BRAND GUIDELINES

"Firefox OS Inside"

June 20, 2014

Firefox OS

Firefox OS is a catalyst for individual and collective progress

We have always fought to keep the Web open so innovation and creativity can flourish.

Because we believe that each and every one of us has the right to information and inspiration that will expand our perspectives, increase our abilities and maximize our impact. We believe life is too short to live inside someone else's walls. And we believe the more we're connected, the further we can go.

But for the Internet to live up to its potential, everyone needs access. Now with Firefox OS, we're making it possible for more people to take advantage of the full power of the Web — giving you the freedom to blaze your own path, amplify your voice, control your destiny, transform the future.

Brand Assets

The Firefox OS wordmark is the primary brand asset for the "Inside" level of agreement. Please be sure to follow the guidelines on this page wherever it's used.

Firefox OS

Firefox OS

Visit **mobilepartners.mozilla.org/firefox-os-brand-toolkit** *to download the wordmark files shown on this page.*

Clearspace and minimum size

Maintain minimum clearspace surrounding the wordmark at all times. The minimum clearspace is equal to the height of the "O" in the Firefox OS wordmark.

Minimum size is the smallest size the logo may be used in print and is based on the height of the Firefox OS wordmark.
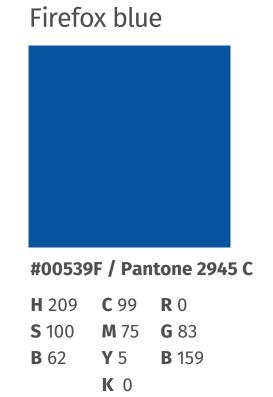
Firefox OS

Firefox OS

0.2" **Firefox OS**

Firefox OS

Don't use the one color logo in any color other than Mozilla charcoal or white
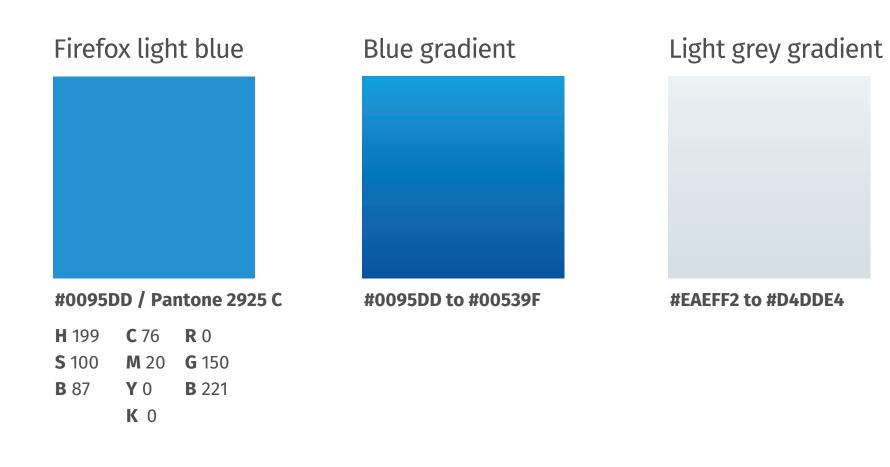
Firefox OS

Don't change the size or placement relationship of the wordmark elements

Brand Assets

Use these colors to guide your designs and layouts, both online and off, to ensure you're staying consistent with the Firefox OS brand.

Firefox blue

#00539F / Pantone 2945 C

H 209	**C** 99	**R** 0
S 100	**M** 75	**G** 83
B 62	**Y** 5	**B** 159
	K 0	

Firefox light blue

#0095DD / Pantone 2925 C

H 199	**C** 76	**R** 0
S 100	**M** 20	**G** 150
B 87	**Y** 0	**B** 221
	K 0	

Blue gradient

#0095DD to #00539F

Light grey gradient

#EAEFF2 to #D4DDE4

Brand Assets: Typography

You may use the Firefox OS typography system to add additional impact and connection with the brand to your promotional materials.

Headlines (approved only)
All caps
Size: 80pt
Line spacing: 90% at 72pt
Tracking: -25

Headlines (all others)
Open Sans Light
Size: 80pt
Line spacing: 90% at 72pt
Tracking: -25

Subheads
Open Sans Bold
Size: 20pt
Line spacing: 120% at 30pt
Tracking: default

Body copy
Open Sans Regular
Size: 15pt
Line spacing: 120% at 18pt
Tracking: default

BLAZE YOUR OWN PATH

Make every moment count

Firefox OS adapts to your life so you can live every moment to its fullest.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vivamus malesuada libero sit amet ligula Nulla facilisi. Sed tincidunt porta magna varius tempus. Nulla lobortis magna a nulla feugiat non tincidunt odio dictum.

Visit **firefoxosbrand.com/typography** *for more information on the Firefox OS typography system.*

Device Usage: Software

Please follow these guidelines for the device bootup process. The details for the blue gradient behind the Firefox OS wordmark can be found in the Brand Assets section of this document.

1) Bootloader image
Firefox OS (default)

2) Device Manufacturer

Device Usage: Hardware

The Firefox OS wordmark should be placed on the hardware in a manner consistent with the usage guidelines outlined on **firefoxosbrand.com/logo**.

The workmark should be applied using the highest-quality method available to ensure that it doesn't scratch or fade.

Retail Usage

The example on this page shows how the Firefox OS brand elements can be used in a retail environment.

Have it all

Firefox OS is packed with the features that made you want a smartphone in the first place. That means you can find where you're going, take and share photos, stay in touch with friends and family, listen to music and so much more. It fits your life perfectly so you can fit in with the world around you.

Marketplace
Your go-to source for the best apps for Firefox OS

Camera
With built-in style filters for fun, creative shots

Maps
Includes directions, traffic and local transit information

Firefox browser
The fast, smart, safe way to get the best of the Web

Get the best value on wireless plans for your small business from FPOFPO – just $50 a month for unlimited talk, text, and web with no overage charges and no annual contract.

35€

Marshmallow tart.
Chocolate cake pastry

PARTNER LOGO

Firefox OS

Firefox OS

Gallery   Camera   Contacts   Calendar

Marketplace   Clock   Video   Music

HERE Maps   AccuWeather   FM Radio   Settings

Text and Naming Guidelines

Proper text usage:

• Always use the complete 'Firefox OS' name; never abbreviate Firefox OS.

• Example of how to reference Firefox OS in copy: "the PhoneCo Supernova is a Firefox OS device that provides first-time smartphone users…"

• Do not use "the Firefox OS" unless it is being treated as an adjective (e.g. "the Firefox OS experience", "the Firefox OS home screen", etc)

• Firefox OS should always be capitalized and is never plural or possessive.

Naming guidelines:

• When naming a new Firefox OS device, be sure the name is compliant with Firefox trade policy. Device names should not include the word "Firefox".

• "Firefox OS" cannot be used in names of devices, applications or accessory products. Instead use "for Firefox OS".
   Incorrect: "Firefox OS Supernova"
   Correct: "Supernova for Firefox OS"

Contact & Legal Notice

Please contact **mobilebd@mozilla.com** if you have any questions.

The use of the Firefox OS wordmark on devices you distribute (as described in these guidelines) is authorized ONLY once you complete the Mozilla Brand Certification Process and sign the Powered by Firefox OS Distribution Agreement (available at **mobilepartners.mozilla.org**).

Please note that you are not authorized to use any other Mozilla marks, such as the Firefox logo (except as a browser icon in the homescreen image provided) or our fox illustrations. If you're interested using these assets, or creating a device that features them, contact **mobilebd@mozilla.com**.