



# Mozilla Open Design

## 2016 Review

**ELIO QOSHI**

# About me

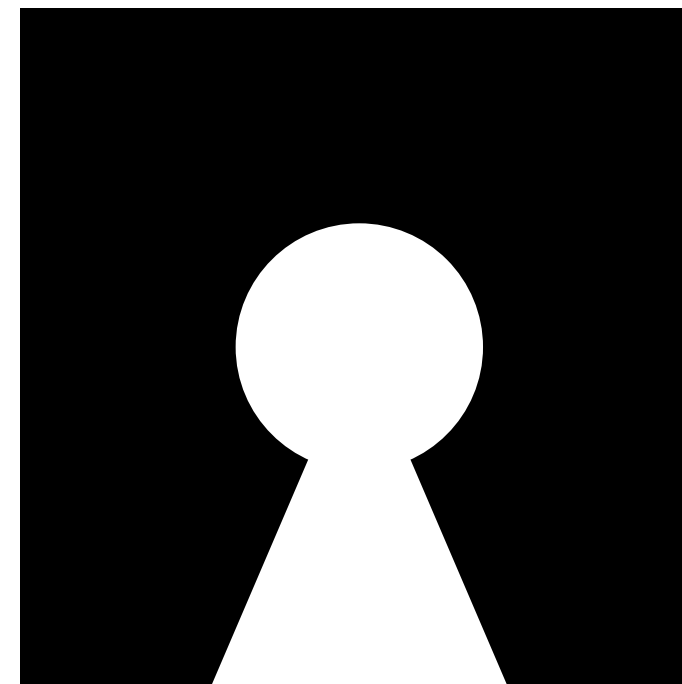


- Mozilla Tech Speaker from Albania
- Founder of Ura Design
- Open Labs Hackerspace Board Member
- SitePoint Community Manager & Author

# Cultivating empathy in design



# Open Source $\neq$ only Code



“We need to offer every non-technical open source contributor the same friction-less contribution path as we do with coders.”

# Open Formats & Licenses



# Mozilla Open Design on GitHub

mozilla / OpenDesign

Unwatch 87

Unstar 85

Fork 22

<> Code

🔔 Issues 26

🔗 Pull requests 0

📈 Pulse

📊 Graphs

⚙️ Settings

Filters

🔍 is:issue is:open

Labels

Milestones

New issue

🔔 26 Open

✓ 50 Closed

Author

Labels

Milestones

Assignee

Sort

🔔

📌

Meeting 11th August 2016

Meeting

👤

💬 1

#84 opened 10 days ago by elioqoshi

🔔

📌

Generalize l10n hackathon design resources

Graphic Design needed

👤

💬 1

#83 opened 16 days ago by gueroJeff

🔔

📌

Promote MDN plugin for WordPress

Graphic Design needed

👤

💬 7

#75 opened on Jun 20 by Mte90

🔔

📌

Fira font issues on Google Fonts

Collaborators wanted

Staff Support needed

👤

💬 3

#74 opened on Jun 17 by Mte90

🔔

📌

Mozilla Brand Identity Research Challenge

Challenge

👤

💬 2

#72 opened on May 27 by Timotay

🔔

📌

Mozilla Turkey logo

Graphic Design needed

👤

💬 7

#66 opened on May 11 by selimsumlu

🔔

📌

Logo for Unica Firefox Club (Cagliari - Italy)

Graphic Design needed

👤

💬 3

#64 opened on May 6 by edovio

🔔

📌

Badges logo/ Graphics needed for Mozilla QA Bangladesh Community

Good First Task

👤

💬 9

Graphic Design needed

Illustration Needed



prathameshchavan commented on Jul 20



## Goal:

The Mozilla India Community has organized a Mozilla India Meetup 2016. Over 100 participants would be joining this gathering. The goal is to create a logo for the meetup which would be a mix of text and graphics and could be used as a design for printing laptop stickers.

## Info:

The design would be used in all the activities under the Mozilla India Meetup 2016. It would be used in online posts and printing laptop stickers.

## Style Information:

The design must contain the following details:

- A text 'Mozilla India Meetup 2016 - Pune, India'. The font of 'Mozilla India Meetup 2016' could be large as compared to 'Pune, India'.
- It should include a graphic of 'Shaniwar Wada' which is a historic monument and a well known feature associated with the Pune City. Image link:<http://images2.fanpop.com/image/photos/12400000/shaniwarwada-pune-city-puneites-12473759-1600-1200.jpg>
- Circular in shape

## Deadline:

15th August 2016

## Tag:

[Design Needed]

Labels



Graphic Design needed

Milestone



No milestone

Assignees



elioqoshi

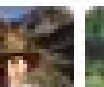
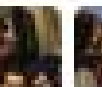
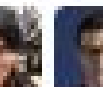


parag9d



thomasjosephgr...

8 participants



Notifications

🔊 × Unsubscribe

You're receiving notifications because you modified the open/close state.

🔒 Lock conversation







# Mozilla Open Design

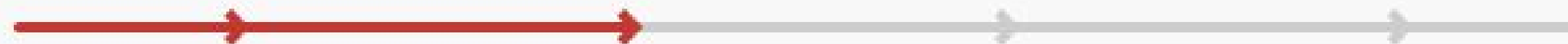
## branding without walls

Creative Strategy  
JUNE

Concepting  
JULY

Refinement  
SEPTEMBER

Guidelines  
NOVEMBER



**We're updating our brand identity using Mozilla open source principles, and everyone's invited.** In this, our Concepting phase, we're narrowing from seven possible themes to a few concepts that will proceed to iterative design work. Your comments on the work in progress are welcome. [Learn more.](#)

# ***Is something wrong with the Mozilla brand now?***

No. In fact, our distinctive name can work to our advantage.

But the assets making up the Mozilla brand today—the word Mozilla and a few muted colors—are insufficient for modern communications.

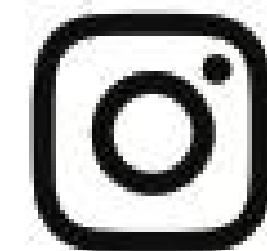
If other brands relied on name alone, they'd lose meaning.

pepsi

facebook

Google

We lack a logo, a symbol that can represent us in small spaces on social media, for instance, like these:





## The guide

**ethical internet guide**

How do you be your best self online? How do you behave ethically, protecting your own integrity and that of others? How do you navigate the competing commercial interests that seek to control your data and your life?

We're your independent ally on that journey. We think in terms of the next generation, not just the next financial quarter. The internet isn't just there to be misused; it's meant to make it accessible and open to all.

## The protector

**Because the internet can't protect itself**

Once the internet was free. Once it was open. But its freedom is in danger from those who would close it, wall it off and use it for their good, not ours. Our internet is endangered - please help.

## For good

**Better with better world.**

We see an internet that is collaborative, accessible, and open to all. One that nurtures our potential as humans, instead of just numbing it. One that improves lives and benefits society. One that makes us all, and problems us all. A better web means a better world. But it won't happen by itself.

## Change makers

**A better internet, how?**

The internet is leading to the way things are done. The more we use it, the more we change it. The more we change it, the more we improve it. We need to be the ones who change it. We need to be the ones who improve it. We need to be the ones who make it a better world.

## For freedom

**Free the web**

The internet is a free world. It's a place where we can express our ideas, our beliefs, our opinions. It's a place where we can learn from each other. It's a place where we can make a difference. We need to keep it free. We need to keep it open. We need to keep it accessible to all.

## The fight

**The internet is a free world.**

The internet is a place where we can express our ideas, our beliefs, our opinions. It's a place where we can learn from each other. It's a place where we can make a difference. We need to keep it free. We need to keep it open. We need to keep it accessible to all.



The Good Fight

The Eye



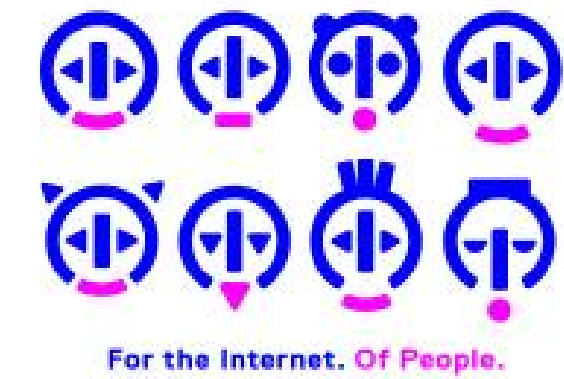
For the Internet of People

The Connector



Choose open

Open button



With you from the start

Protocol



M:// Old ideals. New ideas.

M:// Pioneers of a better Internet.

M:// Turning ideals into ideas.

Wireframe world



Mavericks, united

The Impossible M



Flik Flak





Primary logo mark



Event logos



## Design Direction 2

Mozilla was, is, and always will be on the side of those who want a better, freer, more open Internet. In the early days, we helped embed principles of openness and accessibility into the web's DNA. Now those principles matter more than ever. We need an Internet that works wonders for the many, not just the few. We need to develop new products, technologies, and standards that are rooted in the founding ideals of the Internet. We've been with you from the start. And we're just getting started.

Community logos



Mozilla Egypt



Mozilla Brasil

Merchandise



Publications



Facebook





# The Final Result

**moz://a**

# The Icon

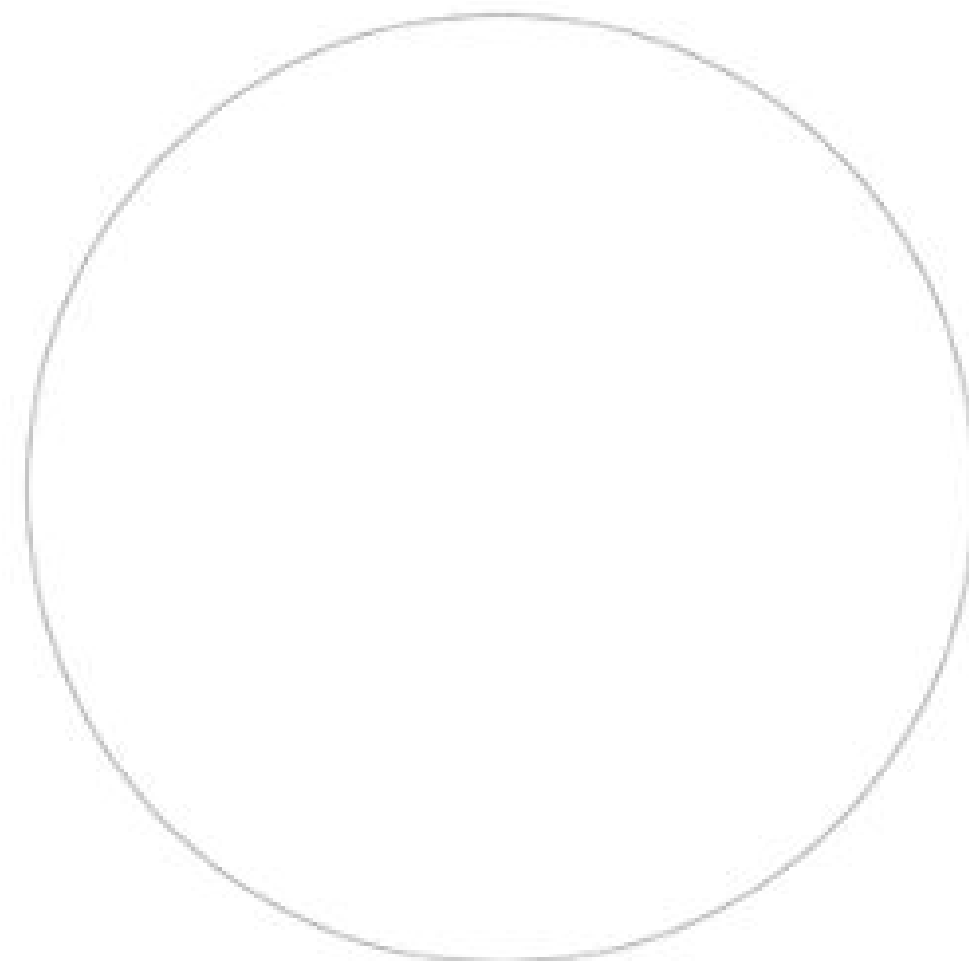
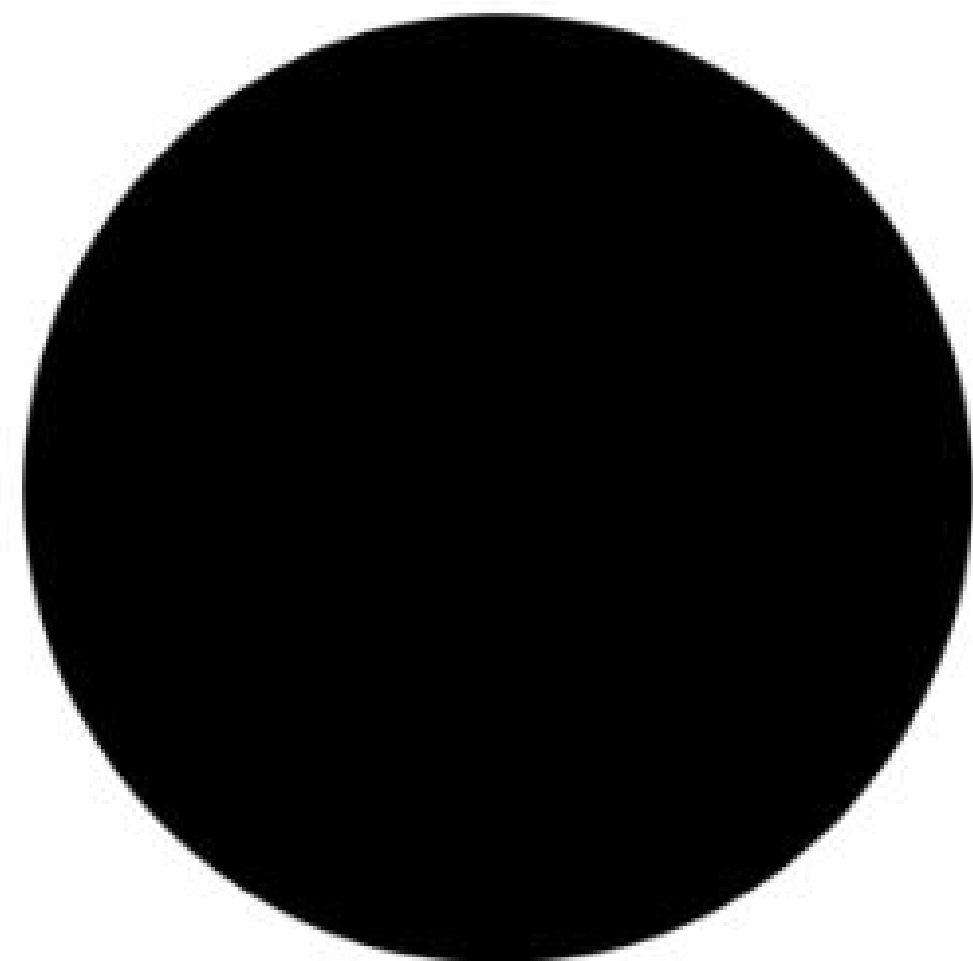




# Color Palette

## Main colors

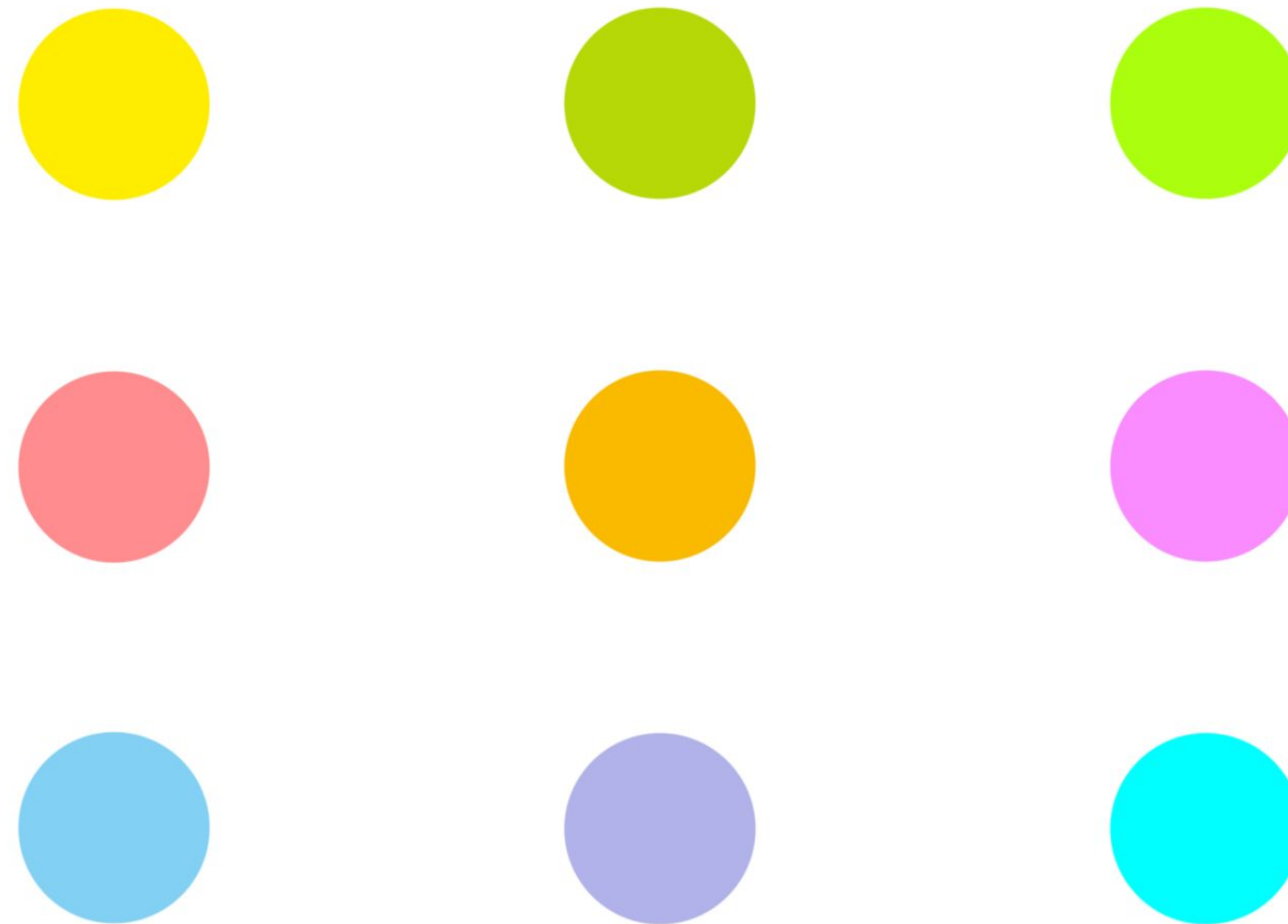
Our main brand colors are black and white. This illustrates our gutsy personality and provides a bold aesthetic to our brand.



## Secondary colors

Our secondary palette is made up of 9 colors — 6 pastels and 3 neons. These colors are used interchangeably to provide contrast and brightness to our bold black and white main color scheme.

[Download the .ase library](#)



# Typography

Zilla (*based on Arvo*)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

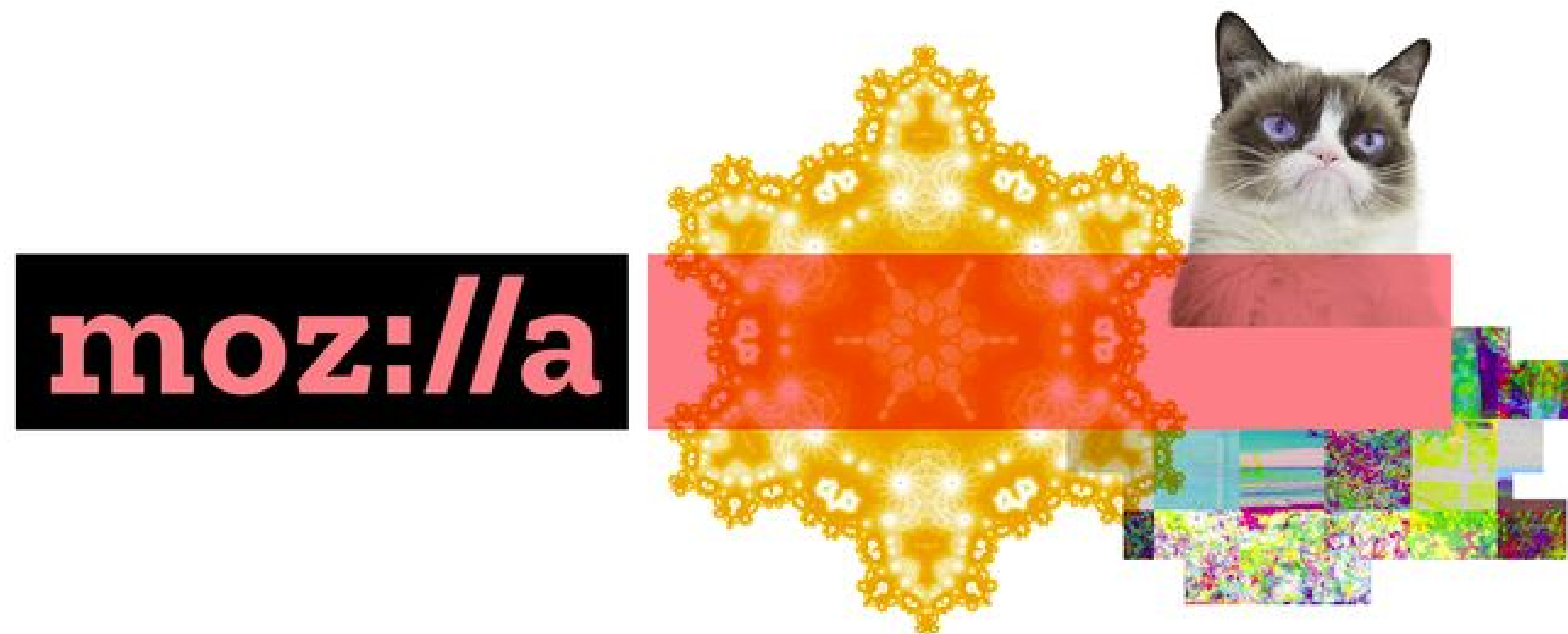
**1234567890!/?/%\$&#@\*()"',.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?/%\$&#@\*()"',.

# Imagery









moz://a

save the web

no one walls my garden

moz://a

**moz://a**

# Get involved

**[github.com/mozilla/OpenDesign](https://github.com/mozilla/OpenDesign)**

**[designlanguage.mozilla.org](https://designlanguage.mozilla.org)**



# Merci



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Blog: [elioqoshi.me](http://elioqoshi.me)