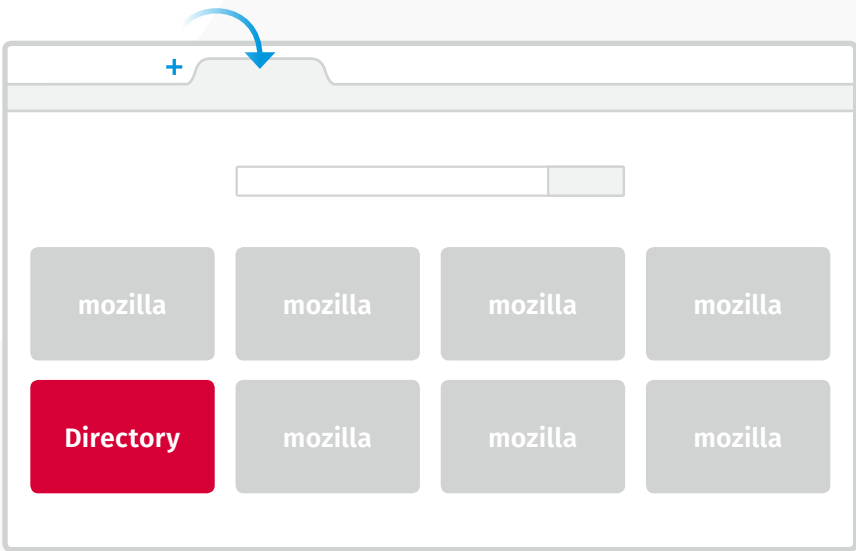
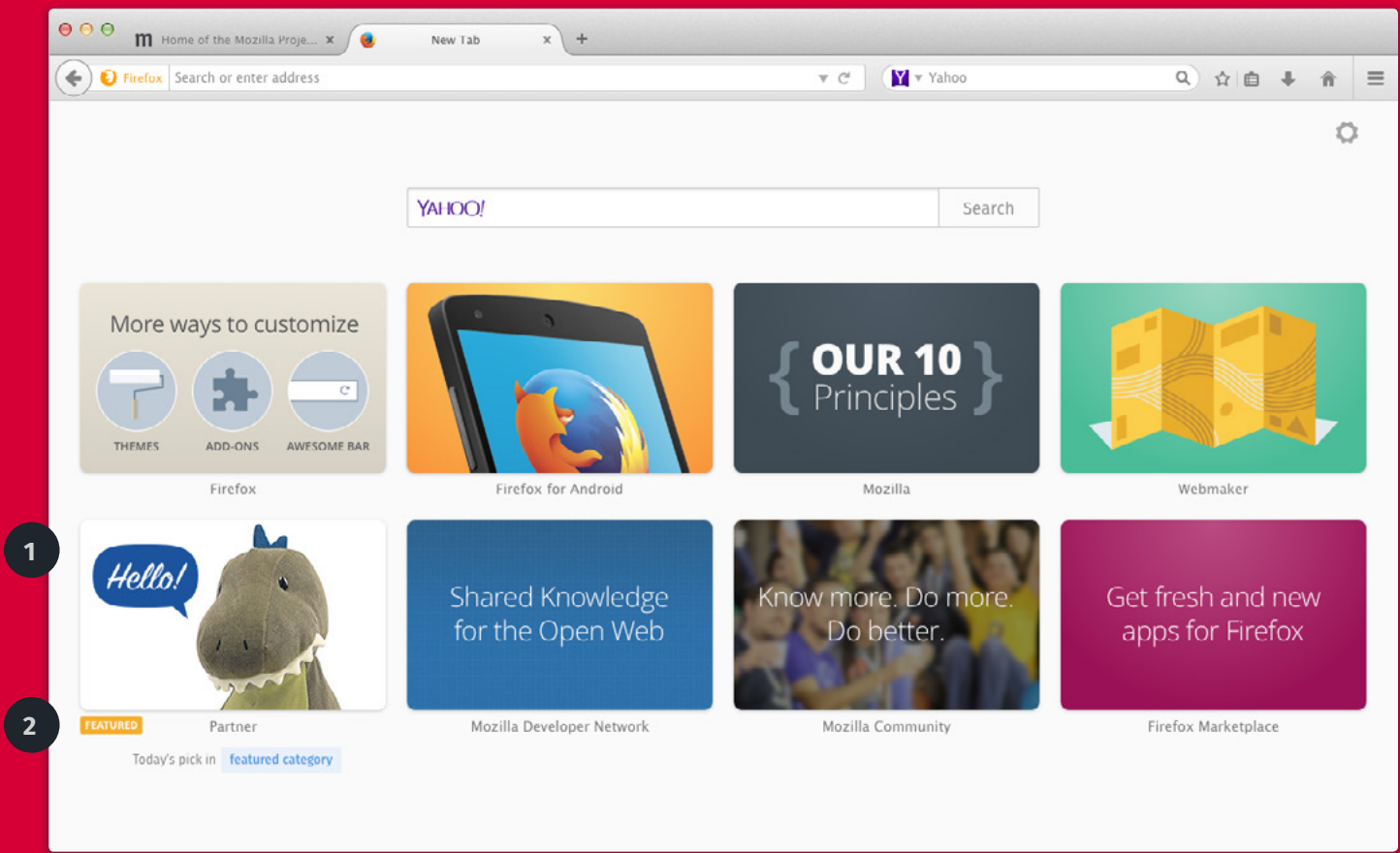


Directory Tiles: Overview

When launching a **“New Tab”** in Firefox, the user will see a grid of **“Tiles”** beneath the search bar. Over time, these tiles become links to the user’s top destinations on the Web. First-time users, however, won’t have any browsing history. To get them started on their journey, New Tab will display promoted content for Mozilla properties, such as Firefox for Android and Webmaker, as well as a **“Directory Tile”** featuring a partner site.

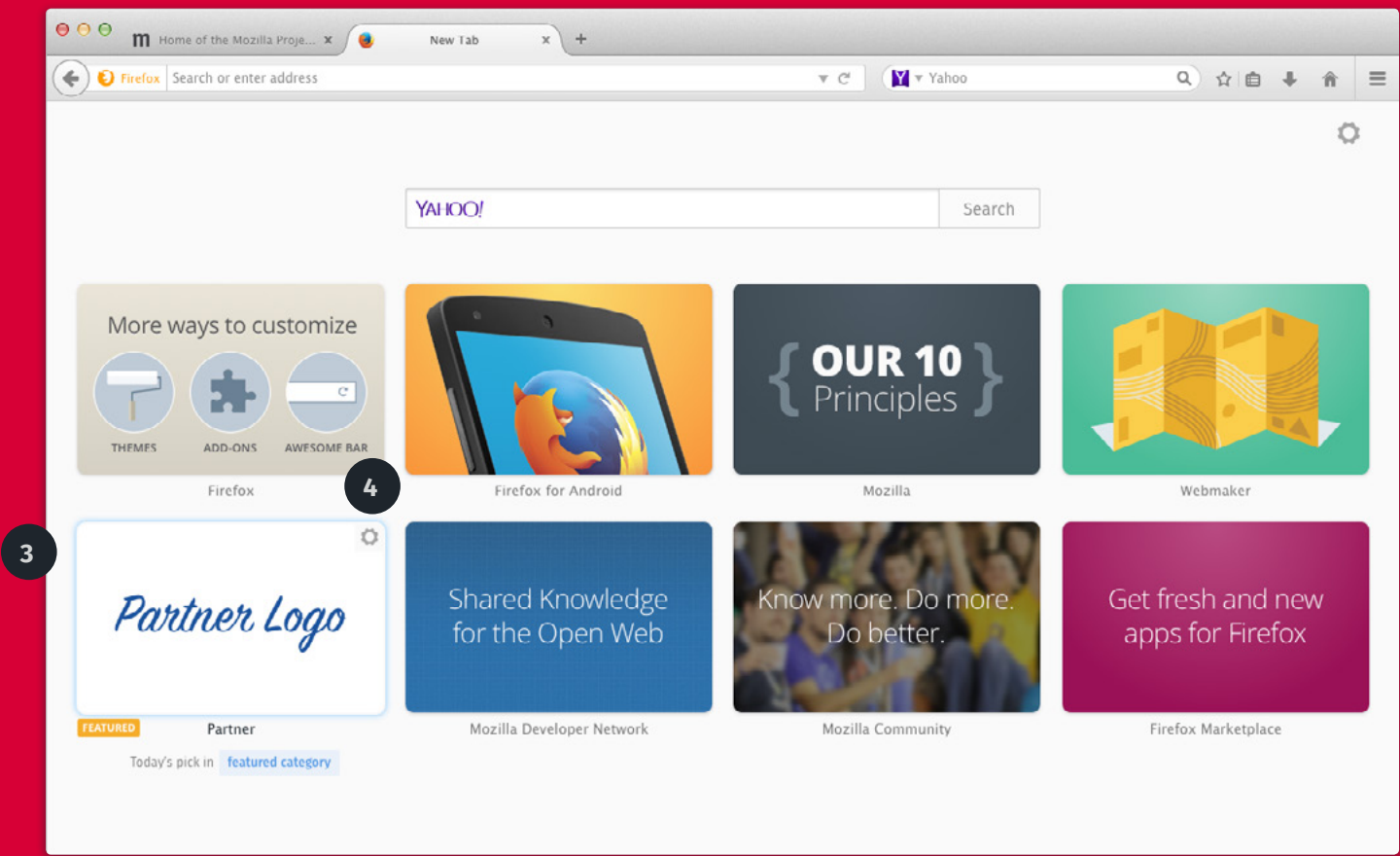


Example: Default



- 1 **Static state:** By default, a Directory Tile will show an image that contains a message from the partner.
- 2 **Labels:** A “Featured” tag is displayed below the Directory Tile, along with the site name and related interest category.

Example: Rollover



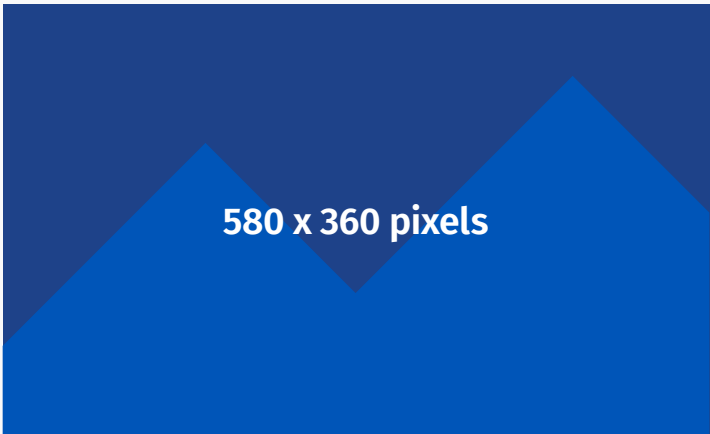
- 3 **Rollover states:** When a user rolls over the Directory Tile, partners may choose to display a logo, another message, or the title of a featured content page.
- 4 **Controls:** A user can pin, delete, or learn more about the featured site on rollover.

Directory Tiles: Creative Specifications

Technically, all we need to display your Directory Tile on New Tab are **two image files**. One image will be displayed by default (the “**static state**”), and another will be revealed when a user interacts with the tile (the “**rollover state**”). Below are the basic requirements for displaying an image for either state.

Image types for either state

Option A: Graphic image and/or message



File format: PNG 32 or high-quality JPEG

Dimensions: 580 wide x 360 high (72 dpi)

Languages: If the image contains words, a separate image with the correct translation must be provided for each language required.

Creative guidelines: Keep images and text simple.

Option B: Logo only



File format: SVG (vector file)

Background color: Exact HEX value. If one isn't provided, the background will be white #FFFFFF.

Creative guidelines: The size of the logo will be determined by the creative staff at Mozilla, unless otherwise specified.

Need help?

tilessupport@mozilla.com

Templates & Fonts

Download a PSD template for image tiles

Download a PSD template for message tiles

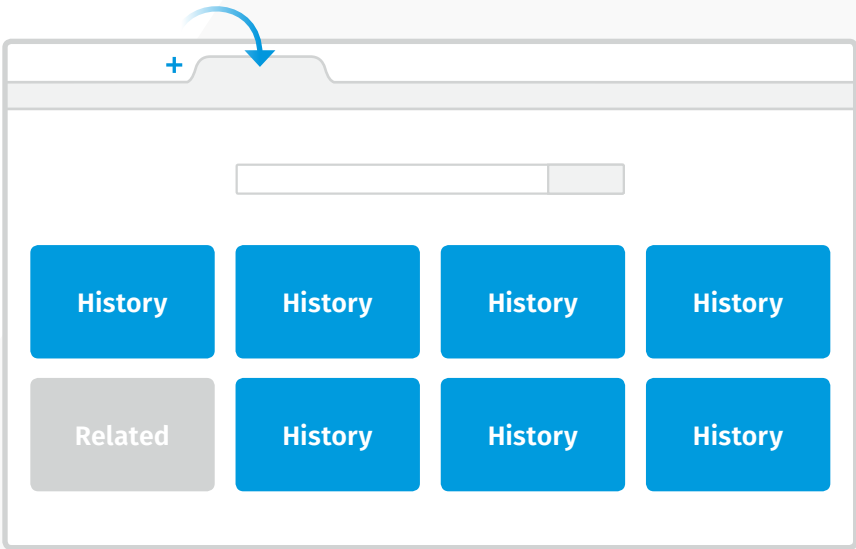
Download the font Open Sans (Mac)

Download the font Fira Sans (Mac)

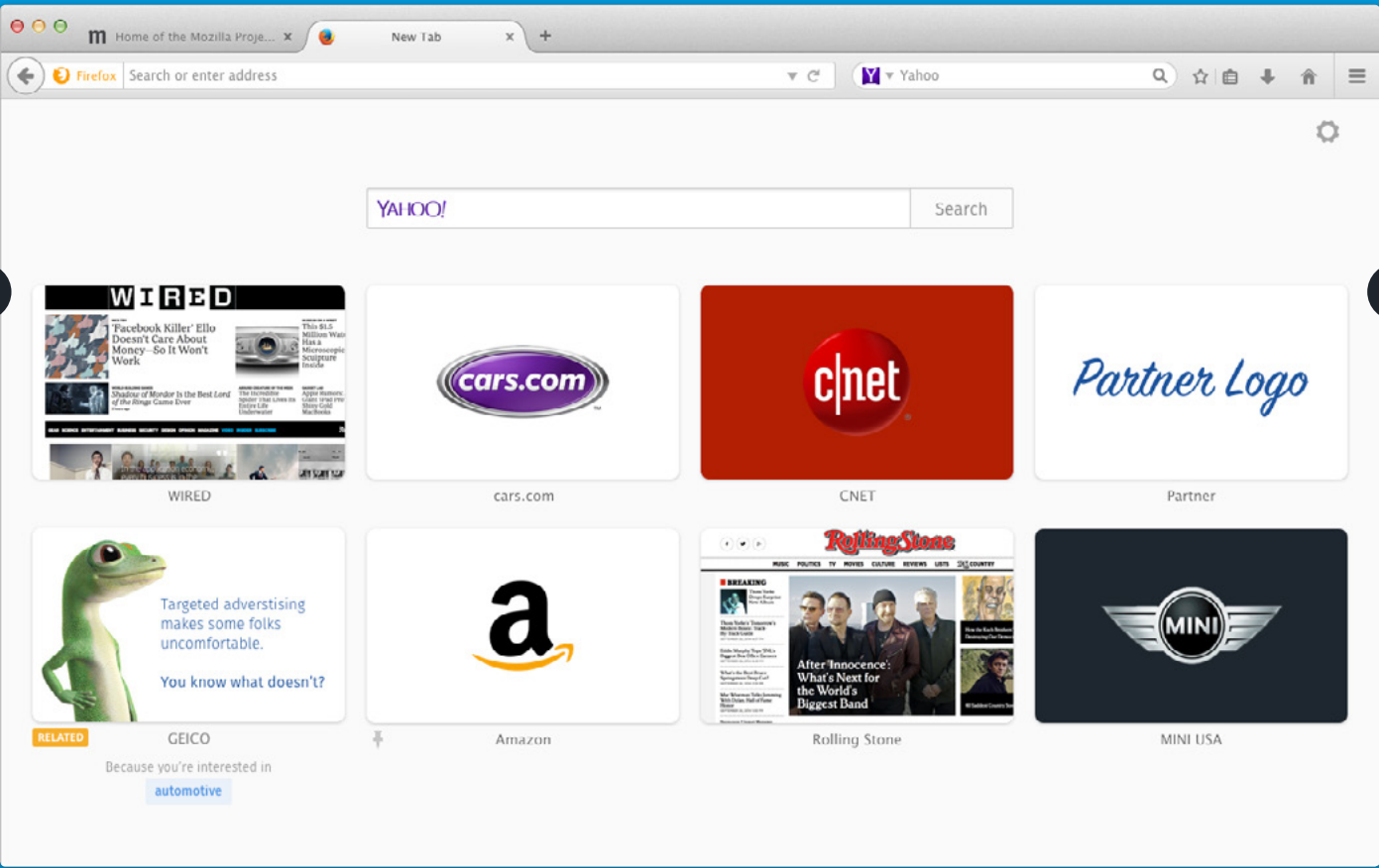
Mozilla is happy to work with your preferred vendor for any tiles creative. Many of our partners already have established relationships with a branding agency who manage their advertising campaigns. Of course, we can also provide creative direction and design services should you need them.

History Tiles: Overview

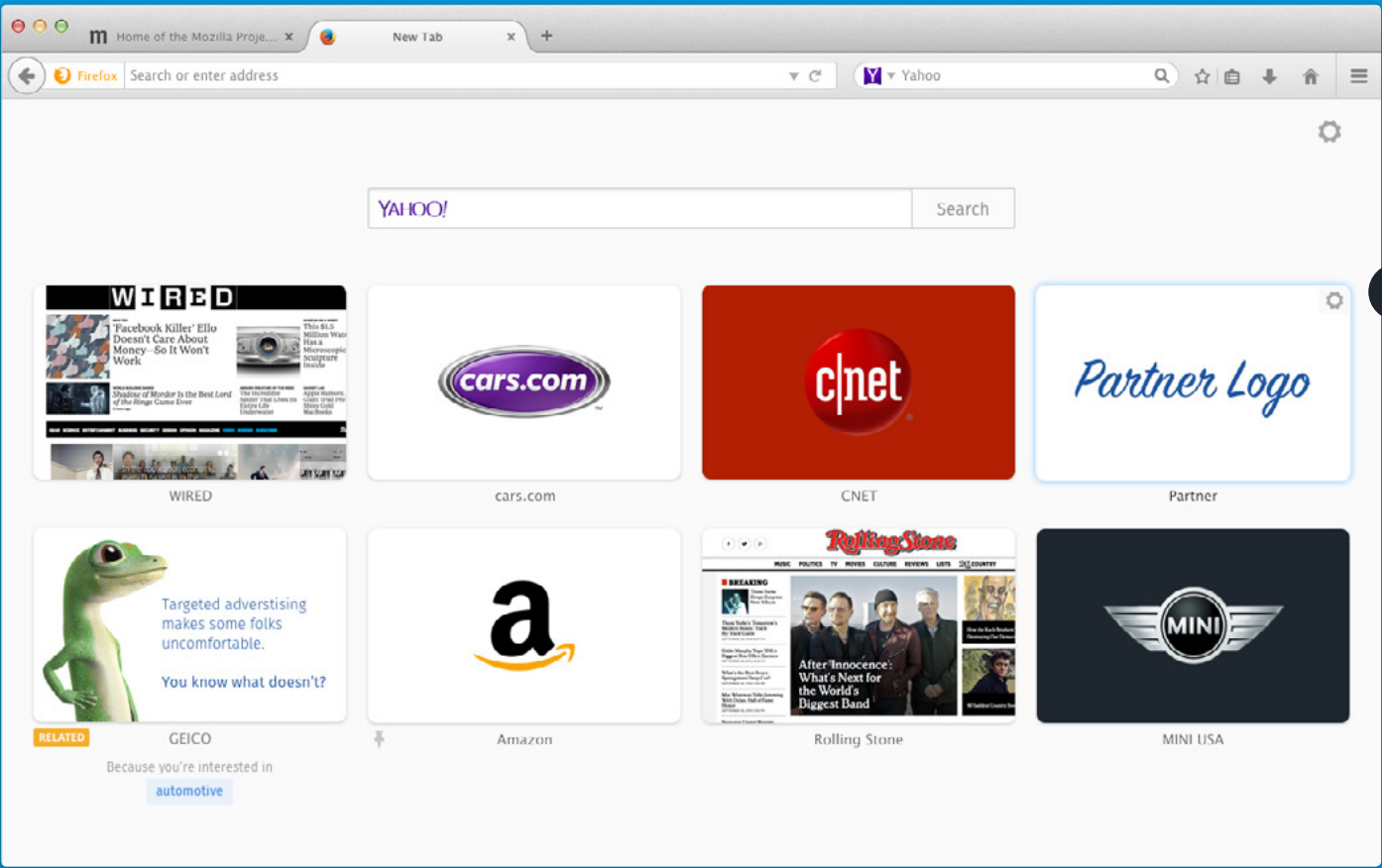
When launching a “New Tab” in Firefox, the user will see a grid of “Tiles” beneath the search bar. As they browse the Web, New Tab will display tiles based on their most recent, frequent destinations (otherwise known as the user’s “frecency”). By default, these “History Tiles” show a small thumbnail image of the destination page the user visited. To aid recal and encourage pins, however, a partner may choose instead to display their logo.



Example: Default



Example: Rollover



- 1 **Static state:** History Tiles show a thumbnail of the destination page by default.
- 2 **Rollover states:** A History Tile that links to a partner site displays a logo, centered, and on a solid background.

- 3 **Controls:** A user can pin, delete, or learn more about their top site on rollover.

History Tiles: Creative Specifications

Technically, all we need to display your History Tile on New Tab is a **logo file, and a background color**. Instead of a page thumbnail, this logo will be displayed on both the static and rollover state. Below are the basic requirements. That’s all there is too it!

1: Logomark



File format: SVG (vector file)

Creative guidelines: Partners may show their logo in a variety of forms, including the following examples:



Background color: Exact HEX value. If one isn’t provided, the background will be white #FFFFFF.

Creative guidelines: It’s best practice to choose a background color that contrasts well with the logo. A white background typically focuses a user’s attention on the content, while a dark background tends to further distinguish one tile from another.

Need help?

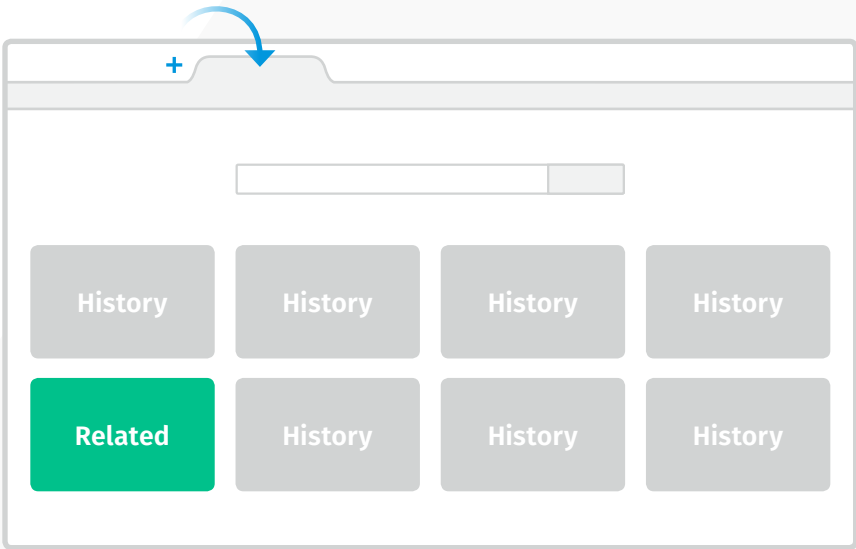
tilessupport@mozilla.com

We’re flexible!

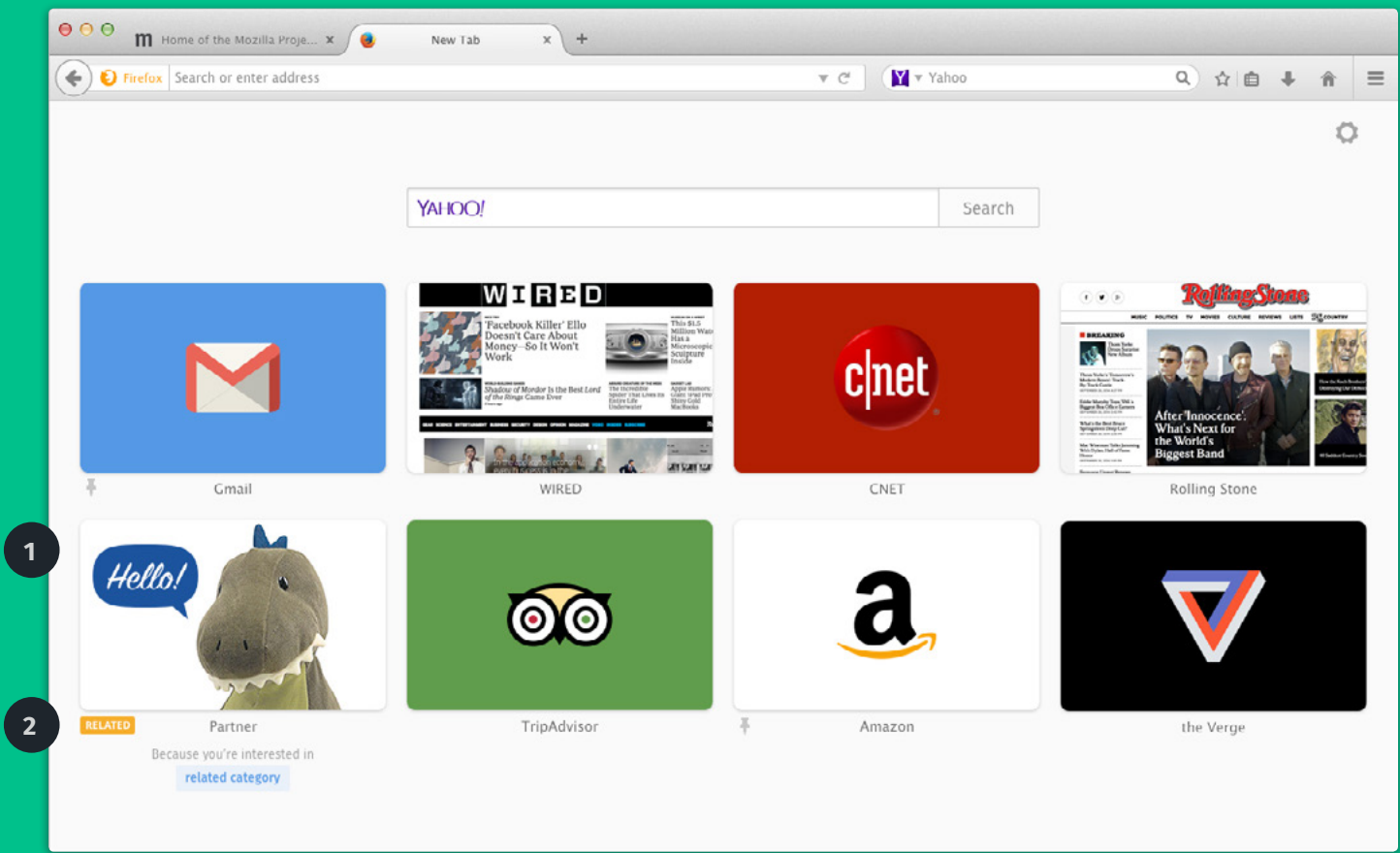
Mozilla is happy to work with your preferred vendor for any tiles creative. Many of our partners already have established relationships with a branding agency who manage their advertising campaigns. Of course, we can also provide creative direction and design services should you need them.

Related Tiles: Overview

When launching a “New Tab” in Firefox, the user will see a grid of “Tiles” beneath the search bar. Over time, these tiles become links to the user’s top destinations on the Web, all of which are categorized by the user’s interests. In addition, New Tab may display a “Related Tile” that targets a particular interest (category-based campaigns) or another competitive site (conquest campaigns).

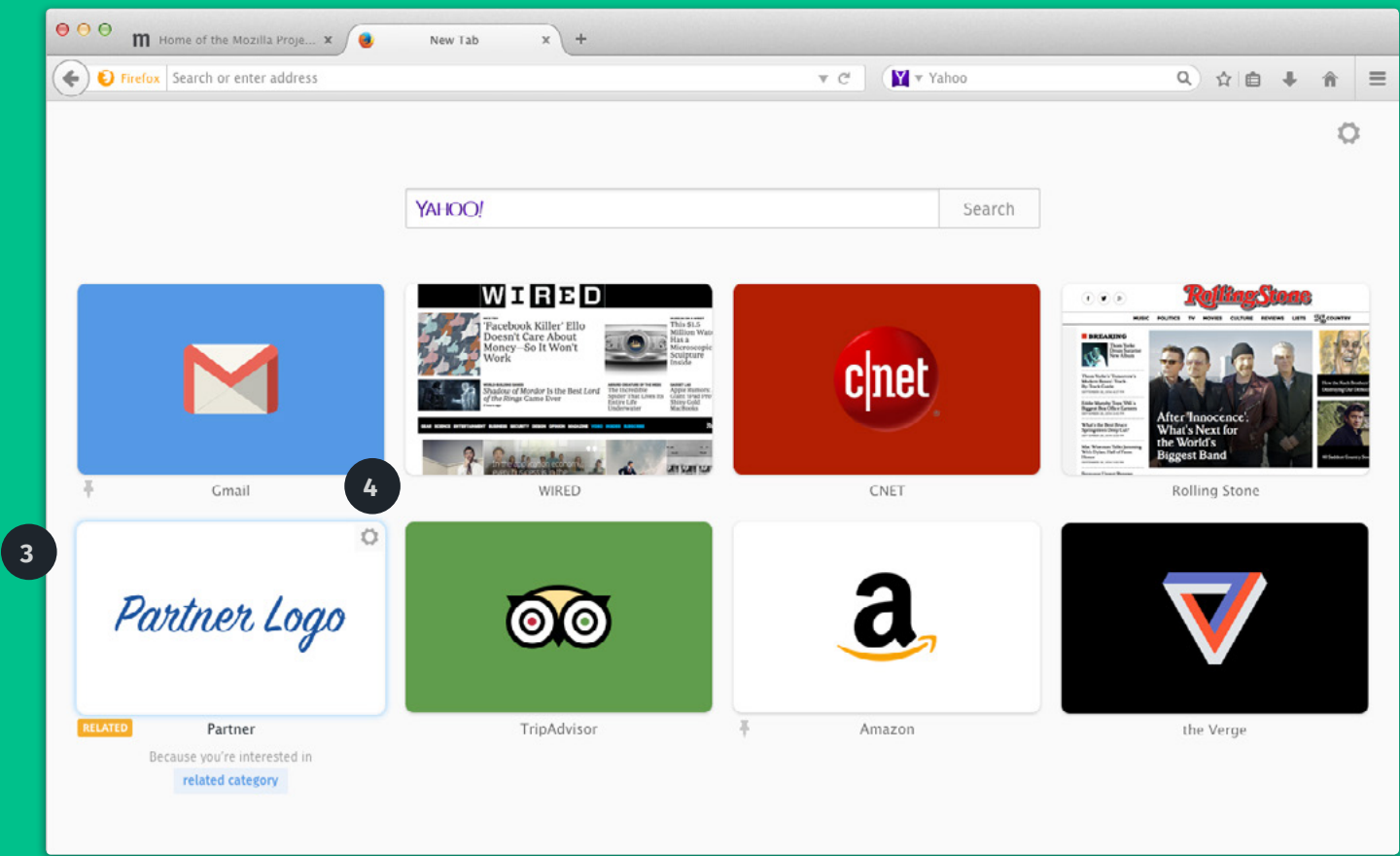


Example: Default



- 1 **Static state:** By default, a Related Tile will show an image that contains a message from the partner.
- 2 **Labels:** A “Related” tag is displayed below the Related Tile, along with the site name and related interest category.

Example: Rollover



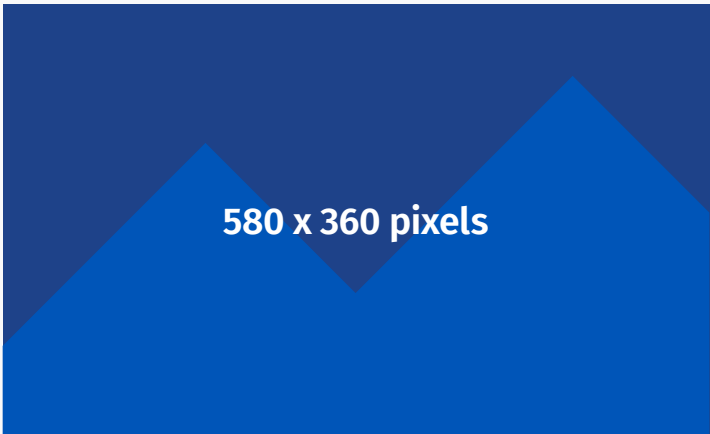
- 3 **Rollover states:** When a user rolls over the Related Tile, partners may choose to display a logo, another message, or the title of a featured content page.
- 4 **Controls:** A user can pin, delete, or learn more about the featured site on rollover.

Related Tiles: Creative Specifications

Technically, all we need to display your Related Tile on New Tab are **two image files**. One image will be displayed by default (the “**static state**”), and another will be revealed when a user interacts with the tile (the “**rollover state**”). Below are the basic requirements for displaying an image for either state.

Image types for either state

Option A: Graphic image and/or message



File format: PNG 32 or high-quality JPEG

Dimensions: 580 wide x 360 high (72 dpi)

Languages: If the image contains words, a separate image with the correct translation must be provided for each language required.

Creative guidelines: Keep images and text simple.

Option B: Logo only



File format: SVG (vector file)

Background color: Exact HEX value. If one isn't provided, the background will be white #FFFFFF.

Creative guidelines: The size of the logo will be determined by the creative staff at Mozilla, unless otherwise specified.

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