

# Style Guide

## *UX/UI Updates for Tiles on Firefox Desktop 40*

# Table of Contents

## Final Product Vision

Tiles on Firefox Desktop 40.....	3
Basic Page Layout .....	4

## Basic Visual Specifications

Tiles: Static State .....	6
Tiles: Rollover State .....	7
Search Bar.....	8

## Page Controls

Page Controls: Layout .....	10
Page Controls: Styling .....	11
Page Controls: Blank page .....	12
Page Controls: Blank page, controls .....	13

## Suggested Categories

Suggested Categories: Layout .....	15
Suggested Categories: Rollover, styling .....	16
Suggested Categories: Flyout menu, layout .....	17
Suggested Categories: Flyout menu, styling.....	18
Suggested Categories: Manage suggestions overlay, layout .....	19
Suggested Categories: Manage suggestions overlay, styling .....	20

## About This Site

About This Site: Menu, layout.....	22
About This Site: Menu, styling .....	23

About This Site: Overlay, layout .....	24
About This Site: Overlay, styling.....	25

## About This Site

About This Suggestion: Tile menu, layout.....	27
About This Suggestion: Overlay, layout.....	28
About This Suggestion: Overlay, styling .....	29

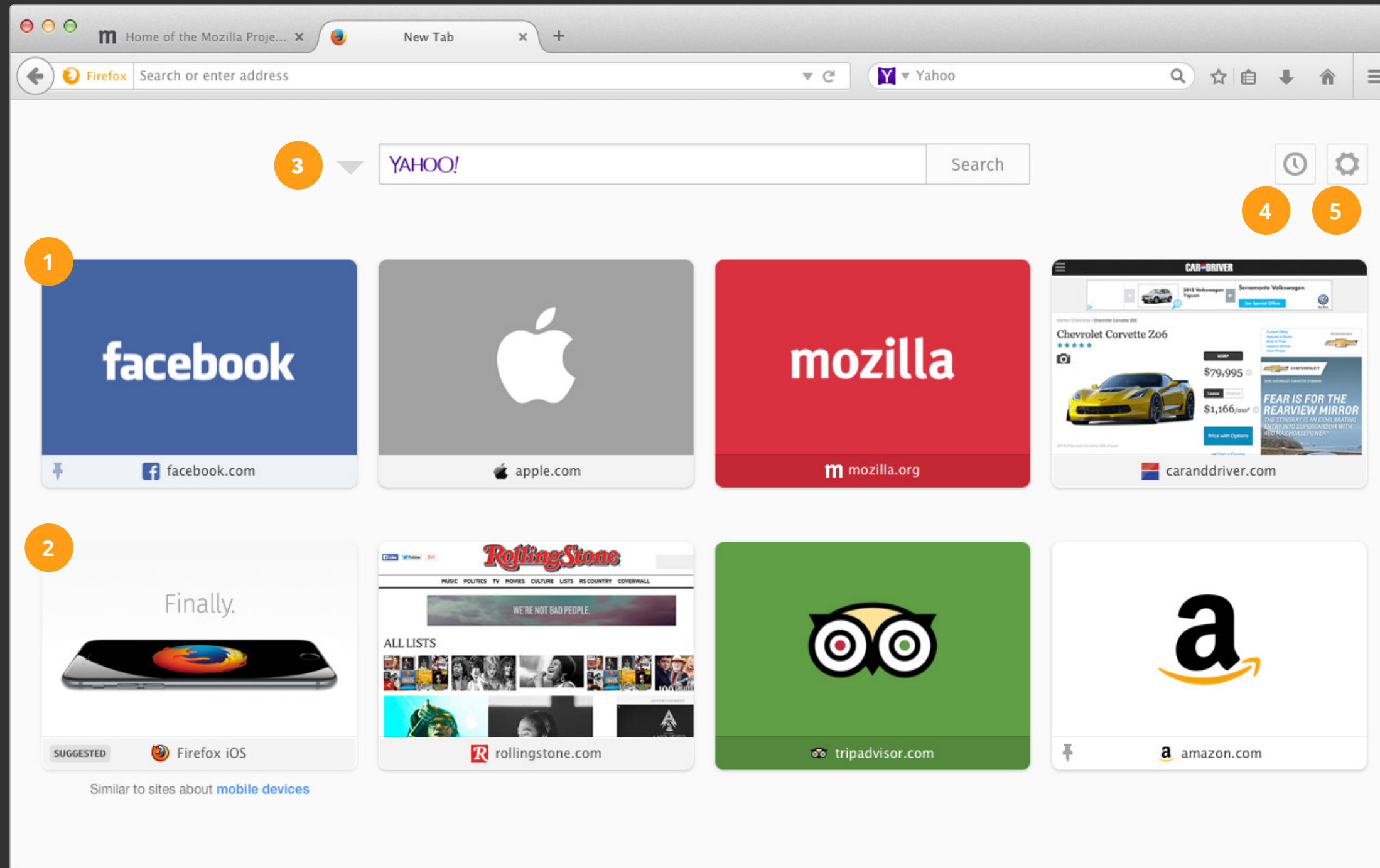
## Delete & Add A Tile

Delete & Add A Tile: Delete selected tile, layout & styling.....	31
Delete & Add A Tile: Empty tile, layout & styling.....	32
Delete & Add A Tile: Add a site overlay, layout .....	33
Delete & Add A Tile: Add a site overlay, styling .....	34
Delete & Add A Tile: Add a site overlay, suggested site, layout.....	35
Delete & Add A Tile: Add a site overlay, suggested site, styling .....	36
Delete & Add A Tile: Add a site overlay, selected site, styling .....	37
Delete & Add A Tile: New tile added .....	38

## Edit A Tile

Edit A Tile: Layout & styling .....	40
Edit A Tile: Overlay, layout & styling .....	41
Edit A Tile: Overlay, typing, layout & styling.....	42

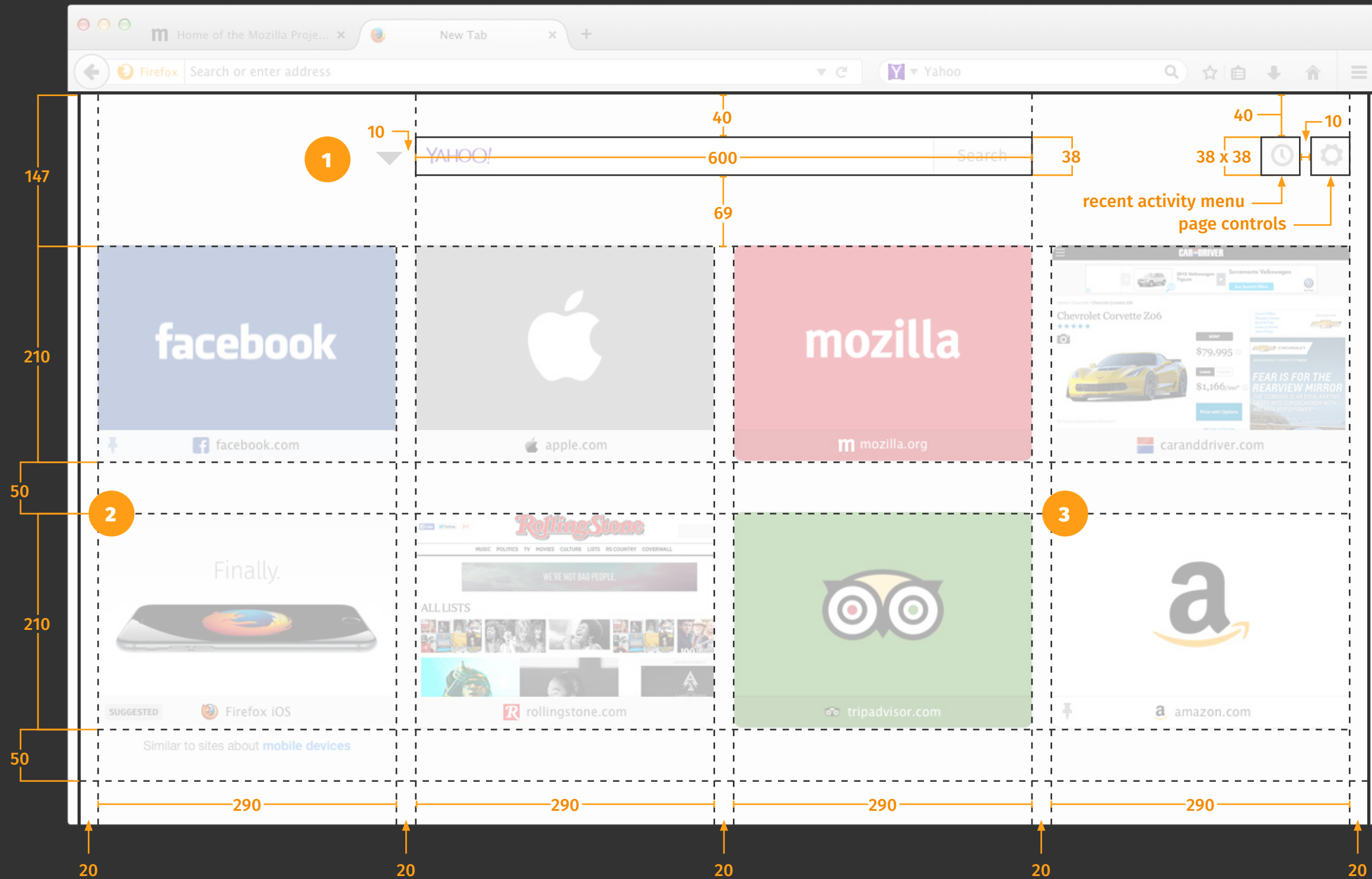
# Final Product Vision: Tiles on Firefox Desktop 40



- 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 and dropdown search options.
- 4 Recency Activity** shows top sites the user visits, often listed in order of total number of page views for a particular site.
- 5 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/qytsdfqide7095/AADqWXQZ3yEDwucxrtw94410a/Fx40?dl=0>

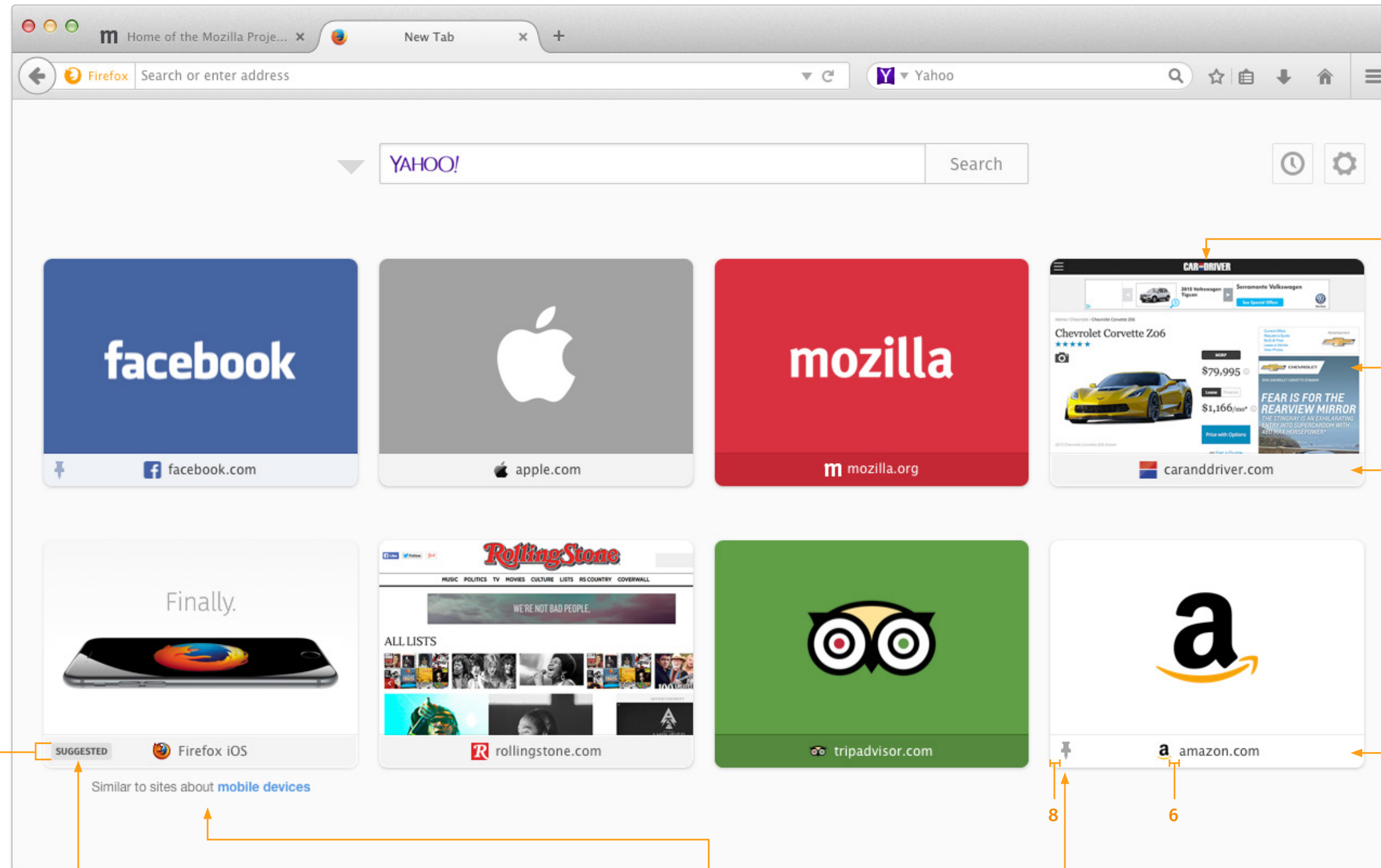
# Final Product Vision: Basic Page Layout



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



- tile container**  
 dimensions = 290 x 210 px  
 corners = 8  
 shadow = #C1C1C1 (multiply), X=0 Y=1, blur 3
- tile art**  
 dimensions = 290 x 180 px  
 BG = image or color
- web address bar**  
 dimensions = 290 x 30 px  
 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 pt  
 PC font = Segoe, Regular, 12 pt  
 static color = #333333 (black) / #FFFFFF (white)  
 max length = 40 characters

\*alternative Sans Serif = Arial

- 16** **SUGGESTED** Firefox iOS  
 Similar to sites about [mobile devices](#)

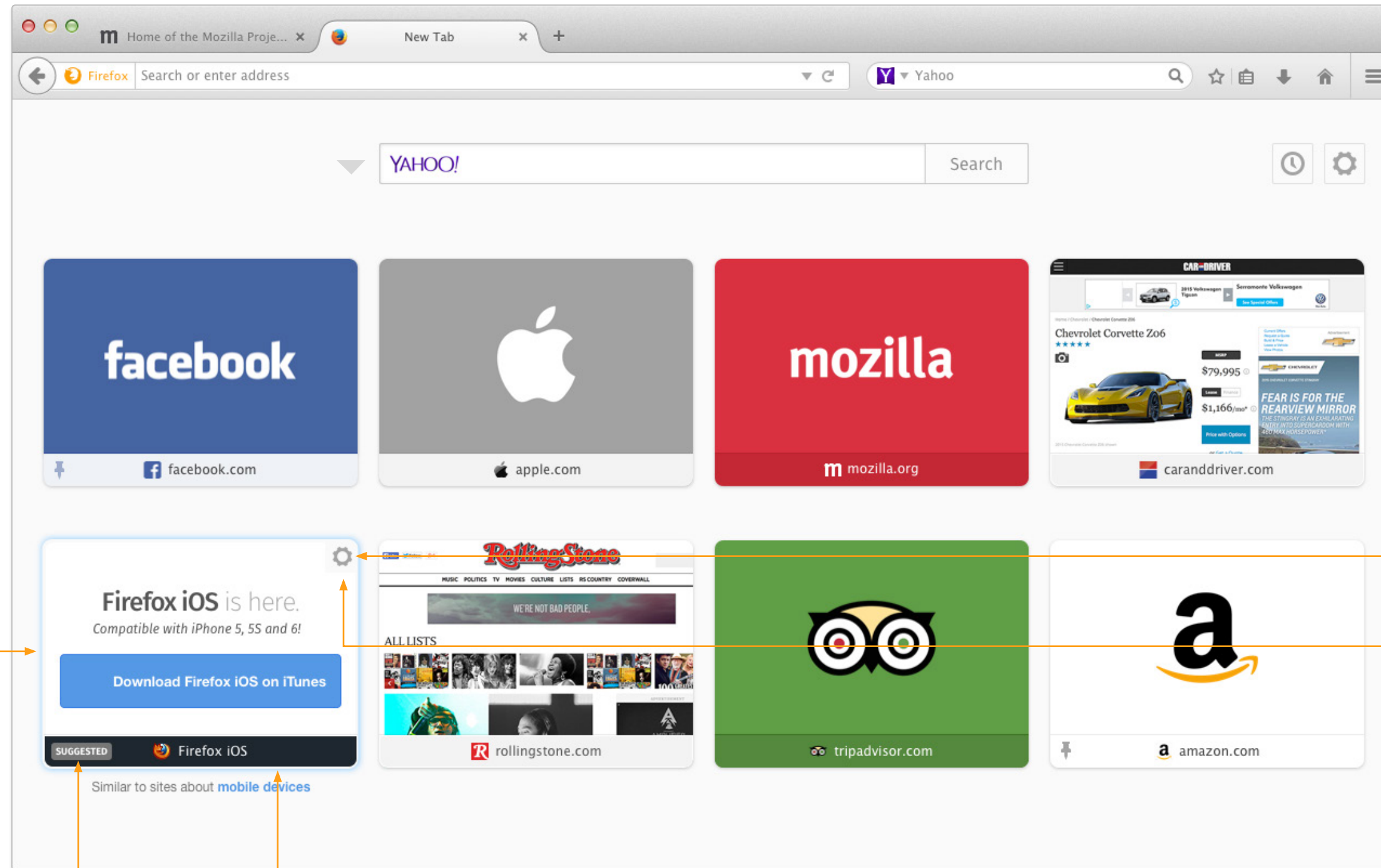
- label container**  
 dimensions = variable x 16 px  
 corners = 3  
 padding = 4 on all sides  
 static fill = #DDDDDD  
 rollover fill = #6C6C6C

- label text**  
 font = Fira Sans\*, Bold, 9 pt (all caps)  
 static color = #4A4A4A  
 rollover color = #FFFFFF

- Suggested for...**  
 text = Helvetic Nue\*, Regular, 12 pt  
 color = #6C6C6C  
**suggested category**  
 text = Helvetic Nue\*, Bold, 12 pt  
 color = #4A90E2

- 8** **6** **“icon-pin\_static\_C1C1C1.svg” = 9 x 17 px**

# Tiles: Rollover State



“icon-cog\_static.svg” = 9 x 17 px  
 “icon-cog\_active.svg” = 9 x 17 px

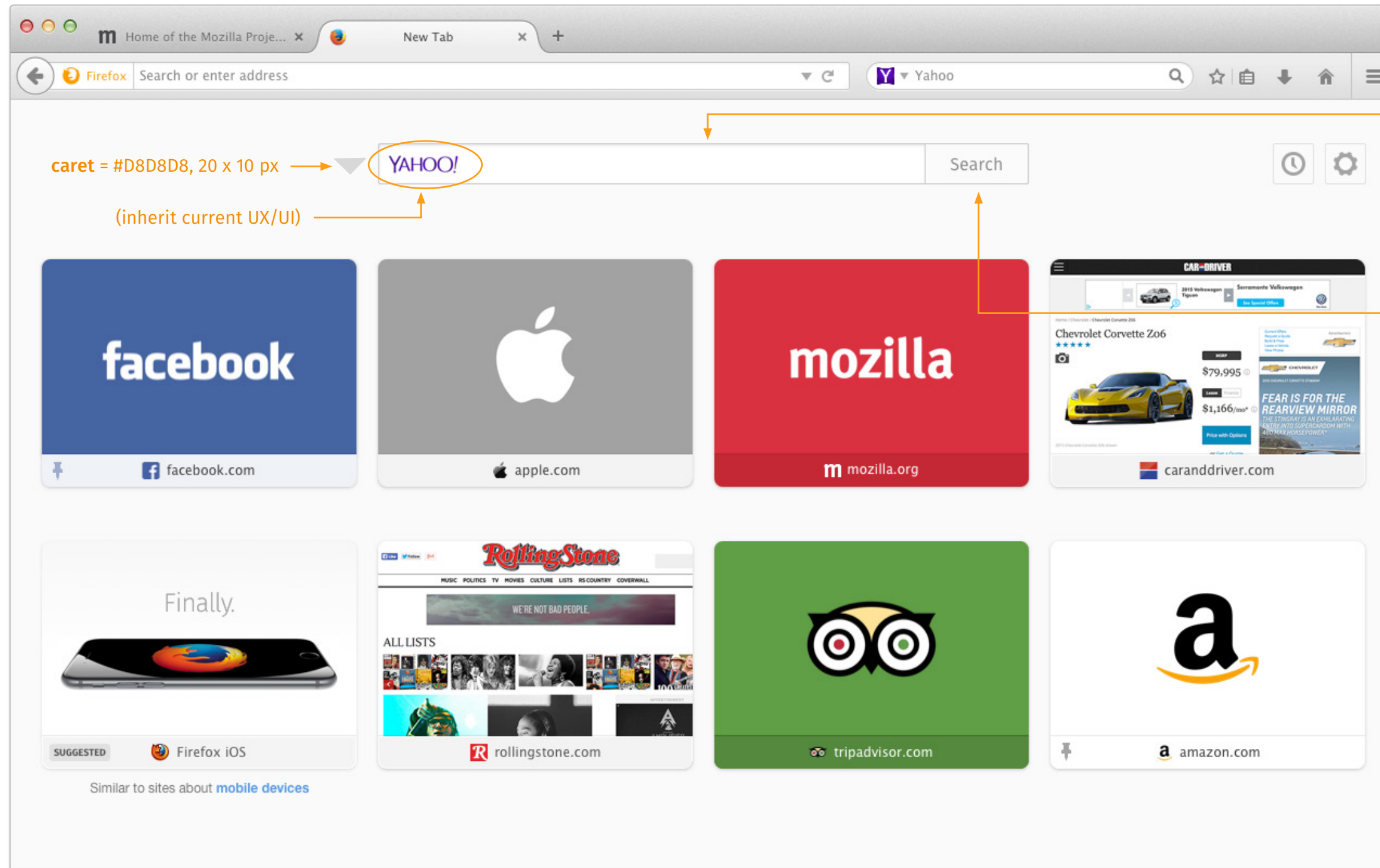
“tile\_corner\_F9F9F9.svg” = 28 x 28 px  
 (100% opacity)

label container  
 fill = #6C6C6C  
 font color = #FFFFFF

Web address bar  
 fill = #171F26  
 font color = #FFFFFF

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

# Search Bar



## input field

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

## search button

dimensions = 96 x 38 px  
 static BG = #FBFBFB  
 active BG = #4A90E2  
 inner border = #C1C1C1 / #2C72E2 (active), 1 px  
 corners = 0, 2, 2, 0

## search text

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



# *Page Controls*

# Page Controls: Layout

Annotations and dimensions:

- “page\_menu\_pointer.svg” = 20 x 10 px
- rollover container = 38 x 38 px
- checkbox = 18 x 18 px
- “check\_000000.svg” = 9 x 9 px
- Layover = fill screen

Other visible dimensions and labels:

- 82, 40, 17, 30, 2, 48, 75, 50, 50, 40, 270, 20, 10, 10
- NEW TAB CONTROLS
- Show your top sites
- Include suggested sites
- Show blank page
- Learn about New Tab
- facebook, apple, mozilla, theverge.com, rollingstone.com, tripadvisor.com, amazon.com

# Page Controls: Styling

**“page\_menu\_pointer.svg”** = 20 x 10 px

**menu title divide** = #E6E6E6, 1 px

**menu list divide** = #E6E6E6, 1 px

**rollover container** = 246 x 30  
fill = #F2F2F2  
border = #DCDCDC, 1 px  
corner = 2

**Layover** = #F9F9F9 (80% opacity)

**circle** = 14 x 14 px  
**circle item**  
fill = #9B9B9B  
font = Fira Sans, SemiBold, 13 pt  
font color = #F9F9F9

**“checkmark\_active\_4A90E2.svg”** = 15 x 15 px

**“checkmark\_hover\_CCCCCC.svg”** = 15 x 15 px

**static menu BG** = #F9F9F9

**active menu BG** = #FFFFFF

**menu title**  
primary font = Fira Sans, Semibold, 14 pt  
Mac fallback = Helvetica Nue, Bold (sans)  
PC fallback = Segoe, Bold (sans)  
color = #666666

**menu top BG** = #FFFFFF

**menu middle BG** = #F9F9F9

**“icon-cog\_active.svg”** = 22 x 22 px

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

**active menu item**  
font = Helvetica Nue, Medium, 14 pt  
fallback = Arial, Bold (sans)  
color = #333333

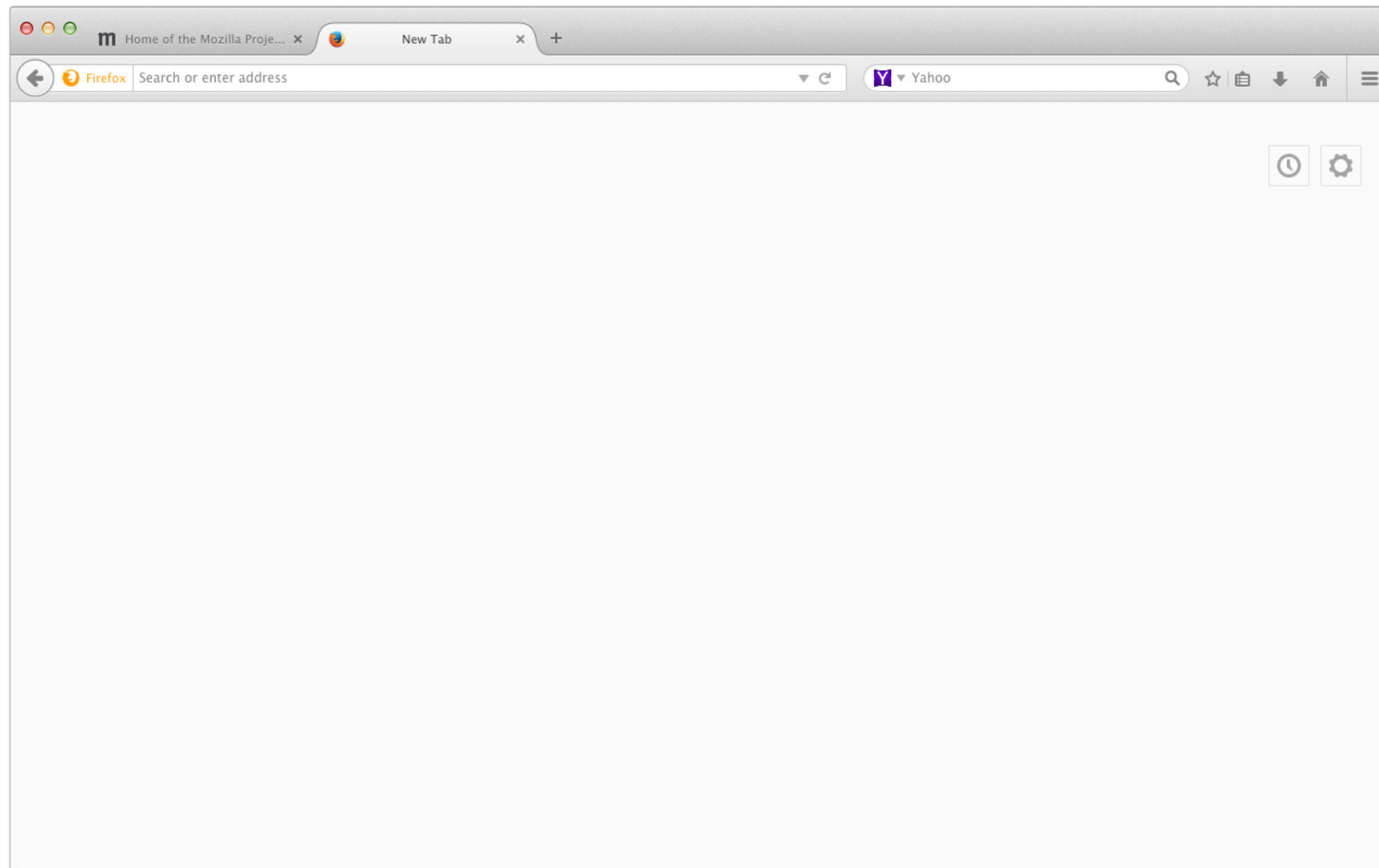
**checkbox**  
fill = #FFFFFF  
border = #C1C1C1, 1 px  
corner = 2

**checkbox item**  
font = Helvetica Nue, Regular, 12 pt  
selected color = #333333  
unselected color = #AFAFAF

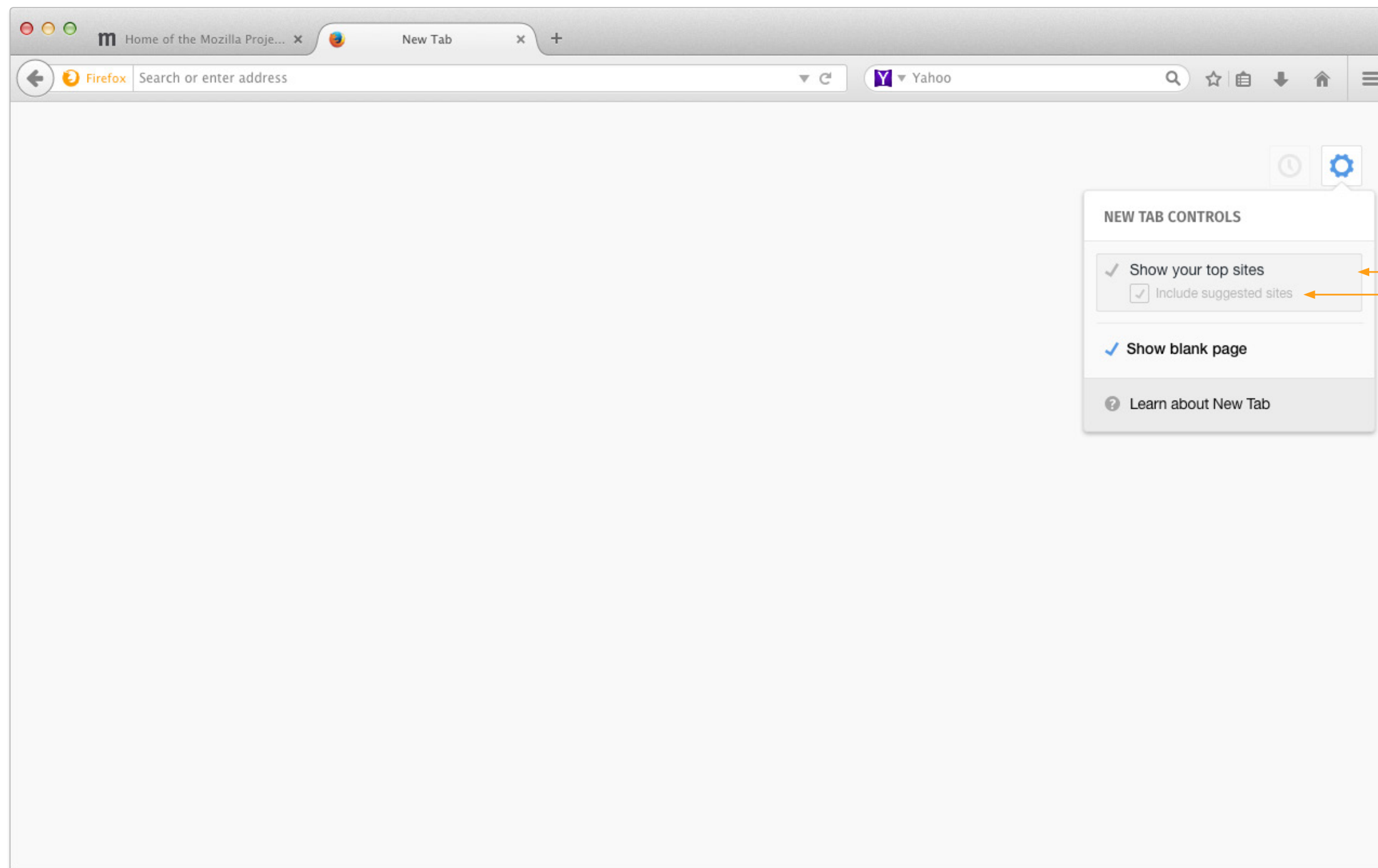
**“check\_000000.svg”** = 9 x 9 px

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

## Page Controls: *Blank page*



## Page Controls: Blank page, controls



**rollover container = 246 x 54 px**  
 fill = #F2F2F2  
 border = #DCDCDC, 1 px  
 corner = 2

**checkbox unselected**  
 fill = #F2F2F2  
 border = #C1C1C1, 1 px  
 corner = 2

“check\_CCCCCC.svg” = 9 x 9 px

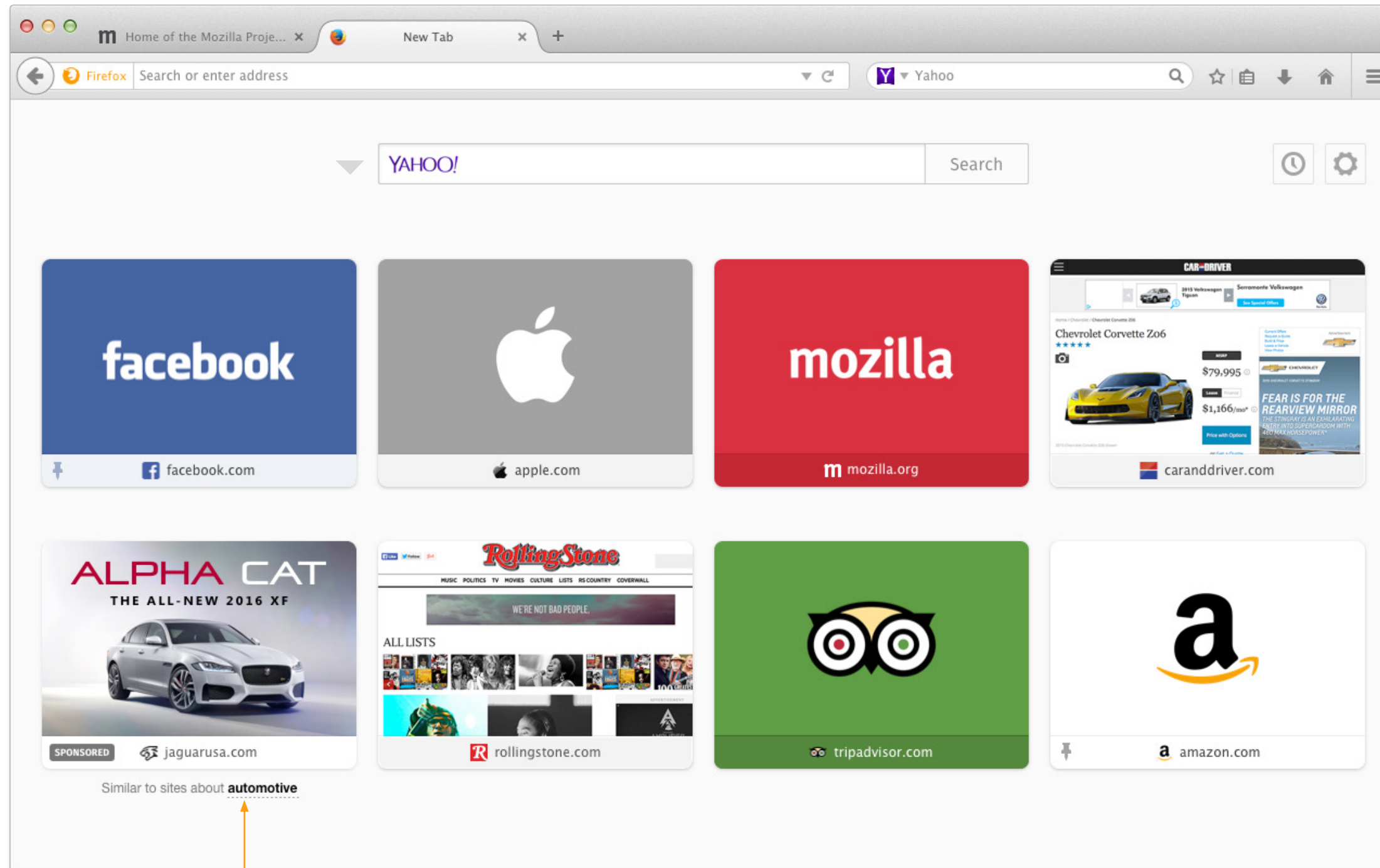
# *Suggested Categories*

# Suggested Categories: Layout

The screenshot shows a Firefox browser window with a Yahoo! search page. The browser's address bar contains "Search or enter address" and the search engine is set to "Yahoo". The page features a search bar with the text "YAHOO!" and a "Search" button. Below the search bar, there are eight suggested categories arranged in a 2x4 grid:

- Facebook**: A blue square with the word "facebook" in white, and "facebook.com" below it.
- Apple**: A gray square with the Apple logo in white, and "apple.com" below it.
- Mozilla**: A red square with the word "mozilla" in white, and "mozilla.org" below it.
- Car and Driver**: A thumbnail showing a yellow Chevrolet Corvette Z06, with "caranddriver.com" below it.
- Jaguar**: A thumbnail showing a white Jaguar XF, with "jaguarusa.com" below it. A note points to this category: "Similar to sites about automotive".
- Rolling Stone**: A thumbnail showing the Rolling Stone logo and a list of items, with "rollingstone.com" below it.
- Travel**: A green square with the TripAdvisor owl logo in white, and "tripadvisor.com" below it.
- Amazon**: A white square with the Amazon logo in black, and "amazon.com" below it.

# Suggested Categories: Rollover, styling



suggested category

font = Helvetica Neue, Bold, 12 pt

static color = #4A90E2

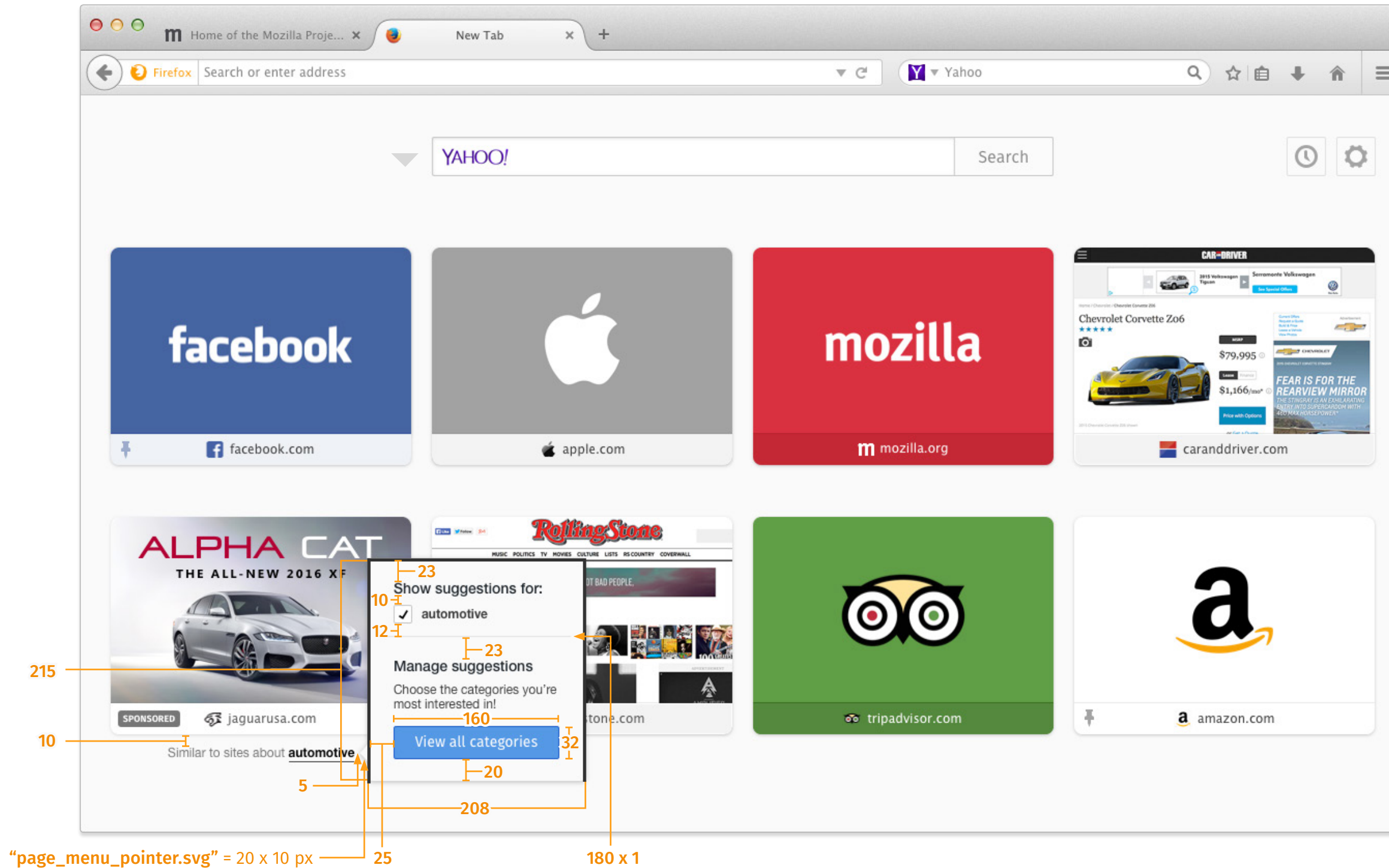
rollover / active color = #333333

rollover line = #333333, 1 px, dashed

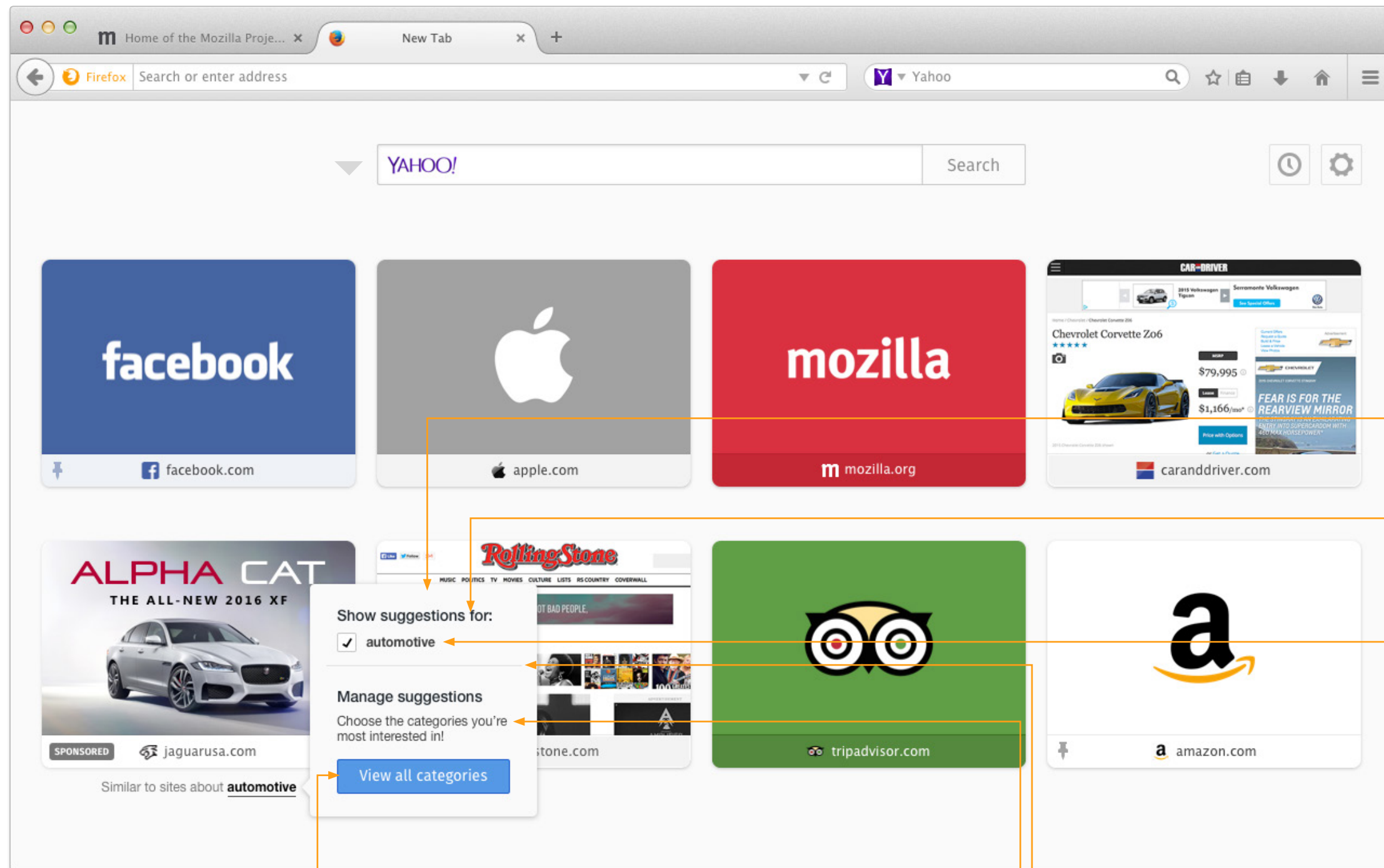
active line = #333333, 1 px, solid



# Suggested Categories: Flyout menu, layout



# Suggested Categories: Flyout menu, styling



## flyout menu container

fill = #F9F9F9

shadow = #6C6C6C (50%) (multiply), X=0, Y=1, blur=5

## menu items

font = Helvetica Neue, Medium, 14 pt

fallback = Arial, Bold (sans)

color = #171F26

## checkbox

fill = #FFFFFF

border = #C1C1C1, 1 px

corner = 2

## checkbox item

font = Helvetica Neue, Bold, 12 pt

selected color = #333333

unselected color = #AFAFAF

"check\_000000.svg" = 9 x 9 px

## button

fill = #4A90E2

inner border = #4A90E2 (multiply), 1 px

corner = 2

## button font

primary font = Fira Sans, Regular, 14 pt

Mac fallback = Helvetica Neue, Bold (sans)

PC fallback = Segoe, Bold (sans)

color = #FFFFFF

menu list divide = #E6E6E6, 180 x 1 px

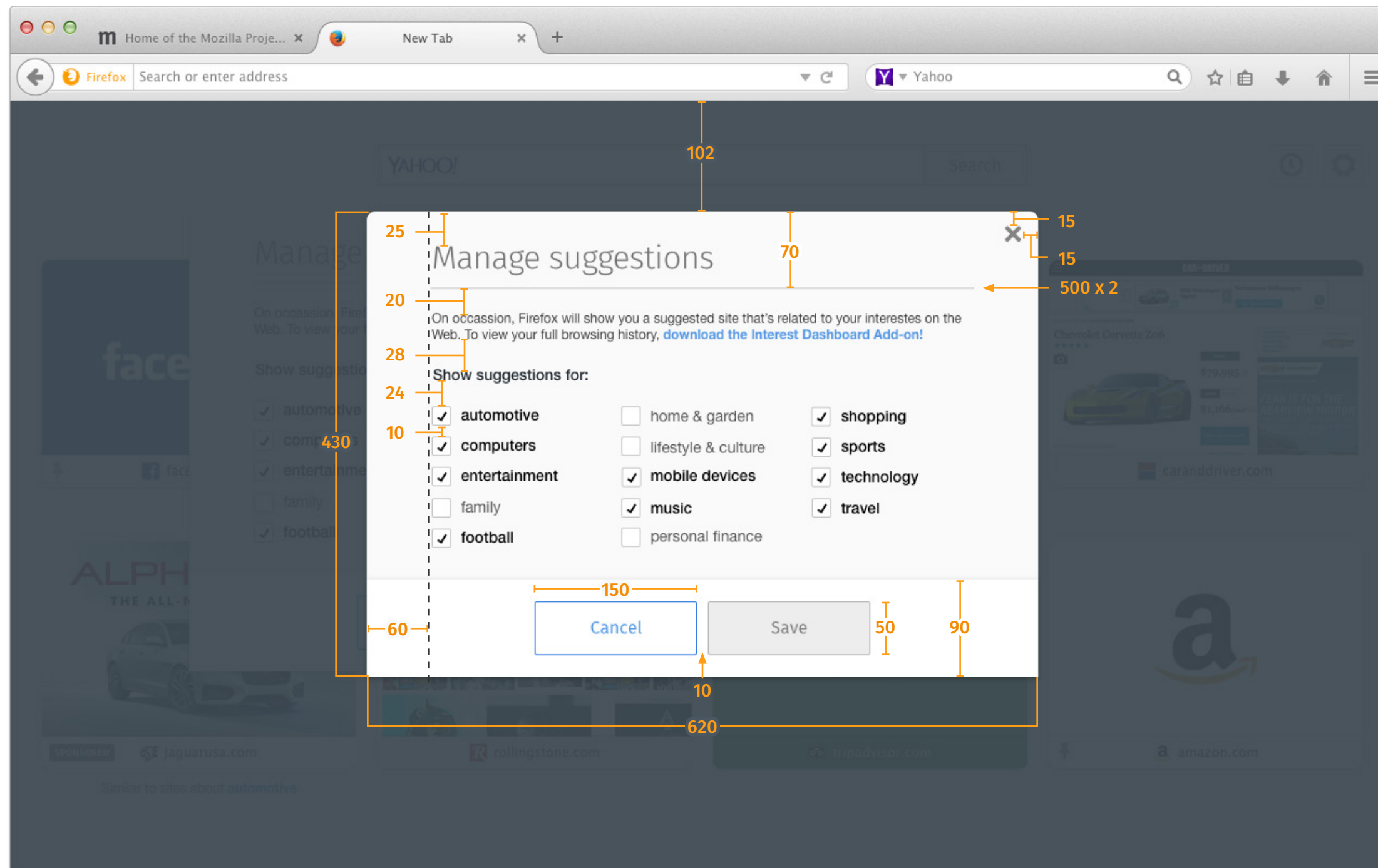
## menu item copy

font = Helvetica Neue, Regular, 12 pt

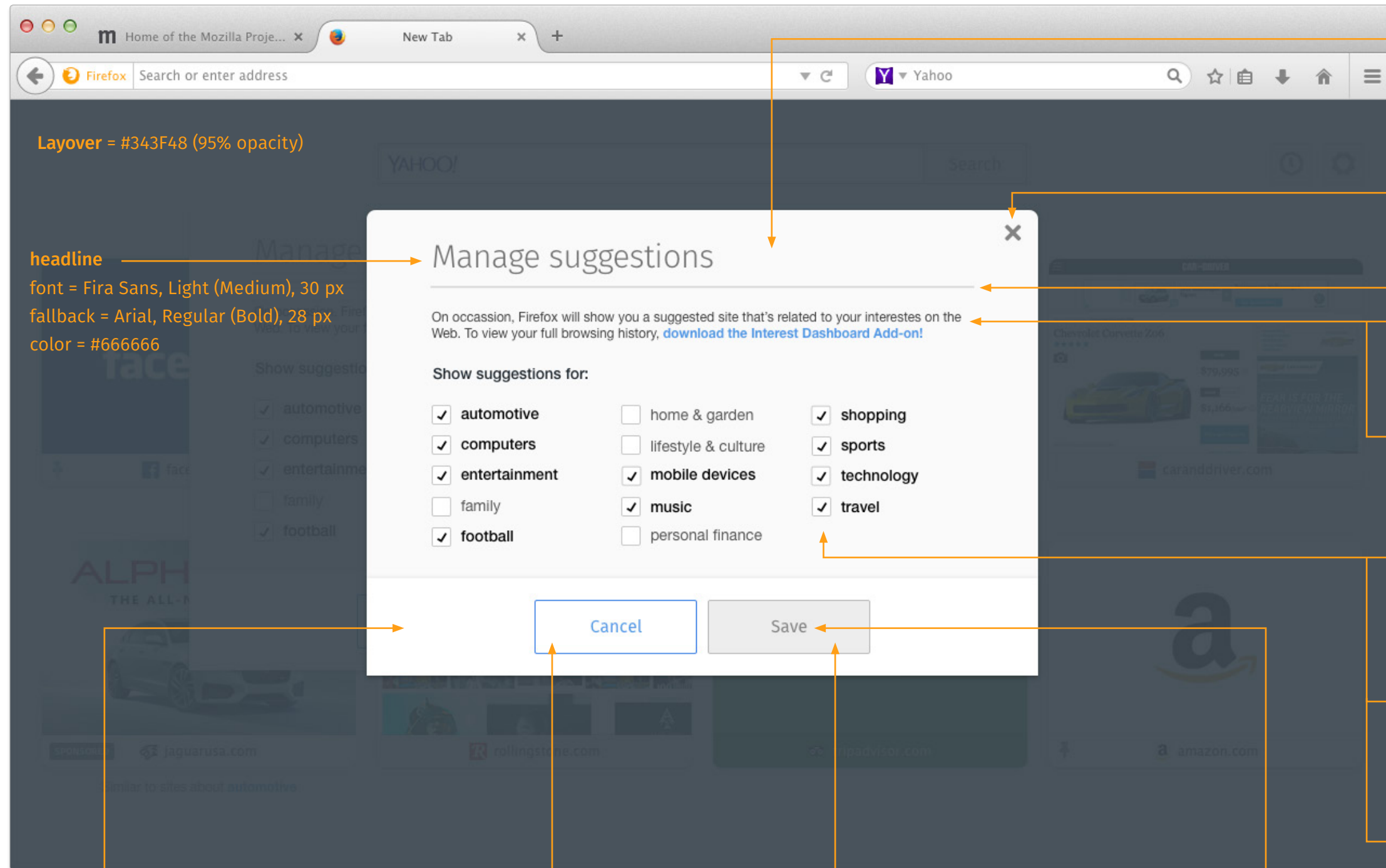
fallback = Arial, Bold (sans)

color = #333333

## Suggested Categories: Manage suggestions overlay, layout



# Suggested Categories: Manage suggestions overlay, styling



## overlay container

fill = #F9F9F9  
shadow = #000000 (multiply), X=0, Y=2, blur=4  
corners = 8, 8, 0, 0

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

## menu divider

fill = #E0DFE0

## menu copy

font = Helvetica Nue, Regular, 12 pt  
color = #333333

## download copy

font = Helvetica Nue, Bold, 12 pt  
color = #4A90E2

## checkbox

fill = #FFFFFF  
border = #C1C1C1, 1 px  
corner = 2

## checkbox item

font = Helvetica Nue, Medium, 14 pt  
selected color = #333333  
unselected color = #4A4A4A

"check\_000000.svg" = 9 x 9 px

Layover = #343F48 (95% opacity)

## headline

font = Fira Sans, Light (Medium), 30 px  
fallback = Arial, Regular (Bold), 28 px  
color = #666666

## button container

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

## static button

fill = #FFFFFF  
border = #2C72E2, 1 px  
corner = 2

## active button

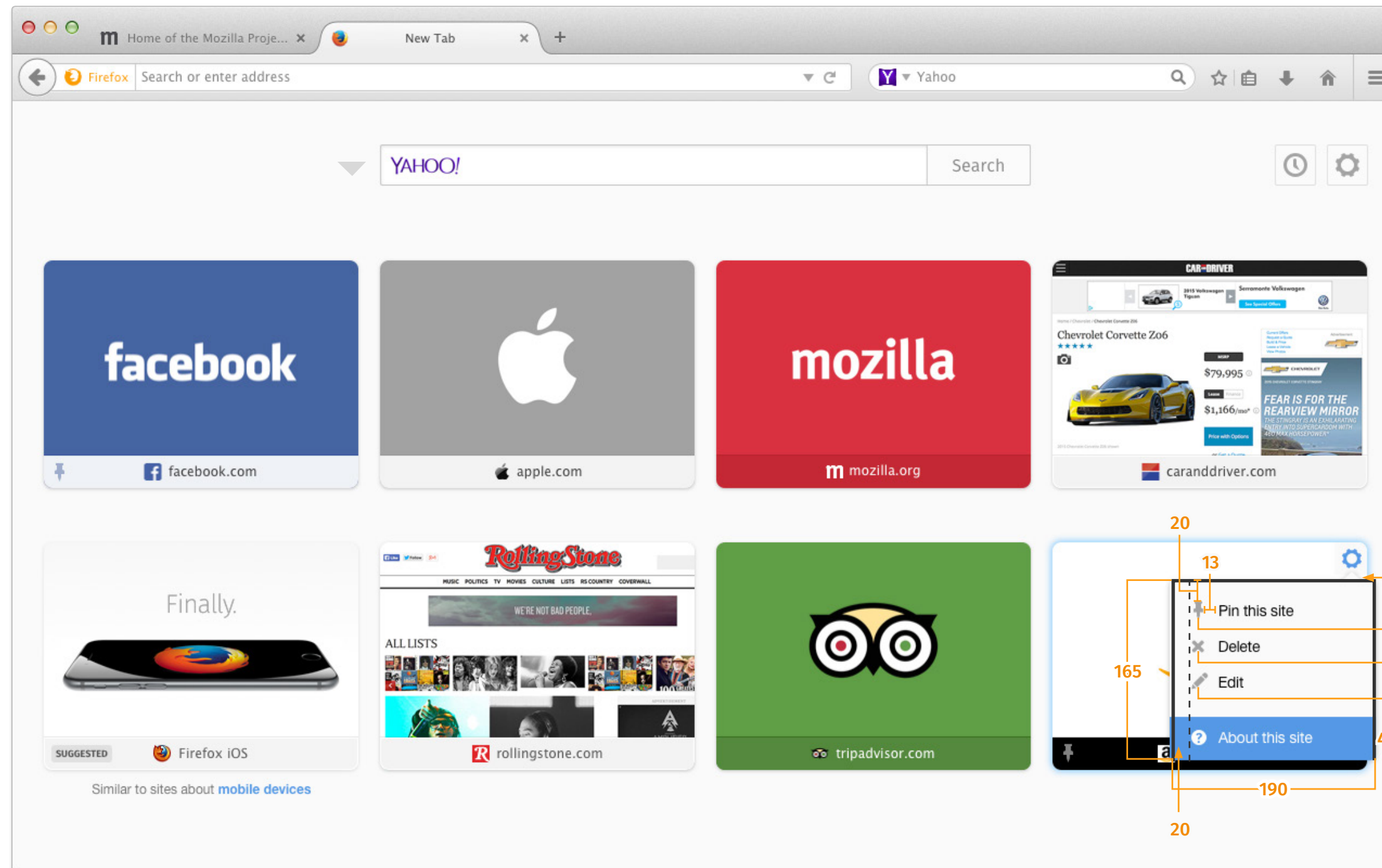
rollover fill = #EBEBEB  
rollover border = #C1C1C1, 1 px  
active fill = #71B844  
active border = #417505 (50%) (multiply), 1 px  
corner = 2

## button item

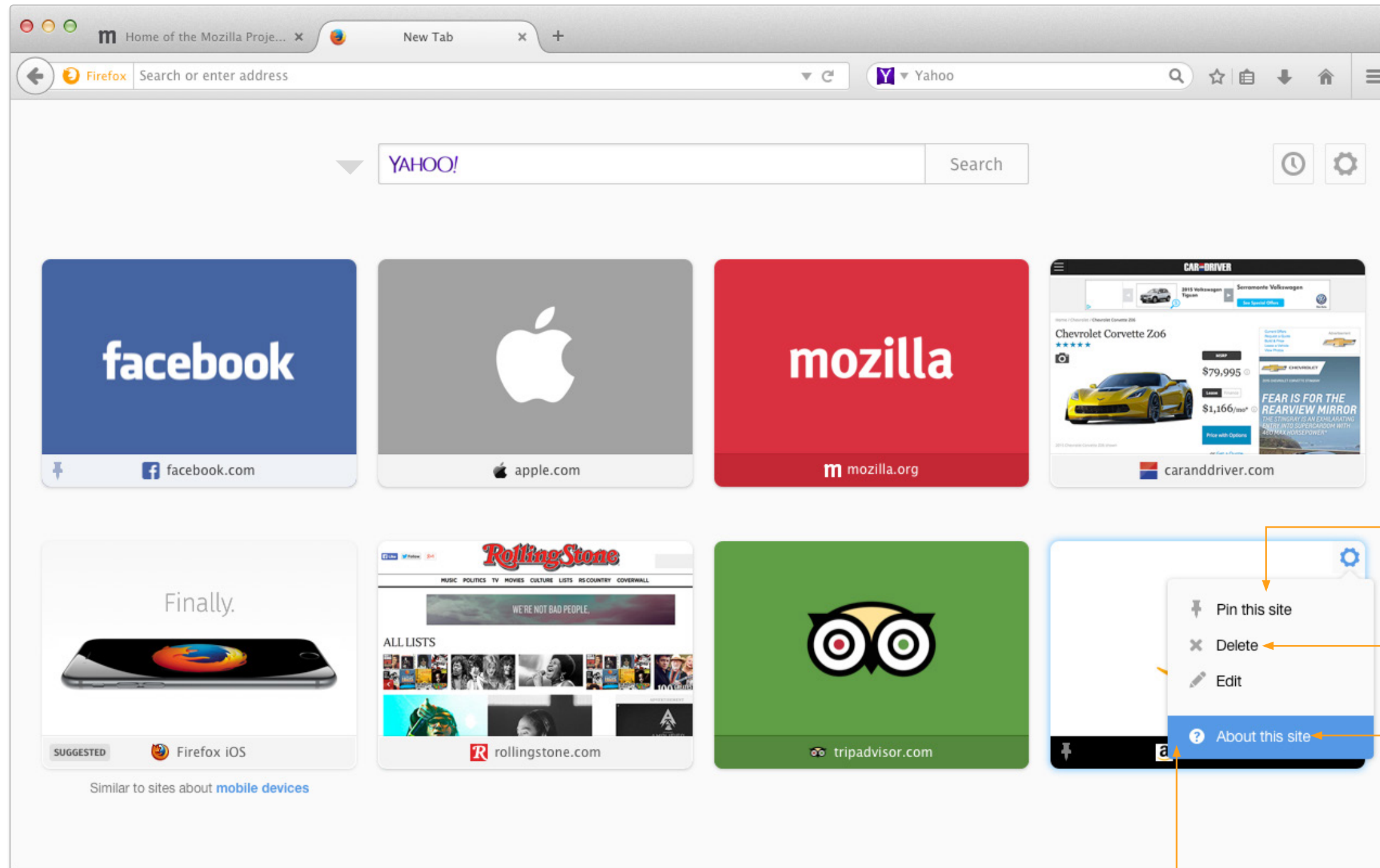
font = Fira Sans, Regular, 16 pt  
unselected color = #4A90E2  
selected color = #7A7A7A

# *About This Site*

# About This Site: Menu, layout



# About This Site: Menu, styling



**menu container**

fill = #F9F9F9

shadow = #6C6C6C (50%) (multiply), X=0, Y=1, blur 5

**menu item**

font = Helvetica Nue, Regular, 14 pt

color = #000000

**About this site...**

font = Helvetica Nue, Regular, 14 pt

selected color = #FFFFFF

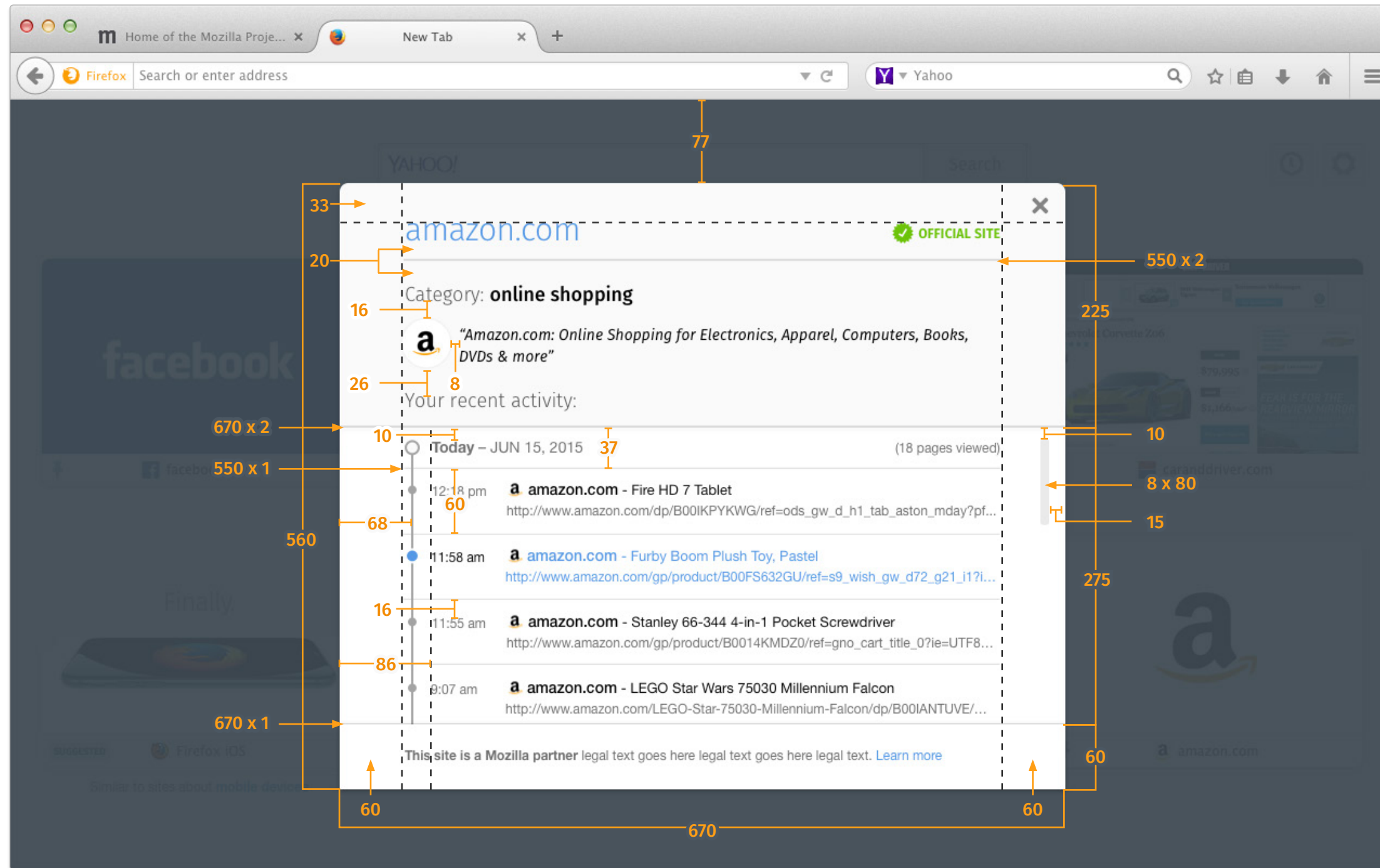
unselected color = #000000

**About container**

static fill = #E9E9E9

rollover / active fill = #4A90E2

# About This Site: Overlay, layout





# About This Site: Overlay, styling

**Layover** = #343F48 (95% opacity)

**menu title**  
font = Fira Sans, Light, 30 pt  
fill = #4A90E2

**menu items**  
font = Fira Sans, Light, 18 pt  
fill = #4A4A4A

**<category>**  
font = Fira Sans, Medium, 18 pt  
fill = #333333

**logo item**  
circle dimensions = 46 x 46 px  
fill = #FFFFFF  
border = #EFEFEF, 1 px  
favicon = 30 x 30 px  
font = Fira Sans, Italic, 14 pt  
font color = #000000

**activity container**  
fill = #FFFFFF

**overlay container**  
fill = #F9F9F9  
shadow = #000000 (multiply), X=0, Y=2, blur 4  
corners = 8, 8, 0, 0

**Official Site...**  
font = Fira Sans (all caps), Bold, 12 pt  
color = #62BE06

**“icon-star\_static\_62BE06.svg”** = 20 x 20 px

**menu divider** = #E0DFE0, 2 px

**menu divider** = #E0DFE0, 2 px

**menu divider** = #E0DFE0, 1 px

**scroll bar**  
fill = #D8D8D8 (60%) (multiply)

**recent activity item**  
time font = Helvetica Nue, Regular, 12 pt  
unselected color = #666666  
selected color = #000000

**site title font** = Helvetica Nue, Medium, 14 pt  
unselected color = #000000  
selected color = #4A90E2

**url font** = Helvetica Nue, Regular, 12 pt  
unselected color = #666666  
selected color = #000000

**favicon dimension** = 16 x 16 px

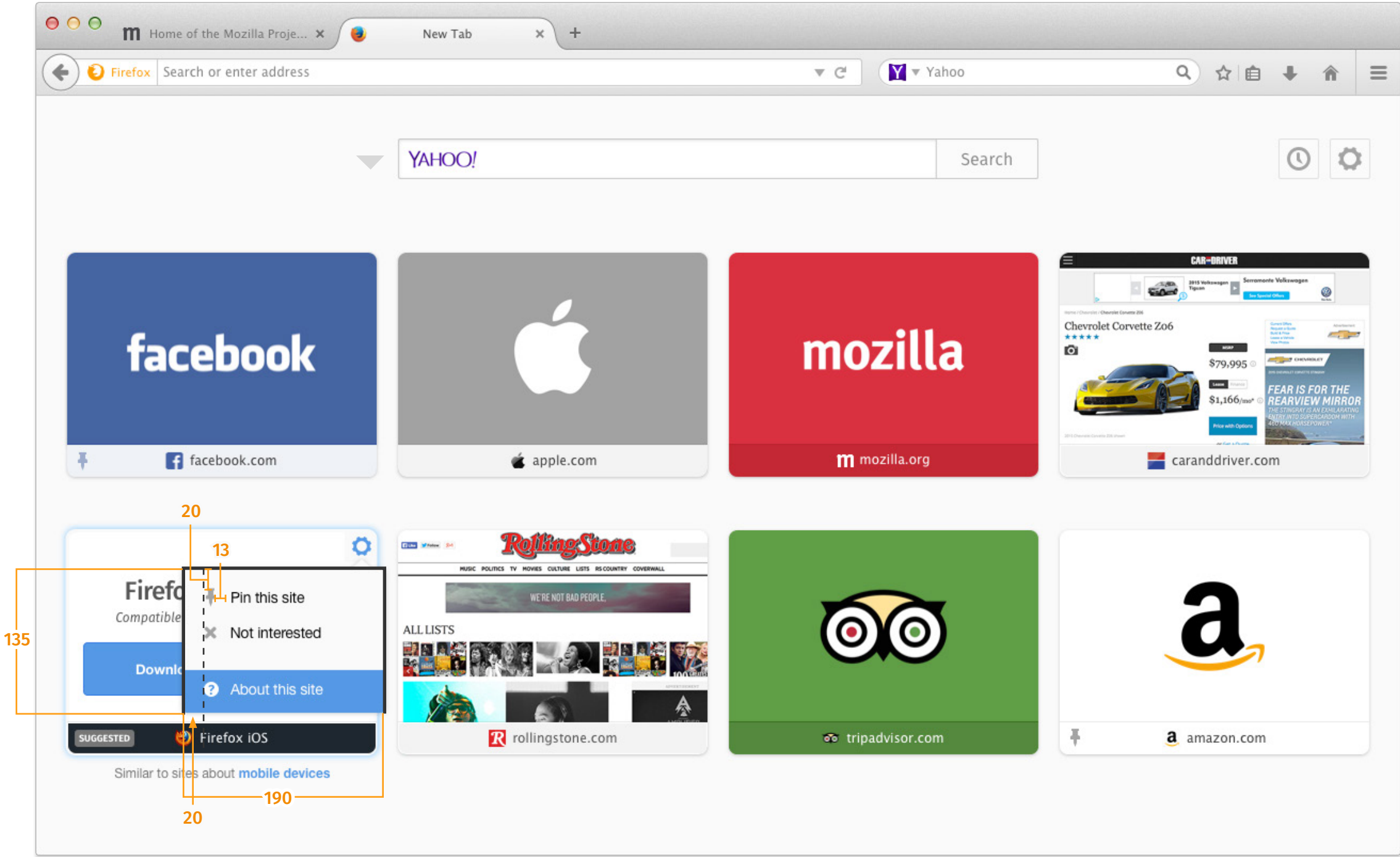
**timeline today item**  
circle dimensions = 12 x 12 px  
fill = #F9F9F9  
border = #9B9B9B, center align, 2 px  
font = Helvetica Nue, Bold / Regular, 14 pt  
font color = #666666

**timeline time items**  
circle dimensions = 12 x 12 px  
selected fill = #4A90E2  
selected border = #FFFFFF, center align, 2 px  
unselected fill = #9B9B9B

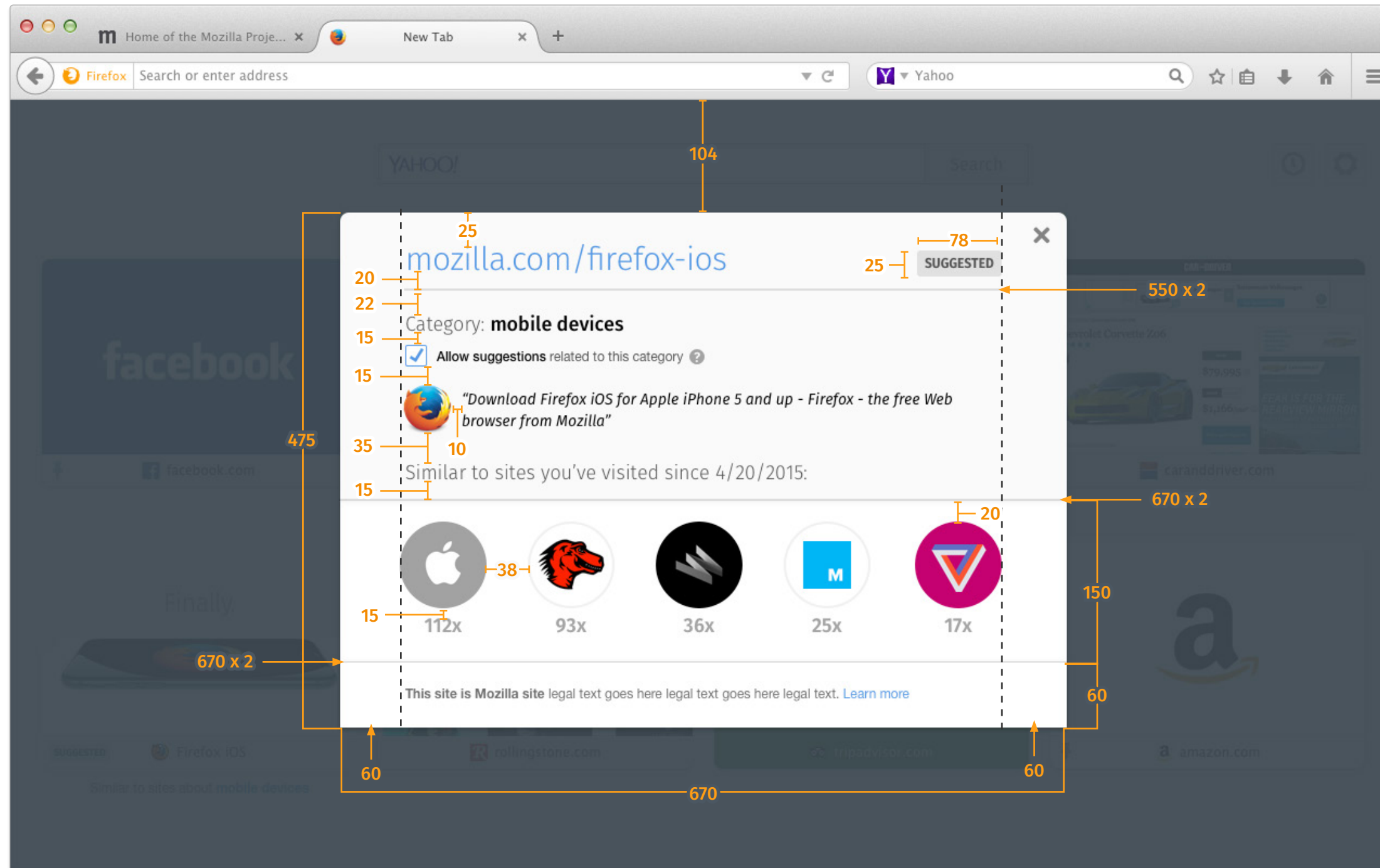
**disclaimer**  
font = Helvetica Nue, Bold, 12 pt  
color = #666666  
legal font = Helvetica Nue, Regular, 12 pt  
color = #666666  
learn more color = #4A90E2

# *About This Suggestion*

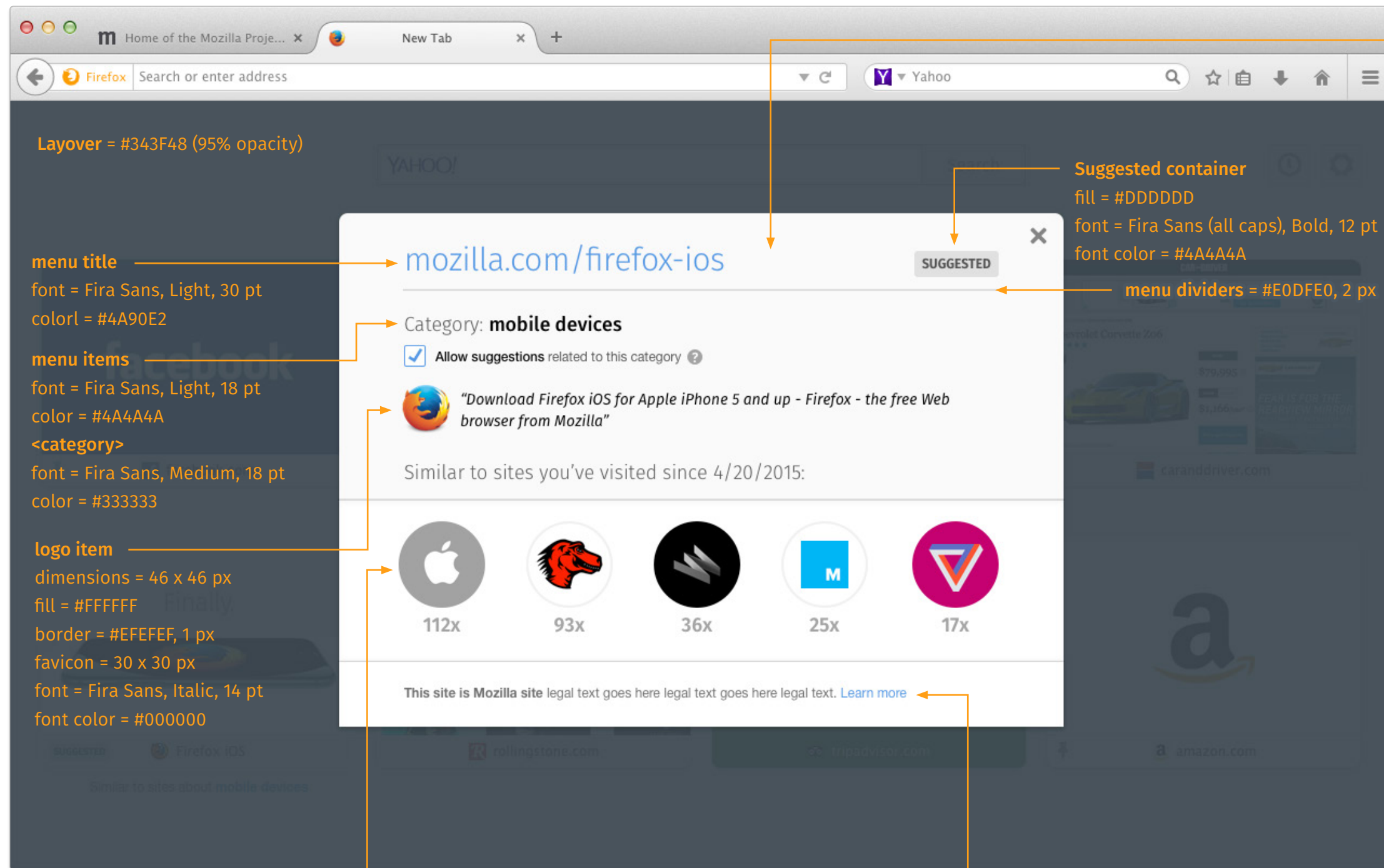
# About This Suggestion: Tile menu, layout



# About This Suggestion: Overlay, layout



# About This Suggestion: Overlay, styling



**overlay container**

fill = #F9F9F9

shadow = #000000 (multiply), X=0, Y=2, blur=4

corners = 8, 8, 0, 0

Layover = #343F48 (95% opacity)

**menu title**

font = Fira Sans, Light, 30 pt  
color = #4A90E2

**menu items**

font = Fira Sans, Light, 18 pt  
color = #4A4A4A

**<category>**

font = Fira Sans, Medium, 18 pt  
color = #333333

**logo item**

dimensions = 46 x 46 px

fill = #FFFFFF

border = #EFEFEF, 1 px

favicon = 30 x 30 px

font = Fira Sans, Italic, 14 pt

font color = #000000

**Suggested container**

fill = #DDDDDD

font = Fira Sans (all caps), Bold, 12 pt

font color = #4A4A4A

**menu dividers** = #E0DFE0, 2 px

**Similar Sites items**

circle dimensions = 80 x 80 px

logo dimensions = approx. 50 x 50 px

font = Fira Sans, Semibold, 18 pt

font color = #9B9B9B

**disclaimer**

font = Helvetica Nue, Bold, 12 pt

color = #666666

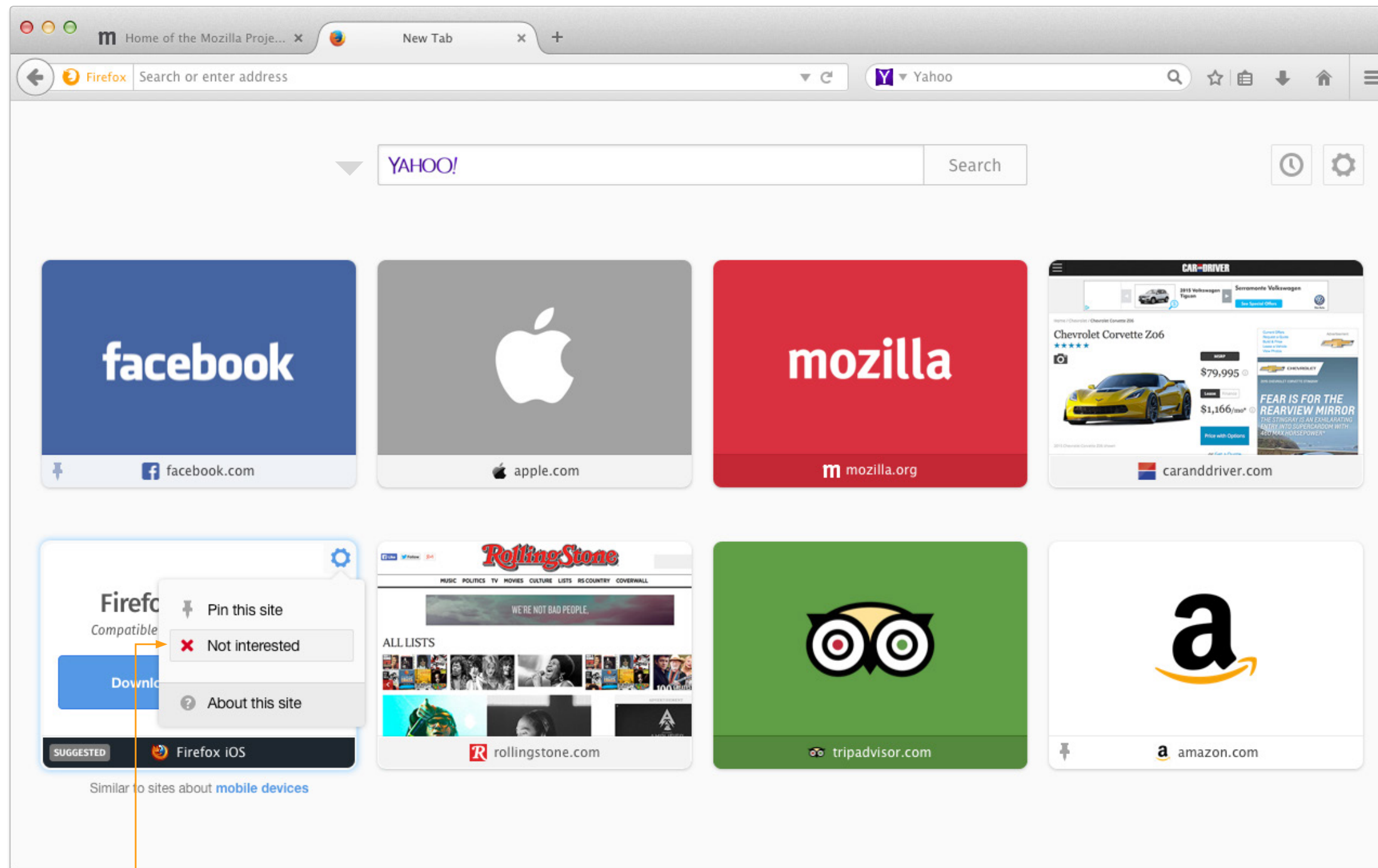
legal font = Helvetica Nue, Regular, 12 pt

legal color = #666666

learn more color = #4A90E2

*Delete & Add A Tile*

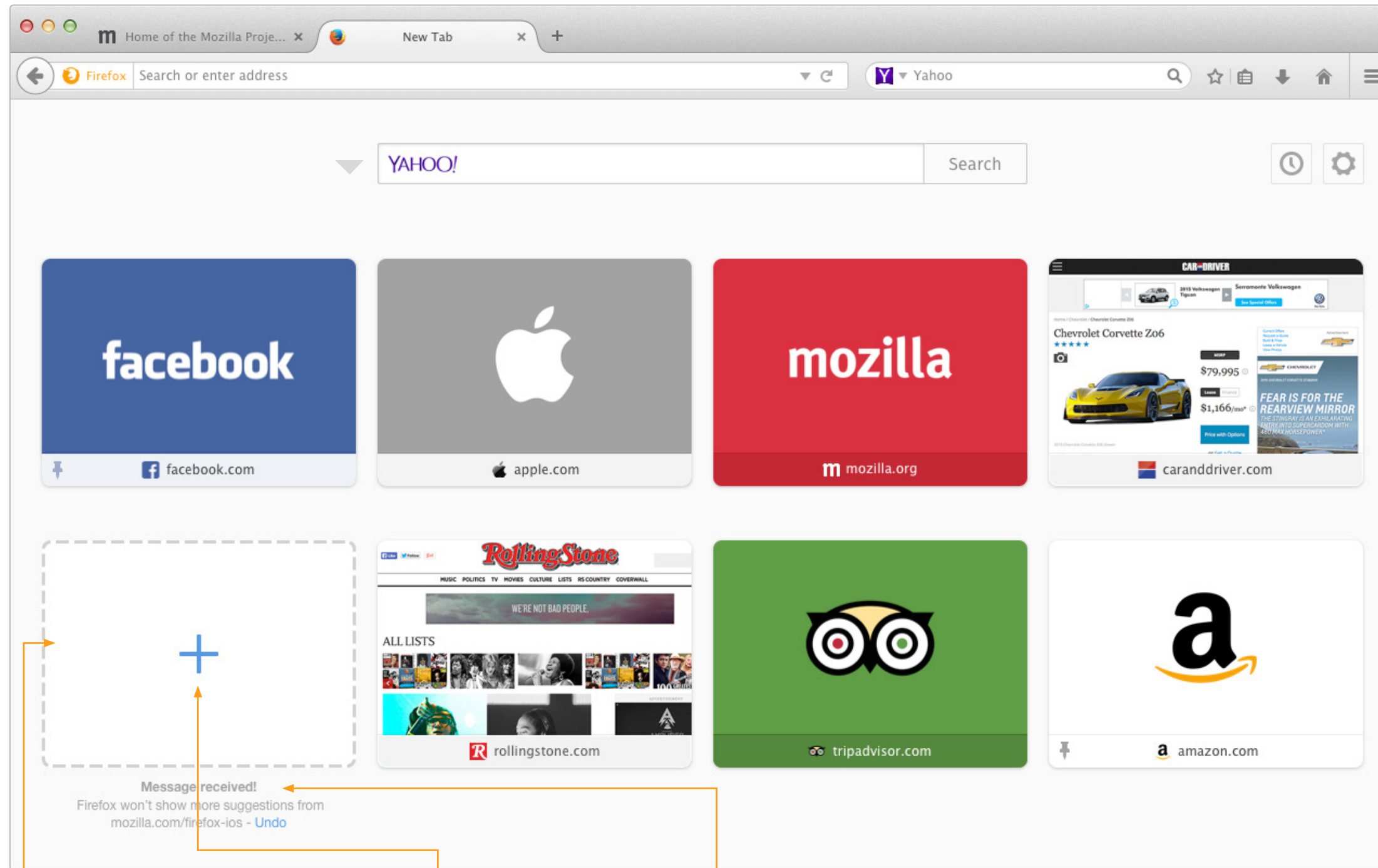
## Delete & Add A Tile: Delete selected tile, layout & styling



rollover container = 170 x 30 px  
 fill = #F2F2F2  
 border = #DCDCDC, 1 px  
 corner = 2

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

# Delete & Add A Tile: Empty tile, layout & styling



## empty tile

static color = NONE  
 rollover color = #FFFFFF  
 border = #CCCCCC, 3 px, dash=12, gap=5  
 corner = 8

## add item

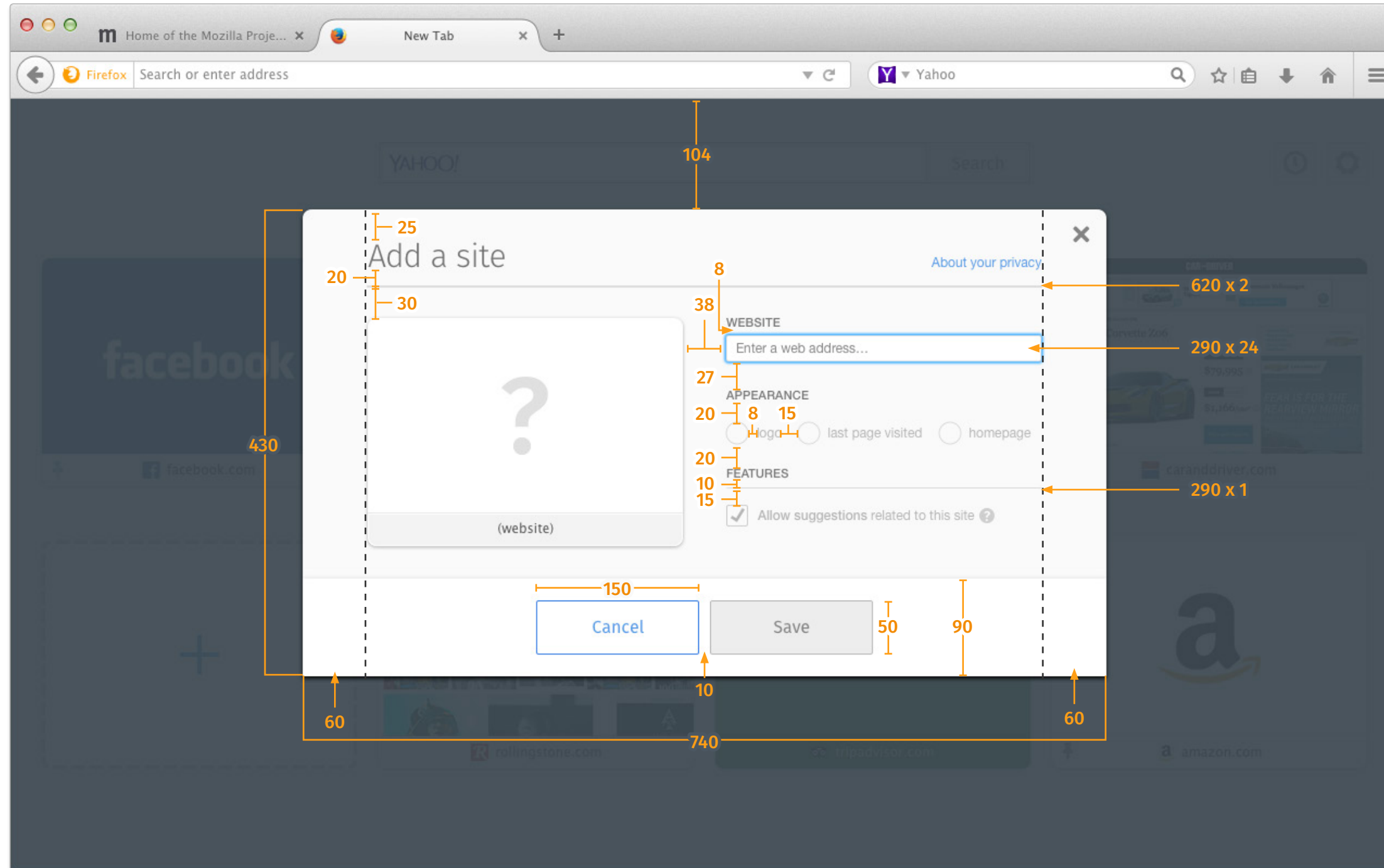
dimensions = 36 x 36 px  
 static color = #CDCDCD  
 rollover color = #4A90E2  
 centered

## messaging

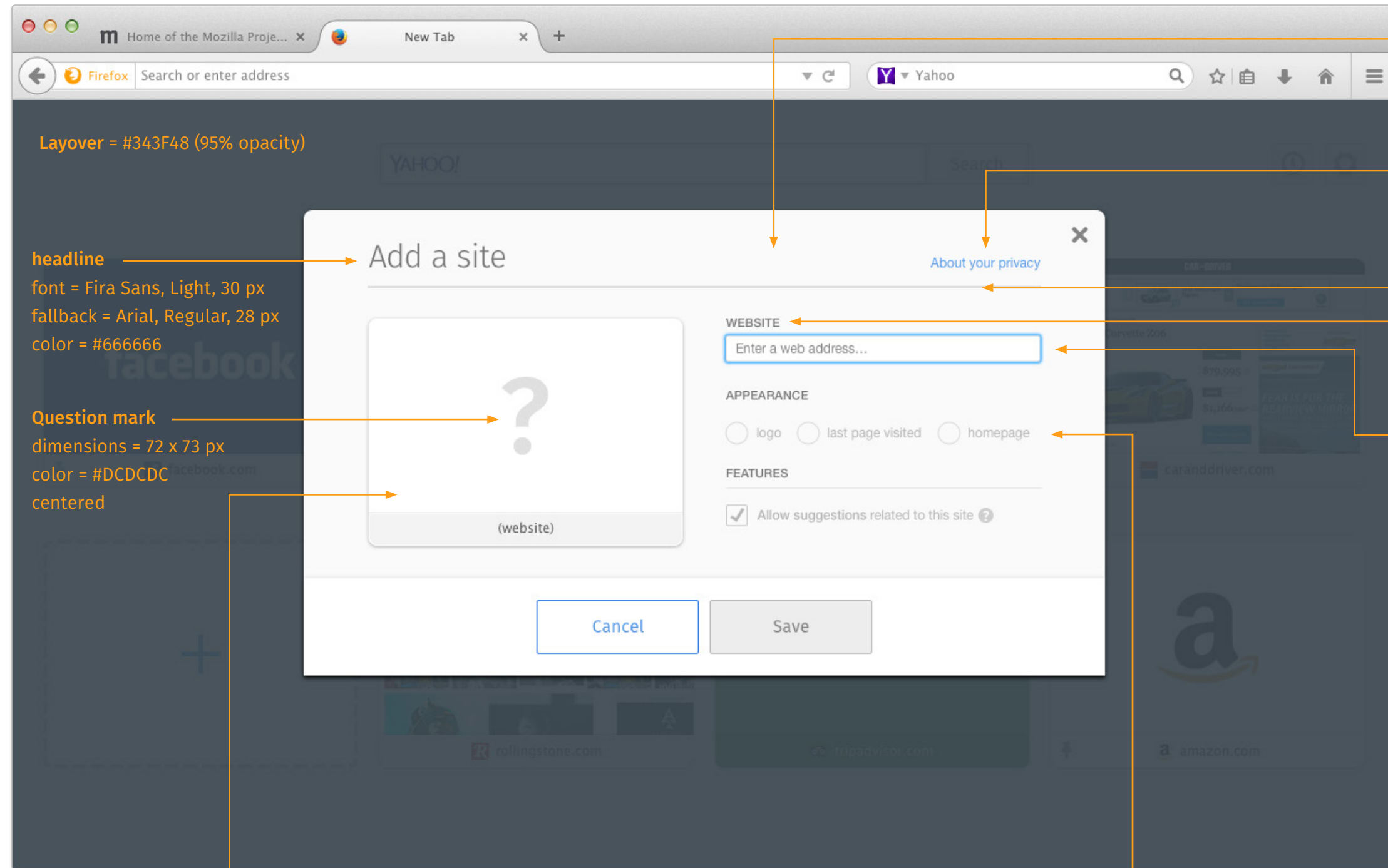
font = Helvetica Neue, Bold / Regular, 12 pt  
 color = #9B9B9B  
 Undo color = #4A90E2



## Delete & Add A Tile: Add a site overlay, layout



# Delete & Add A Tile: Add a site overlay, styling



## overlay container

fill = #F9F9F9  
 shadow = #000000 (multiply), X=0, Y=2, blur=4  
 corners = 8, 8, 0, 0

## Privacy link

font = Helvetica Nue, Regular, 12 pt  
 color = #4A90E2

## menu dividers = #E0DFE0

## menu items

font = Helvetica Nue (all caps), Medium, 11 pt  
 color = #6C6C6C

## address bar = 290 x 24 px

fill = #FFFFFF  
 border = #E5E5E5, 1 px  
 glow = #4CB1FF, blur=2, spread=2  
 font = Helvetica Nue (all caps), Regular, 12 pt  
 font color = #7A7A7A

Layover = #343F48 (95% opacity)

## headline

font = Fira Sans, Light, 30 px  
 fallback = Arial, Regular, 28 px  
 color = #666666

## Question mark

dimensions = 72 x 73 px  
 color = #DCDCDC  
 centered

## empty tile

dimensions = 290 x 210 px  
 fill = #FFFFFF  
 shadow = #C1C1C1, x=0, y=1, blur=3  
 corners = 8

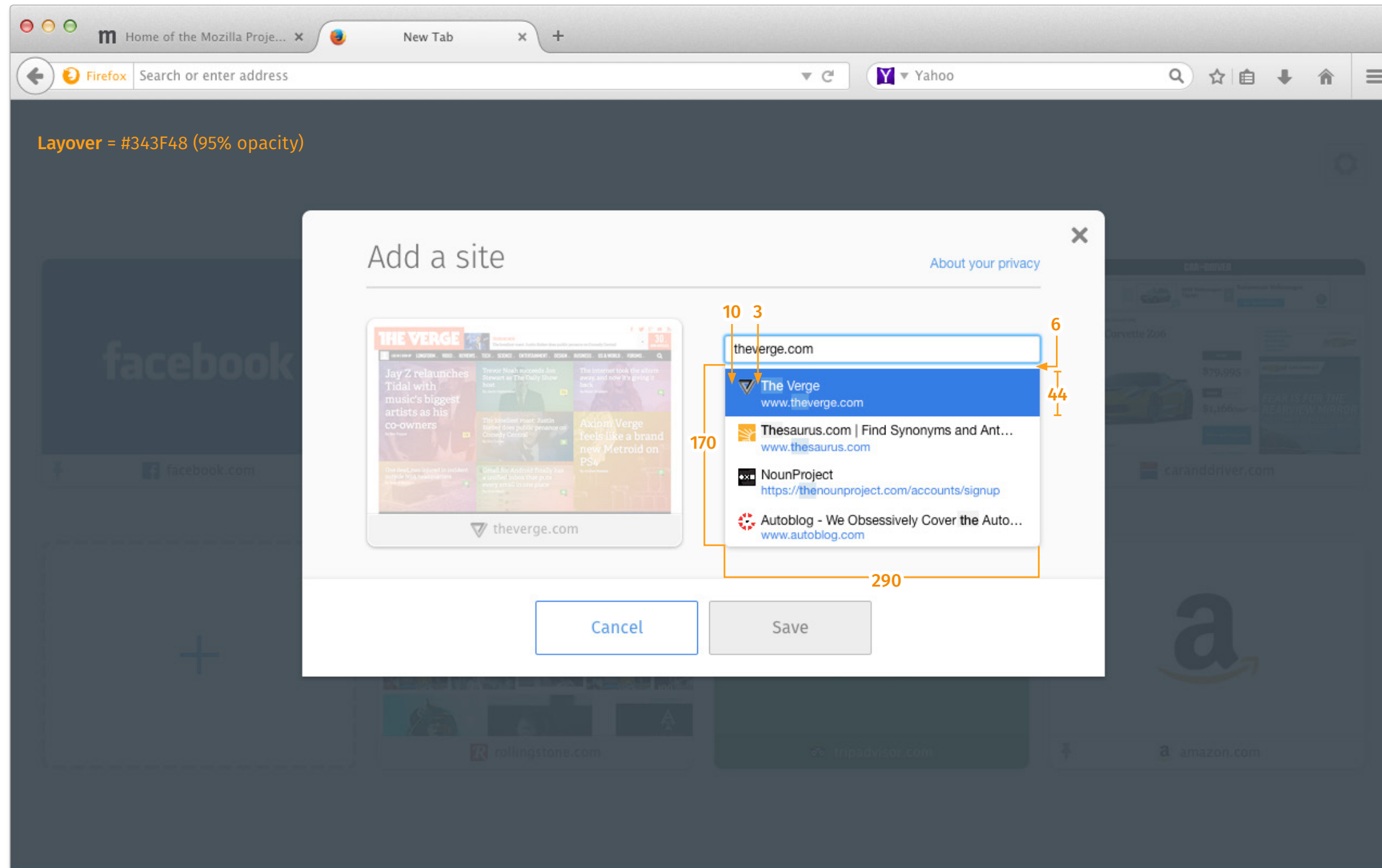
## website bar

dimensions = 290 x 30 px  
 fill = #F2F2F2  
 border = #FFFFFF, 1 px  
 shadow = #E6E6E6, x=0, y=-1  
 font = #4A4A4A, Lucida Grande, Regular, 12 pt

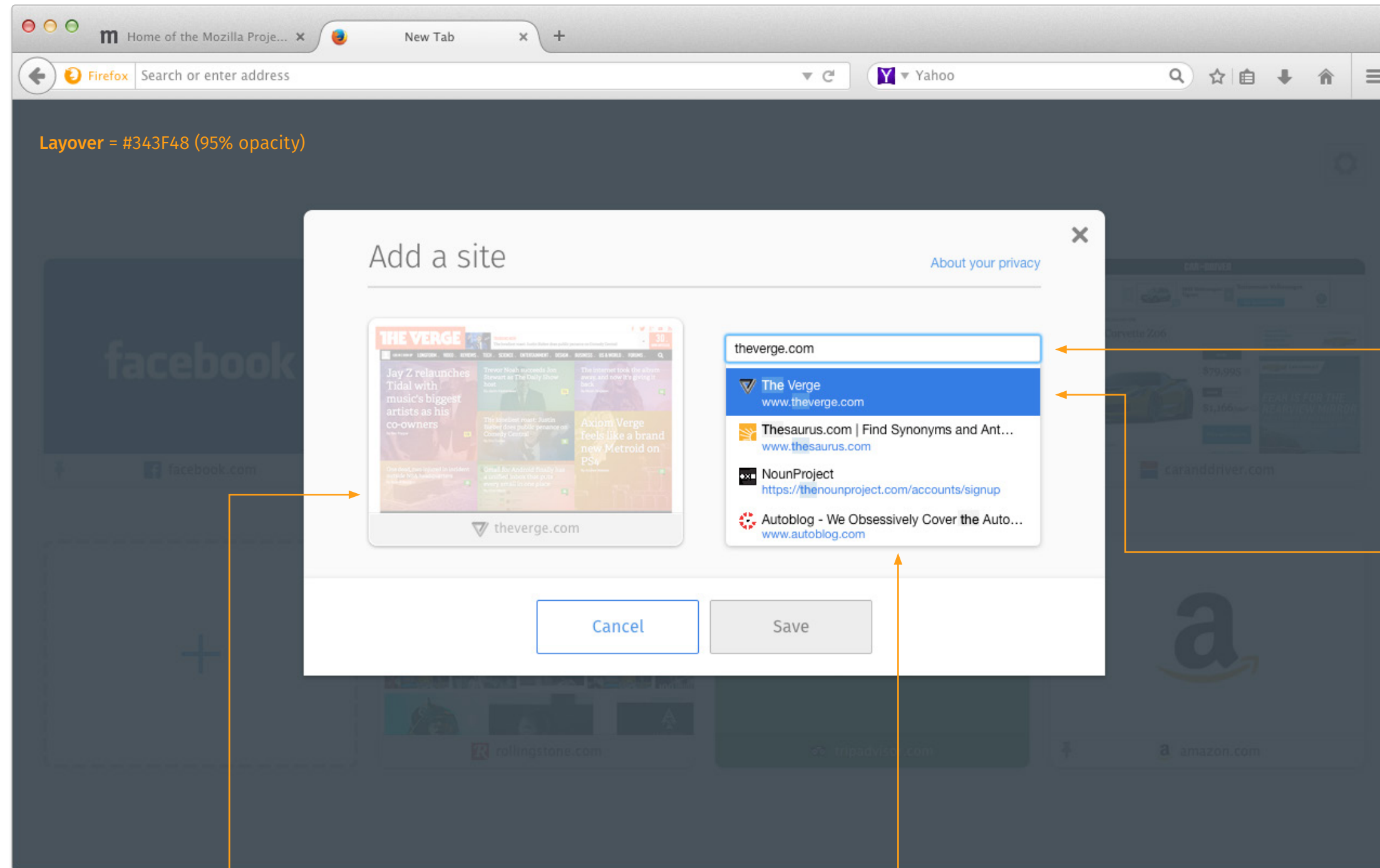
## bullet items

circle dimensions = 20 x 20 px  
 fill = NONE  
 border = #DCDCDC (multiply), 1 px  
 font = Helvetica Nue, Regular, 12 pt  
 font color = #AFAFAF

## Delete & Add A Tile: Add a site overlay, suggested site, layout



# Delete & Add A Tile: Add a site overlay, suggested site, styling



address bar = 290 x 24 px  
 fill = #FFFFFF  
 border = #E5E5E5, 1 px  
 glow = #4CB1FF, blur=2, spread=2  
 font = Helvetica Neue (all caps), Regular, 12 pt  
 font color = #000000

website items  
 title font unselected = Helvetica Neue, Medium, 12 pt  
 unselected color = #000000  
 title font selected = Helvetica Neue, Medium, 12 pt  
 selected color = #FFFFFF

URL font unselected = Helvetica Neue, Regular, 11 pt  
 unselected color = #2C72E2  
 URL font selected = Helvetica Neue, Regular, 11 pt  
 selected color = #FFFFFF

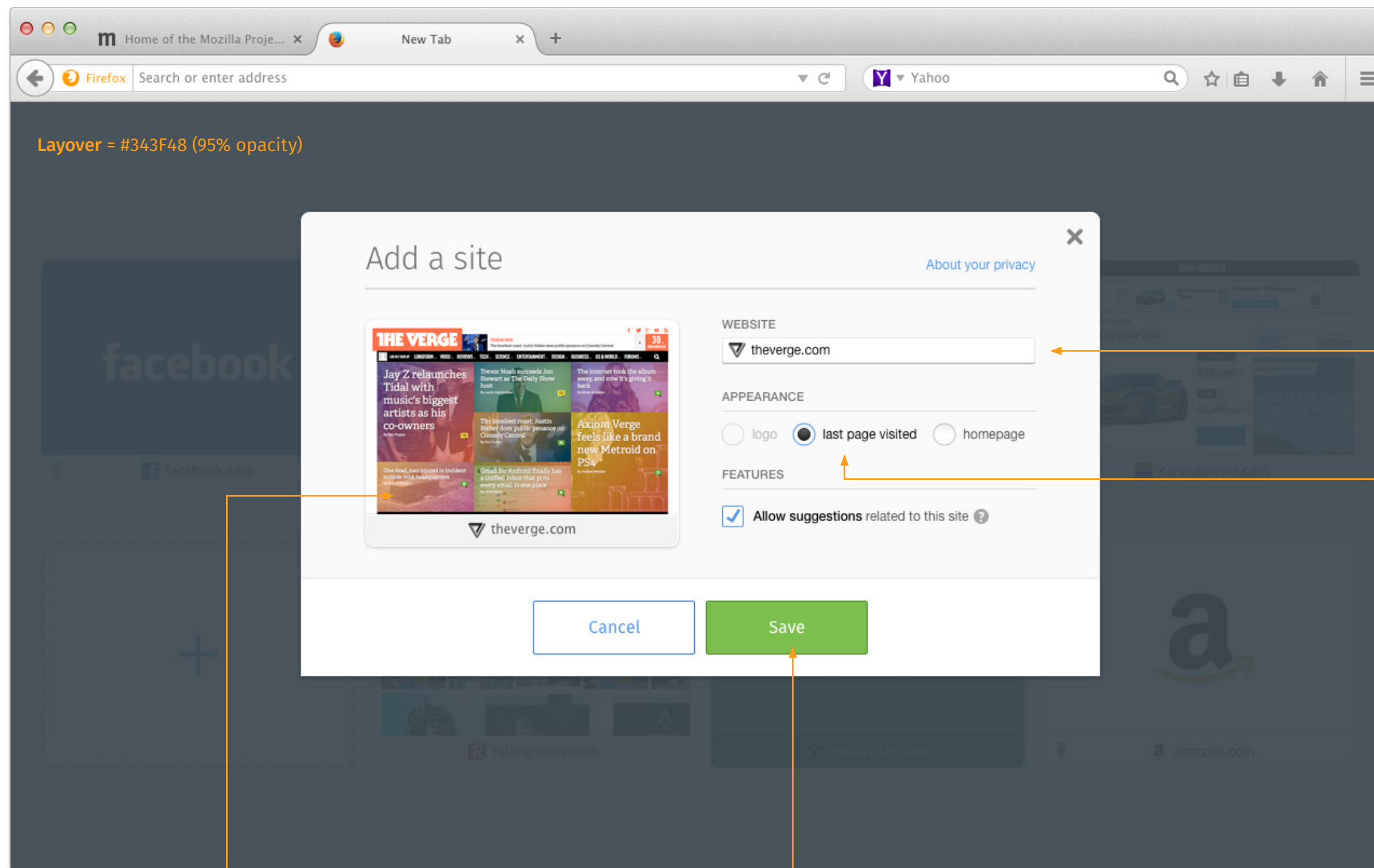
favicon = 16 x 16 px

added tile  
 dimensions = 290 x 210 px  
 fill = #FFFFFF / image (30% opacity)  
 shadow = #C1C1C1, x=0, y=1, blur=3  
 corners = 8

website bar  
 favicon = 16 x 16 px (30% opacity)  
 font = 30% opacity

dropdown container  
 fill = #FFFFFF  
 shadow = #6C6C6C (multiply), x=0, y=1, blur=5  
 corners = 0, 0, 4, 4  
 selected site fill = #2C72E2

# Delete & Add A Tile: Add a site overlay, selected site, styling



Layover = #343F48 (95% opacity)

added tile = 100% opacity

confirm button

active fill = #71B844

active border = #417505 (50%) (multiply), 1 px

corner = 2

font = #FFFFFF

address bar

glow = NONE

favicon = 16 x 16 px

selected bullet

fill = linear gradient, at top #EAF2F7, bottom #FFFFFF

border = #4A90E2 (multiply), 1 px

inner bullet

dimensions = 12 x 12 px

fill = radial gradient, at top #626465, bottom #151516

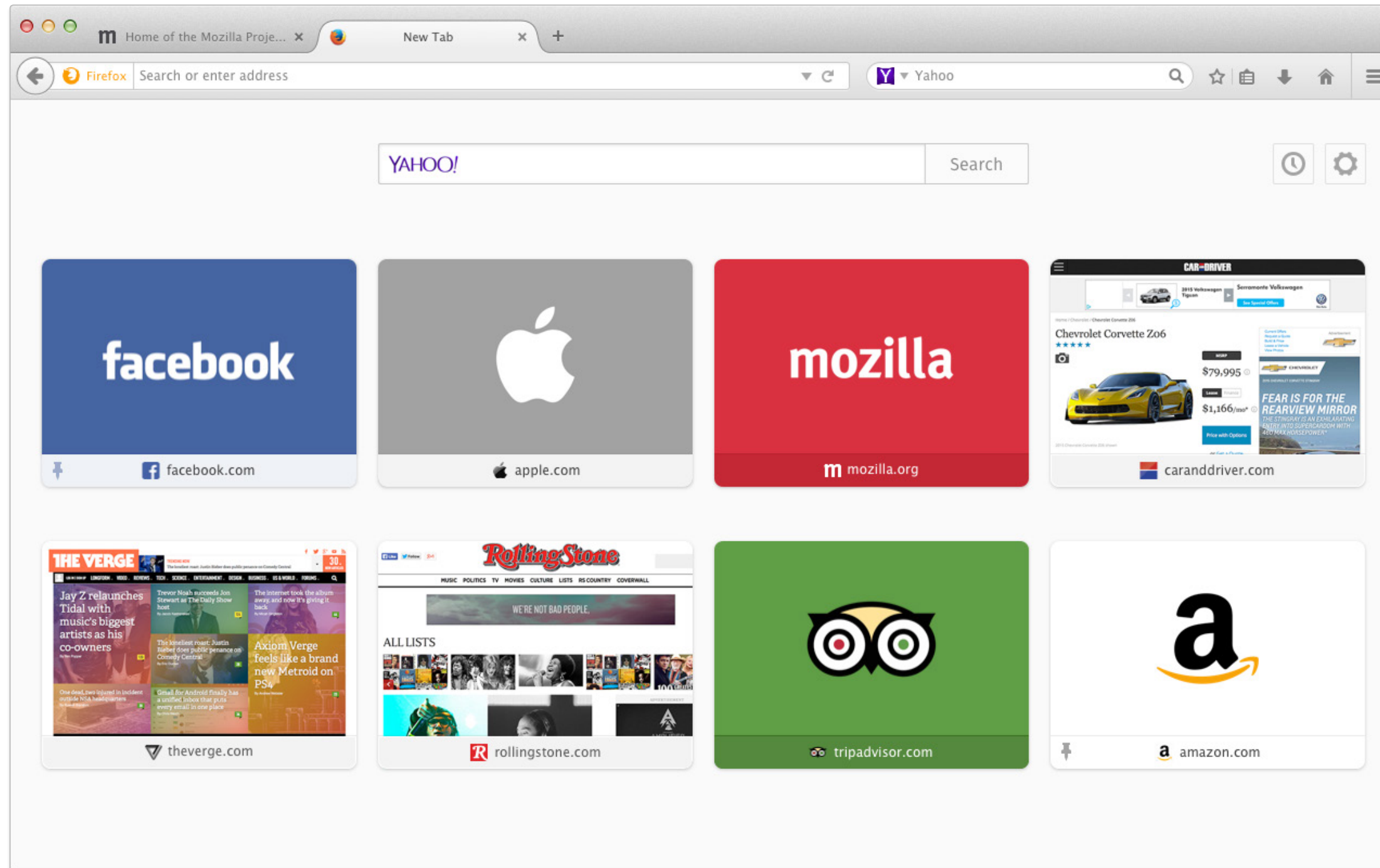
border = #6A7B86 (multiply), 1 px

selected font

font = Helvetica Nue, Regular, 12 pt

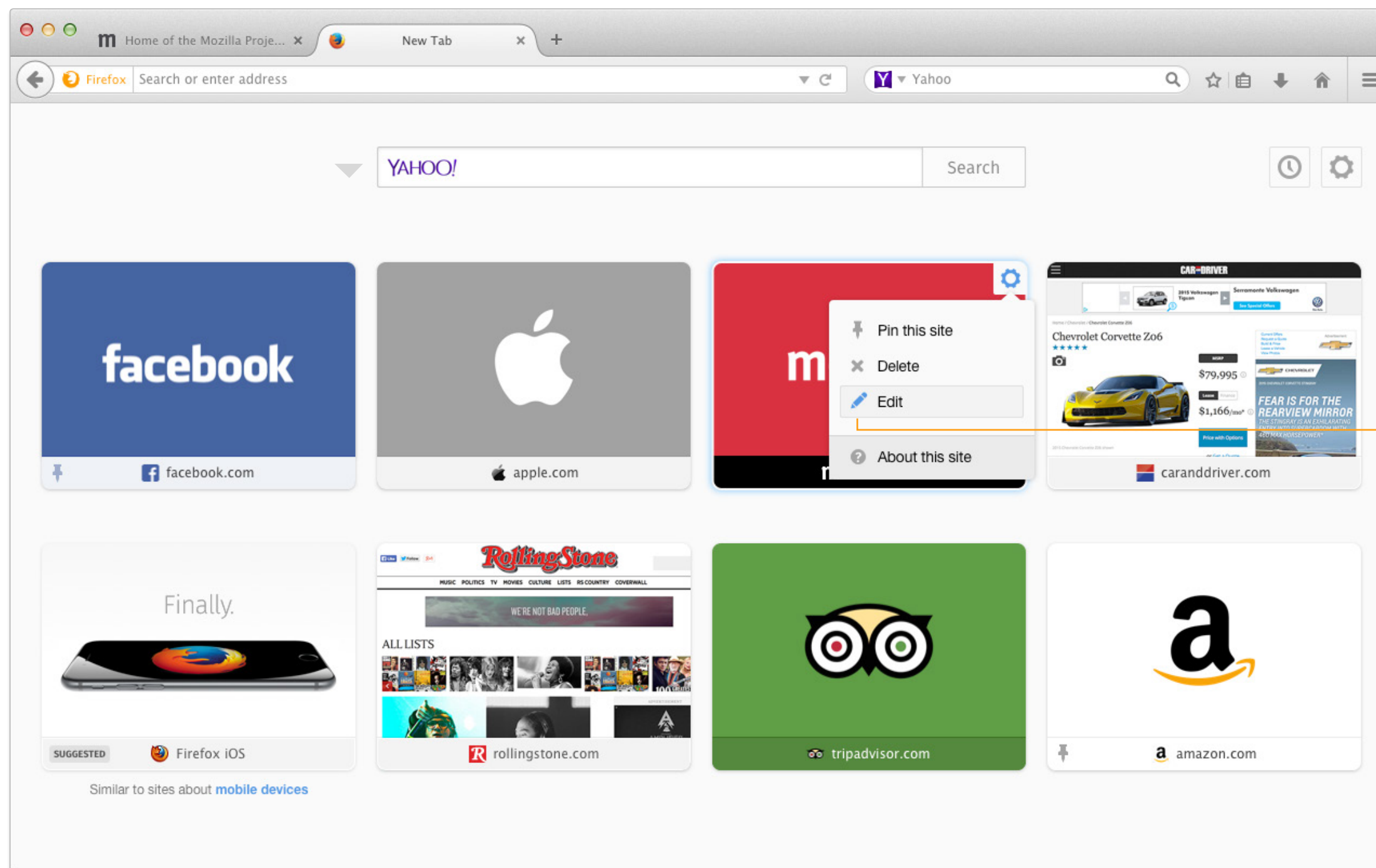
font color = #000000

## Delete & Add A Tile: New tile added



*Edit A Tile*

## Edit A Tile: Layout & Styling



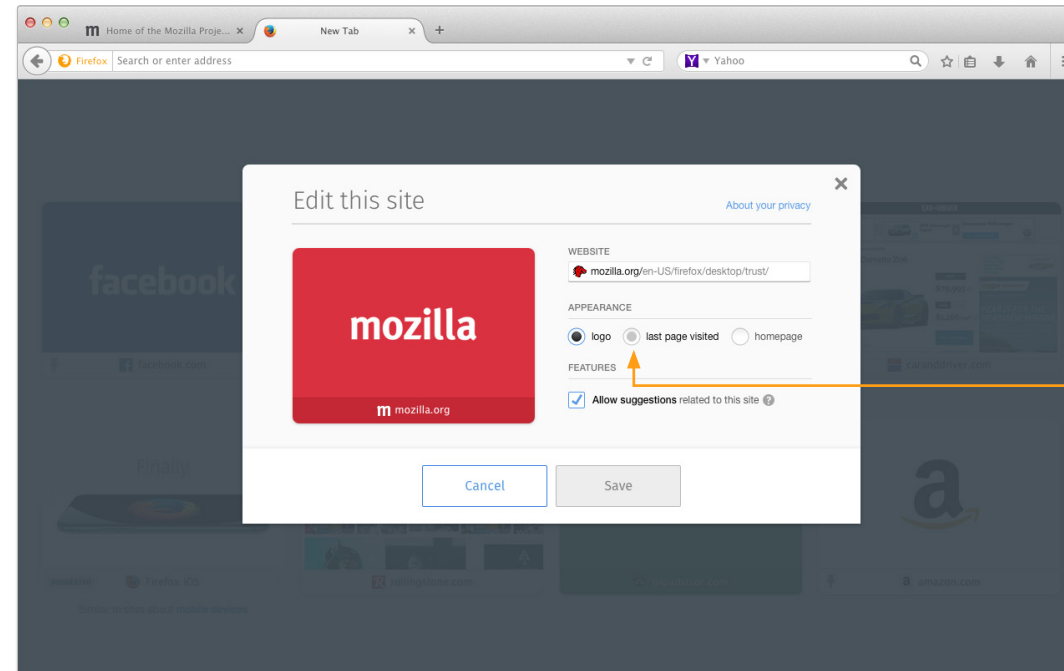
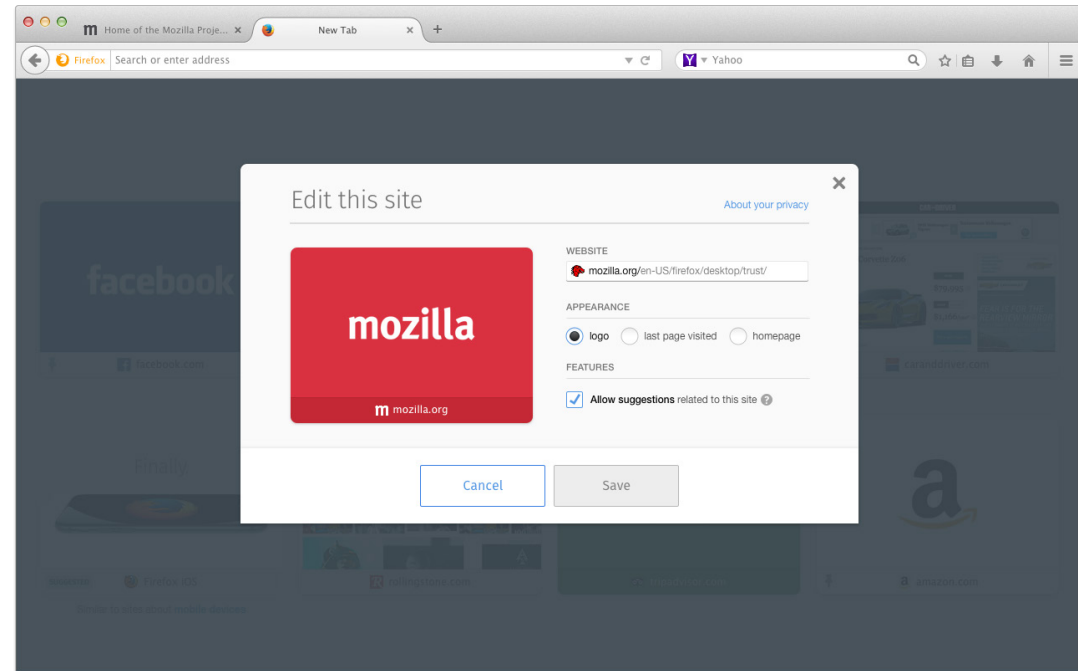
"icon-edit\_static\_6C6C6C.svg" = 7 x 21 px

"icon-edit\_active\_4A90E2.svg" = 7 x 21 px

\*Layout & Styling: See "Delete & Add A Tile" pg 21



# Edit A Tile: Overlay, layout & styling

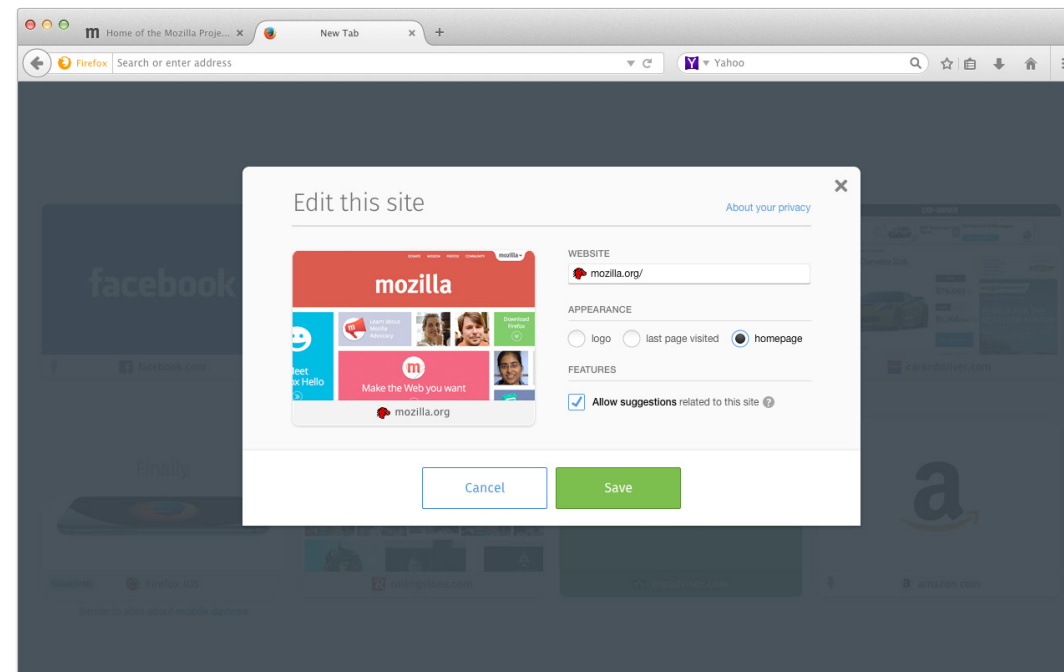
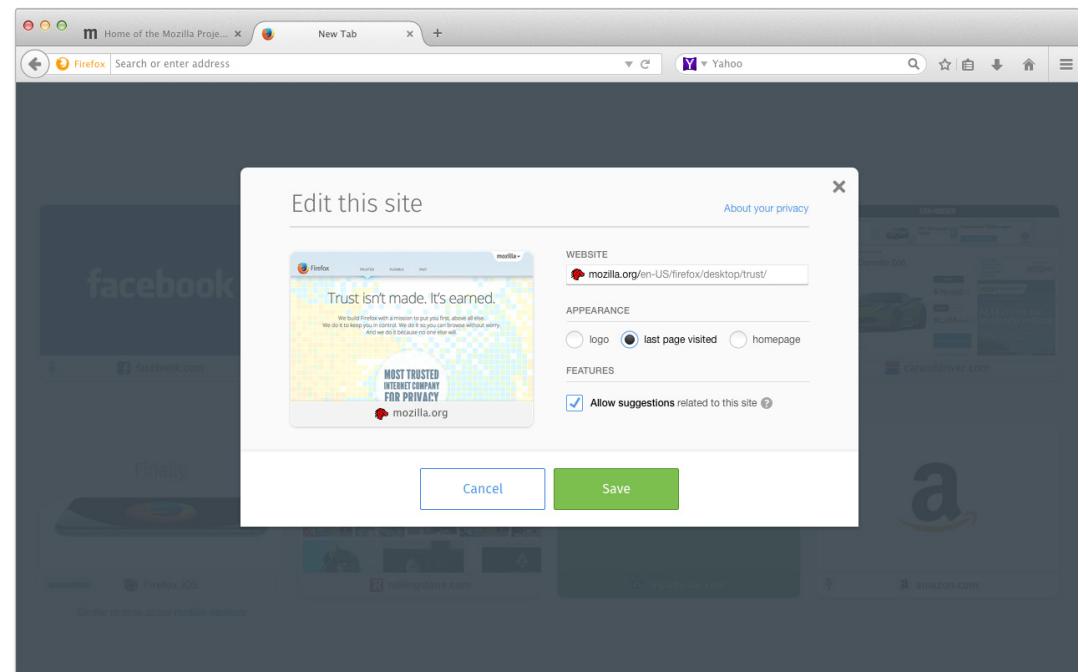


hover bullet

fill = linear gradient, at top #EAF2F7, bottom #FFFFFF  
border = #C1C1C1 (multiply), 1 px

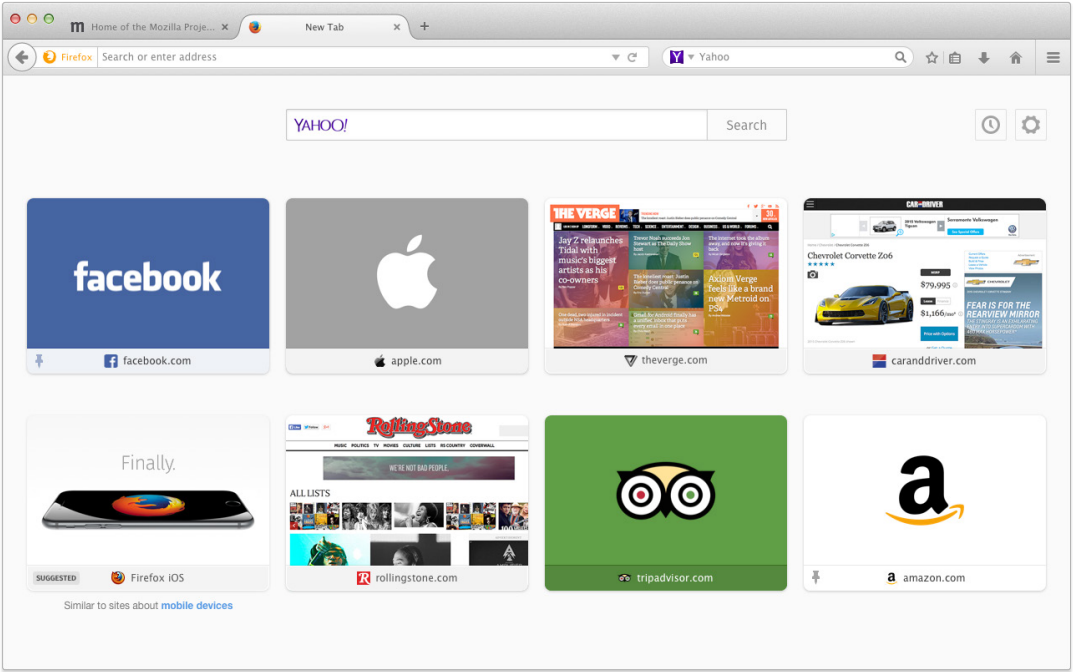
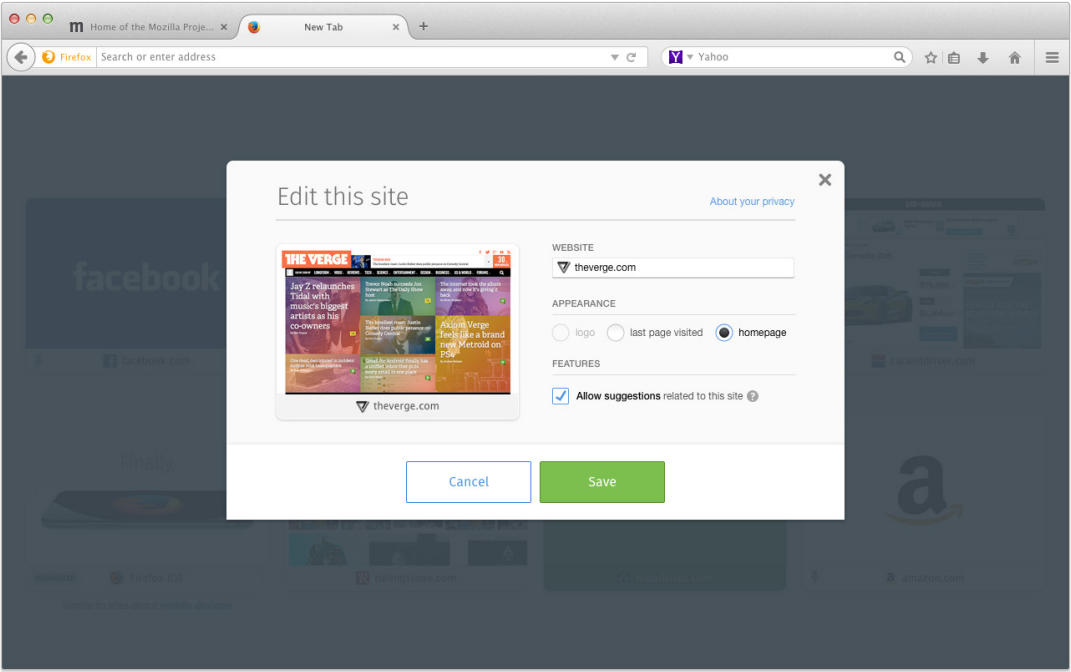
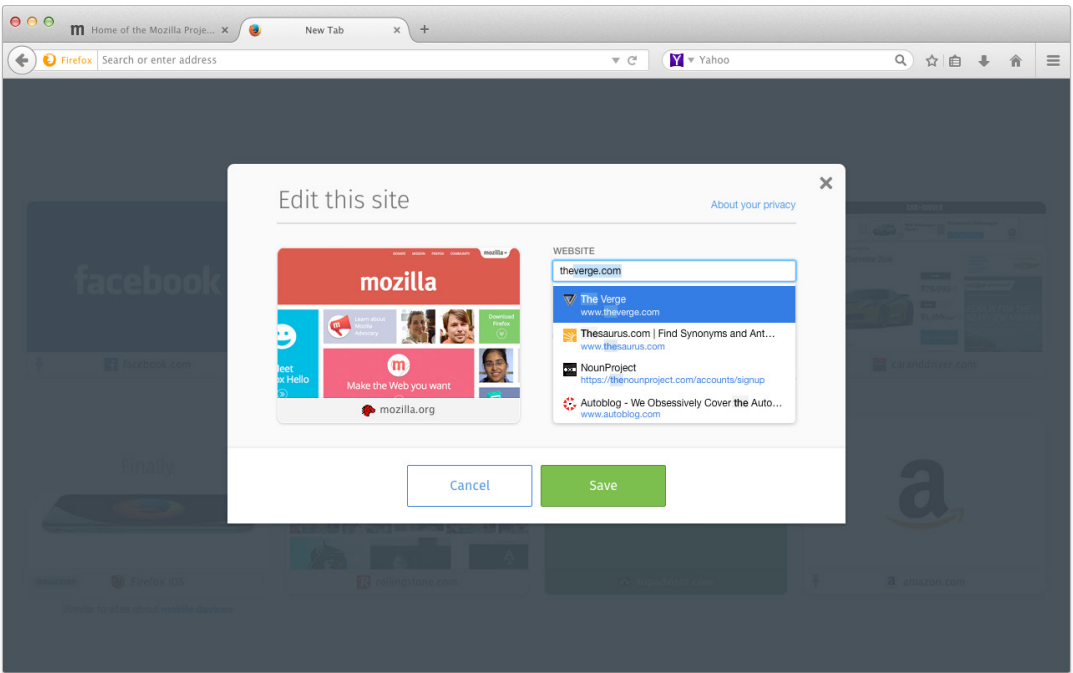
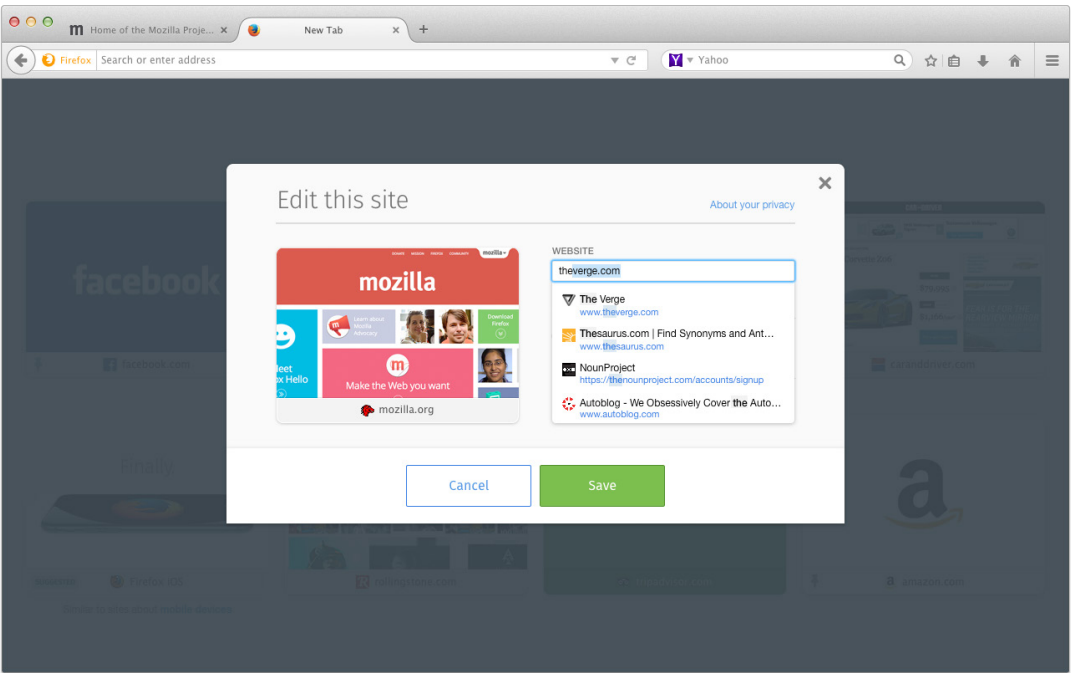
inner bullet = #C1C1C1

font = Helvetica Nue, Regular, 12 pt  
font color = #000000



\*Layout & Styling: See "About This Site" pg 30

# Edit A Tile: Overlay, typing, layout & styling



\*Layout & Styling: See "About This Site" pg 30



**mozilla**

If you have any questions about this document, please contact [\*\*Aaron Thornburgh\*\*](#)