



Style Guide

for Webmaker.org



FPO

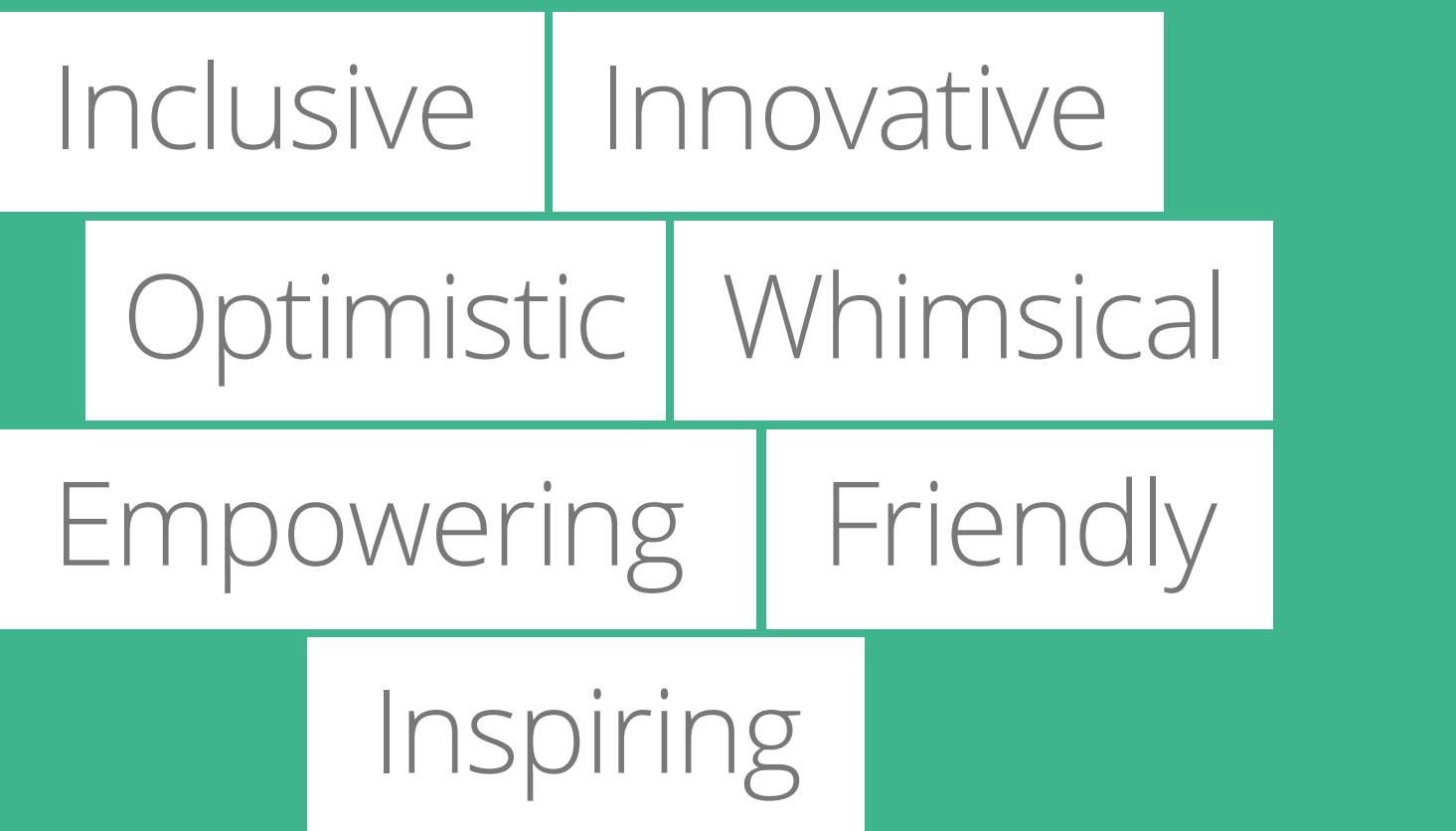
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Design Principles



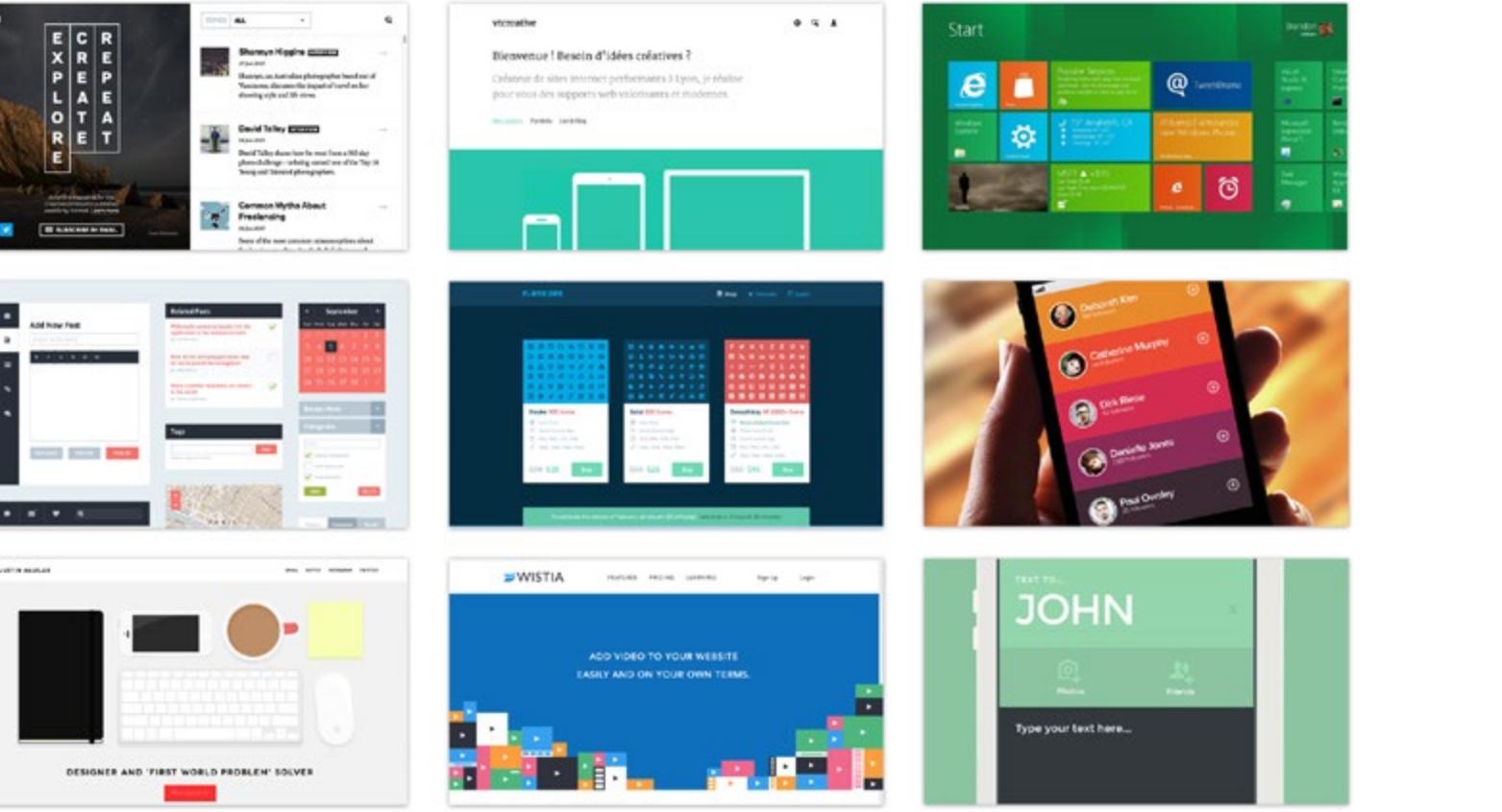
FFOS:
Innovative
Inclusive
Optimistic
Empowering
Vibrant

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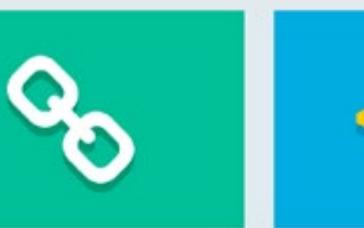
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Flat Design

Webmaker.org embodies “flat design” qualities. Here are some examples from around the web:



Flat Design is an aesthetic movement characterized by solid colours, simple shapes, and illustration that represent real objects but don't necessarily look real-life (as in skeuomorphism). Large-format photography and open white spaces often sit alongside flat design elements and easy-to-read type.



Hacking Guide: Make it! Share it!

 Guide made by @mozteach created 21 days ago

Design and publish an interactive, remixable How-To. Make a guide that encourages collaboration, problem solving, critical thought and, of course, webmaking.

 Remix 



Hacking Guide: Ways of the Web

 Guide made by @mozteach created 21 days ago

Help people learn the basics of HTML and CSS. Use Thimble to tinker with the web and make new webpages.

 Remix 



Filter the gallery

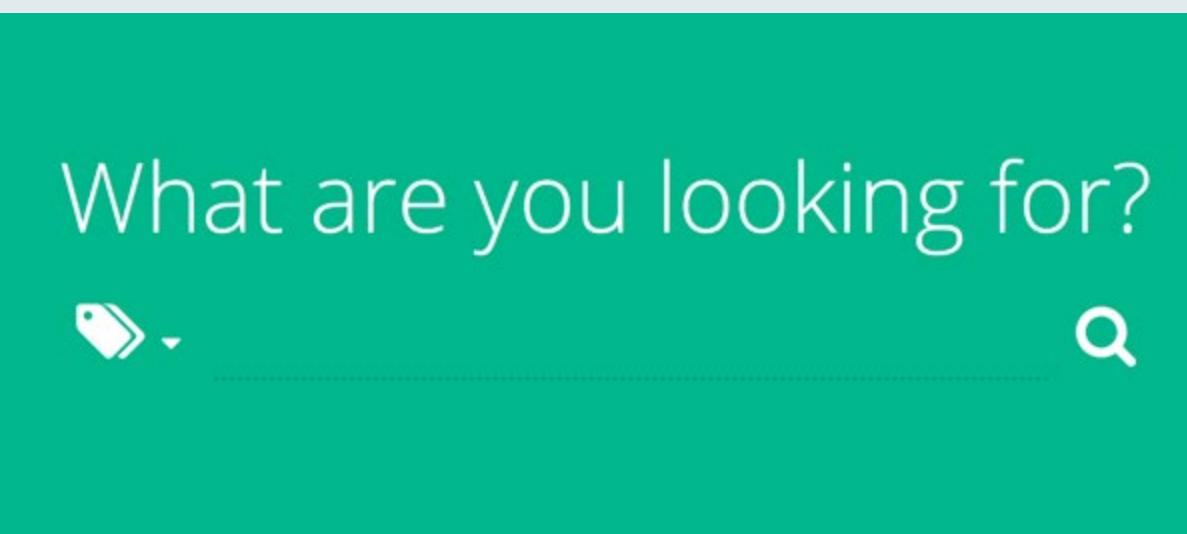
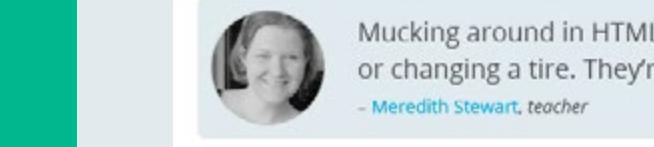
Filter projects by...

These are some examples of “flat” design elements from Webmaker.org.

The web is still weird.
Create it.

Claim your Webmaker domain.

Sign in >



Why Flat Design?

Form

- Quick to produce** – A style that was built by the web, for the web.
- Modern** – It's the future!
- Flexible** – Easily responsive; friendly to retina displays.
- Few rendered assets** – Saves time on design resources.
- More friendly for localization** – Easier to incorporate dynamic content changes.
- Easier to remix / view source**

Function

- Lightweight**
- Few image assets** – reduces site load time; great for mobile.
- Web native**

Voice & tone

Copywriting guidelines

User Types

Primary Target Audience While there are other types of users in our audience, these are the groups of users that we want to appeal to and serve the most with Webmaker.org.

Makers



Mentors



Partners



Mobile users

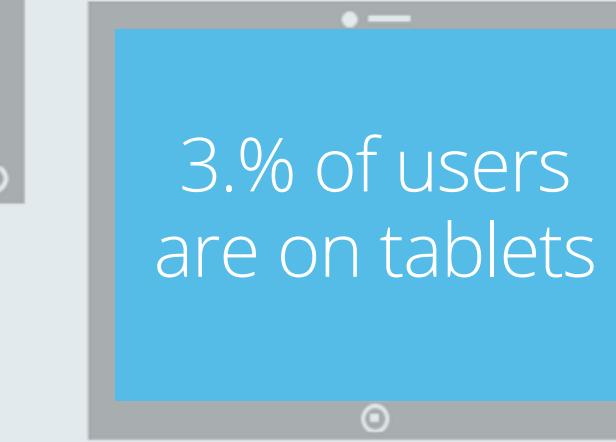
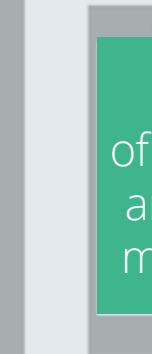


Multi-national



14 to 25 year old who has the desire to create something and put it into the world.

93% of users are on desktop



Webmakers around the world

Total # and % of users				
United States	190,961	32.78%	Brazil	15,983
United Kingdom	39,662	6.81%	France	15,863
India	37,477	6.43%	Spain	14,267
Canada	27,585	4.73%	Australia	10,895
Germany	23,652	4.06%		

Our Logos



mozilla

Webmaker



Colours

Colour Palette Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Typography

Open Sans Light

Use "light" for all headlines.

Open Sans Regular

Use "regular" for all body copy.

Open Sans Bold

Use "bold" for titles within body copy, only at small sizes in conjunction with "regular".



Open Sans - Like other Mozilla sites, Webmaker uses the royalty-free Google Font, Open Sans. Open Sans is released with an Apache License. It can be found at <http://www.google.com/fonts/specimen/Open+Sans>

Make something with Webmaker

We're a global community that doesn't just use the web, we *make* it by creating, remixing and teaching. Sign up and start making!

H1 38 px
2.4 em

H2 20 px
1.4 em

P 14 px
1 em

**** 14 px
1 em

Body text example

Welcome to Webmaker — a Mozilla project dedicated to helping you create something amazing on the web. Our tools, events and learning guides allow webmakers to not only create the content that makes the web great, but — perhaps more importantly — understand how the web works.

Title within body text example

Our goal: encourage millions of people around the world to move beyond using the web to making it.

Make something amazing with the web.

Mozilla Webmaker wants to help you make something amazing with the web. This is what the style should look like if this paragraph is bolded. It can have a link or two.

This page contains:

- > Quick start to become a Webmaker Member in three simple steps:
 - Why become a member?
 - What do members do?
 - What are the criteria for earning the Mozilla Mentor badge?
 - Apply for the badge. Use this form to apply for your badge.

Mozilla Webmaker offers:

Tools Automation and software designed and built with our community. More experienced webmakers can help others learn by exploring and remixing with the [Webmaker Projects](#), making their own web pages with [Tinkercad](#). Use a basic form to apply for your badge.

Community Bringing people who share a passion and background together. Teachers, mentors, journalists, youth from around the world, connecting at events, meetups and local groups everywhere.

Meet the Webmakers

Why is Mozilla doing this?

The web is becoming the world's second language, and it's 21st century skills. Digital literacy today is important as reading, writing and arithmetic. Mozilla believes in a future that will give people the skills they need to understand, shape and actively participate in that world, instead of just passively consuming it.

Mucking around in HTML is like mucking bread from scratch or changing a tire. They're acts of understanding and joy.

Get involved

Mozilla Webmaker tools and projects are designed, built and tested in the open, through hands-on participation. From creative sessions to you. Here's how you can get involved:

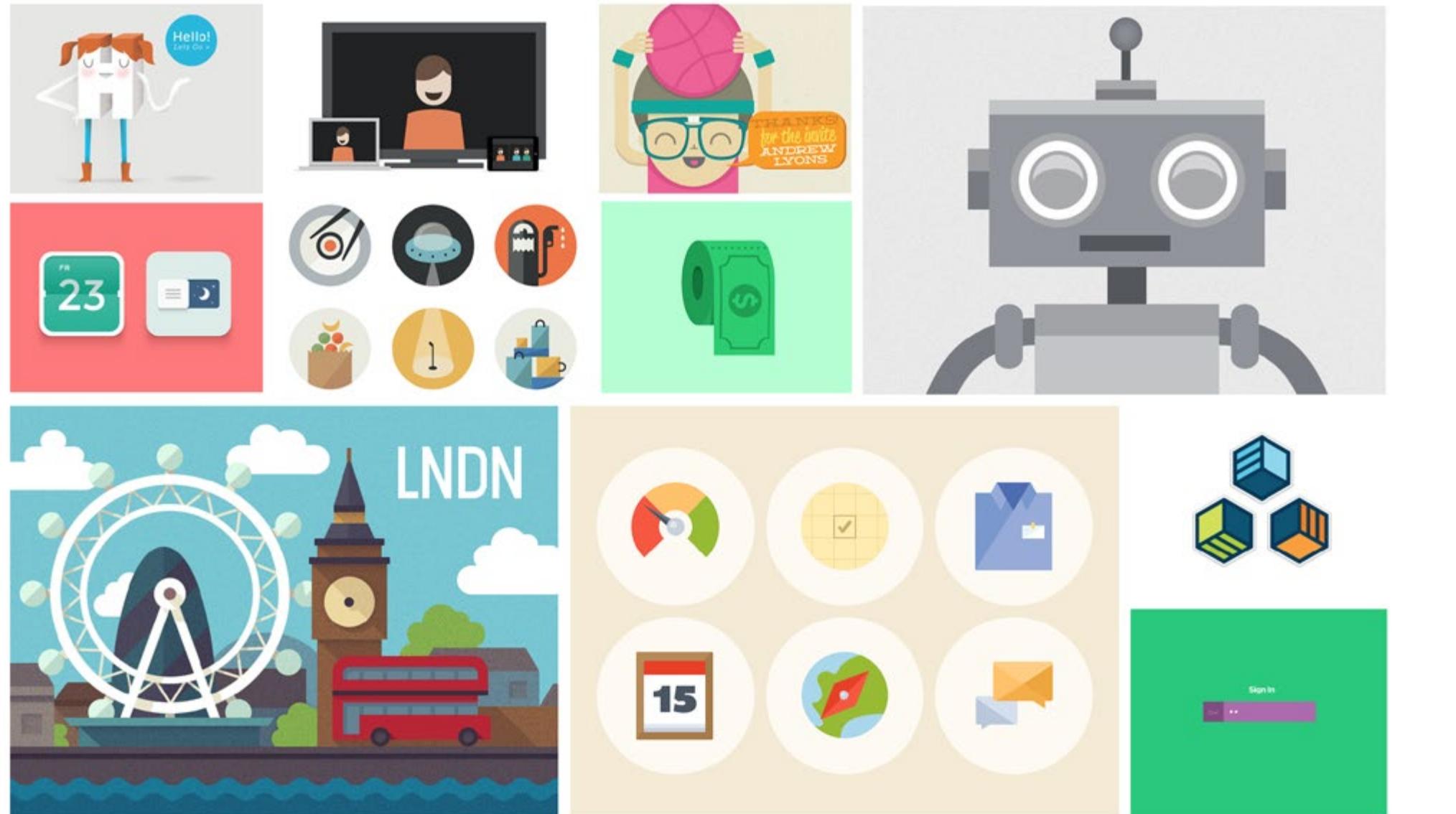
- > Join our weekly Webmaker community calls.
- > Join our Summer Code Party.
- > Check out our FAQs.

With support from our gracious partners and Mozilla like you.

Other International Technology Initiatives - City of London - Corporation for Public Broadcasting

[Blog](#) [About us](#) [Get involved](#) [Donate](#) [Contact](#) [Privacy](#) [Log in](#)

Illustration & iconography



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Font Awesome

● icon-adjust	⚓ icon-anchor	■ icon-archive
* icon-asterisk	ⓧ icon-ban-circle	📊 icon-bar-chart
icon-barcode	⚗ icon-beaker	🍺 icon-beer
🔔 icon-bell	🔔 icon-bell-alt	⚡ icon-bolt
📖 icon-book	🔖 icon-bookmark	🔖 icon-bookmark-empty
💼 icon-briefcase	🐞 icon-bug	🏢 icon-building
📣 icon-bullhorn	🎯 icon-bullseye	📅 icon-calendar
📅 icon-calendar-empty	📷 icon-camera	📸 icon-camera-retro
✿ icon-certificate	✓ icon-check	☐ icon-check-empty
⊖ icon-check-minus	✓ icon-check-sign	● icon-circle
○ icon-circle-blank	☁ icon-cloud	🌩 icon-cloud-download
☁ icon-cloud-upload	</> icon-code	⚡ icon-code-fork
☕ icon-coffee	⚙ icon-cogs	

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Photography

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- Variety of ages, ethnicities and genders
- Different locations (not just Mozfest)
- Both on and off the computer
- People alone / people together
- Look good at high resolution retina displays



Thumbnails

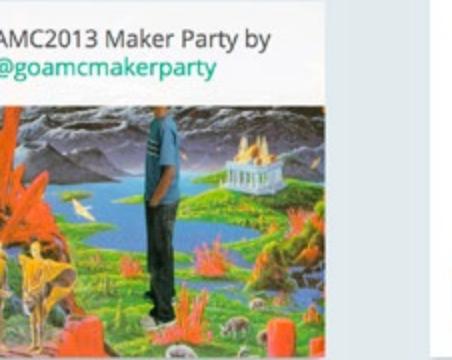
Shapes & sizes

There are currently three main places on the site that use thumbnails: the **homepage**, **search results**, and **/teach**. Each type accomodates a different user experience.



Homepage

All image; details are revealed on the flip side of the thumbnail
Square ratio
Ideally, these images are high resolution due to the maximum display size of 500x500px (1000x1000px for retina displays)



Search results

Displays the Make title and Maker username on top of the thumbnail



/teach

Displays the Make description
Is shorter than the homepage thumbnail
Remix and details buttons are displayed on first view – no need to hover.



No-No's

It is important to **avoid user interface elements** (like a play button) within the thumbnail, so that users don't get confused about thumbnail functionality. Also, the gallery looks best when thumbnails have solid edges, so **no borders** within the thumbnail.

Content

It's best to help users know what to expect when they click on your thumbnail by reflecting content that is within the make itself. Here is a good example:



Operation Butterfly

Three families, one border, and the laws that divide them