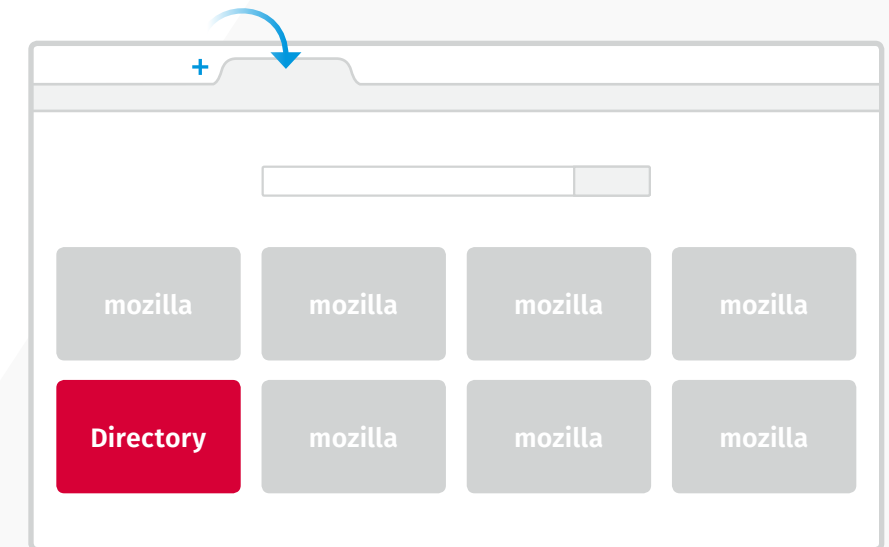
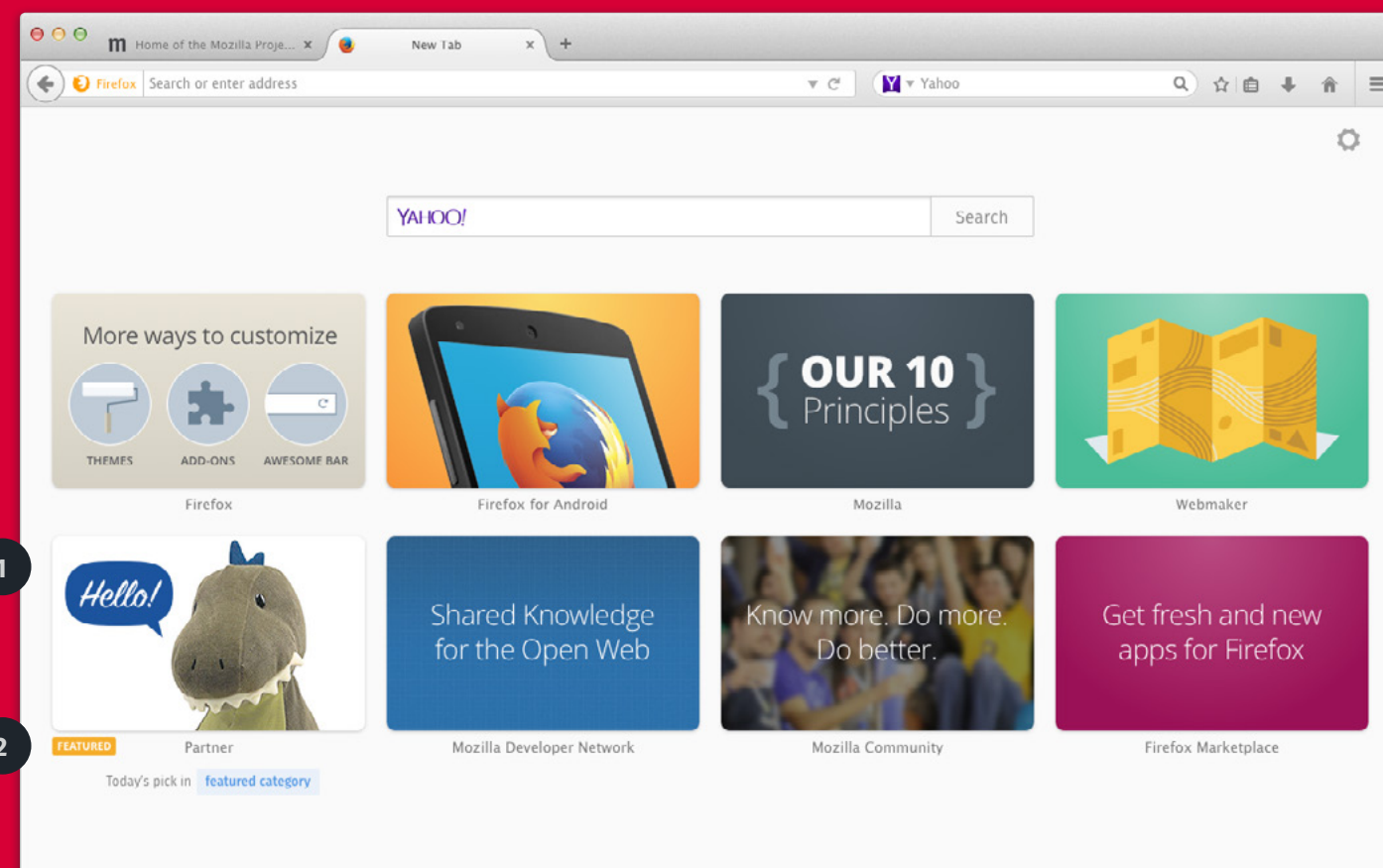


Directory Tiles: Overview

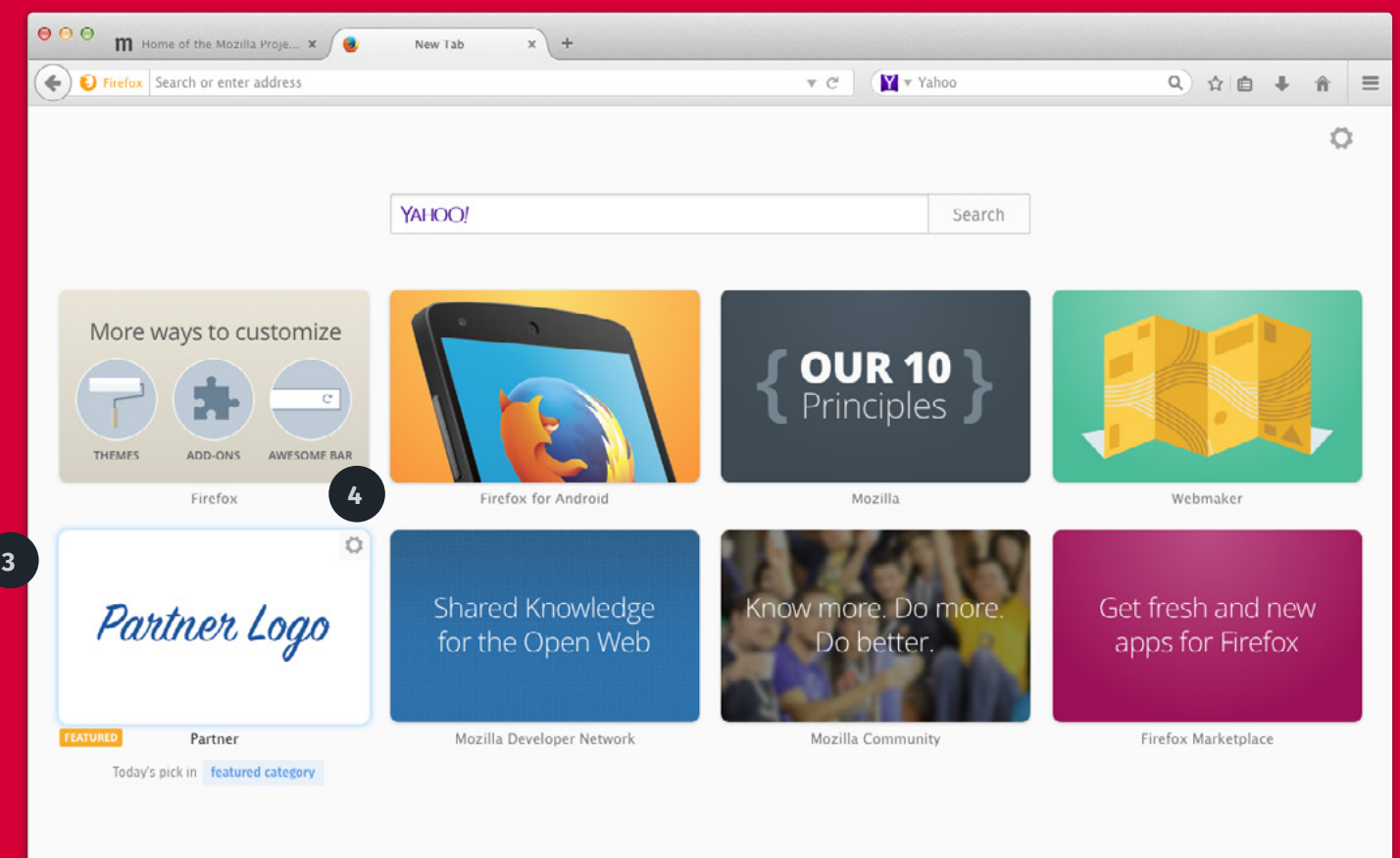
When launching a “New Tab” in Firefox, the user will see a grid of “Tiles” beneath the search bar. Over time, these tiles become links to the user’s top destinations on the Web. First-time users, however, won’t have any browsing history. To get them started on their journey, New Tab will display promoted content for Mozilla properties, such as Firefox for Android and Webmaker, as well as a “Directory Tile” featuring a partner site.



Example: Default



Example: Rollover



- 1 **Static state:** By default, a Directory Tile will show an image that contains a message from the partner.
- 2 **Labels:** A “Featured” tag is displayed below the Directory Tile, along with the site name and related interest category.

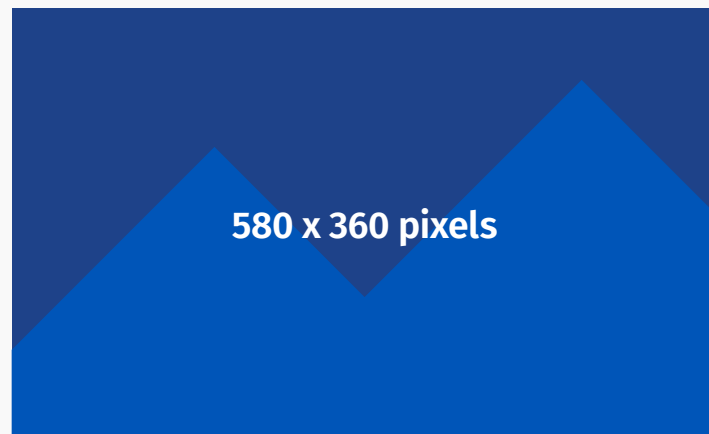
- 3 **Rollover states:** When a user rolls over the Directory Tile, partners may choose to display a logo, another message, or the title of a featured content page.
- 4 **Controls:** A user can pin, delete, or learn more about the featured site on rollover.

Directory Tiles: Creative Specifications

Technically, all we need to display your Directory Tile on New Tab are **two image files**. One image will be displayed by default (the “**static state**”), and another will be revealed when a user interacts with the tile (the “**rollover state**”). Below are the basic requirements for displaying an image for either state.

Image types for either state

Option A: Graphic image and/or message



File format: PNG 32 or high-quality JPEG

Dimensions: 580 wide x 360 high (72 dpi)

Languages: If the image contains words, a separate image with the correct translation must be provided for each language required.

Creative guidelines: Keep images and text simple.

Option B: Logo only



File format: SVG (vector file)

Background color: Exact HEX value. If one isn't provided, the background will be white #FFFFFF.

Creative guidelines: The size of the logo will be determined by the creative staff at Mozilla, unless otherwise specified.

Need help?

team-csi@mozilla.com

Templates & Fonts

Download a PSD template for image tiles

Download a PSD template for message tiles

Download the font Open Sans (Mac)

Download the font Fira Sans (Mac)

Mozilla is happy to work with your preferred vendor for any tiles creative. Many of our partners already have established relationships with a branding agency who manage their advertising campaigns. Of course, we can also provide creative direction and design services should you need them.