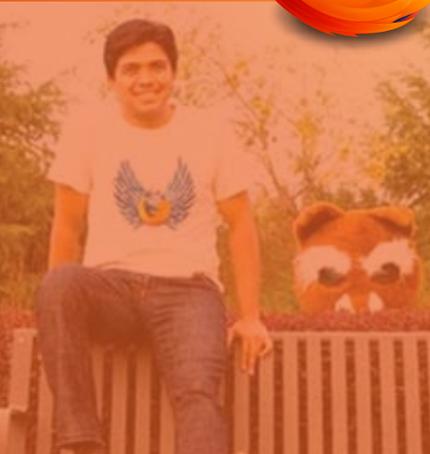




FIREFOX BRAND PLATFORM



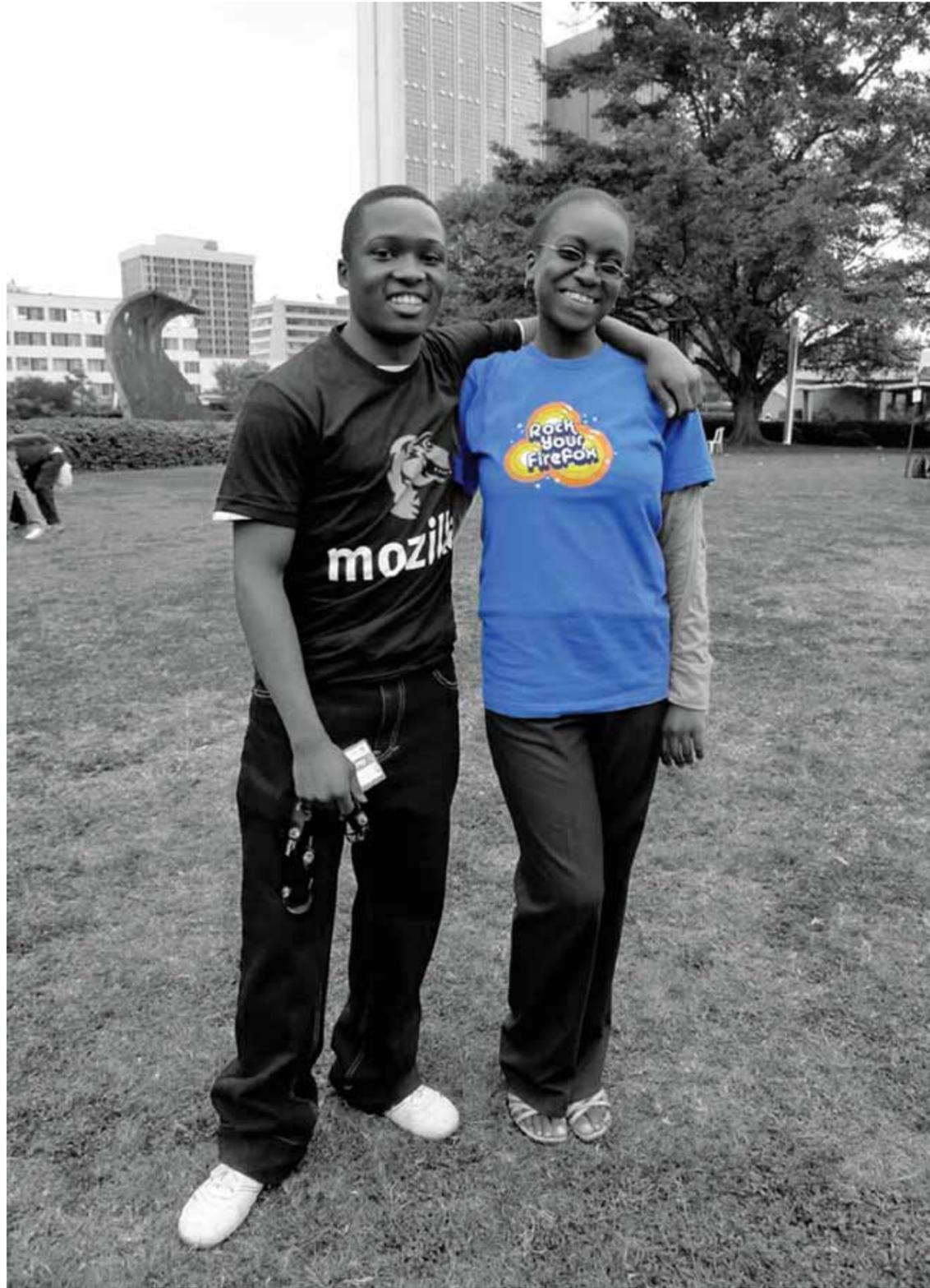
**“A BRAND THAT CAPTURES
YOUR MIND GAINS BEHAVIOR.
A BRAND THAT CAPTURES YOUR
HEART GAINS COMMITMENT.”**

Whether you're new to Firefox or you've been around for a while, you know there is something very special about this brand.

What this book attempts to do is to define what makes Firefox special and give us some tools to help us articulate, express and evaluate the brand in our daily work.

This foundation (brand promise, position and voice) is a great beginning, a tool that allows us to speak with one voice.





BRAND PROMISE

BRAND PROMISE

Our brand promise is a single statement that captures the essence of our experience.

This is the internal compass we use to guide the development of our brand.

This is not an ad.

This is not a tagline.

This is our promise to our customers.

It's that simple.

**FIREFOX
ANSWERS
TO NO ONE
BUT YOU.**





BRAND POSITION

BRAND POSITIONING

Positioning provides detail around the benefits we offer our customers.

This level of detail is important when developing ideas, communications or making decisions that reflect on the brand.

Firefox prioritizes principles over profits to put individuals in control and shape the future of the web for the public good.

PILLARS OF SUPPORT FOR THE FIREFOX BRAND POSITION.

1. NON-PROFIT

Firefox is fundamentally driven by the Mozilla mission rather than business concerns.

2. TRACK RECORD

Firefox has a long history of doing the right thing for both individuals and the web as a whole.

3. EMPOWERING INNOVATION

Firefox enables individuals to create and build without permission or restriction.

4. COMMUNITY DRIVEN

At its core, Firefox is about people and is powered by a global community of individuals working together for the public good.

5. CHALLENGER SPIRIT

Firefox starts races, and isn't afraid to compete with the world's biggest companies.

When we create communications, how do we ensure we are making this promise and positioning real?

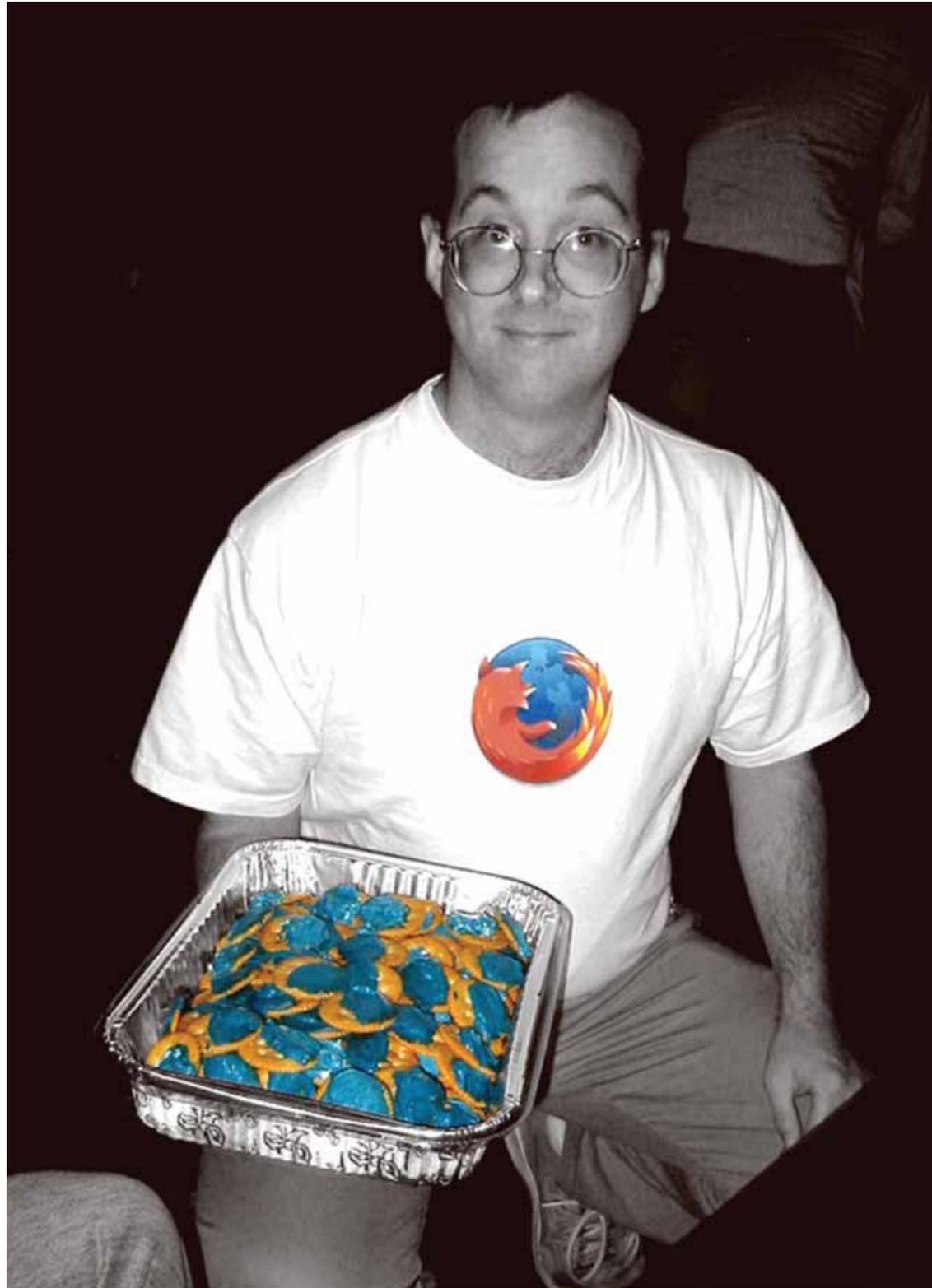
We hold up these expressions of the brand to help evaluate the work. This is the language that is fluid and generative.

This is the language that is influenced by the world in which we live.

This is the language that embodies the promise of “Firefox answers to no one but you.”



**BRAND
VOICE**



UNCONVENTIONAL

ENGAGING

HONEST

HUMAN

SMART

CONFIDENT

Firefox answers to
no one but you.

Firefox is the only
browser that prioritizes
principles over profits to
put individuals in control
and shape the web for
the public good.

Unconventional
Engaging
Honest
Human
Smart
Confident



BRAND MANIFESTO

We're quite content to be the odd browser out.

We don't have a fancy stock abbreviation to go alongside our name in the press. We don't have a profit margin. We don't have sacred rock stars that we put above others. We don't make the same deals, sign the same contracts or shake the same hands as everyone else.

And all of this is fine by us.

We're a pack of independently spirited, fiercely unconventional people who do things a little differently. Where others may value the bottom line, we value—well—values. When a competitor considers making something proprietary, we strive to set it free.

And while most products and technologies are developed behind closed doors, ours are cultivated out in the open for everyone to see. We're not beholden to stake, share or power holders—we answer to no one but you. And we don't operate this way for the fun of it, even though it is incredibly fun. We operate this way because we believe it's the right thing to do.

We believe in principle over profit.

We believe that secrecy is trumped by honesty.

And corporate interest by community.

We believe that the web is more cared for than owned.

More of a resource to be tended to than a mere commodity to be sold.

And we strongly believe in innovation that puts users front, center, and squarely in the driver's seat.

But most importantly, we believe in you.

We believe that the world's best browser is made possible by engineers, programmers, designers and people just like you who give their time, talents, energy and support to the cause. And we believe that together, with this cause in mind, we can continue to innovate for the benefit of the individual and the betterment of the web, so that it always and forever serves the greater good.

We are all Mozilla Firefox. And we're not just a different kind of browser.

We're a browser that is making a difference.

THIS IS THE FOUNDATION OF THE FIREFOX BRAND.

This is how we will become an enduring brand in today's ever-changing world.

And this is how we will ensure that all those who encounter the brand understand 'advocacy' is Firefox's reason for being.

This is how we will continue to show that **"Firefox answers to no one but you."**



BRAND GLOSSARY

Brand Promise

Definition: Your brand promise is a single statement that crystallizes what you're all about, what makes you special, what makes you unique—in short-hand form. It is your promise to those who choose your products and services, and support your brand.

Usage: Those inside your organization should be familiar with your promise. It should be the core message that is brought to life and conveyed to all your target audiences (e.g., employees, media, current users, casual users, etc.)

Brand Voice

Definition: Your brand voice is the personality of your brand. It's the tone that it speaks in and the attitude it embodies.

Usage: In order to establish a consistent brand personality, all Firefox-produced communications (e.g., website copy, advertising) should be written in this voice/tone.

Brand Position

Definition: A brand position is a one-sentence statement that provides detail around the brand promise. It should center around what makes Firefox especially unique.

Usage: Your brand position is a long-term compass for your brand—holding true today and 10 years down the road. Everything Firefox creates (e.g., products and communications) should reinforce this position.

Support Pillars

Definition: Brand pillars outline the “reasons to believe” your brand promise and position. They are what set Firefox apart from the category and competition.

Usage: Those inside your organization (and other close constituents) should be familiar with them as they are great talking points for conversations, media interviews and press releases.

BRAND PLATFORM



BRAND ARCHITECTURE & DEFINITIONS

BRAND ARCHITECTURE:

The structure of brands within an organizational entity. A system—like a family tree—that helps make sense of a company’s various brands, products and services.

Parent Brand:

May be a corporate brand, an umbrella brand, or a family brand.

Sub-Brand:

The brands the parent company promotes. Each has its own brand promise, brand position and brand personality. These brands establish an emotional connection with consumers and garner tremendous loyalty.

Current Offering:

The current products/services available to consumers today. These products/services should evolve over time to keep up with business opportunities, new innovations, consumer needs, etc. They are all marketed by a “theme line” that bridges the gap between the sub-brand’s position and the new features/offering.

