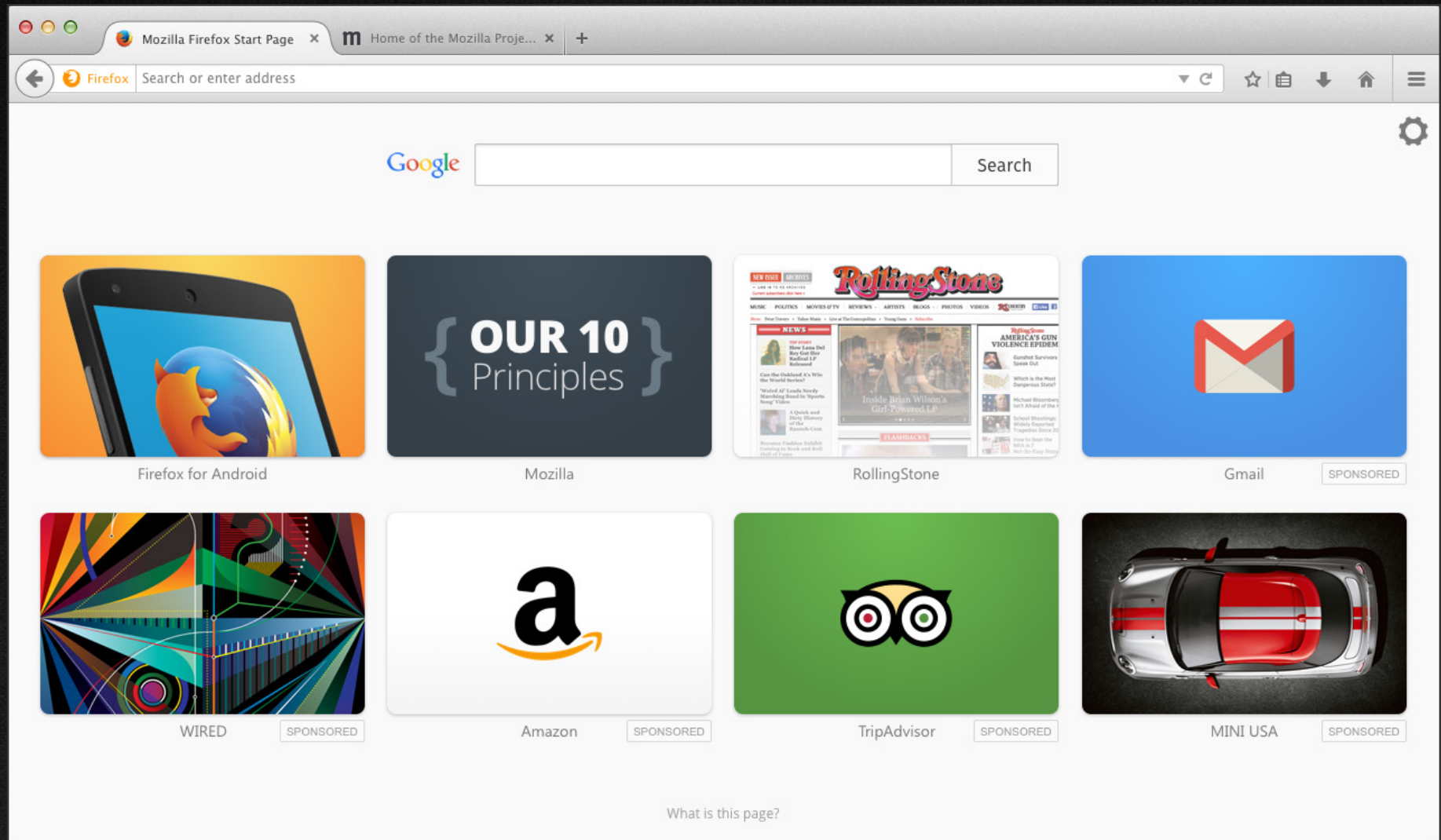


Enhanced Tiles on Firefox

Specifications for Partners



This is what Enhanced Tiles look like.



View the interactive prototype: <http://5ejbb7.axshare.com/#c=2>

Initially, there will be **three** Enhanced Tiles options:

**1**

Thumbnail
(last page visited)

**2**

Logo
(mark only, if applicable)

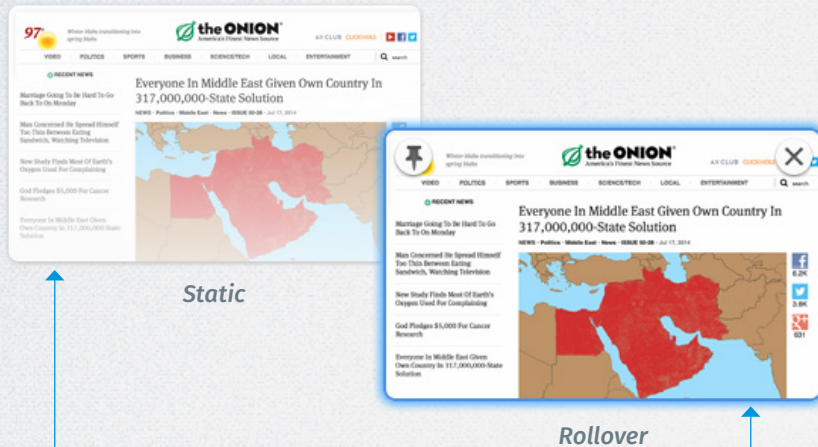
**3**

Single Image
(no words or labels)

Option 1: Thumbnail

If you choose not to enhance your tile, then the user will see a partial screenshot of the page they last visited on your website. The user will still be able to pin pin, delete, or drag your tile into a new position.

Example: the Onion



An overlay will effect will be automatically applied to all thumbnails, creating a subtle visual effect.

Example: RollingStone



On rollover, the overlay will fade away, and a blue, glowing outline will surround the tile.

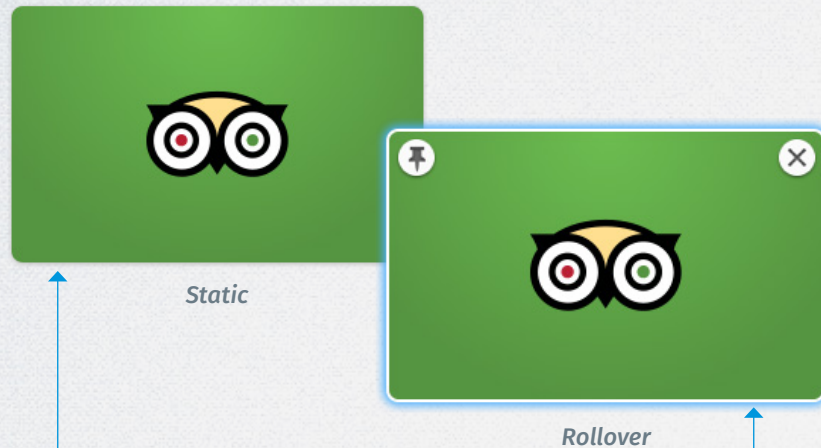


If you don't enhance your tile, this is what you're going to get by default

Option 2: Logo

As a Firefox partner, the first level of enhancement will be to display a company or product logo in your tile. Any logo must be reduced to a simple mark (if applicable), like you would see for an app icon on your smartphone.

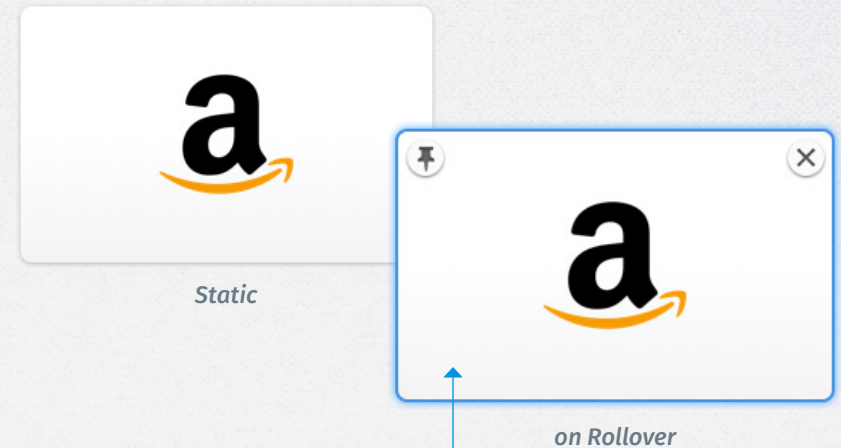
Example: TripAdvisor



Logos will appear on either a solid white background, or a color that you may choose from our menu. Color backgrounds will include a slight gradient for visual depth.

On rollover, a blue, glowing outline will surround the tile.

Example: Amazon



For logo tiles featuring a white background, a subtle gradient will be applied automatically.

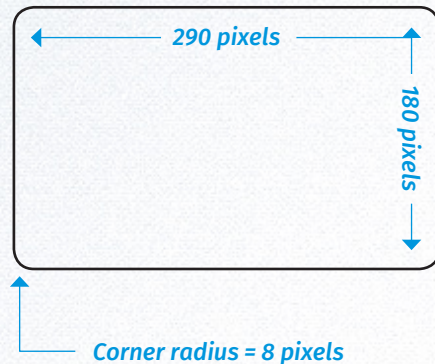


All logo tiles must be simple, clear and immediately identifiable

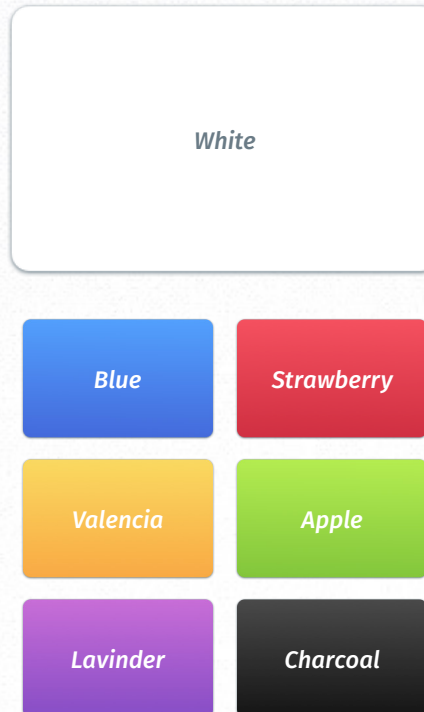
Option 2: Logo - Specifications

Unless you are working with us to create a custom background, the only thing we will need from you to create a Logo Tile is your actual logo. The only catch is that the file you provide us must be in the appropriate format and the correct size.

We provide the container...



You choose a background...



You provide the logo.

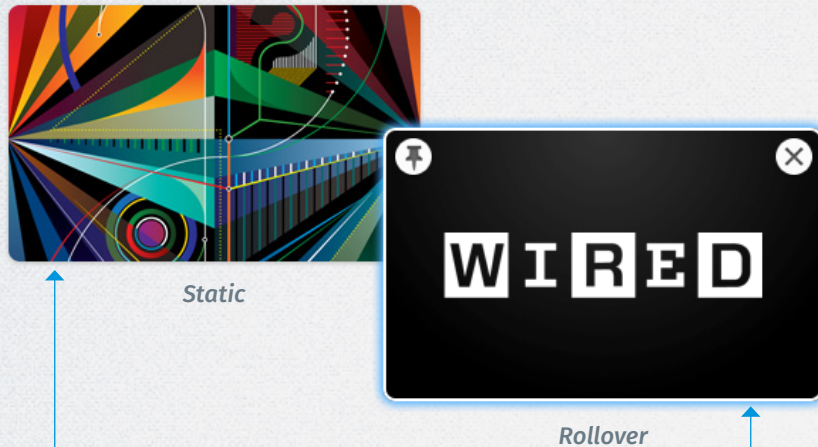


If you want a custom background color, the Firefox Creative Quality Team is happy to work with you!

Option 3: Image

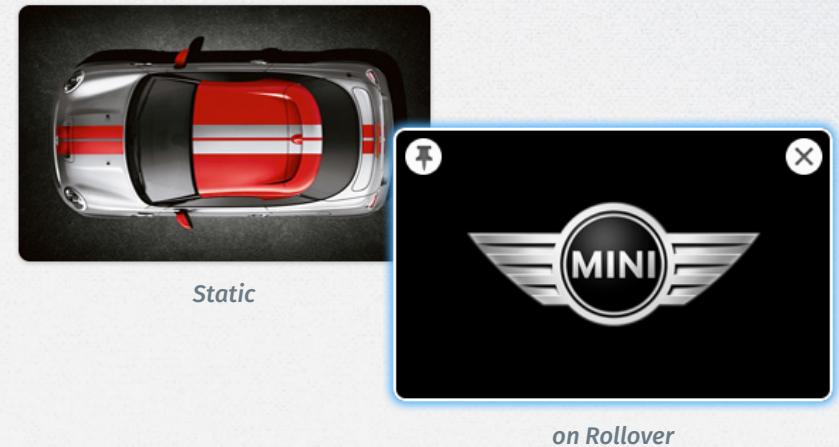
Our partners may also choose to display a single image in a static tile. We suggest that you choose something that represents a general topic or genre your content pertains to.

Example: WIRED



This image clearly suggests technology, which is one of the primary topics a user can read about on WIRED.com.

Example: BMWBlog



On rollover, the image will fade away to reveal the content provider's logo on a white background.

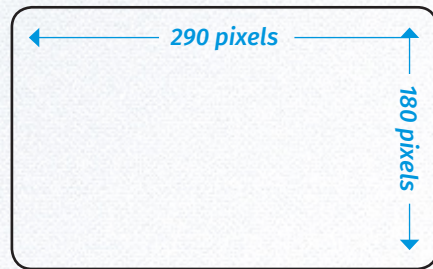


Logos will show on a white or black background unless otherwise specified

Option 3: Image - Specifications

We encourage creativity when choosing an image to display in your tile. However, it should never be deceptive or overtly promotional. That means no text can be included in or laid over the image, and the picture itself should be meaningful.

We provide the container...



Corner radius = 8 pixels

You provide the image...



Images must be a JPEG or PNG file at 72 dpi and 580 x 360 pixels in size
(the image will be rendered at 50% for desktop)

You provide the logo...



Only SVG files will be accepted
(we will resize and place the logo in the tile for you)

We put it together.

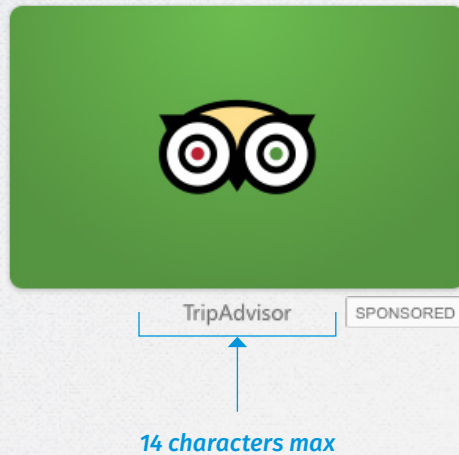


(custom background color may also be specified)

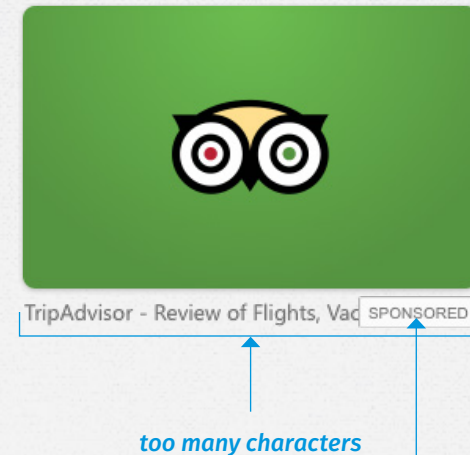
Title & “Sponsored” Indicator

The website title will display as simple text below your Enhanced Tile, next to a label indicating that the tile is sponsored. Because the space below the tile is limited, titles should not exceed 14 characters in length.

Correct



Incorrect



If the title text is too long, it will run behind the “Sponsored” label, making it difficult – if not impossible – to read. This is why we won’t display any summary text, as shown in this example.

mozilla



Do you have any questions or concerns? Contact [Aaron Thornburgh](#), and he'll take care of you!