Style Guide

UX/UI Updates for Tiles on Firefox Desktop 39

mozilla

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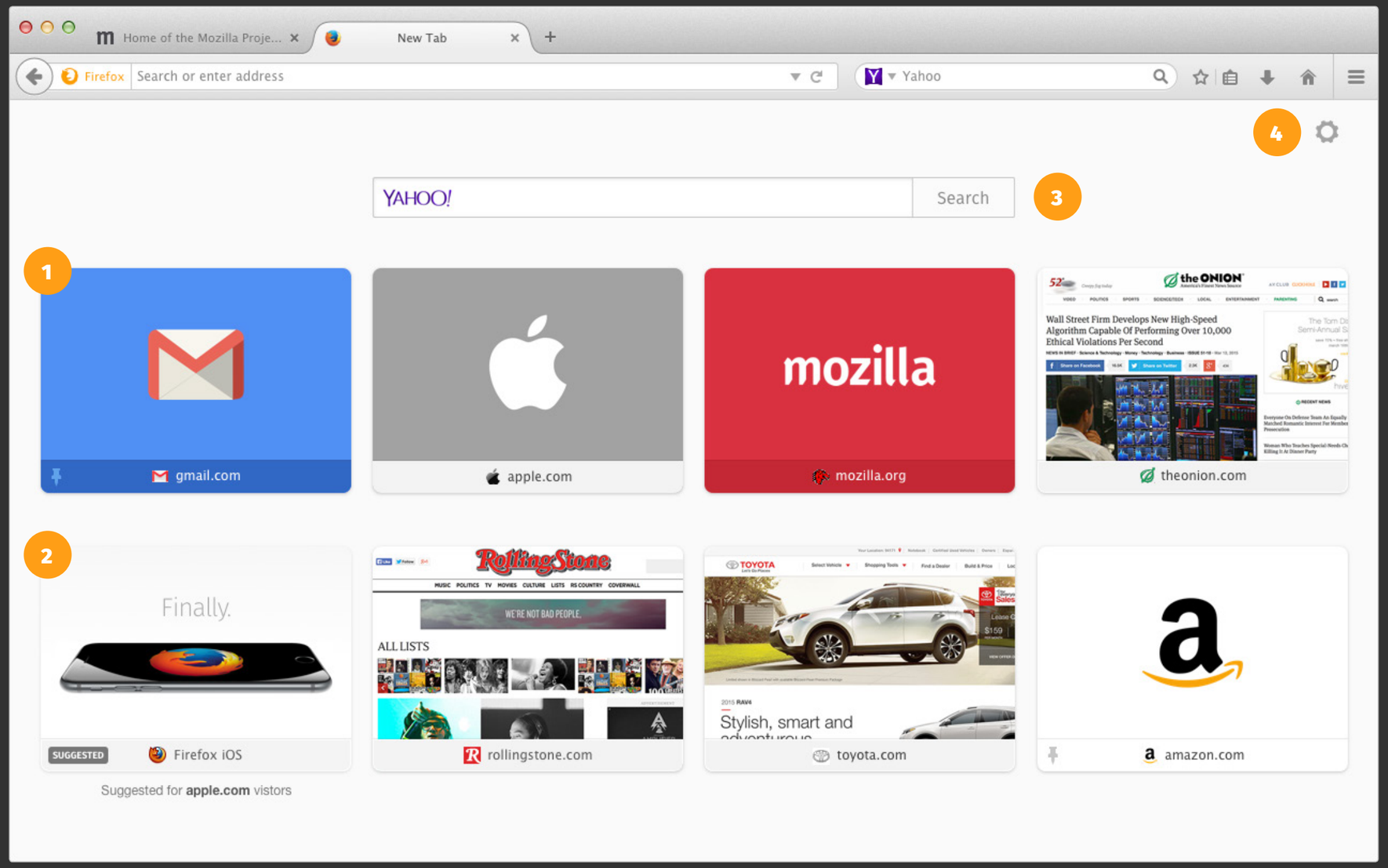
Final Product Vision: Tiles on Firefox Desktop 39



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.

3 **Search box** with updated styling to input field ONLY.

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

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

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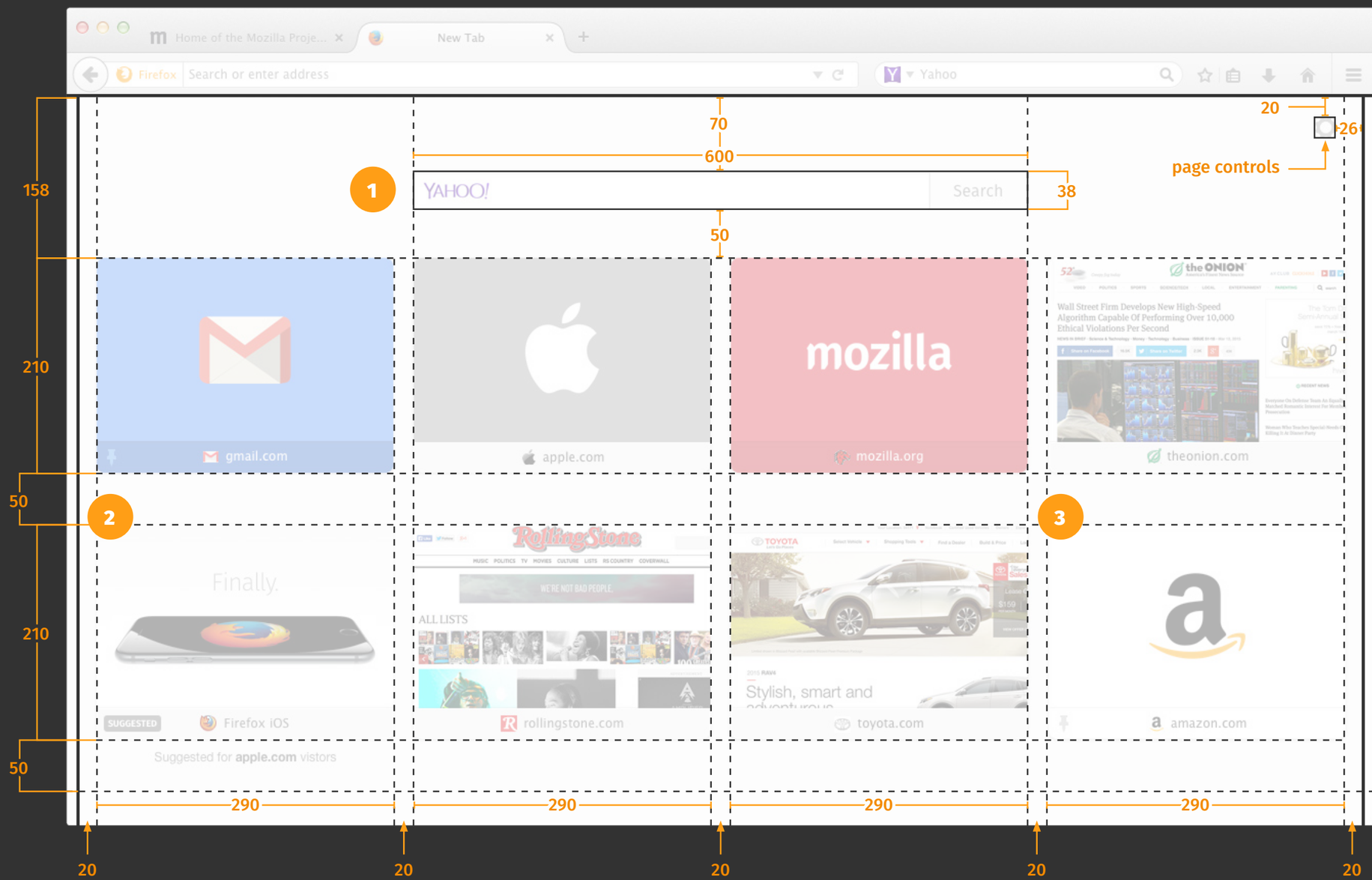
Final Product Vision: *Basic Page Layout*



1 **Persistent Search box** is a fixed width, always center-aligned, and equal to two tiles plus a 20 pixel gutter.

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

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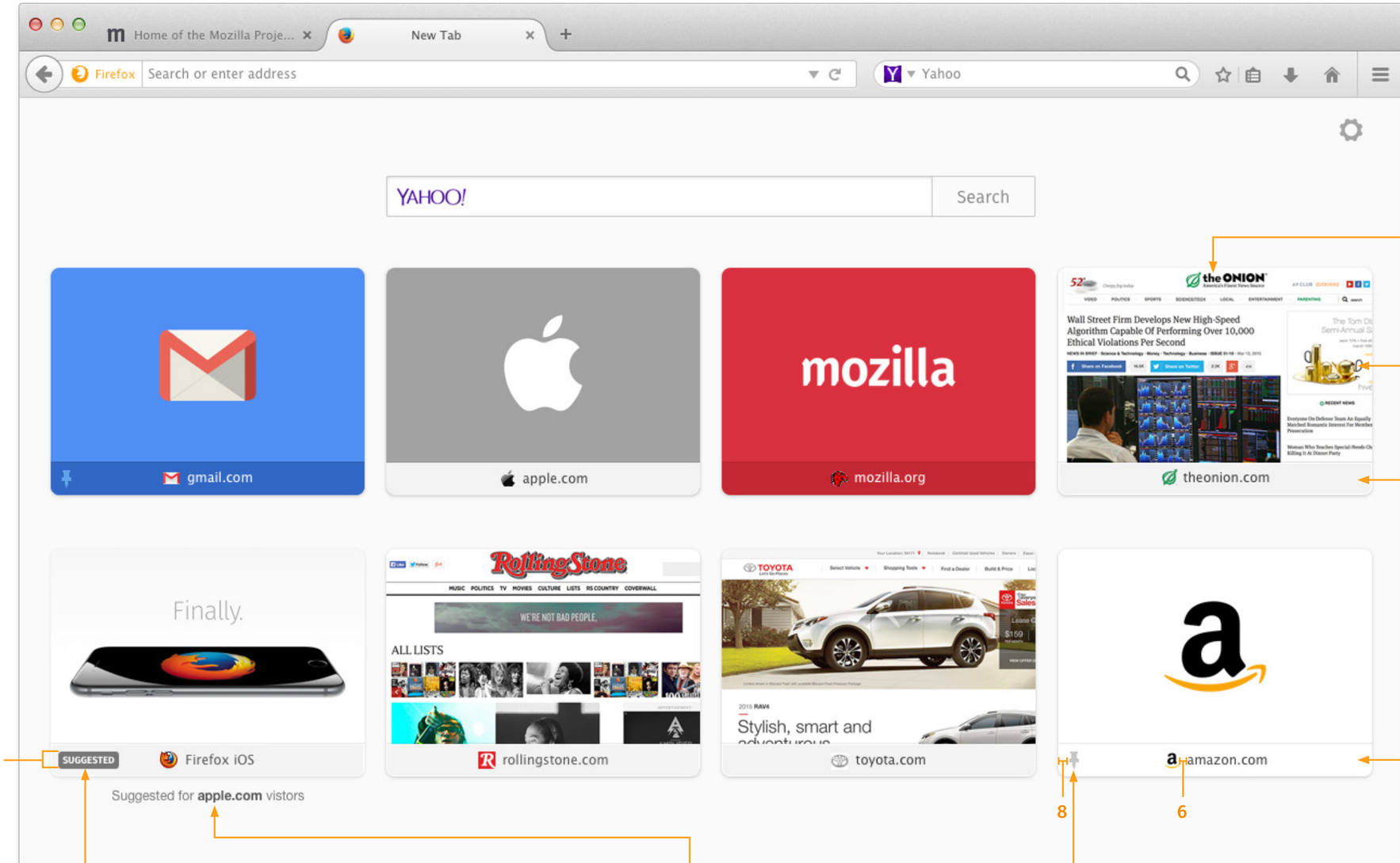
Tiles: *Static State*



tile container
dimensions = 290 x 210
corners = 8
shadow = #C1C1C1 (multiply), X=0 Y=1, blur 3

tile art
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

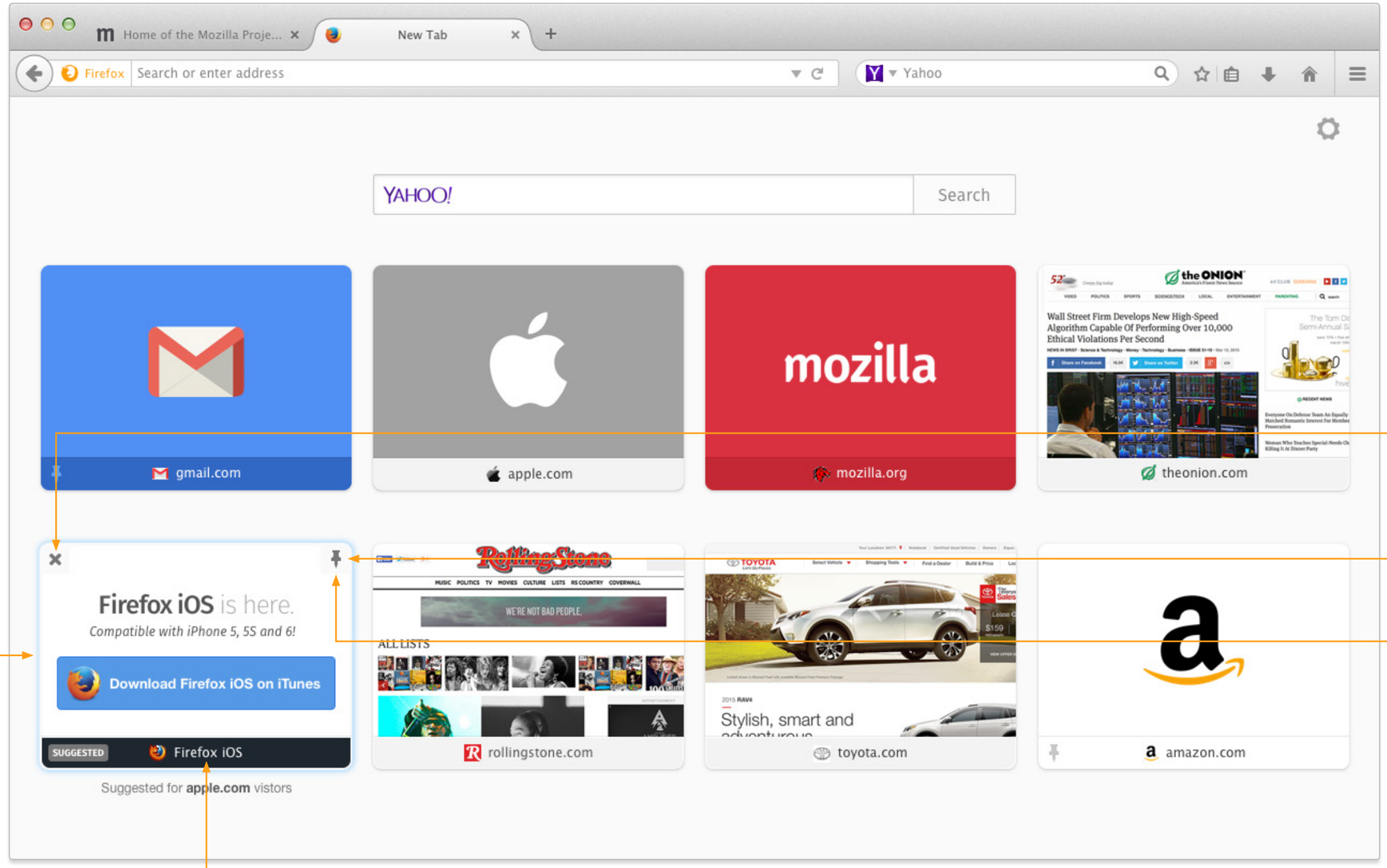
label container
dimensions = variable x 16
corners = 3
padding = 4 on all sides
color = #6C6C6C

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
color = #4A4A4A

"icon-pin_static_C1C1C1.svg" = 9 x 17 px

Tiles: Rollover State



"icon-delete_static_6C6C6C.svg" = 11 x 11 px
"icon-delete_active_C92C00.svg" = 11 x 11 px

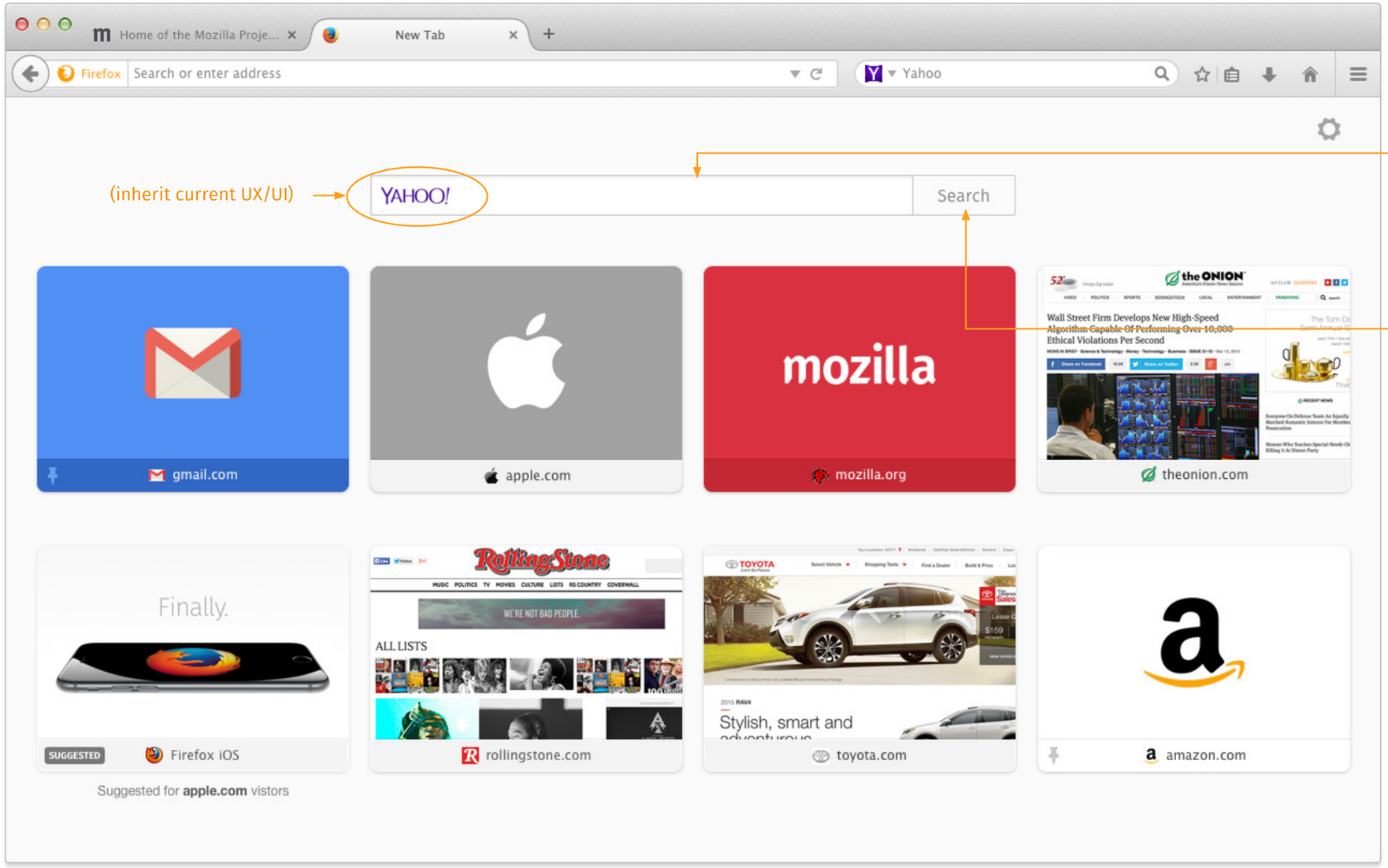
"icon-pin_static_6C6C6C.svg" = 9 x 17 px
"icon-pin_active_4A90E2.svg" = 9 x 17 px

"tile_corner_F9F9F9.svg" = 28 x 28 px
(100% opacity)

tile container
center border = #F9F9F9, 2px
glow = #4CB1FF (60%), blur 6, spread 2

Web address bar — **label text** color = #FFFFFF
BG color = #171F26

Search Bar

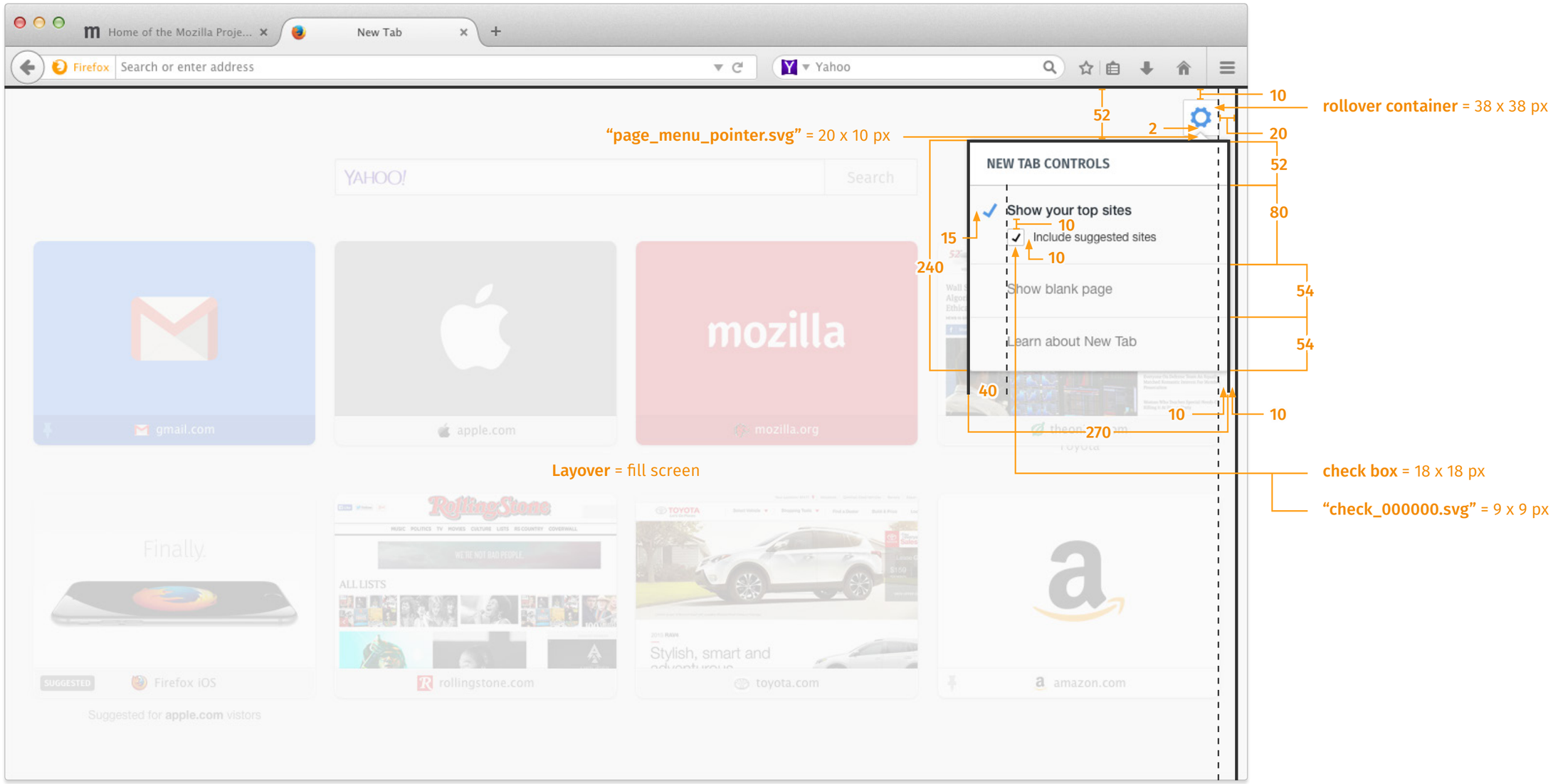


input field
dimensions = 600 x 38
corners = 2
inner border = # C1C1C1, 1 px
inner shadow = #E0DFE0, X=0 Y=1, blur 3, spread 1

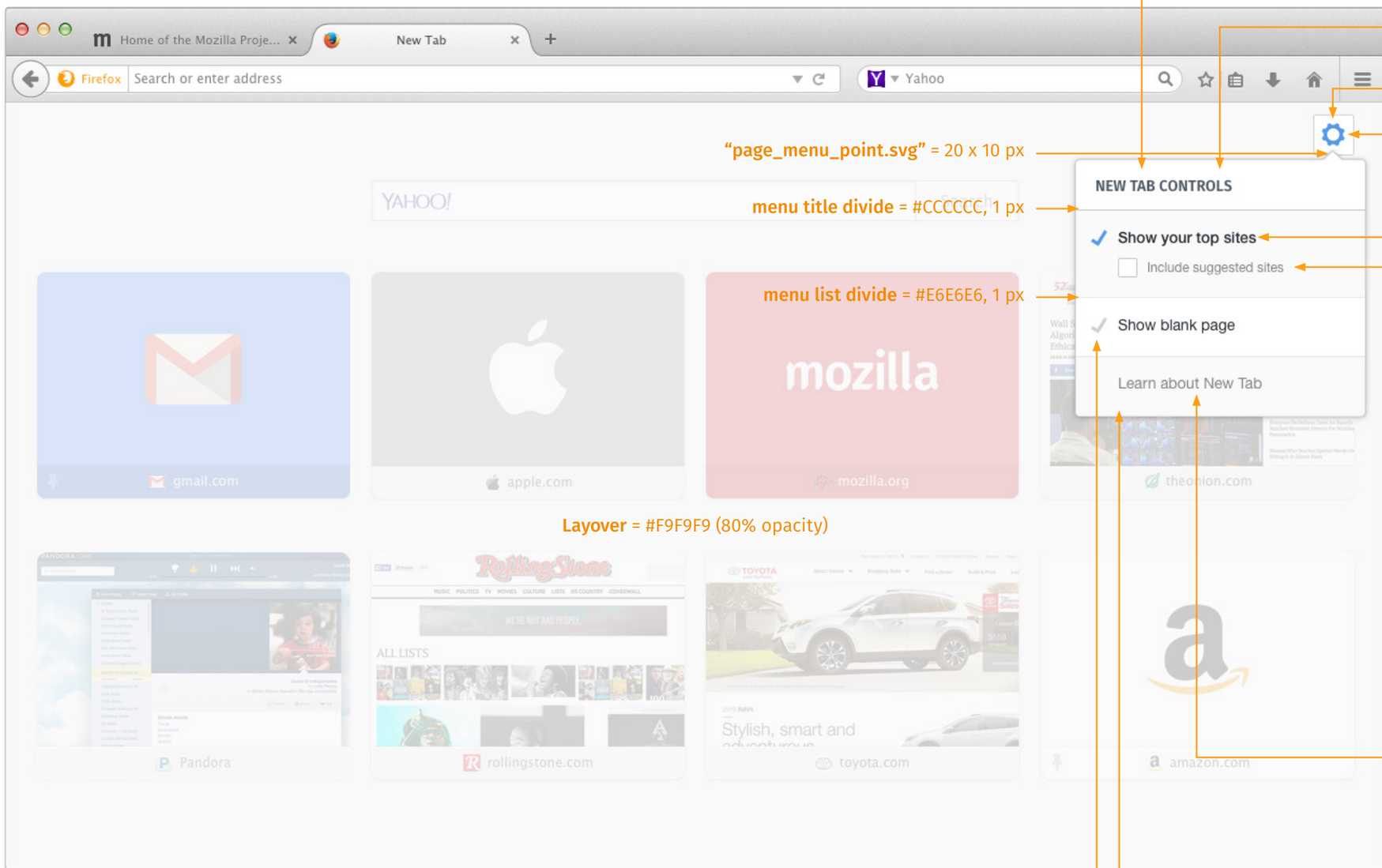
search button
dimensions = 100 x 38
corners = 0, 2, 2, 0
static BG = #FBFBFB
active BG = #4A90E2
inner border = # C1C1C1 / #2C72E2 (active), 1 px

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*



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

"page_menu_point.svg" = 20 x 10 px

menu title divide = #CCCCCC, 1 px

menu list divide = #E6E6E6, 1 px

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

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

Layover = #F9F9F9 (80% opacity)

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

"check_CCCCCC.svg" = 9 x 9 px

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

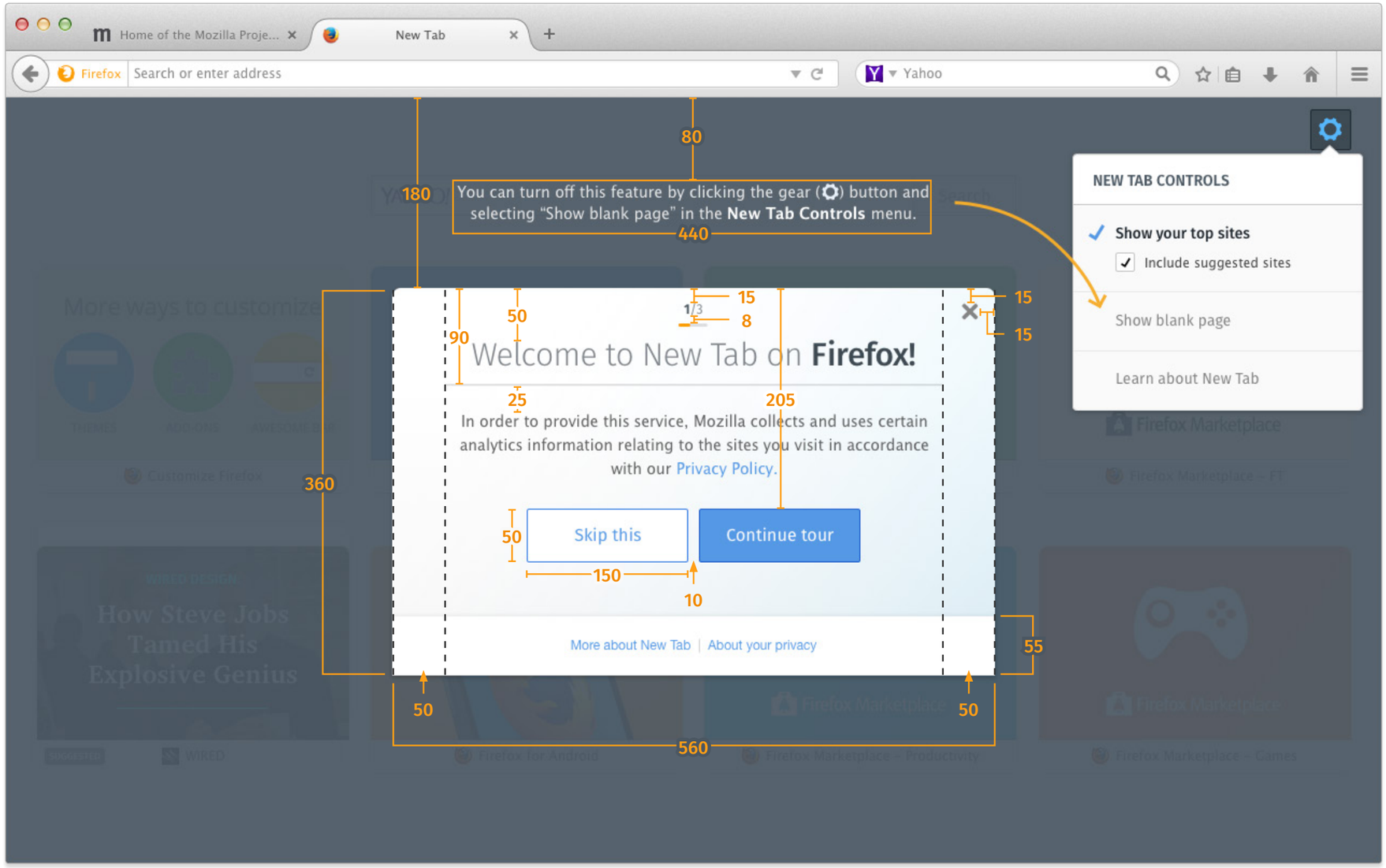
"checkmark_active_4A90E2.svg" = 15 x 15 px

"checkmark_hover_CCCCCC.svg" = 15 x 15 px

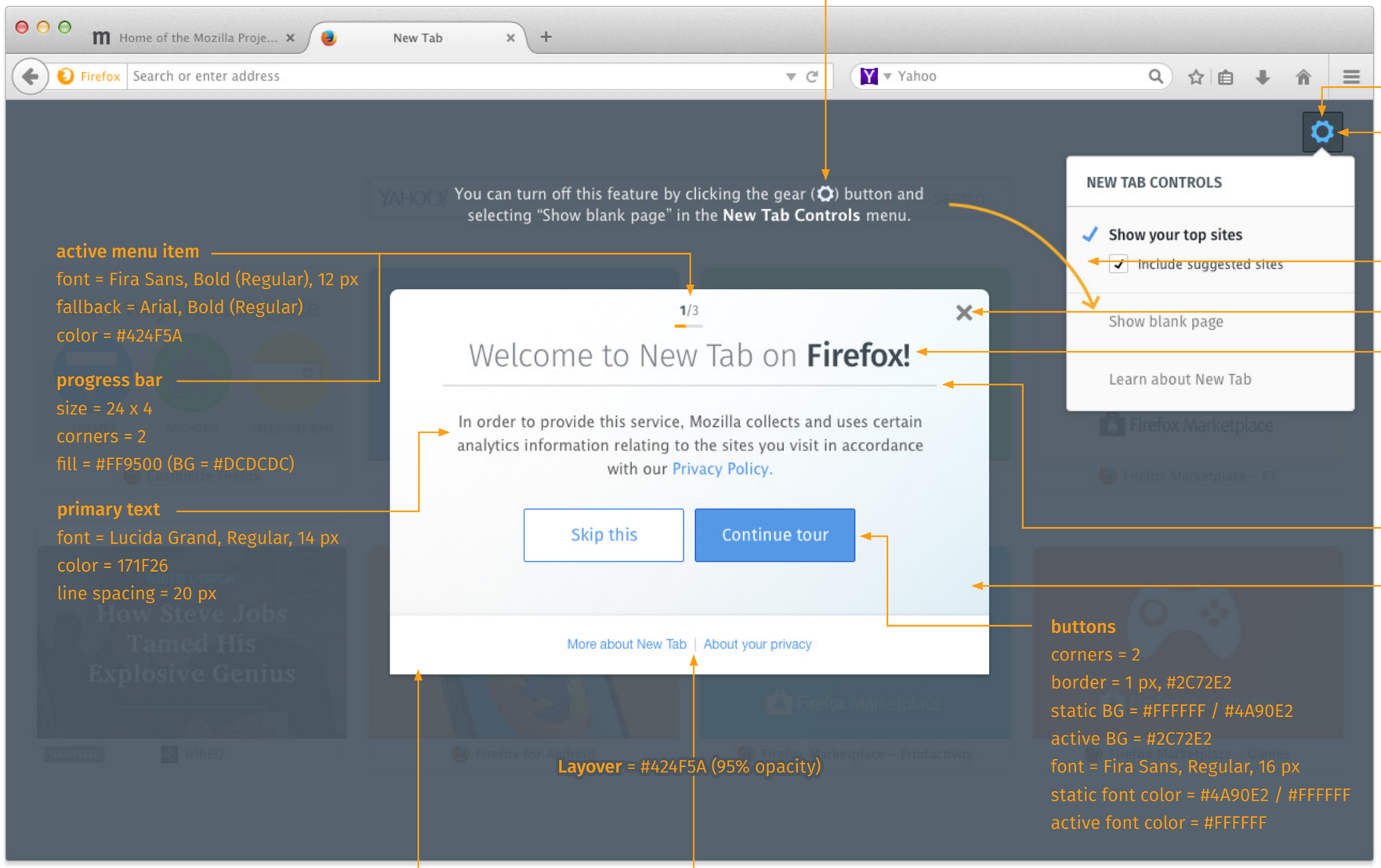
static menu BG = #F9F9F9

active menu BG = #FFFFFF

On-boarding: State 1A, Layout



On-boarding: State 1A, Styling



"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

active menu item
font = Fira Sans, Bold (Regular), 12 px
fallback = Arial, Bold (Regular)
color = #424F5A

progress bar
size = 24 x 4
corners = 2
fill = #FF9500 (BG = #DCDCDC)

primary text
font = Lucida Grand, Regular, 14 px
color = 171F26
line spacing = 20 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

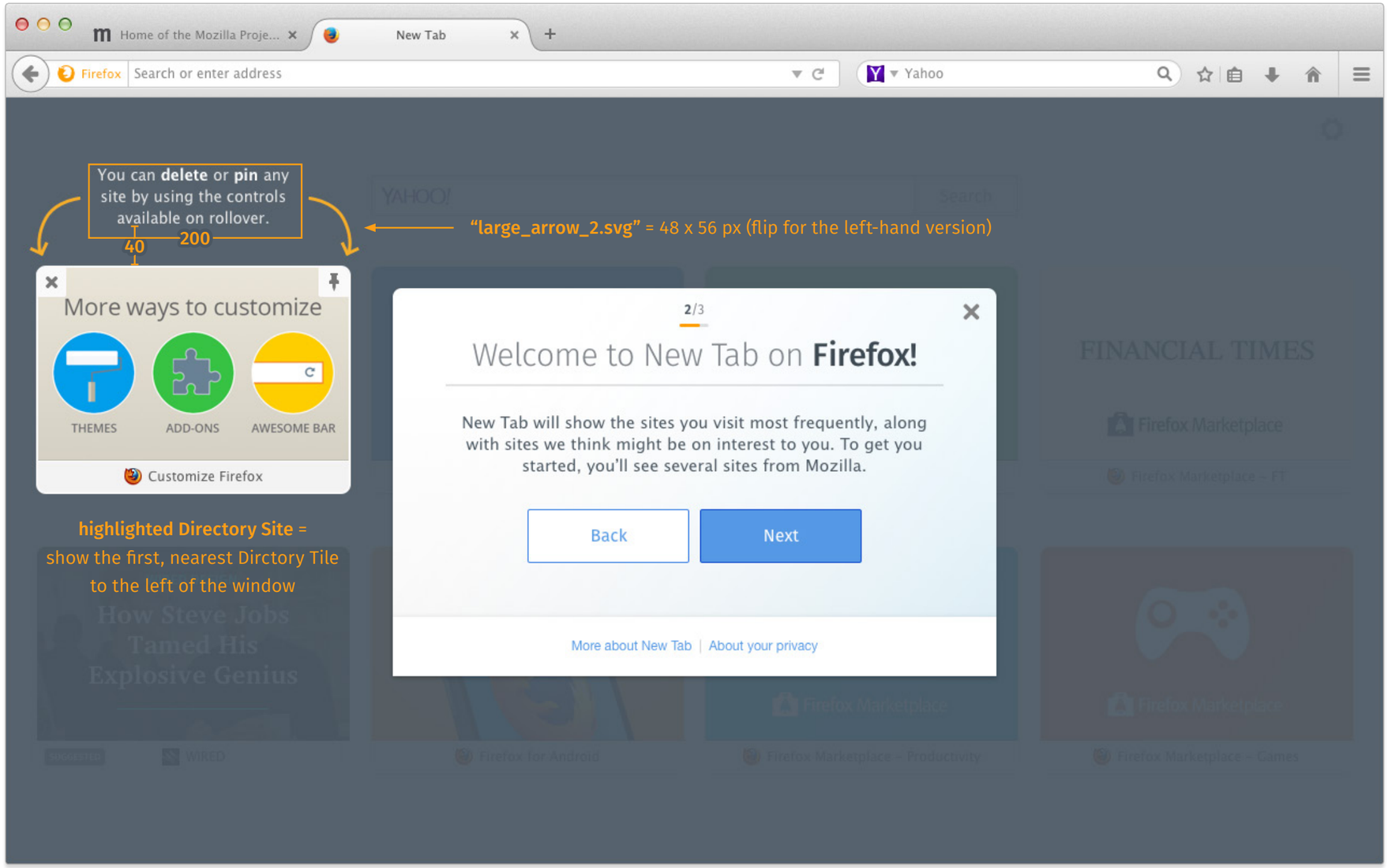
buttons
corners = 2
border = 1 px, #2C72E2
static BG = #FFFFFF / #4A90E2
active BG = #2C72E2
font = Fira Sans, Regular, 16 px
static font color = #4A90E2 / #FFFFFF
active font color = #FFFFFF

Layover = #424F5A (95% opacity)

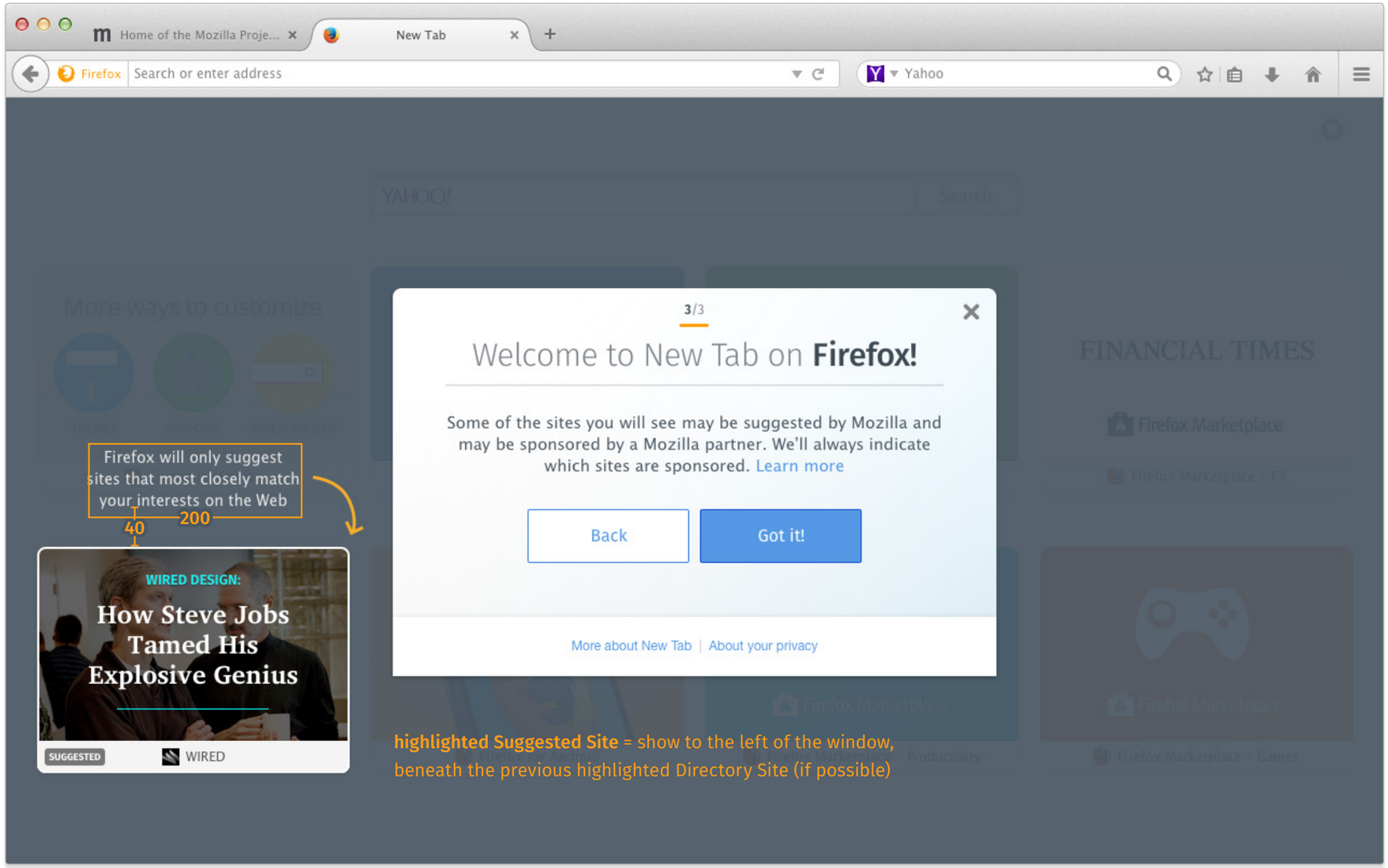
Footer
fill = #FFFFFF
shadow = #EBEBEB, X=0 Y=-1, blur 4 (multiply)

Footer links
font = Helvetica Nue, Regular, 12 px
static color = #34A90E2 (divide = #C1C1C1)
active color = #171F26

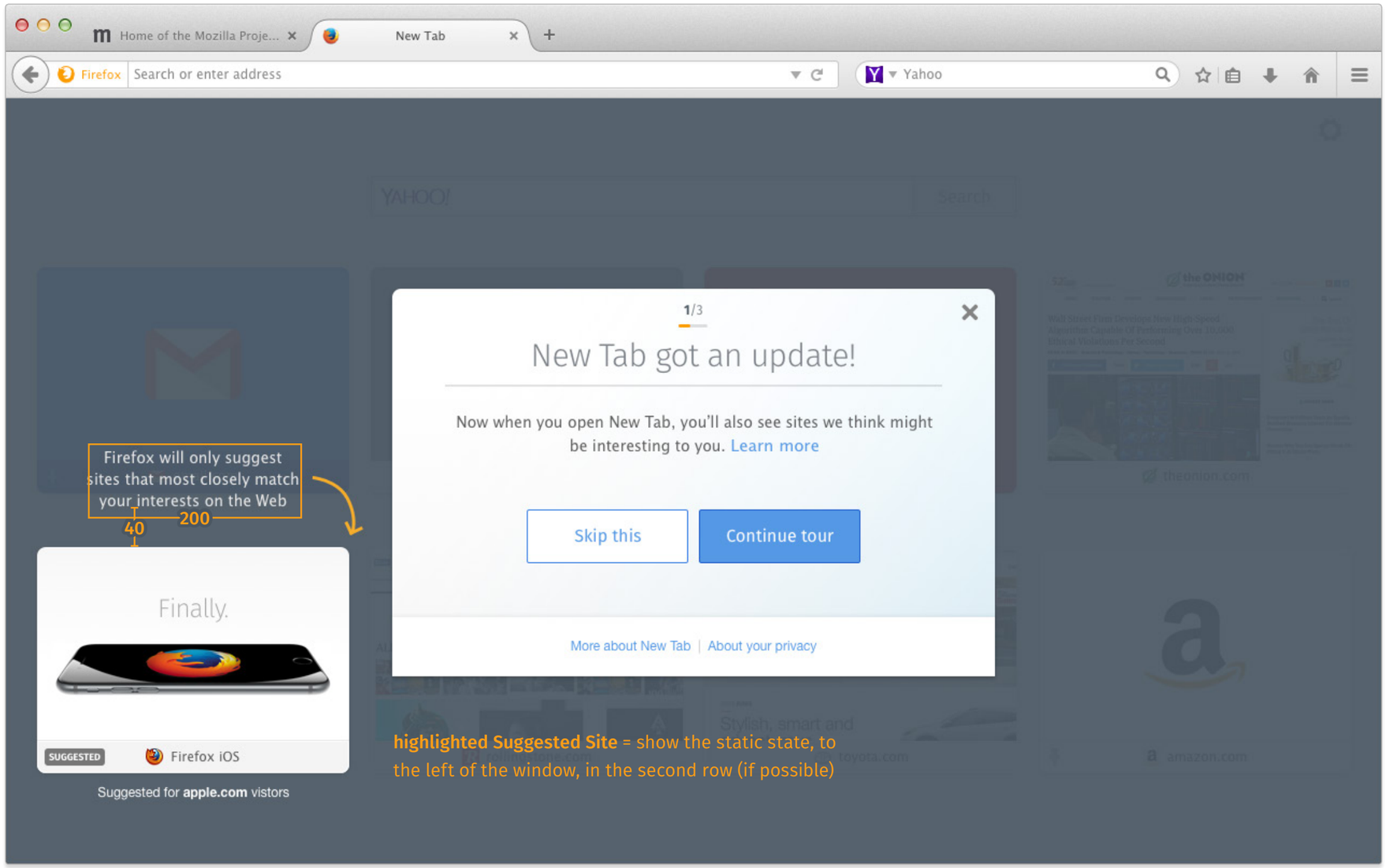
On-boarding: *State 2A, Layout & Styling*



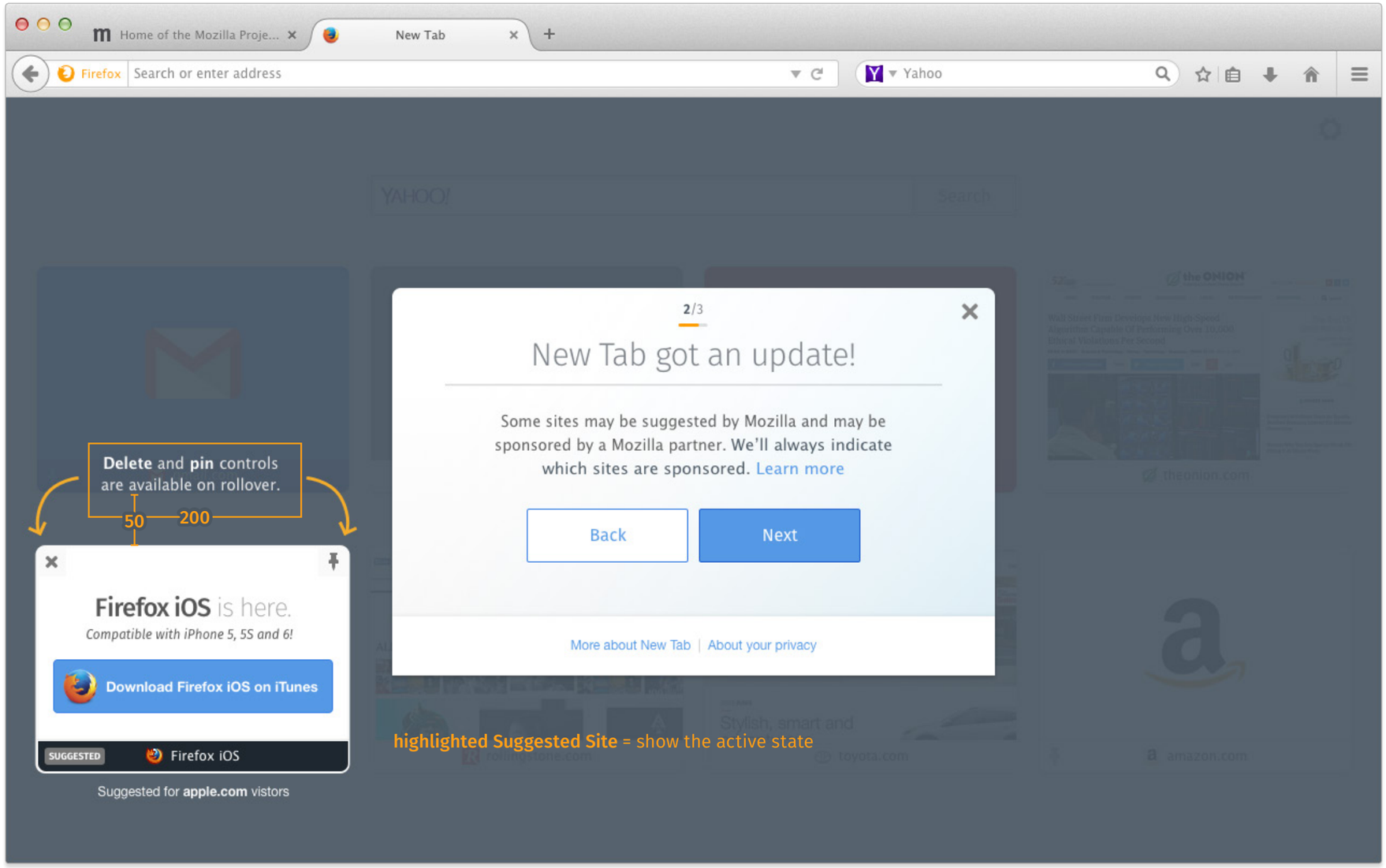
On-boarding: State 3A, Layout & Styling



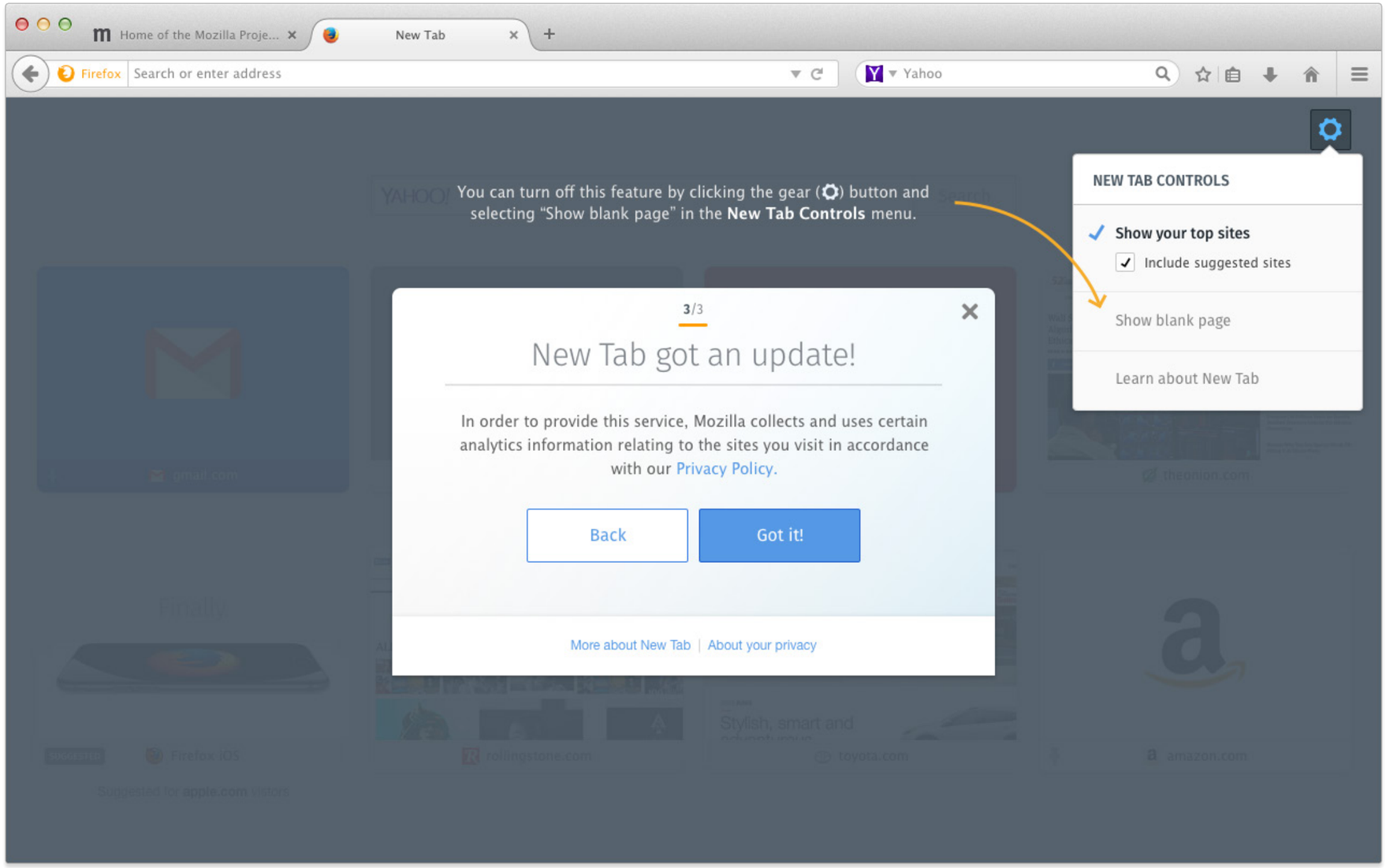
On-boarding: State 1B, Layout & Styling



On-boarding: State 2B, Layout & Styling

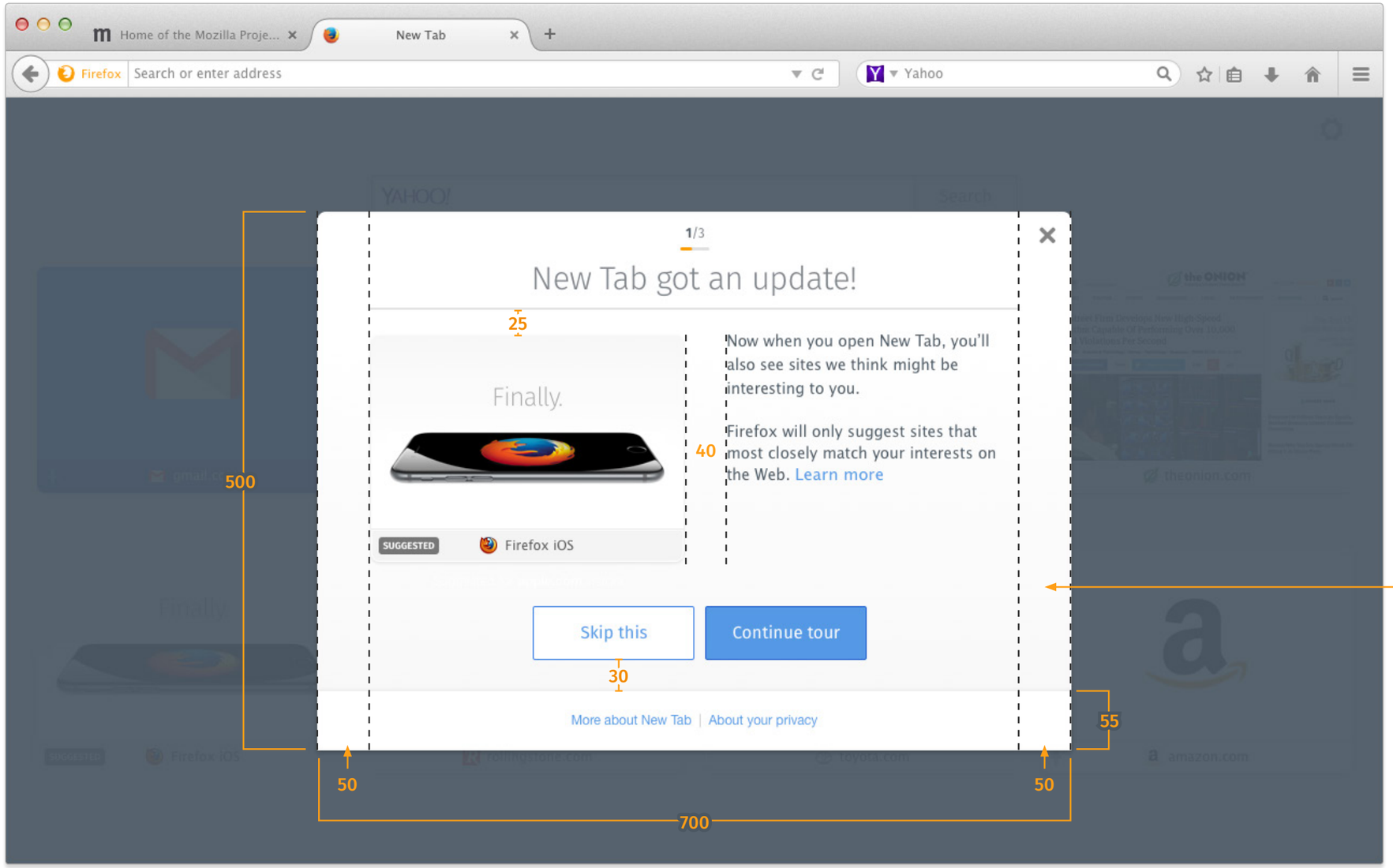


On-boarding: State 3B



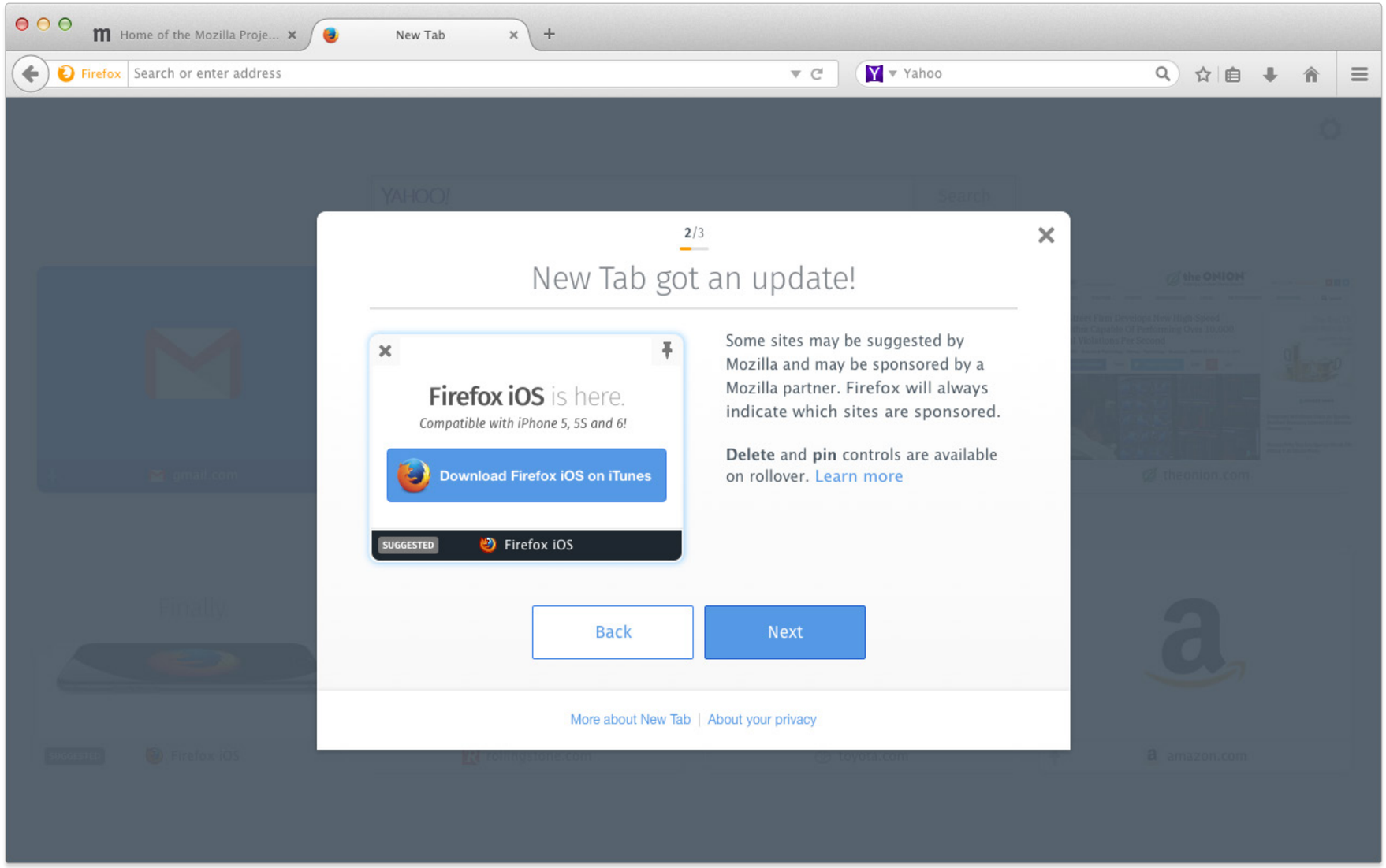
Inheret all layout and styling specificed previously in this document.

On-boarding: Small screen

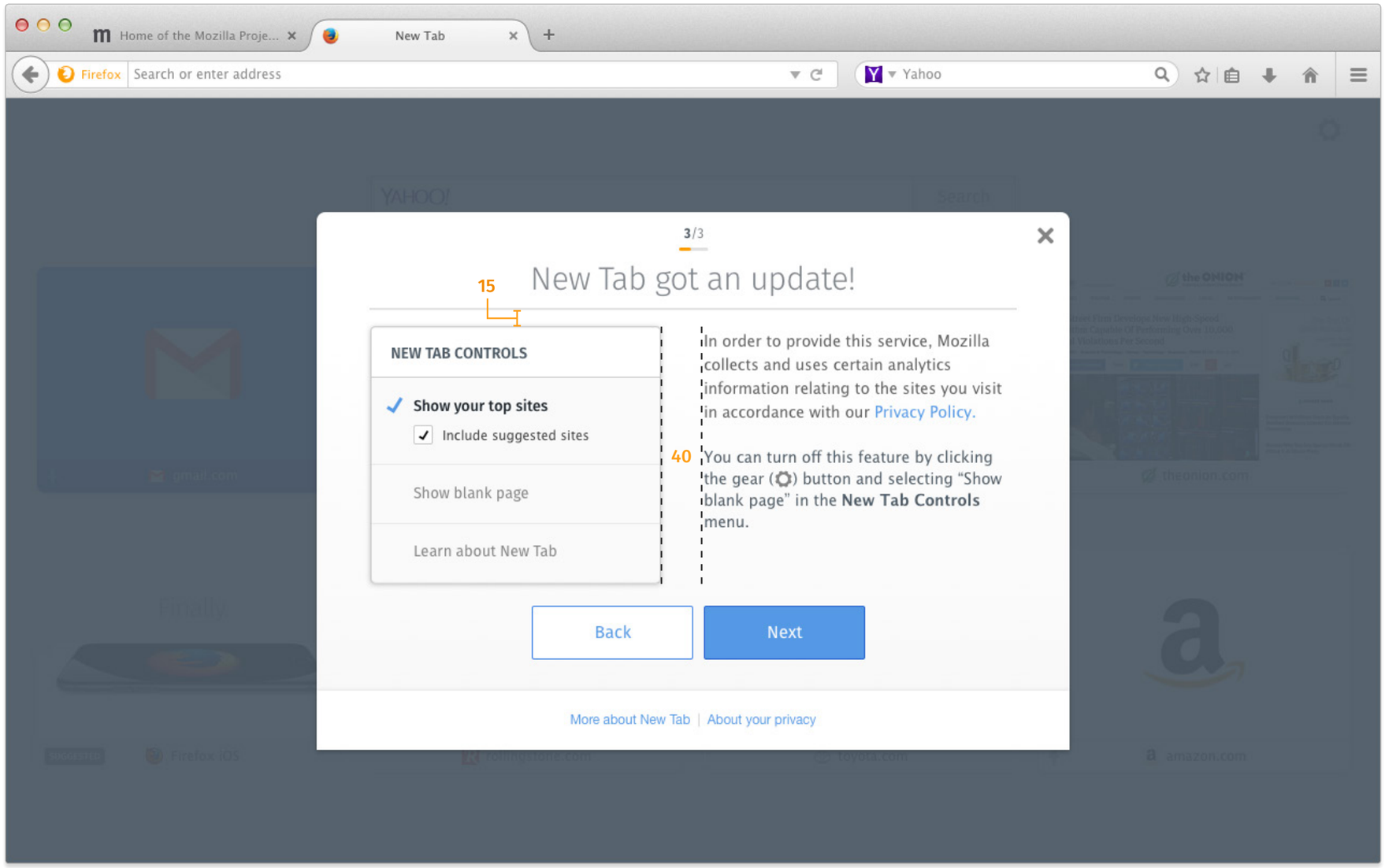


window BG = 560 x 360 px
corners = 8/0/0/8
linear gradient = #F9F9F9 (bottom) to #FFFFFF
shadow = #C1C1C1 (multiply), X=0 Y=2, blur 4

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**