Mozilla Open Design

2016 Review

ELIO QOSHI

moz://a

About me

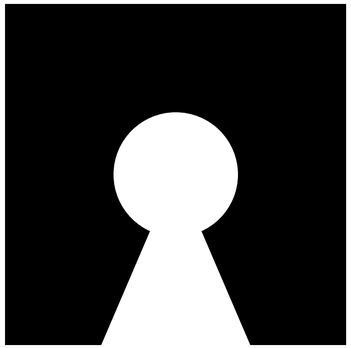
- Mozilla Tech Speaker from Albania
- Founder of Ura Design
- Open Labs Hackerspace Board Member
- SitePoint Community Manager & Author

moz://a

Cultivating empathy in design

moz://a

Open Source =/ only Code



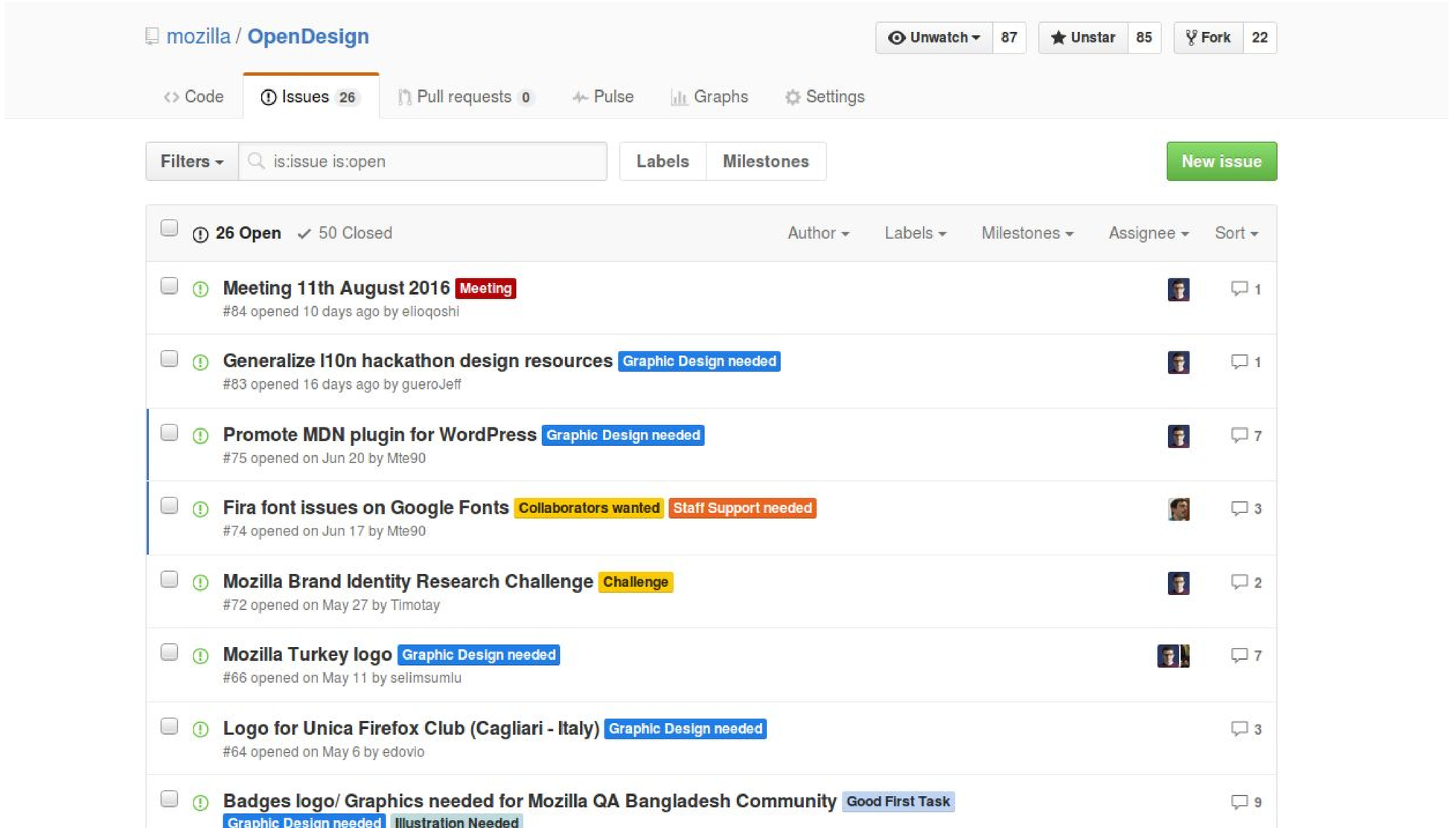
“We need to offer every non-technical open source contributor the same friction-less contribution path as we do with coders.”

moz://a

Open Formats & Licenses

moz://a

Mozilla Open Design on GitHub



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
india
Meetup 2016 - Pune

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.

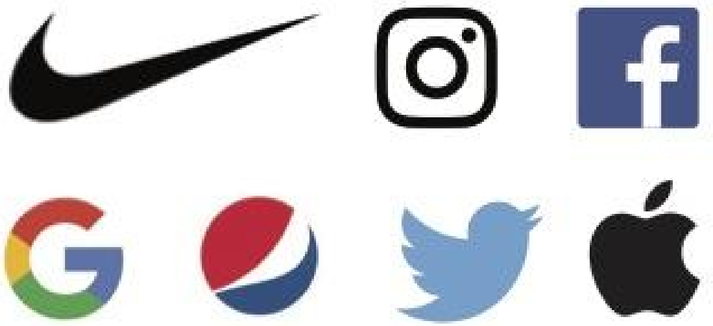
Is something wrong with the Mozilla brand now?

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
The ethical internet guide
The protector
Because the internet can't protect itself
For good
Change makers
For freedom
The fight

The Good Fight

The Eye

MOZILLA

MAKER PARTY

MOZILLA DEVELOPER NETWORK

ALL HANDS

For the Internet of People

The Connector

Mozilla

Mozilla Egypt

Mozilla Brasil

Choose open

Open button

Mozilla

For the Internet. Of People.

With you from the start

Protocol

Moz://a

M:// Old ideals. New ideas.

M:// Pioneers of a better Internet.

M:// Turning ideals into ideas.

Wireframe world

MOZILLA

MOZILLA INDIA

MOZILLA EGYPT

MOZILLA JAPAN

Mavericks, united

The Impossible M

MOZILLA

WebMaker

MozFest

Grow

Friends

Flik Flak

Mozilla

Mozilla

Mozilla

Mozilla

Primary logo mark

Moz://a

Event logos

Moz://a_ Developer_ Network

</All Hands>

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

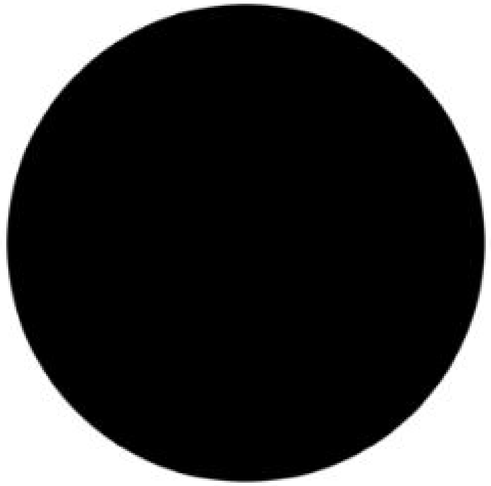
The Final Result

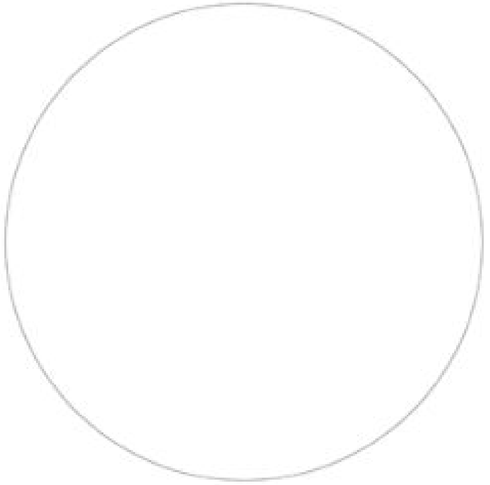
The Icon

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.

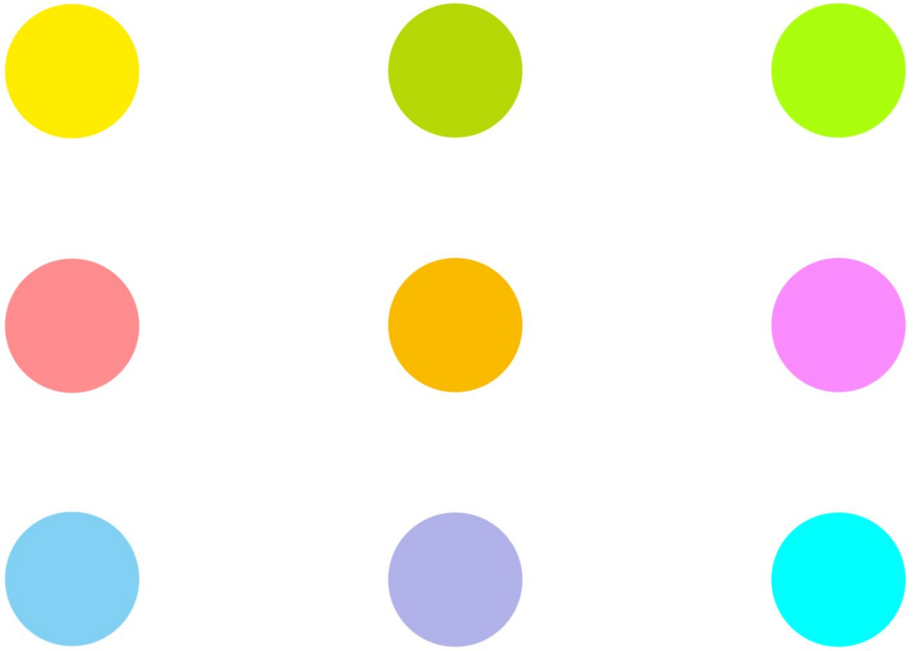




Secondary colors

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



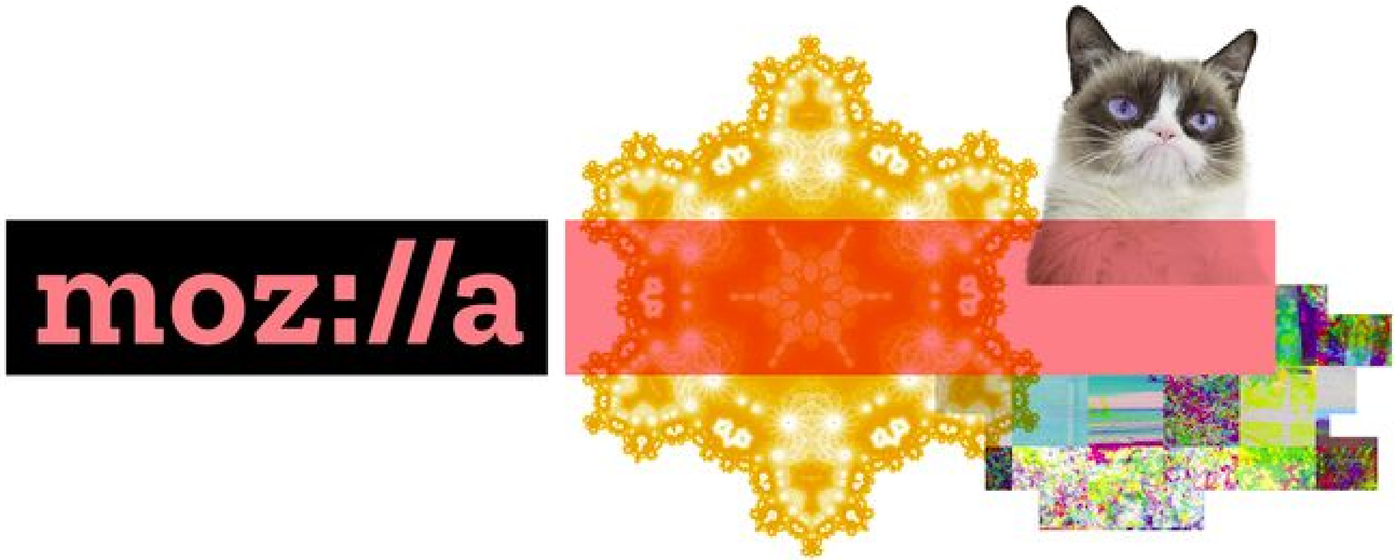
Typography

Zilla *(based on Arvo)*

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890!?/%$&#@*()",.

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890!?/%$&#@*()",.

Imagery



a web that is open not closed
moz://a

moz://a
save the web

no one walls my garden
moz://a

moz://a

Get involved

github.com/mozilla/OpenDesign

designlanguage.mozilla.org

moz://a

Merci

Twitter: @elioqoshi

GitHub: @elioqoshi

Email: ping@elioqoshi.me

Blog: elioqoshi.me