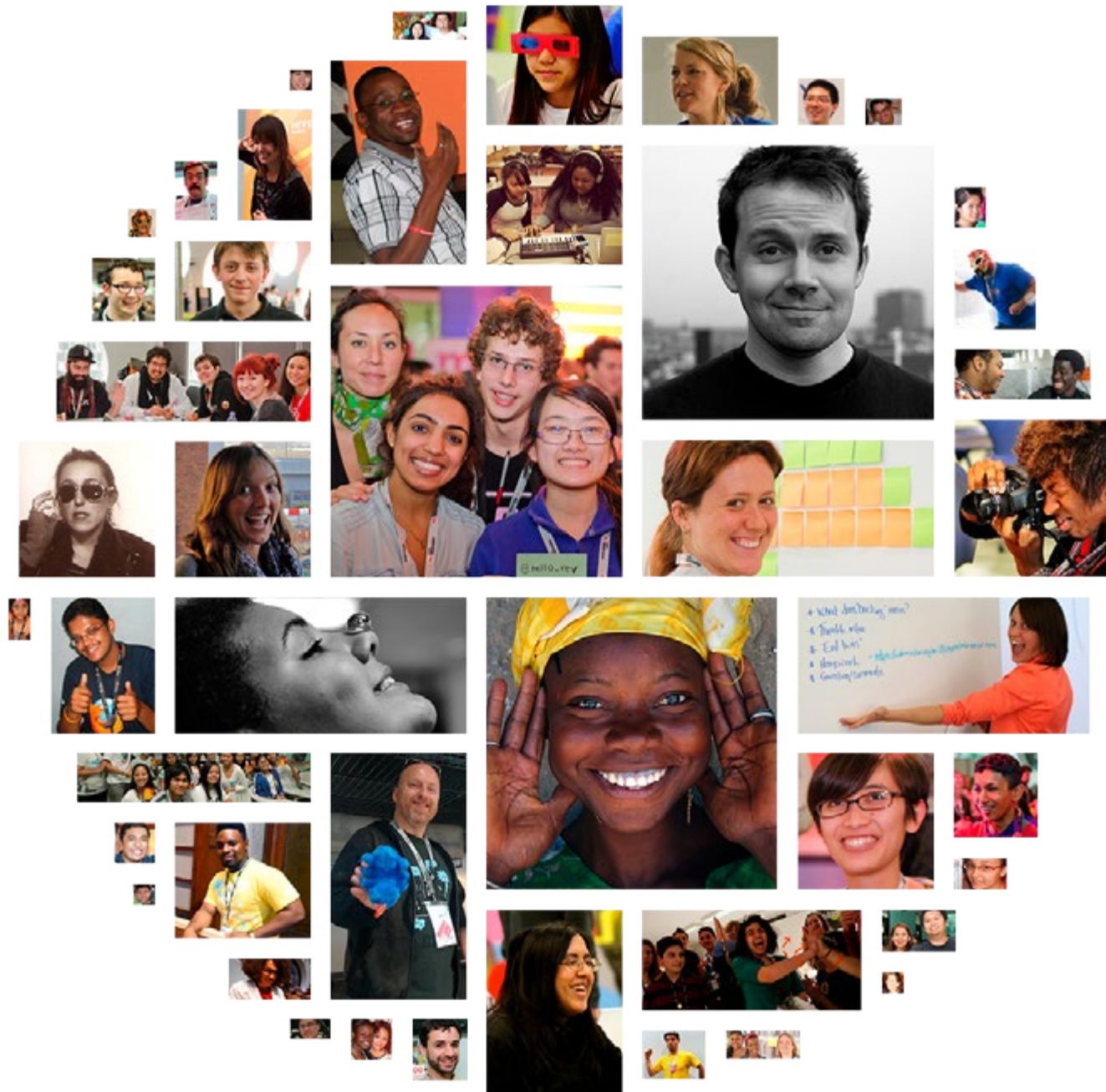




Style Guide

for Webmaker.org



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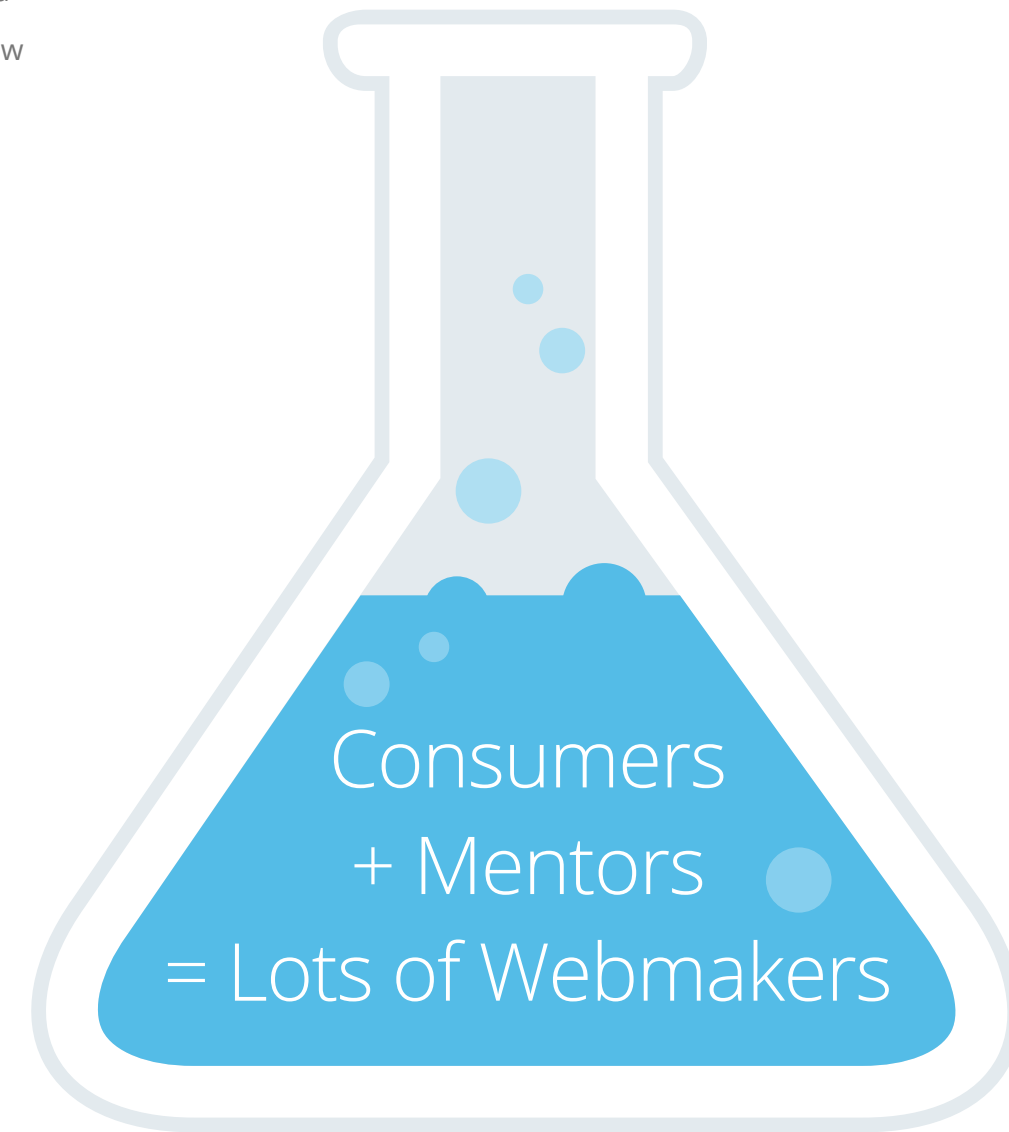
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The Webmaker Hypothesis

The most effective way to help users move from **consumption** to **creation** is by providing tools and experiences that meet the needs of existing makers.

Rather than prescribing behaviour, we want to provide tools and skills that will help unlock new opportunities for our users.



Design Principles

Inclusive

Innovative

Optimistic

Whimsical

Empowering

Friendly

Inspiring

The Webmaker brand builds upon the design standards of other Mozilla products, from the Firefox browser to Persona log in. We want to keep the focus on what it means to be a Mozilla product, providing user value and sovereignty as core values of our delivery through the unique experience of our website and tools.

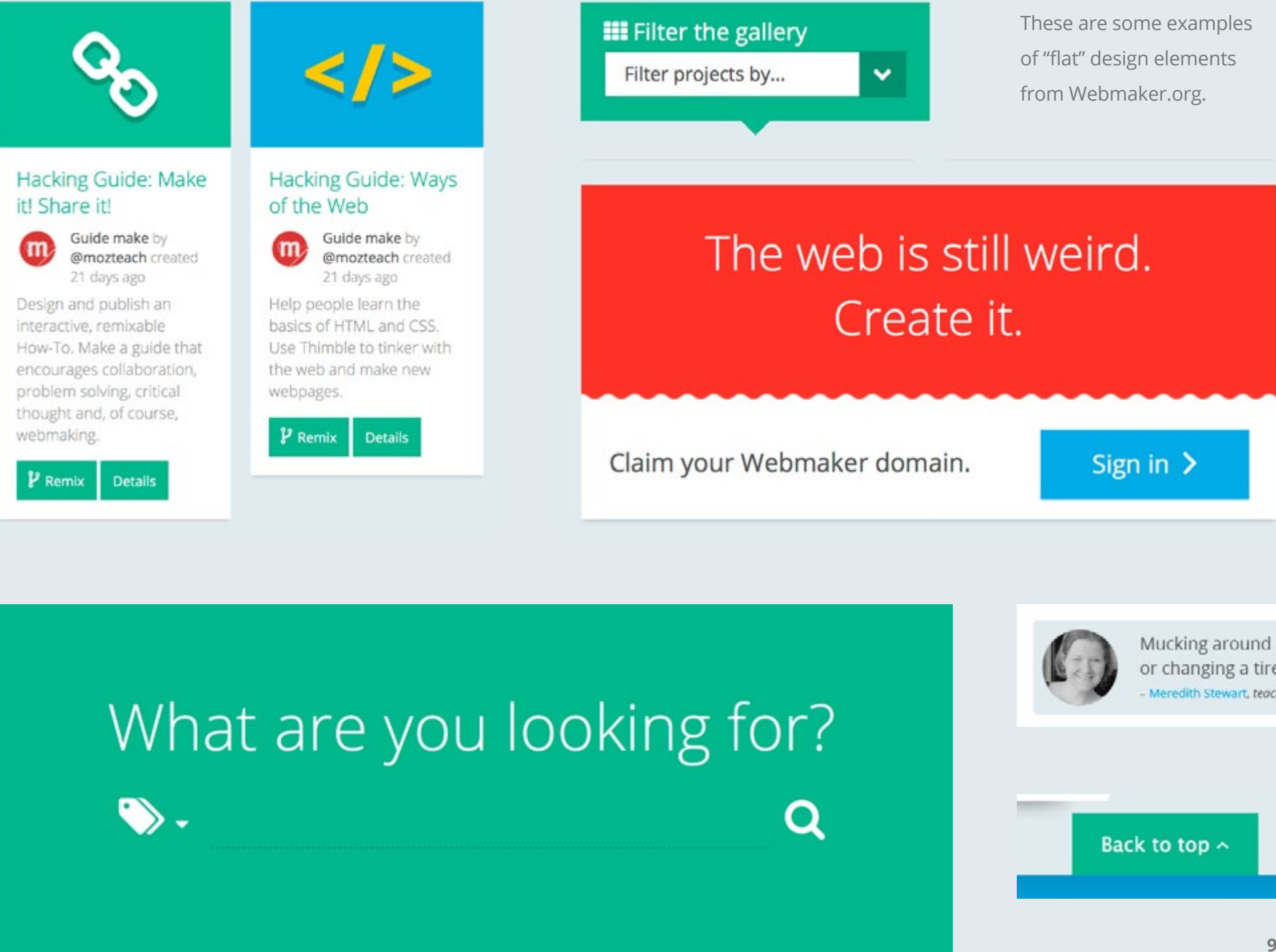
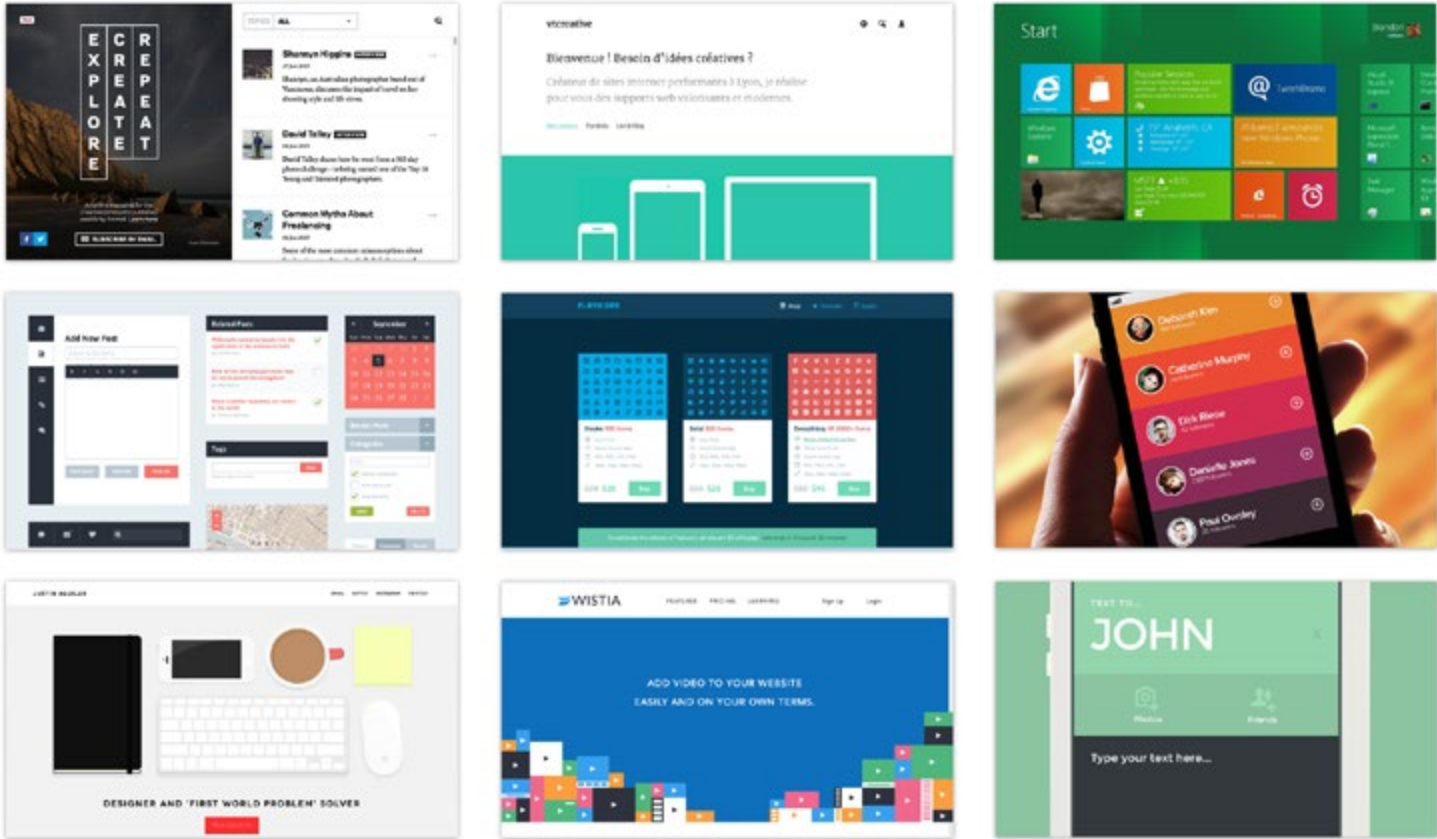
These design principles will aid anyone who creates content for the Webmaker community, helping makers to understand and validate their contributions against the rest of the site.

When designing for Webmaker, ask yourself questions such as, **“Does my image, text, or illustration live up to and demonstrate these principles?”** If the answer is **“Yes,”** you can be confident you are on the right track toward a unified Webmaker brand.

Flat Design

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.

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



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

Why Flat Design?

User Experience – When choosing how the Webmaker site will look and feel for users, it is important to balance the high bar of aesthetic standards alongside their technical implications. We believe the best design solutions will be a balance of both.

Form

- ✓ **Few rendered assets** – Saves designers from having to create custom assets.
- ✓ **Flexible** – Flows well in responsive layouts and is friendly to retina displays.
- ✓ **Modern** – Reflects Webmaker as helping shape the future of Internet users.
- ✓ **Quick to produce** – The simple style is more accessible to contributors.
- ✓ **Web native** – A style made by the web, for the web.

Function

- ✓ **Faster load time** – Vector assets are usually smaller in file size, so quicker to load.
- ✓ **Friendly to localization efforts** – Easier to incorporate dynamic content changes.
- ✓ **Lightweight** – Reduces site load time for desktop and mobile users.
- ✓ **Quick to produce** – No need to rely on designers to render small icons.
- ✓ **Remixability** – Keeping content simple and dynamic means easier remixing.

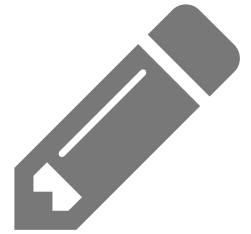
Voice & tone

The words we use should express that there are — and always will be – very nice human beings behind Webmaker.

The people that choose to spend their time online using Webmaker technologies need to be respected. This means never using language to make people feel like we're smarter than they are, even if they are brand-new to webmaking. Avoid using complicated words or abbreviations that people might not understand. When in doubt, use simple language and spell things out. Remember that many Webmaker users speak English as a second language.

The people who build Webmaker products sometimes get lost behind fancy names like coder, developer, designer or marketer. This strips the soul from what we create! Please refer to actual people or teams when talking about Webmaker. This helps people to feel comfortable approaching us.

Here is a short list of questions to consider when you are writing:



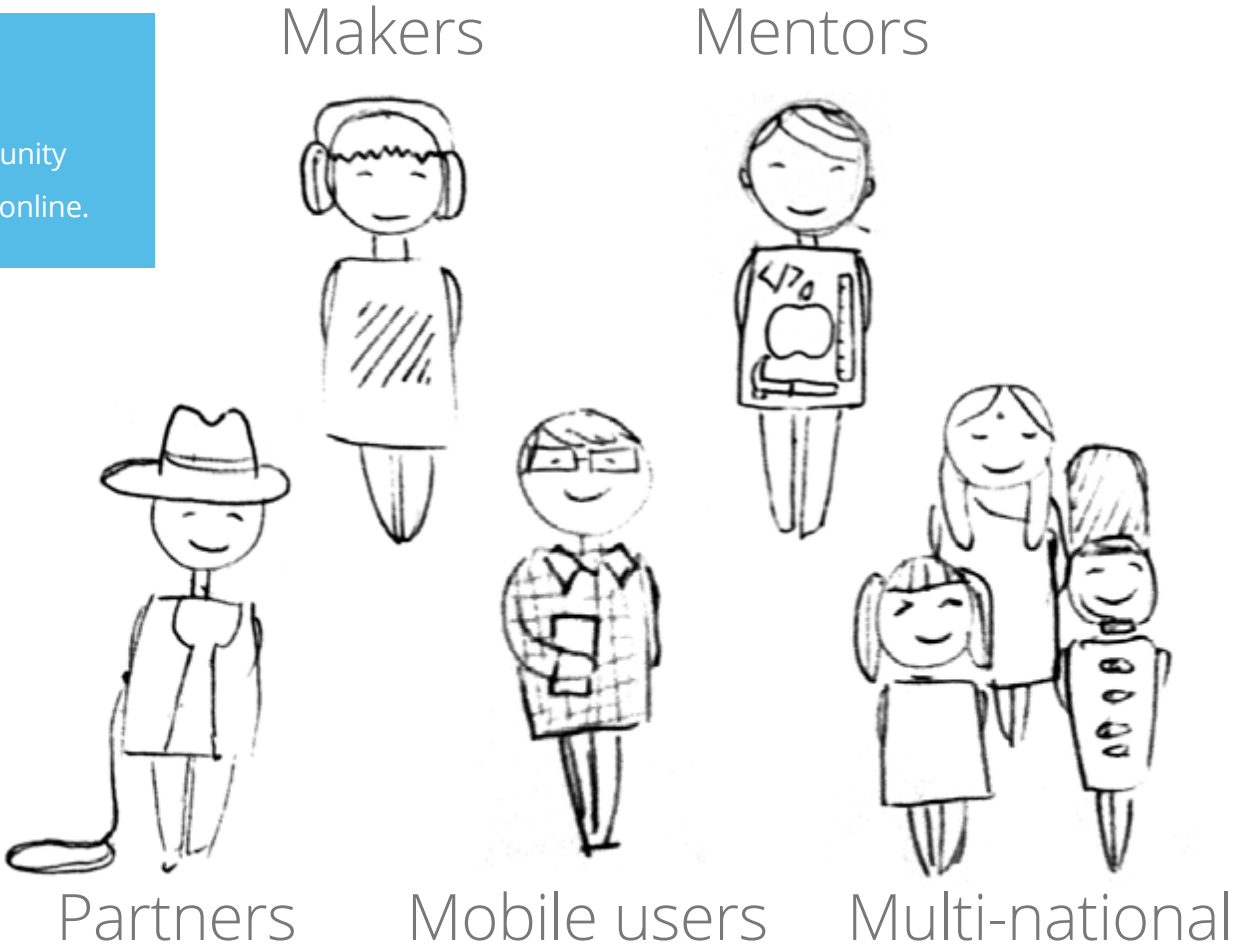
- 1 Is this clear and simple, even for non-native English speakers?
- 2 Is this friendly and inclusive?
- 3 Does this reflect the real people that use and build Webmaker?

User Types

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. The Webmaker users will always come first.

Primary target audience
14-25 year olds seeking inspiration, tools, community and mentorship in order to express themselves online.

Secondary target audience
Anyone seeking to help others express themselves using the web.



Webmakers around the world Total # and % of users

United States	190,961	32.78%	Brazil	15,983	2.74%
United Kingdom	39,662	6.81%	France	15,863	2.72%
India	37,477	6.43%	Spain	14,267	2.45%
Canada	27,585	4.73%	Australia	10,895	1.87%
Germany	23,652	4.06%			

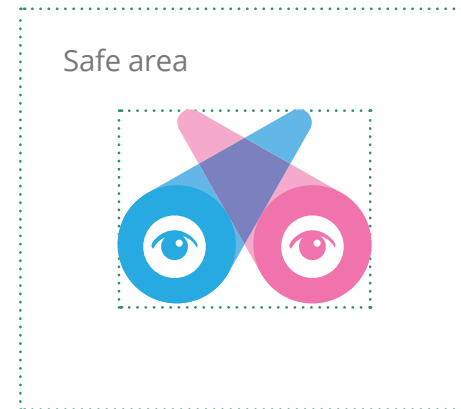
Our Logos

Logo usage - Our logos are the face of Webmaker. We want our faces to be happy, so here are some guidelines for how to use them properly.



Safe area

No other element should intercept the safe area around any of our logos. The safe area is defined as half the height of the logo all the way around.



Please do

- 😊 **Allow plenty of breathing space** – Follow our spacing guidelines.
- 😊 **Use vector logos** – Ensure any resized logos are crisp and full-quality.
- 😊 **Use the right logo, either logomark or logo + wordmark** – For max flexibility.

Please don't

- 😞 **Stretch or distort** – This includes changing the aspect ratio or adding effects.
- 😞 **Change the typeface** – Use the logo + wordmark instead.
- 😞 **Change colours** – Maintain consistency across sites and applications.

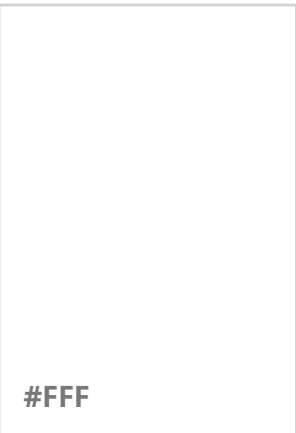
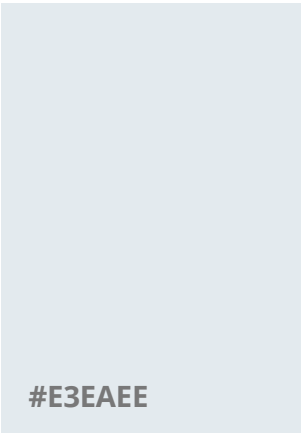
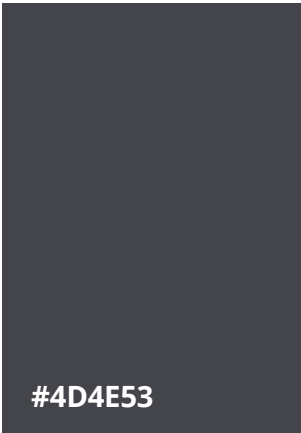
Colours

Colour Palette Harking back to our design principles, these colours reflect the Webmaker ideology: optimistic, whimsical and friendly. Our site should be bright and welcoming, and colour is one of the fastest ways to a user's emotions.



Colours across cultures

We recognize that colours carry different meanings around the world, and we take this into consideration when designing for localization. The colours here reflect a mostly Western audience.



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>

Headline examples

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

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.

P

14 px
1 em

Title within body text example

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

14 px
1 em

Headline (h1)

Sub-headline (h2)

List (ul)

Body copy (p)

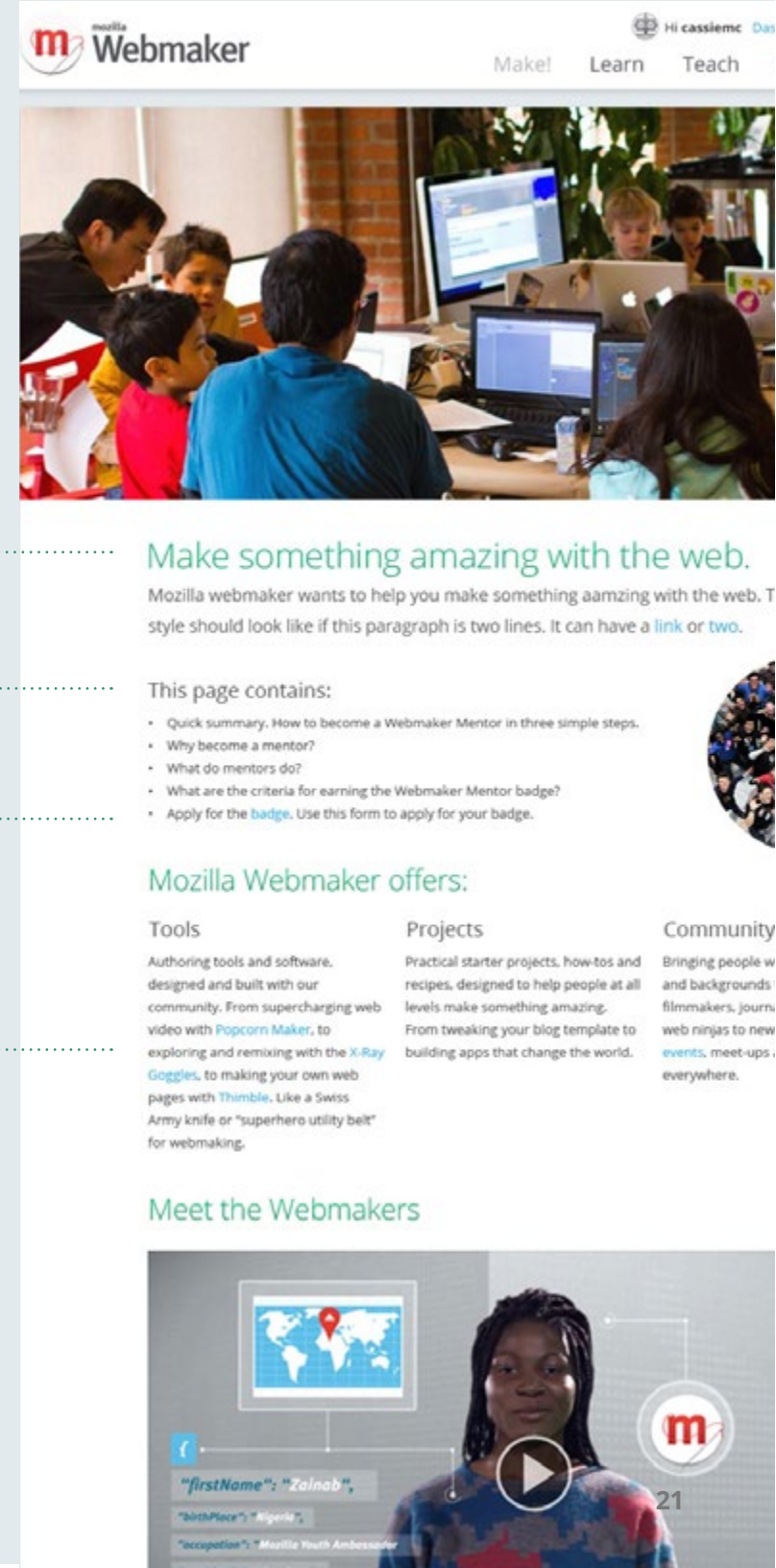


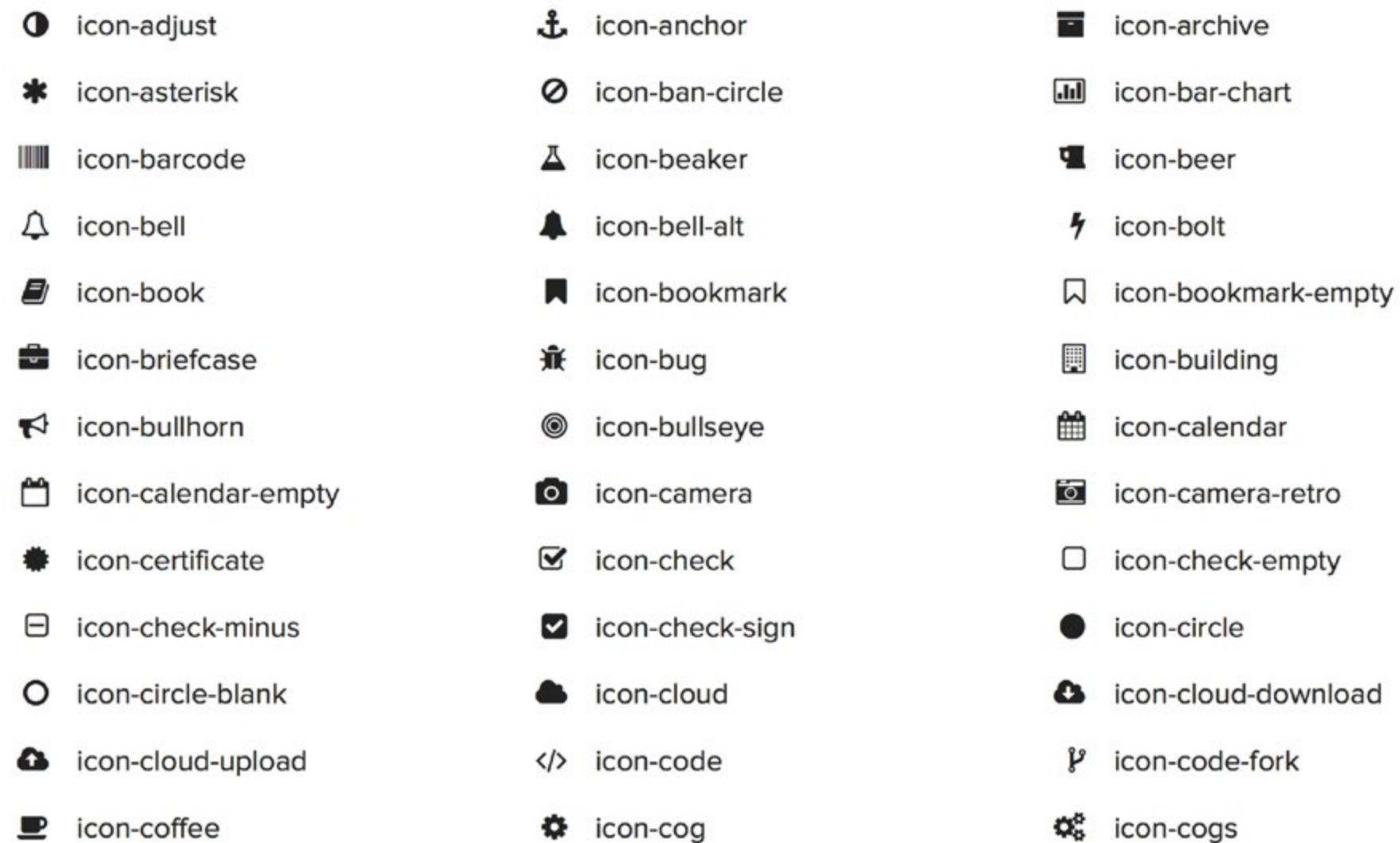
Illustration & iconography

More flat design? All graphic elements across the Webmaker site, including illustrations and icons, should be tied back to our aesthetic design principles.



Font Awesome

Font-Awesome - Currently, icons throughout the site employ an open source project called Font-Awesome. The typeface is available for download from GitHub: fontawesome.github.io/Font-Awesome



Photography

- ✓ Variety of ages, ethnicities and genders
- ✓ Different locations (not just Mozilla festivals)
- ✓ Both on and off the computer
- ✓ People alone and people together
- ✓ High resolution, suitable for retina displays

People and places While not “flat” design elements, photography sits well next to flat design elements. It has the important task of representing the people and environments familiar to Webmakers, and we strive to include pictures that are representative of our real-life users.

Feature photos
Large photos should be at least **1020px** wide to fit across the whole width of the page and render well for retina displays.



Inline photos
Smaller photos can be cropped to fit inside a circle.



Thumbnails

Shapes & sizes

There are currently four main places on the site that use thumbnails: the **homepage**, **search results**, **/teach**, and **my makes**. 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.



My Makes

- Displays the Make title and when the make was last updated.

Thumbnails The user experience of Webmaker.org relies heavily on the gallery displayed on the homepage, bringing users' makes front and centre to make them more discoverable and remixable. Thumbnails live in many other places on the site as well, so it is important to consider their design carefully.

Please do



Thumbnail

☺ Reflect real content

Help users know what to expect when they click on your thumbnail by reflecting content that is within the make itself. Below is a good example.



Actual make

Please don't

☹ Include UI

User interface elements (like a play button) may confuse users about thumbnail functionality.

☹ Add borders

The gallery looks best when thumbnails have solid edges.

☹ Add text

Thumbnails need to work across many languages, and this will save time updating graphics for localization later.



At the end of the day,
you are Webmaker
and we ♥ you.

Thank you for helping us keep a consistent look and feel.