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 =/= 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

- Meeting 11th August 2016
- Generalize H10n hackathon design resources
- Promote MDN plugin for WordPress
- Fira font issues on Google Fonts
- Mozilla Brand Identity Research Challenge
- Mozilla Turkey logo
- Logo for Unica Firefox Club (Cagliari - Italy)
- Badges logo Graphics needed for Mozilla QA Bangladesh Community
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]
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:

Nike Instagram Facebook

Google Twitter Apple
**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.
The Final Result

mozilla


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
a web that is open — not closed

moz://a
Get involved

github.com/mozilla/OpenDesign
designlanguage.mozilla.org
Merci

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