## **Style Guide**

# UX/UI Updates for Tiles on Firefox Desktop 39



## Table of Contents

#### **Final Product Vision**

Tiles on Firefox Desktop 39	
Basic Page Layout	

#### **Basic Visual Specifications**

Tiles: Static State	6
Tiles: Rollover State	7
Search Bar	8
Page Controls: Layout	9
Page Controls: Styling	10
On-boarding: State 1A, Layout	11
On-boarding: State 1A, Styling	12
On-boarding: State 2A, Layout & Styling	13
On-boarding: State 3A, Layout & Styling	14
On-boarding: State 1B, Layout & Styling	15
On-boarding: State 2B, Layout & Styling	16
On-boarding: State 3B	17
On-boarding: Small screen	18



#### **Final Product Vision:** Tiles on Firefox Desktop 39

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**Comps:** https://www.dropbox.com/sh/qytsdfoqide7095/AAA42KJdgI-DqRin3hYl3J1ja?dl=0

**1 Tile UI updates** include an address bar that shows a favicon and top-level domain.

- 2 Suggested Tiles show a modified "Suggested" label and a contextual statement beneath the address bar.
- **Search box** with updated styling to input field ONLY.

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New Tab page controls feature new menu options and the ability to turn off suggested content (i.e. ads).



#### Final Product Vision: Basic Page Layout

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- 2 Suggested Tile placement will vary, depending on the layout and tiles the user has saved.
- 3 Responsive History Tiles fill the new tab page by adding/ removing columns or rows, and always with 20 pixel gutters on either side.



## **Basic Visual Specifications**



#### **Tiles:** Static State

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label container dimensions = variable x 16 corners = 3 padding = 4 on all sides color = #6C6C6C	— label text font = Fira Sans*, Bold, 9 px (all caps) color = #FFFFFF	Suggested for text = Helvetic Nue*, Regular, 12 px color = #6C6C6C <website.com> text = Helvetic Nue*, Bold, 12 px</website.com>	<pre>"icon-pin_static_C1C1C1.svg" = 9</pre>



dimensions = 290 x 210 shadow = #C1C1C1 (multiply), X=0 Y=1, blur 3 6

dimensions = 290 x 180 BG = image or color

Web address bar dimensions = 290 x 30 BG = #F2F2F2 / custom inner border = #FFFFFF / custom shadow = #E6E6E6 (multiply), X=0 Y=-1, blur 0

URL (main-level domain only) Mac font = Lucida Grande, Regular, 12 px PC font = Segoe, Regular, 12 px static color = #333333 (black) / #FFFFFF (white) max length = 40 characters

**\*alternative Sans Serif** = Arial

mozilla

x 17 px

#### **Tiles:** Rollover State



"icon-delete\_static\_6C6C6C.svg" = 11 x 11 px **"icon-delete\_active\_C92C00.svg"** = 11 x 11 px

"icon-pin\_static\_6C6C6C.svg" = 9 x 17 px "icon-pin\_active\_4A90E2.svg" = 9 x 17 px

**"tile\_corner\_F9F9F9.svg"** = 28 x 28 px (100% opacity)



#### Search Bar



input field
dimensions = 600 x 38
corners = 2
inner border = # C1C1C1, 1 px
inner shadow = #E0DFE0, X=0 Y=1, blur 3, spread 1

search button
dimensions = 100 x 38
corners = 0, 2, 2, 0
static BG = #FBFBFB
active BG = #4A90E2
inner border = # C1C1C1 / #2C72E2 (active), 1 px

search text font = Fira Sans, Book, 16 px Mac fallback = Lucida Grande, Regular PC fallback = Segoe, Regular static color = #7A7A7A active color = #FFFFFF



#### Page Controls: Layout

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	"ра	nge_menu_pointer.svg" = 20 x 10 px	52 2 —
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#### Page Controls: Styling



#### menu title

primary font = Fira Sans, Semibold, 14 px Mac fallback = Helvetica Nue, Bold (sans) PC fallback = Segoe, Bold (sans) color = #7A7A7A

menu top BG = #FFFFFF

"icon-cog\_active.svg" = 22 x 22 px

**rollover container** fill = #FFFFFF border = 1 px, #CCCCCC corner = 2

active menu item font = Helvetica Nue, Medium, 14 px fallback = Arial, Bold (sans) color = #000000

**checkbox** fill = #FFFFFF border = 1 px, #CCCCCC corner = 2

checkbox item font = Helvetica Nue, Regular, 12 px selected color = #333333 unselected color = #7A7A7A

"check\_CCCCC.svg" = 9 x 9 px

**menu item** font = Helvetica Nue, Regular, 14 px fallback = Arial, Regular (sans) static color = #7A7A7A active color = #171F26



#### **On-boarding:** State 1A, Layout



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#### **On-boarding:** State 1A, Styling

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active menu item font = Fira Sans, Bold (Regular), 12 px fallback = Arial, Bold (Regular) color = #424F5A progress bar size = 24 x 4 corners = 2 fil = #FF9500 (BG = #DCDCDC) primary text font = Lucida Grand, Regular, 14 px color = 171F26 line spacing = 20 px	You can turn off this feature by clicking the gear (C selecting "Show blank page" in the New Tab Cond 1/3 Welcome to New Tab on Fi In order to provide this service, Mozilla collects and analytics information relating to the sites you visit i with our Privacy Policy. Skip this Continue tour More about New Tab About your privacy Layover = #424F5A (95% opacity)	button and search trols menu.	NEW TAB CONTROLS     Show your top sites   Include suggested sites   Show blank page   Learn about New Tab   Event Marketplace   Interfox Marketplace   Prefox Marketplace   Interfox Marketplace     Interfox Marketplace   Duttons corners = 2 border = 1 px, #2C72E2 static BG = #FFFFFF / #4A90E2 active BG = #2C72E2 font = Fira Sans, Regular, 16 px static font color = #A90E2 / #FFFFFF active font color = #FFFFFF
	Footer fill = #FFFFFF shadow = #EBEBEB, X=0 Y=-1, blur 4 (multiply)	<ul> <li>Footer links</li> <li>font = Helvetica Ni static color = #34A</li> <li>active color = #171</li> </ul>	ue, Regular, 12 px 90E2 (divide = #C1C1C1) F26

**"icon-cog\_example.svg"** = 16 x 16 px

secondary text
font = Lucida Grand, Regular (Bold), 14 px
color = #E6E6E6 (bold = #000000)
line spacing = 20 px

"icon-cog\_highlight.svg" = 22 x 22 px

rollover container fill = #343F48 border = 1 px, #171F26 corner = 2

**"large\_arrow\_1.svg"** = 142 x 100 px

"icon-delete\_static\_6C6C6C.svg" = 16 x 16 px
"icon-delete\_active\_C92C00.svg" = 16 x 16 px

headline font = Fira Sans, Light (Medium), 30 px fallback = Arial, Regular (Bold), 28 px color = #737980 (# 343F48)

**rule** = 2 px, #E0DFE0

"window\_background\_trans.png" = 560 x 305 px
opacity = 40% (multiply)

window BG = 560 x 360 px corners = 8/0/0/8 linear gradient = #F9F9F9 (bottom) to #FFFFFF shadow = #C1C1C1 (multiply), X=0 Y=2, blur 4



#### **On-boarding:** State 2A, Layout & Styling





### **On-boarding:** State 3A, Layout & Styling

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#### **On-boarding:** State 1B, Layout & Styling





### **On-boarding:** State 2B, Layout & Styling

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#### **On-boarding:** State 3B





#### Inheret all layout and styling specificed previously in this document.



#### **On-boarding:** Small screen

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window BG = 560 x 360 px
corners = 8/0/0/8
linear gradient = #F9F9F9 (bottom) to #FFFFFF
shadow = #C1C1C1 (multiply), X=0 Y=2, blur 4



#### **On-boarding:** Small screen (cont.)





## **On-boarding:** Small screen (cont.)

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If you have any questions about this document, please contact Aaron Thornburgh