

2021

Buttons Guidelines

UAE PASS Buttons Guide and Standards

v2

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01. Introduction



Introduction

UAE PASS is the first secure national digital identity for citizens and residents enabling them to access to many online services across various sectors of the UAE and allowing them to digitally sign and authenticate documents and transactions.

It also enables users to request a digital version of official documents issued to them and to use the same to request services.



02. Instructions



Instructions

Follow these guidelines to offer seamless experience with UAE PASS

These guidelines are for use by service providers that integrate with UAE PASS and link directly from their website and mobile application.

To represent UAE PASS correctly on websites and mobile channels these guidelines should be followed wherever UAE PASS buttons or text link to UAE PASS.

Please choose the button style that matches your solution's look and feel and don't create any new style to preserve the identity of UAE PASS and give people a consistent experience.

03. Buttons



Button Titles - English

The system provides several options of the buttons. Depending on the platform on which your content runs, choose the variant that fits the terminology of your experience and use it consistently throughout your interfaces.

 **Sign in with UAE PASS**

Enables users to get access to online services.

 **Sign up with UAE PASS**

Enables users to register to the service provider channel.

 **Continue with UAE PASS**

Enables users to share documents and avail services.

 **Sign with UAE PASS**

Enables users to sign documents remotely.

Button Radius

Adjust the corner radius to match the appearance of other buttons in your app and web. By default, UAE PASS buttons has rounded corners. you can change the corner radius to produce a button with square corners or a pill-shaped button.



Minimum corner radius



Default corner radius



Maximum corner radius

Button corner radius. You can use a corner radius value that matches the other buttons in your UI.

Button Size and Margin

Maintain the minimum button size and margin around the button in app and web. Be mindful that the button title may vary in length depending on the locale. Use the following values for guidance.



Minimum width	Minimum height	Minimum margin
140pt (140px @1x, 280px @2x)	30pt (30px @1x, 60px @2x)	1/10 of the button's height

You can scale the button as needed for different devices and screen sizes, but you must preserve the aspect ratio so that the UAE PASS logo is not stretched.

Buttons Options

Depending on the platform, the system provides up to three options for the appearance of the UAE PASS buttons: white, white with an outline, and black. Choose the appearance that works best with the background on which the button displays.



White



White with Outline



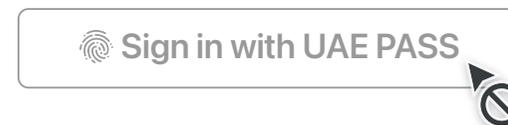
Black

Button States and Feedback

Active and Disabled State. The active state is when a button is 'clickable'/'tappable'. While that may sound a bit obvious, the important thing to note here is that a button can be disabled if the user hasn't completed the necessary steps.



Active Button



Disabled Button

Focus and Pressed State. The focus state is when the button has been tabbed to. The pressed state is the state when the user's cursor or finger is 'holding down' on the button.



Focus State



Pressed State

Logo-Only Buttons

Don't add horizontal padding to a logo-only image. A logo-only UAE PASS button always has a 1:1 aspect ratio, and the artwork already includes the correct padding on all sides.

Use a mask to change the default square shape of the logo-only image. For example, you might want to use a circular or rounded rectangular shape to present all logo-only sign-in buttons. Never crop the UAE PASS provided artwork to decrease its built-in padding or use the logo by itself, and avoid including additional padding.



No mask



Rounded rectangle mask



Circular mask

Button Titles - Arabic

The system provides Arabic button titles. The Arabic buttons are available in the same styles and different states as the English ones.

تسجيل الدخول بالهوية الرقمية 

إنشاء الحساب بالهوية الرقمية 

الاستمرار عبر الهوية الرقمية 

التوقيع عبر الهوية الرقمية 

All guidelines for English buttons apply to the Arabic ones as well.

04. Buttons Usage



4.1 Sign in and Sign up

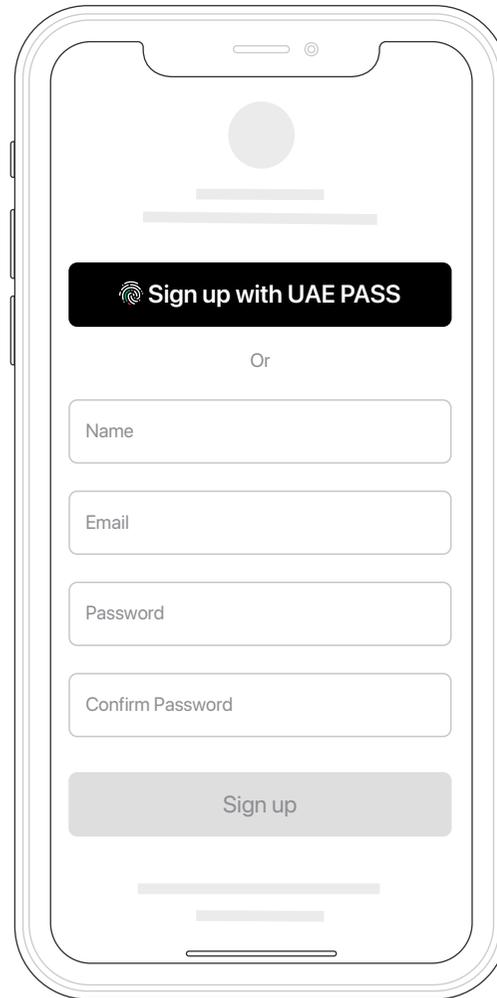
Mobile and Portal View



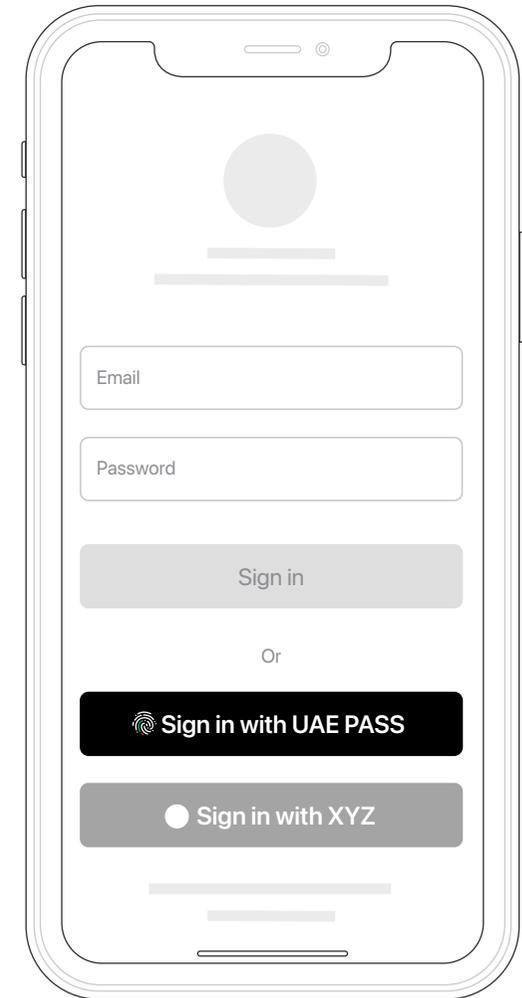
Mobile View

Button Titles

It should be clear to the user that they are “signing in” to your app, “signing up” for your app with their UAE PASS credentials, not signing up or registering for a UAE PASS account on your app.



Button Titles - Top



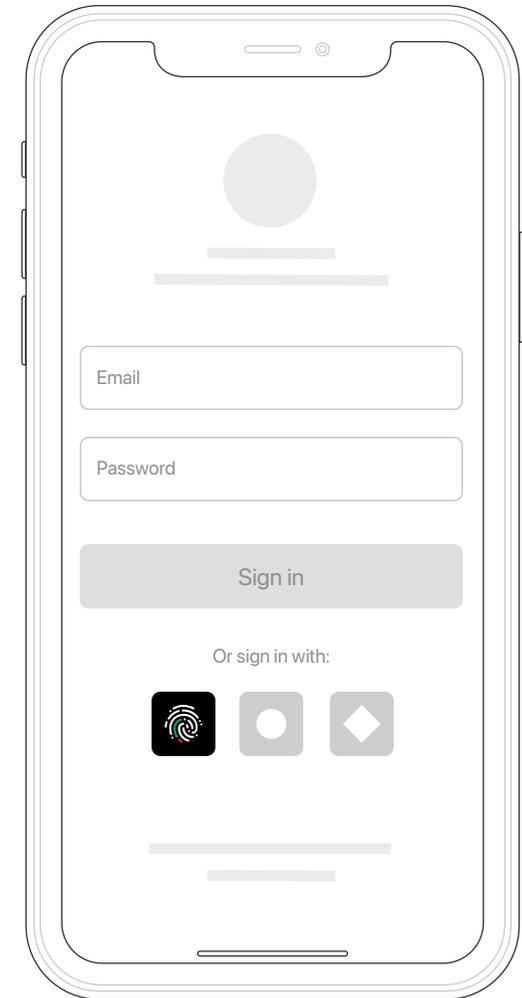
Button Titles - Bottom

Mobile View

Logo-Only Buttons

If your interface requires to use **Logo-only buttons**, make sure to align logos across multiple sign-in buttons, adjust the button appearance to coordinate with your UI with guidelines consideration.

Always make sure that people can instantly identify your button as a Sign in with UAE PASS button.



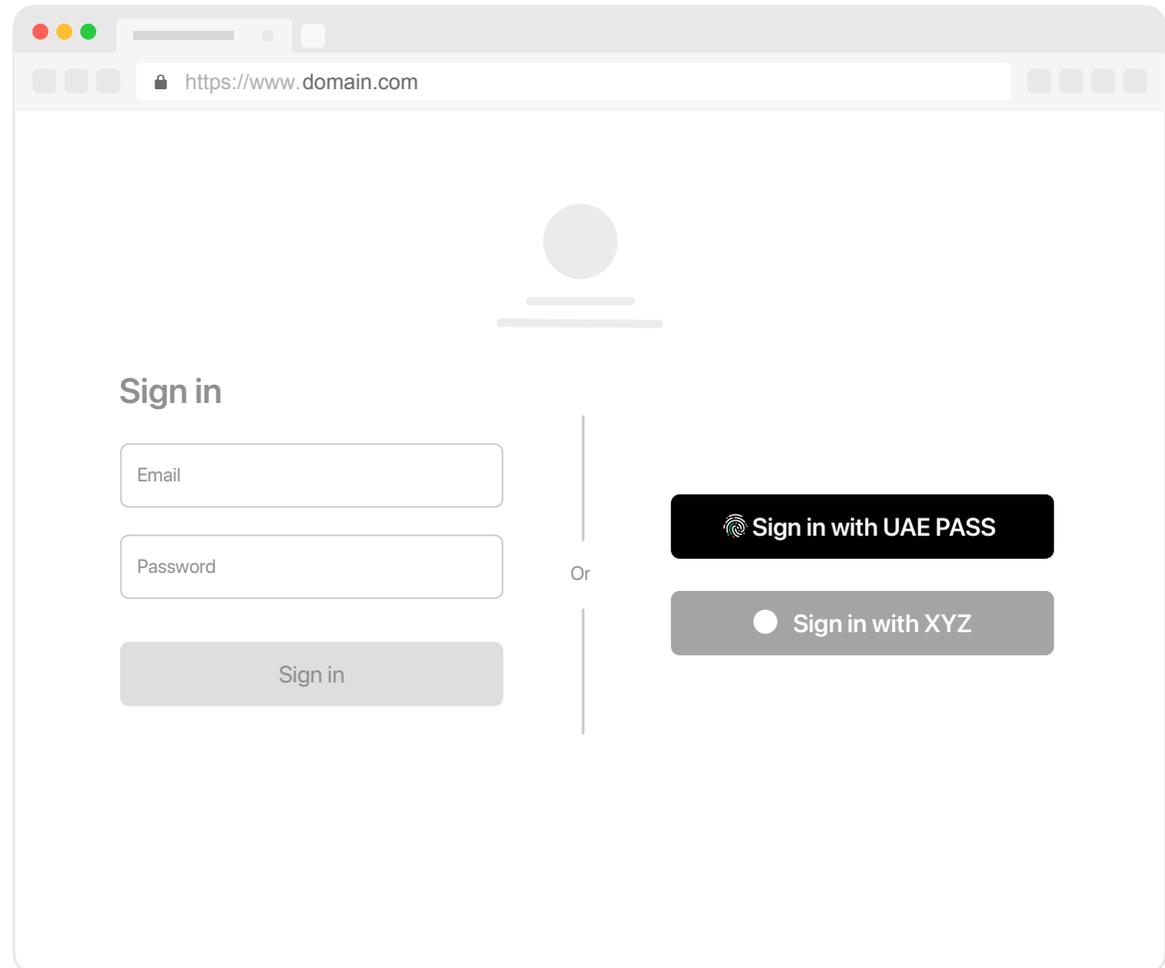
Logo-only app usage

Portal Horizontal

Sign in



Portal sign in horizontal option



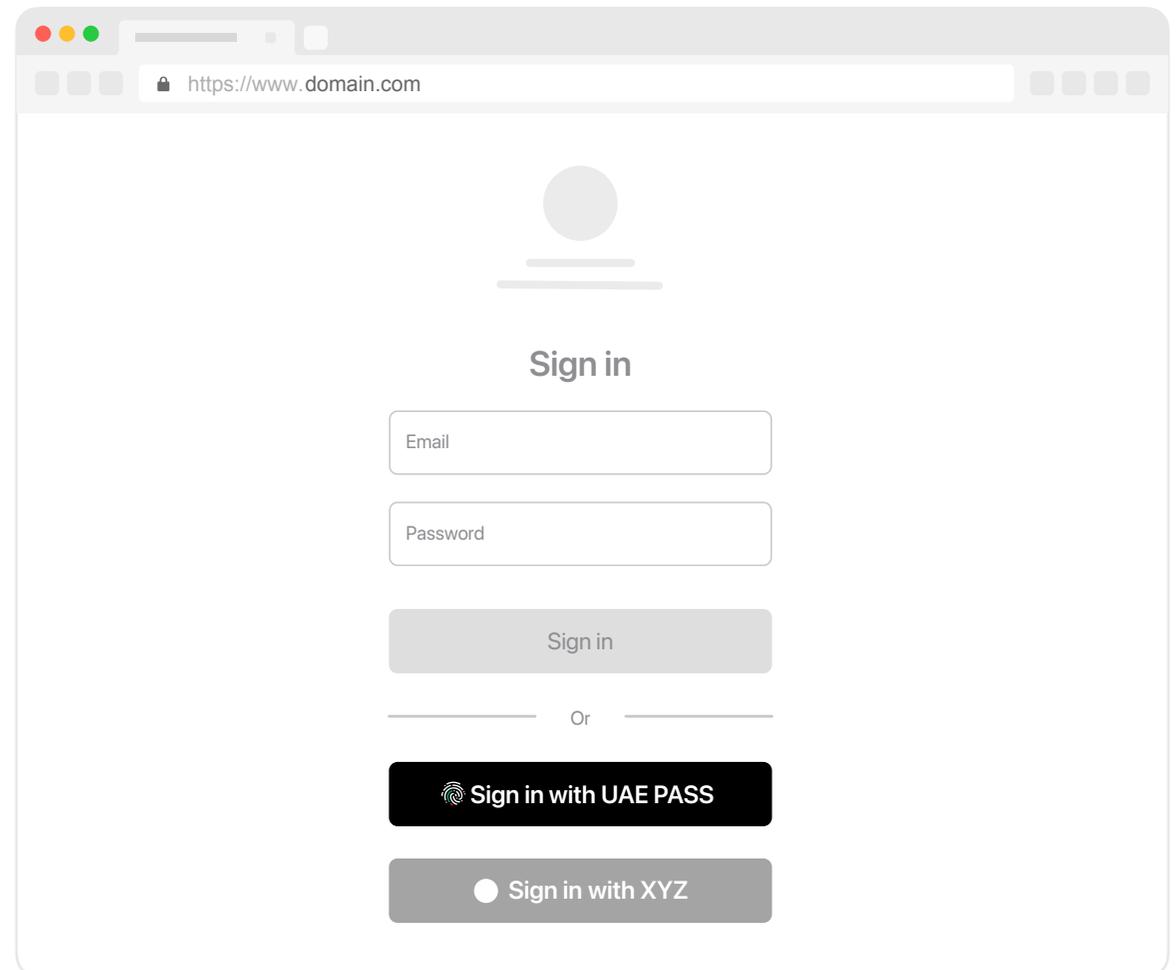
Portal sign in horizontal option

Portal Vertical

Sign in

Portal sign in vertical option

If you choose to put “Sign in” button below your native login, please make sure that UAE PASS button is clearly appearing to the users once they land to the login page.



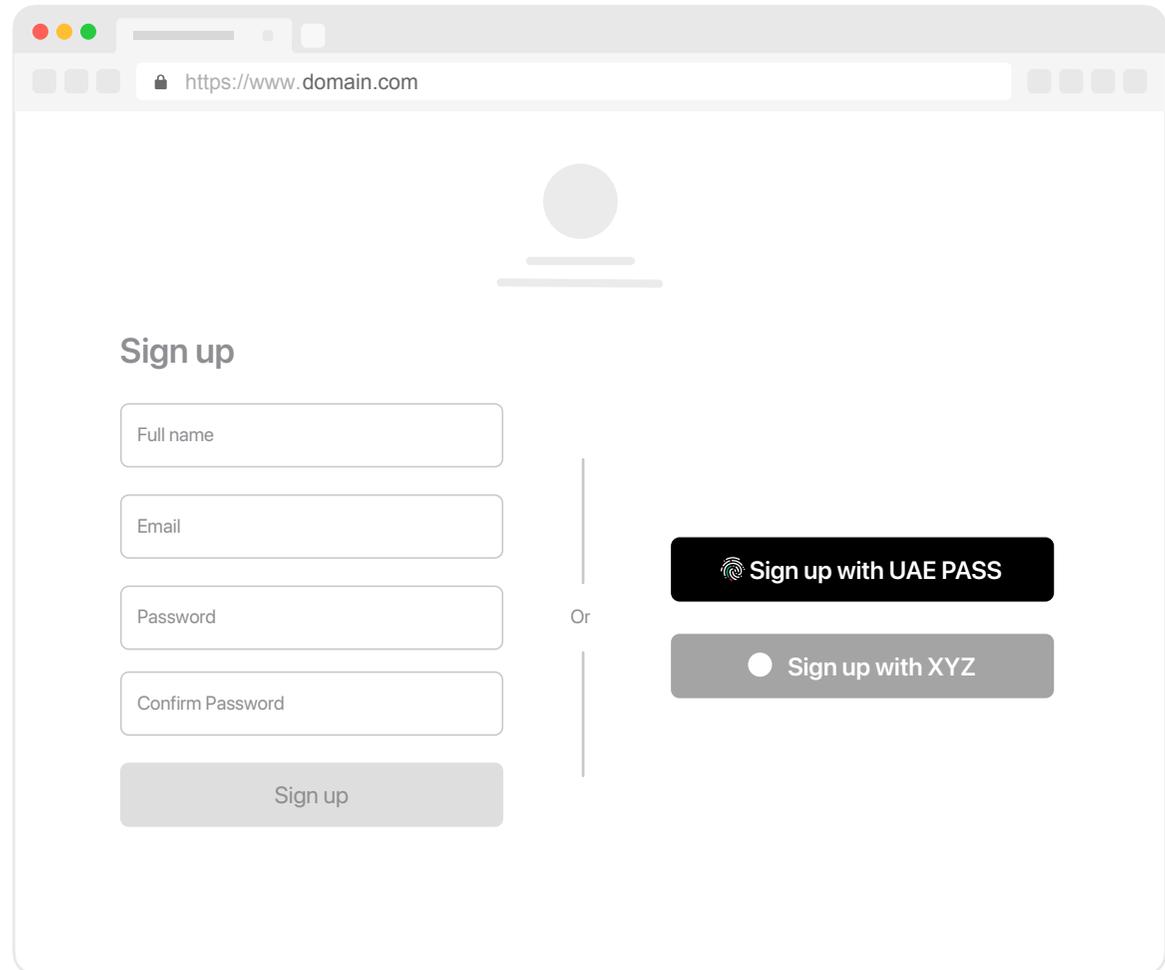
Portal sign in vertical option

Portal Horizontal

Sign up



Portal Sign up horizontal option



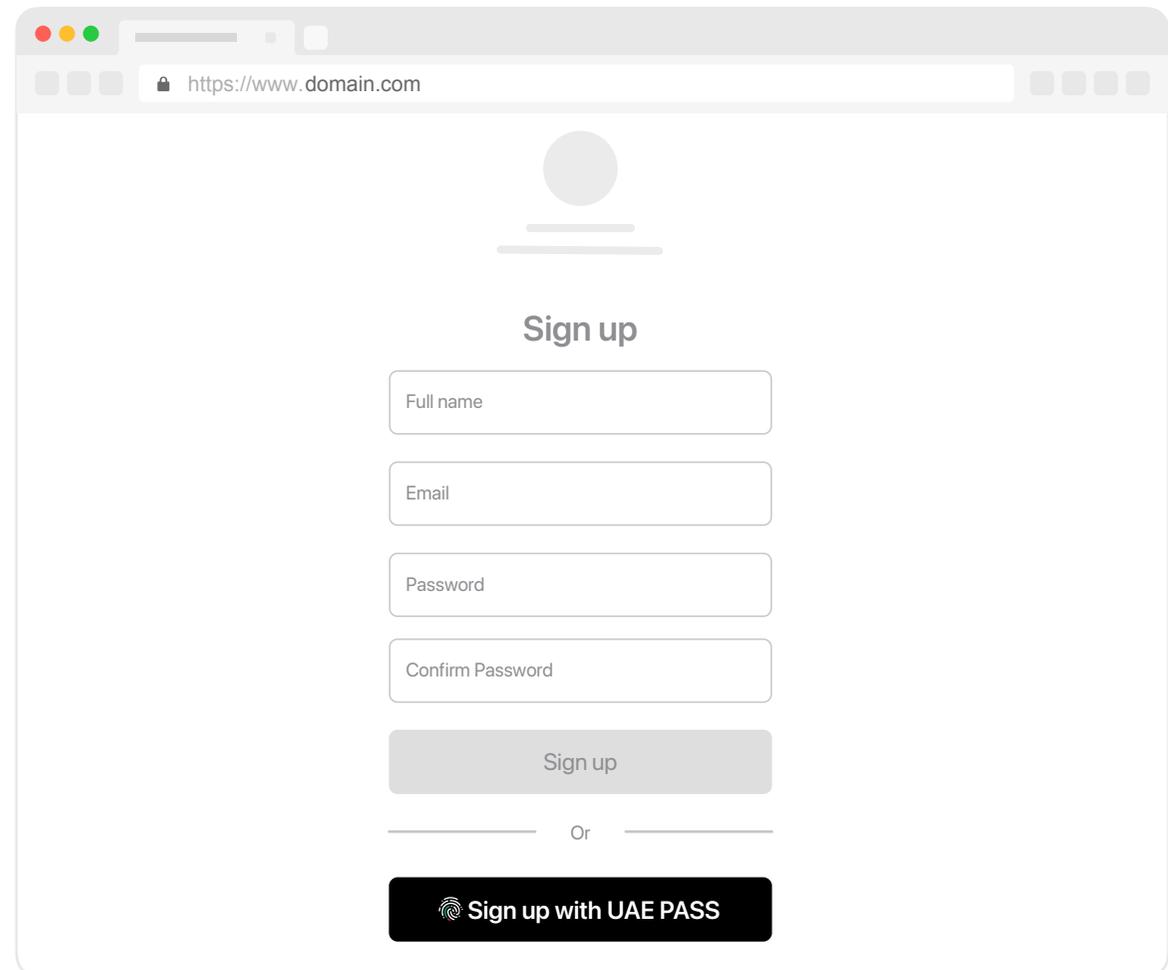
Portal Sign up horizontal option

Portal Vertical

Sign up - Bottom

Portal Sign up vertical option

If you choose to put “Sign up” button below your native login, please make sure that UAE PASS button is clearly appearing to the users once they land to the login page.



The image shows a browser window with the URL <https://www.domain.com>. The page content is centered and features a vertical sign-up form. At the top, there is a placeholder for a profile picture (a grey circle) and a horizontal line. Below this is the heading "Sign up". The form consists of four input fields: "Full name", "Email", "Password", and "Confirm Password". Below the input fields is a grey "Sign up" button. Underneath the button is a horizontal line with the word "Or" in the center. At the bottom of the form is a black button with the UAE PASS logo and the text "Sign up with UAE PASS".

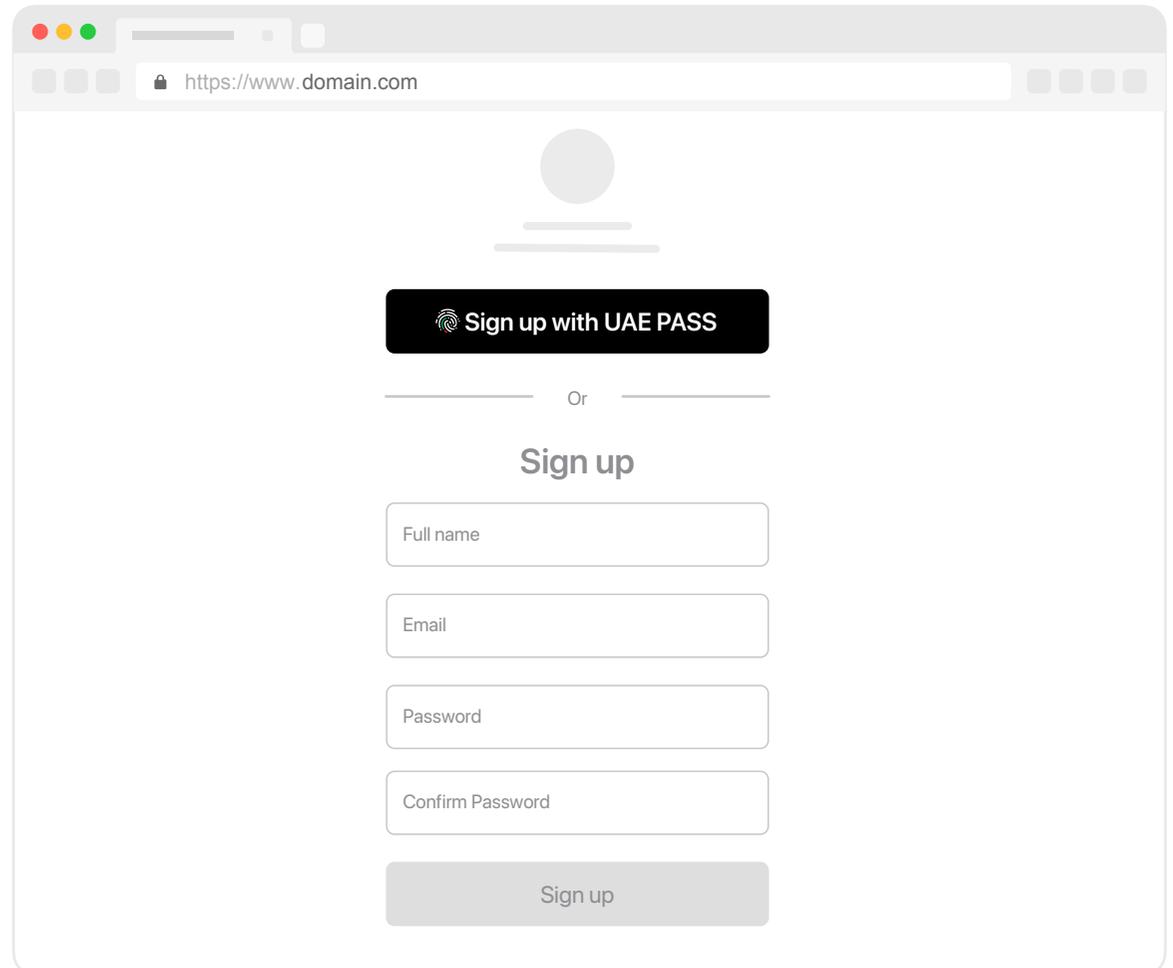
Portal Sign up vertical option

Portal Vertical

Sign up - Top



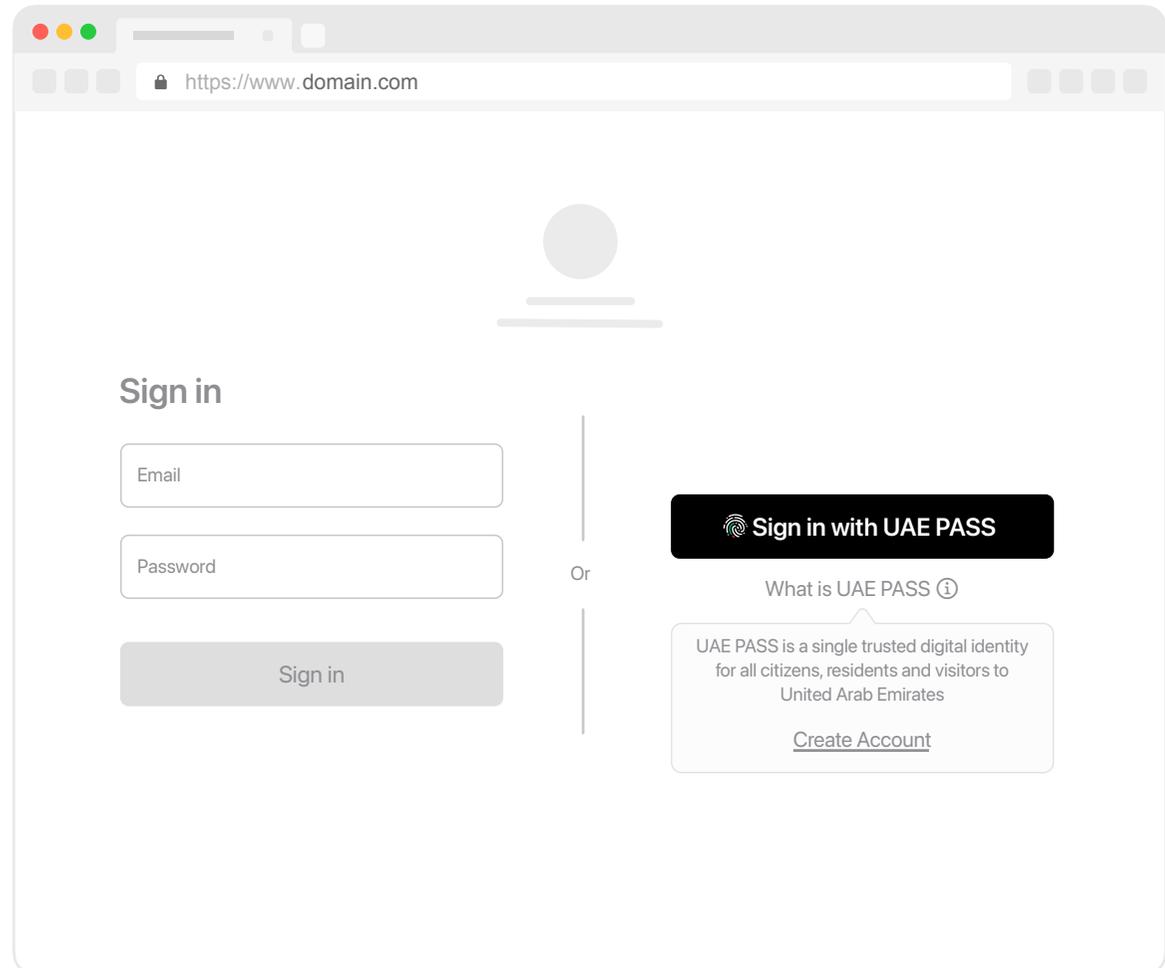
Portal Sign up vertical option



Portal Sign up vertical option - Top

Tooltip Info

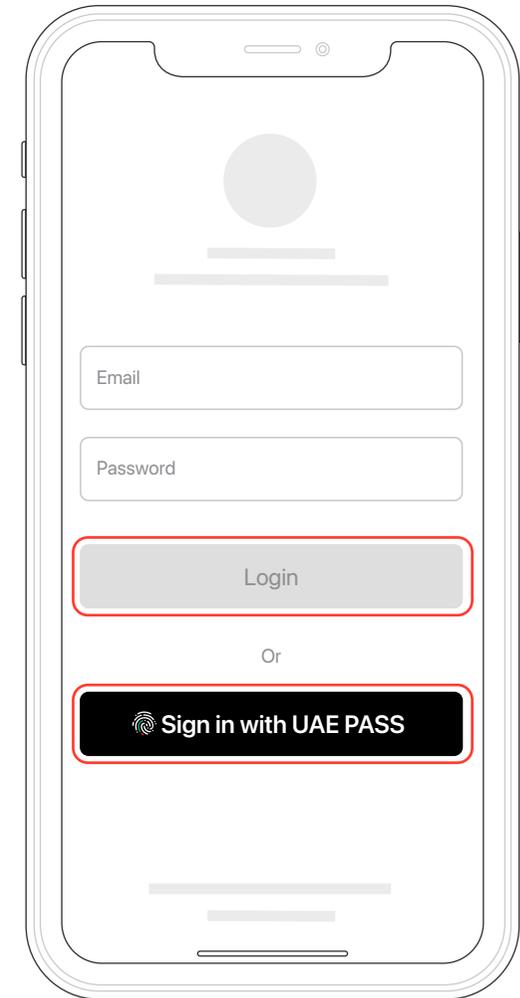
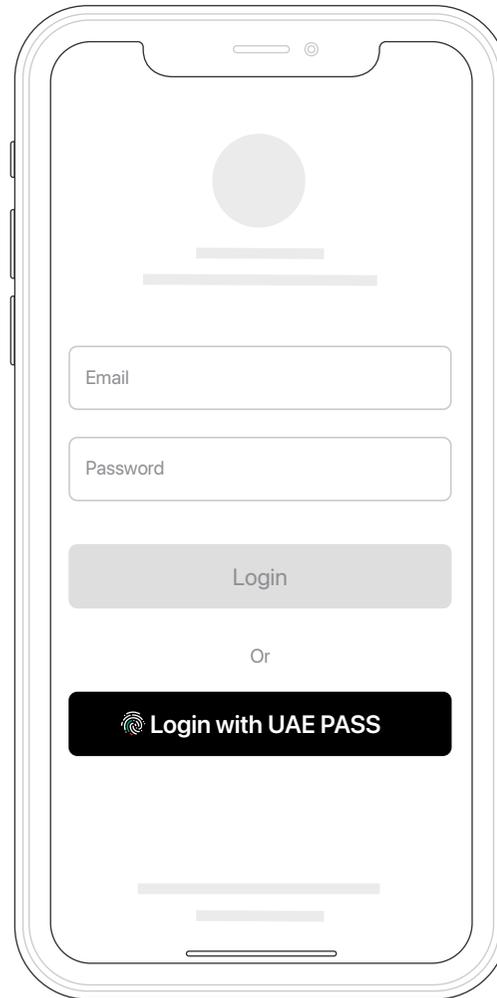
If you would like to add UAE PASS slogan, add below the button the following text “What is UAE PASS?” leaving 10px vertical space. Then add a tooltip displaying UAE PASS slogan that is showing in the example.



Tooltip Info

Login Option

In case your app uses the term **“Login”** insted of **“Sign in”**. It can be replaced with **“Login”** term, but make sure to apply the same guidelines of the Sign in buttons, don't mix both terms in the same page.



4.2 Sign with UAE PASS

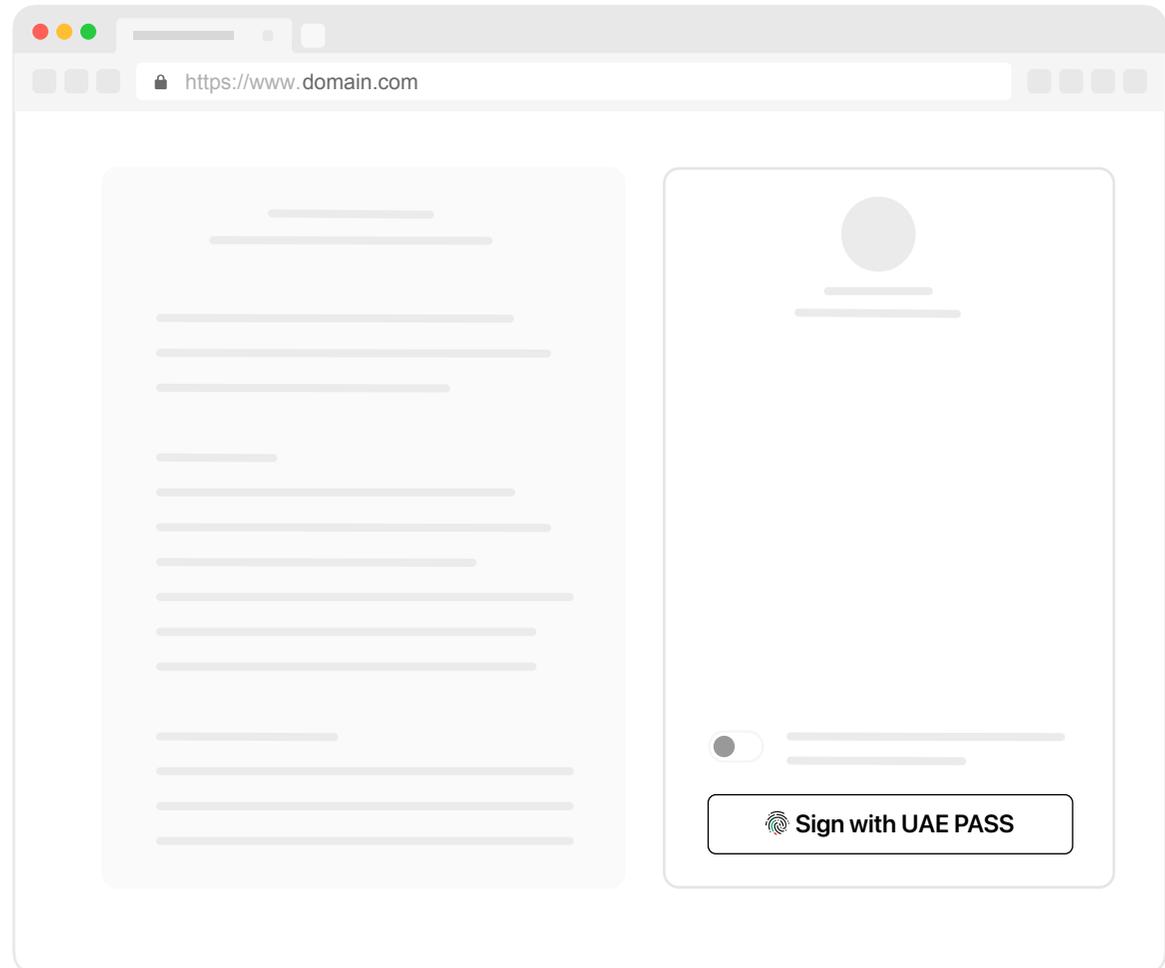
Mobile and Portal View



Portal Option A

If your platform provides UAE PASS digital signature option, please follow the below guidelines depending on your use case.

Case A. If UAE PASS is the only digital signature option that you provide make sure you use “Sign with UAE PASS” button as shown in the example.

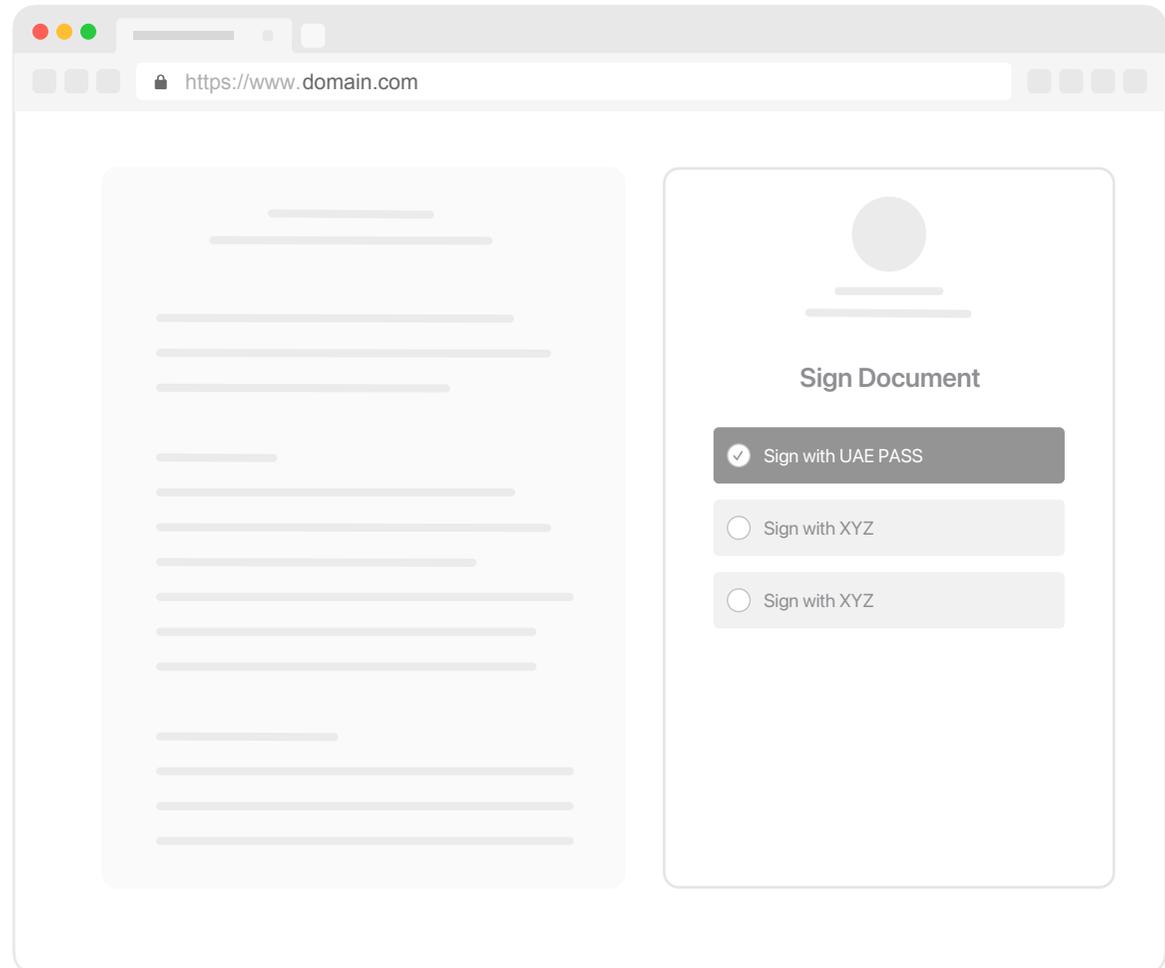


Option A

Portal Option B

Case B. If you use multiple digital signature options, make sure you state a clear text that says “Sign with UAE PASS”. There are two options in this case: Text only selection and text with logo. Please use what best matches with your platform.

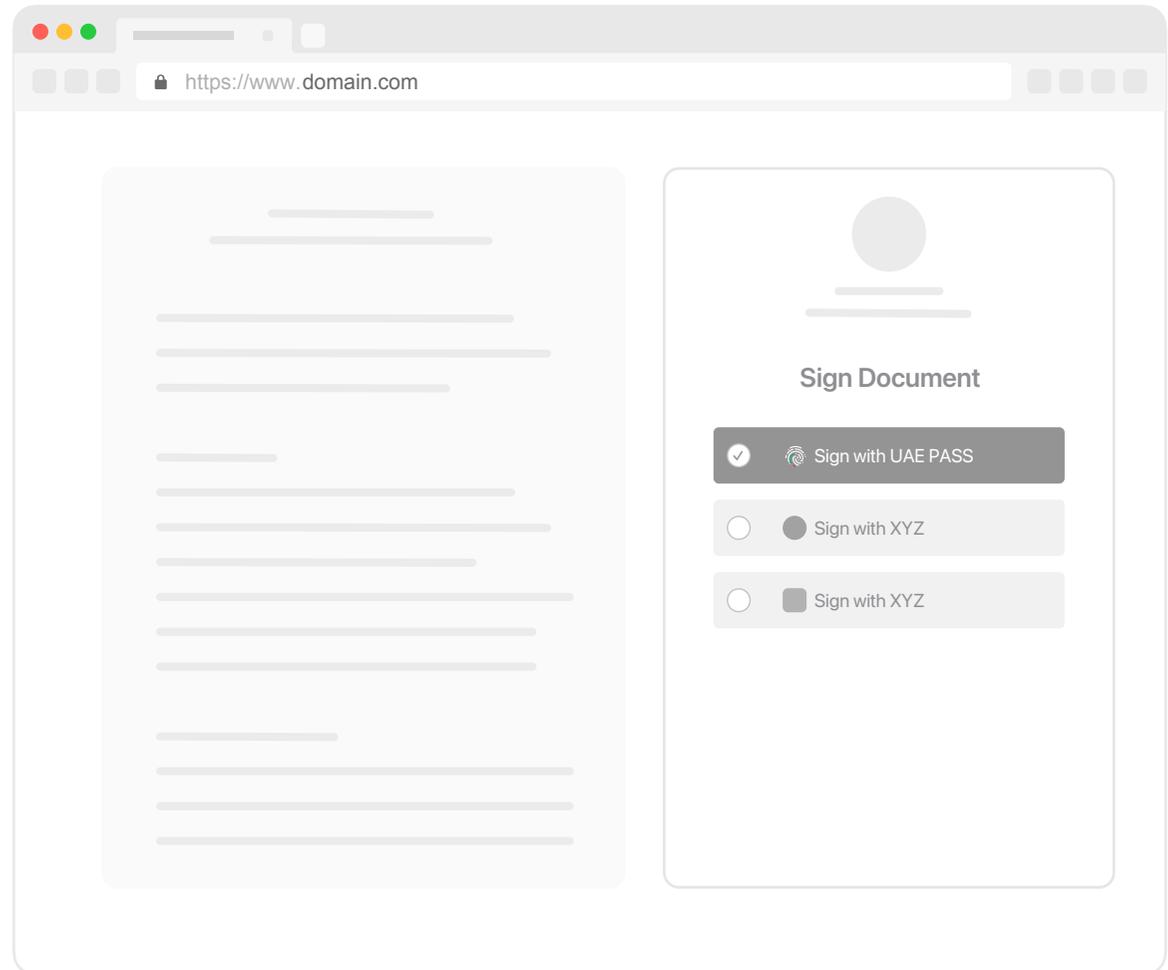
Case B - Text only



Option B - Text only

Portal Option B

Case B - Text with logo



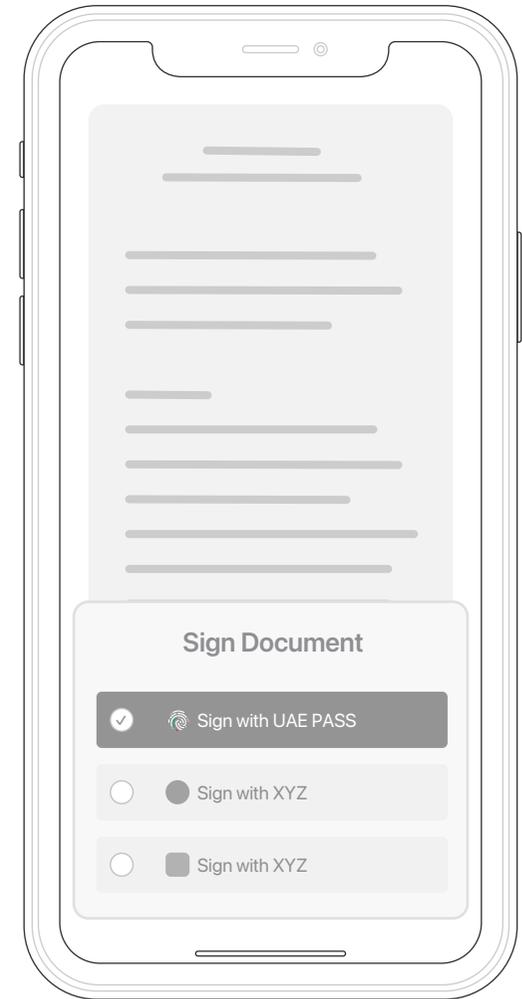
Option B - Text with logo

Mobile View

Both options for sign documents on mobile as shown in the example.



Mobile Option A



Mobile Option B

4.3 Continue with UAE PASS

Mobile and Portal View



Continue with UAE PASS

Continue with UAE PASS it should be clear to user that they are sharing the digital copy of their documents for identity verification purposes and that this step will replace actual verification of physical document.

Continue with UAE PASS capability could follow Sign in or Sign up with UAE PASS but needs to be indicated clearly to the customer that he is about to share his documents using this capability.

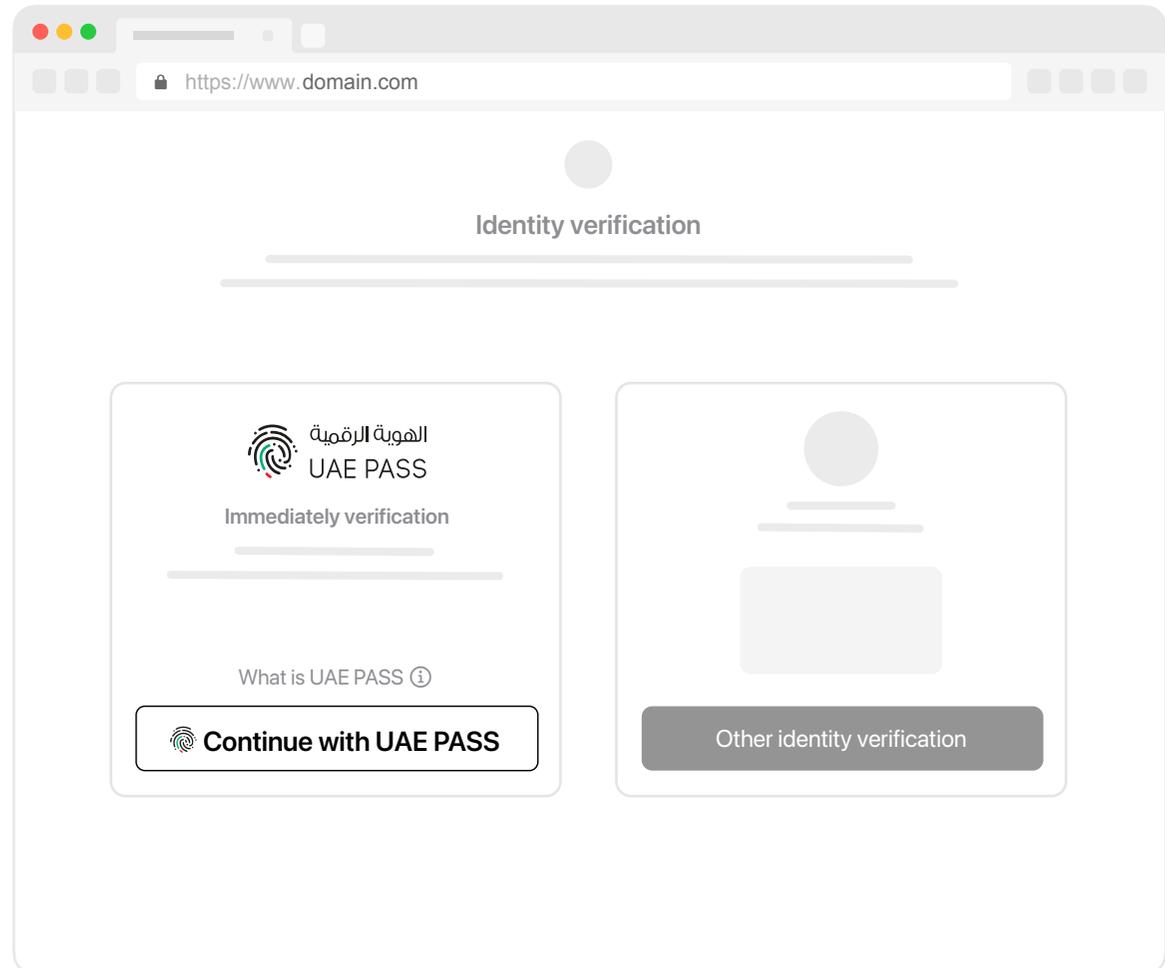
Service provider is encouraged to promote the benefits of using UAE PASS to share documents and to provide specific instructions to users to upgrade their account and to add their documents

Continue with UAE PASS

User journeys

Case A. A new customer clicks on “Continue with UAE PASS” to share documents in order to on-board on service provider channel.

Case B. An existing or new customer clicks on “Continue with UAE PASS” to share documents in order avail a product or service.

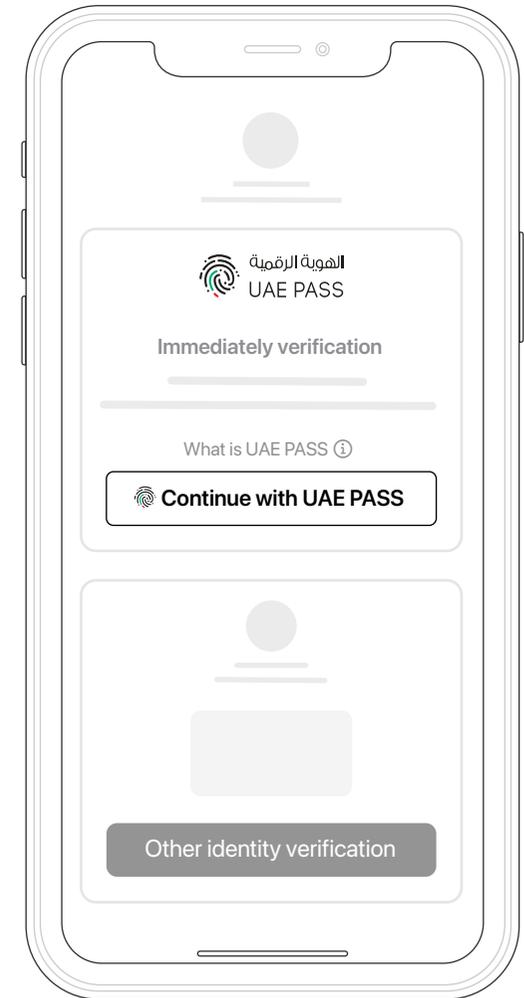


Continue with UAE PASS Web

Continue with UAE PASS

User journeys

Case C. An existing customer clicks on “Continue with UAE PASS” to update his KYC documents as per service provider request.



Continue with UAE PASS Mobile

09. Account Linking

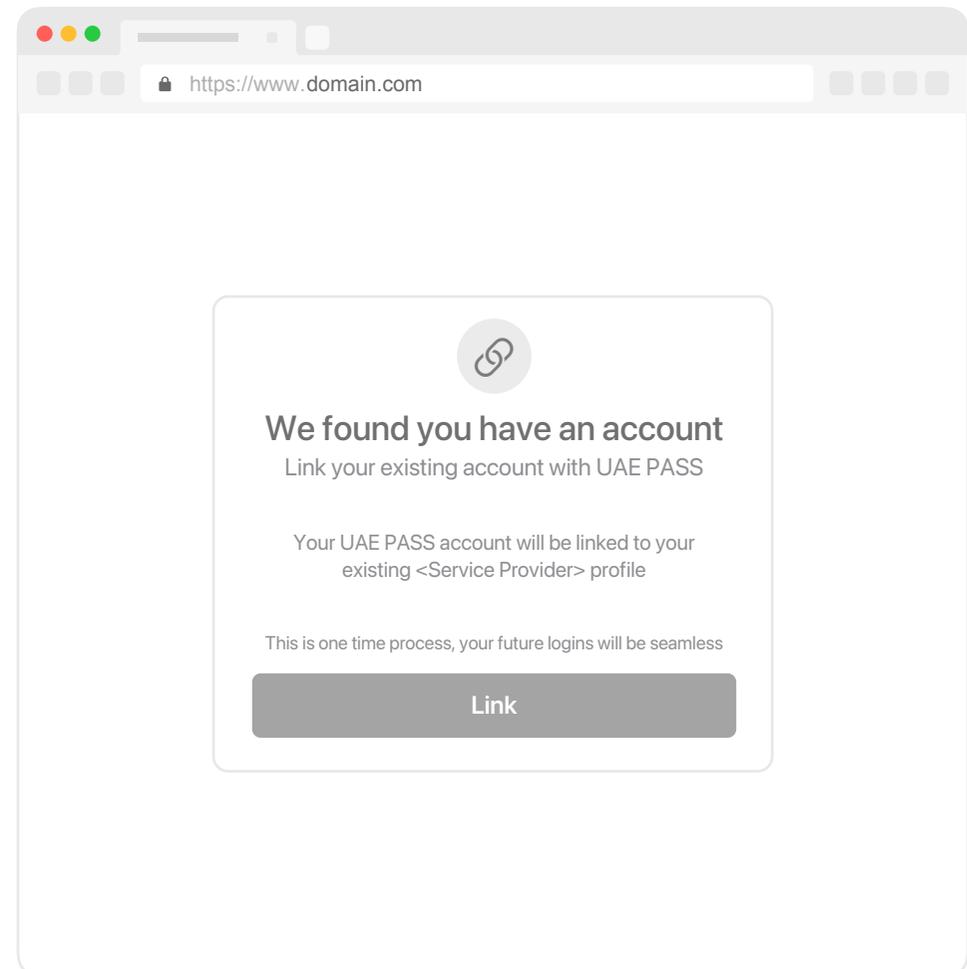


Account Linking

Manual Linking

User account should be automatically linked with UAE PASS. In case your portal or application needs to do it manually please apply the following guide.

Case A. If SP required users to enter their account details first to link it with UAE PASS account, then SP should check and find matching user details in UAE PASS (email, mobile number..etc) show the following design page to the user.

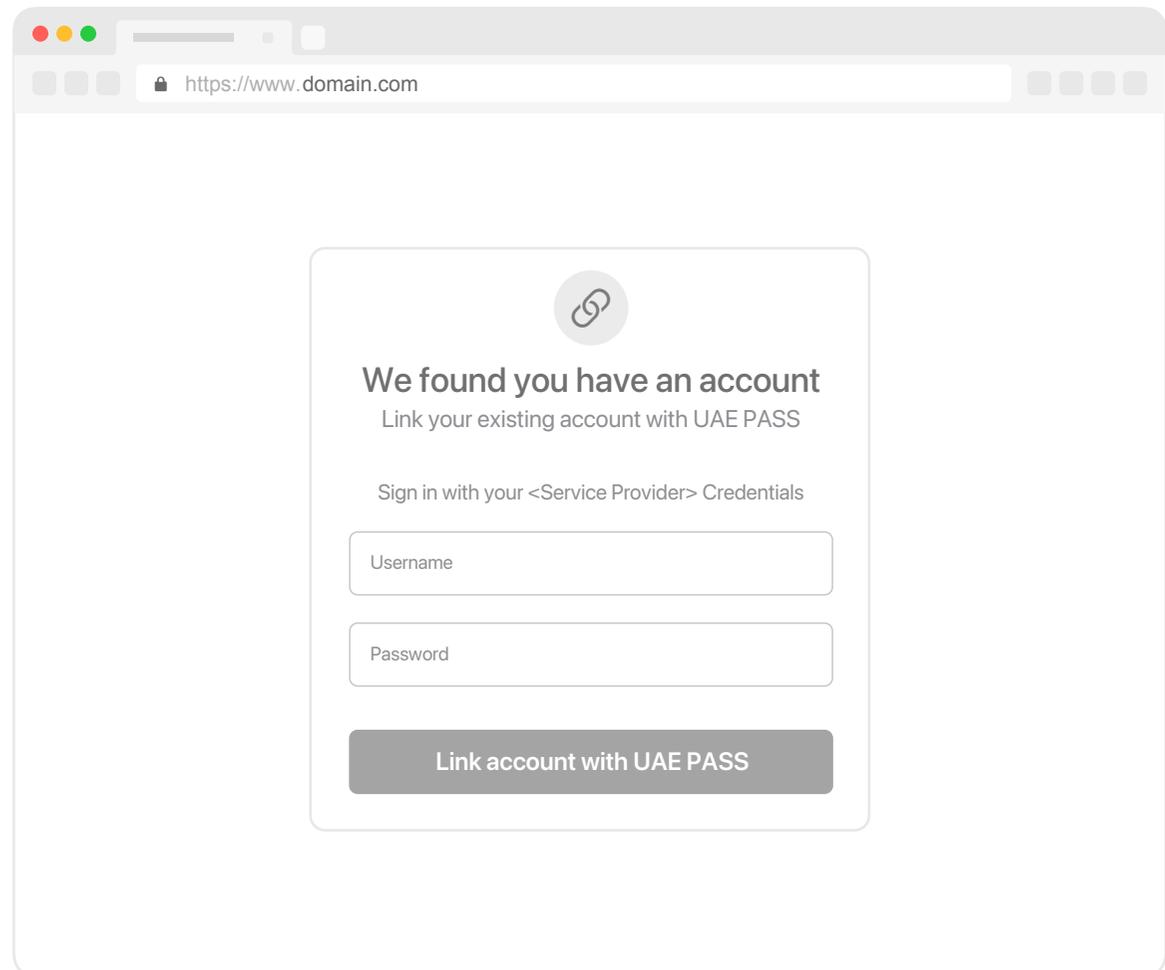


Manual Linking Case A-1

Account Linking

Manual Linking

Continued Case A. after user clicks link button. User needs to enter the logon credentials in order to link the local account with the UAE PASS account.



The screenshot displays a web browser window with the address bar showing 'https://www.domain.com'. The main content area features a central card with a link icon at the top. Below the icon, the text reads 'We found you have an account' followed by 'Link your existing account with UAE PASS'. Underneath, it says 'Sign in with your <Service Provider> Credentials'. There are two input fields: 'Username' and 'Password'. At the bottom of the card is a dark button with the text 'Link account with UAE PASS'.

Manual Linking Case A-2

Account Linking

Manual Linking

Case B. In case there is no local account found or matched, the SP will show the local registration form and populate UAE PASS data such as (EID, Name, Email, Mobile) and it should not be editable.

the rest of the fields can be entered by the user.

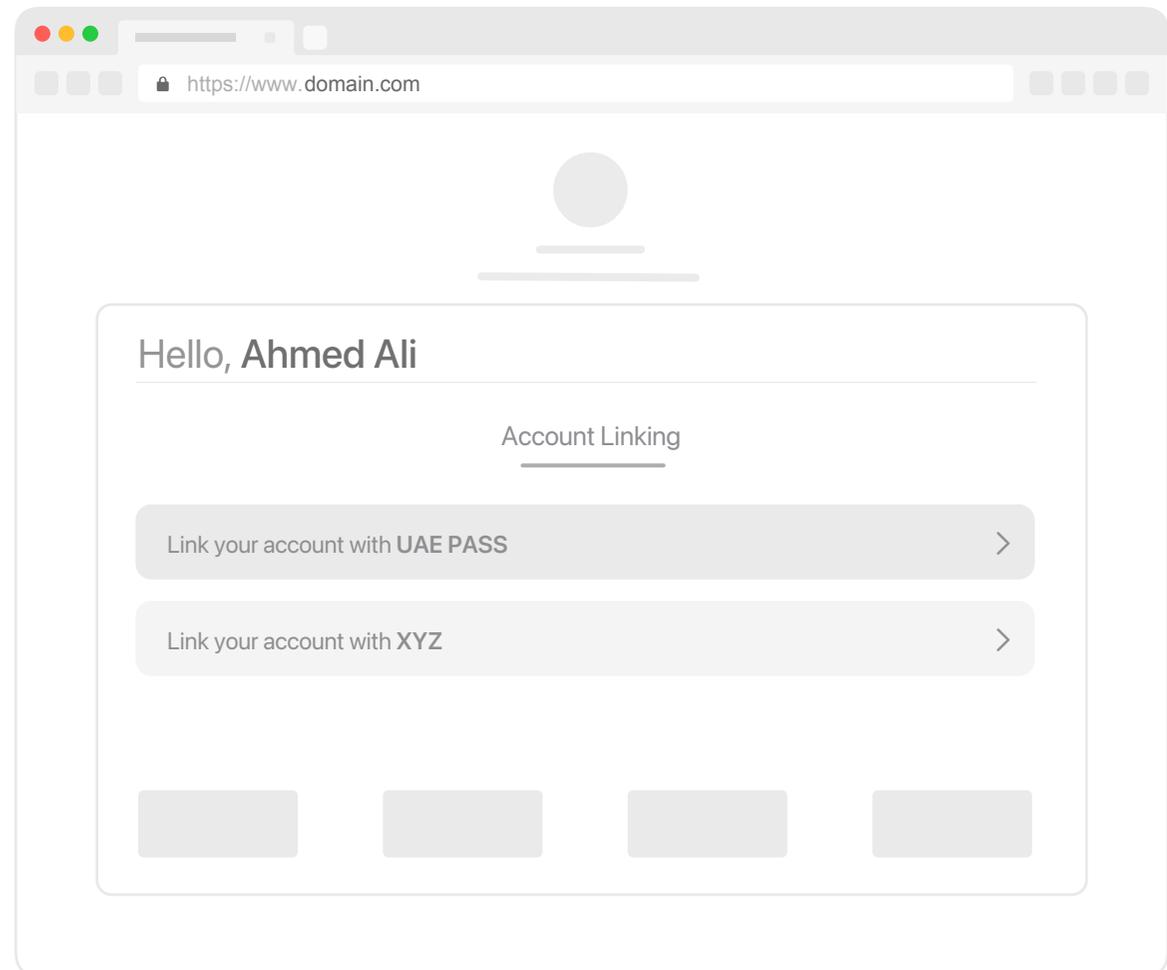
The screenshot displays a web browser window with the URL 'https://www.domain.com'. The page features a registration form for manual linking. At the top center is a circular profile picture placeholder. Below it, the form consists of two columns of input fields. The left column contains: EID (784-1990-2345566-4), Name (Ali Ahmed), Company Name, and Salary. The right column contains: Mobile (+971 501234567), Email (aliahmed@gmail.com), Job Name, and Garde. A large, dark grey 'Create account' button is positioned at the bottom center of the form.

Manual Linking Case B

Account Linking

Manual Linking in Profile

Case C, Account linking in profile page. If account linking is optional then SP need to provide a link for user to link their account inside their portal or application and show them if they are linked or not.



Manual Linking Case C

10. Powered by UAE PASS

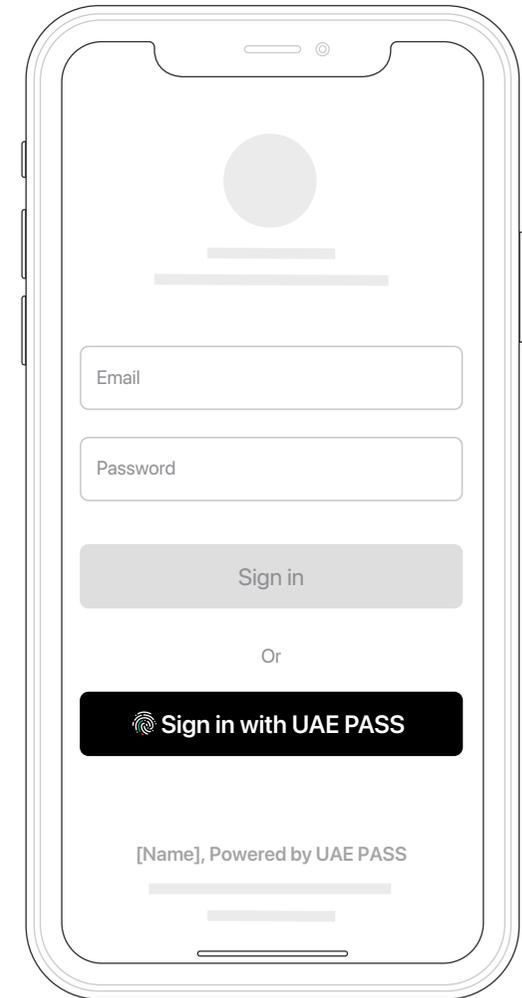


Powered by UAE PASS



A “Powered by UAE PASS”. If you would like to add extensions or use UAE PASS logo with additional text within your website or mobile application you may use it with prior written consent or subject to agreements between you and UAE PASS team.

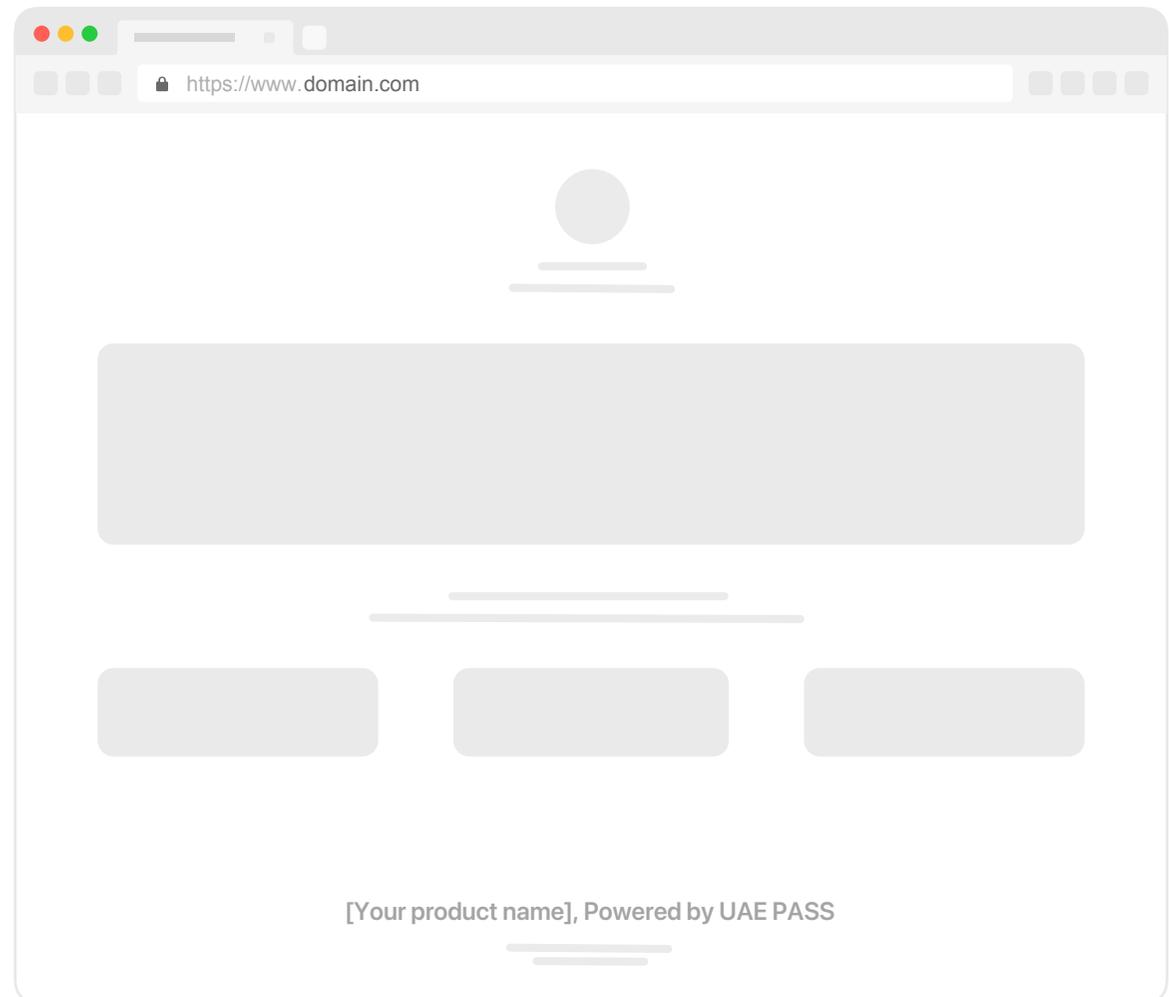
UAE PASS logo in a referential manner on websites and mobile applications to give notice that your product is compatible with the referenced UAE PASS service, provided you meet the following requirements:



Example 1

Powered by UAE PASS

Any notice that your product/ platform is supported by UAE PASS service must be made in a referential manner such as “[Your product name], powered by UAE PASS”. Please refer to following example.



Powered By UAE PASS Example 1

13. Error Messages



Error Messages

In this section, you will be asked to use the following error messages for the scenarios mentioned in below table:

Description	Message in English	Message in Arabic
SOP 1 Unverified User Restriction Error Message	"Your account is unverified. Please upgrade your account following instructions on the UAE PASS app <<UAE PASS app link>>"	"حسابك غير موثق، يرجى ترقية حسابك حسب التعليمات على تطبيق الهوية الرقمية < رابط التطبيق >"

Description	Message in English	Message in Arabic
SOP 2 Digital Signature Restriction	<p>“Your UAE PASS signature is not qualified. Please upgrade your account following instructions in the UAE PASS app <<UAE PASS app link>> to obtain a Qualified Signature”</p>	<p>"توقيعك الرقمي في الهوية الرقمية الحالي لا يسمح باستخدام هذه الخدمة، يرجى ترقية حسابك حسب التعليمات على تطبيق الهوية الرقمية <<رابط التطبيق>>"</p>
Service Provider allows services only for existing users	<p>“This Service is only for registered users, please contact <SP Name>in order to access the services”</p>	<p>"هذه الخدمة مخصصة فقط للمستخدمين المسجلين، يرجى التواصل مع <اسم الجهة> للتمكن من الوصول إلى الخدمات"</p>
User cancels the login	User cancelled the login	قام المستخدم بإلغاء تسجيل الدخول

Description	Message in English	Message in Arabic
User clicks on exit on UAE PASS notification during data sharing	You have exited the notification request. Please restart the process	لقد خرجت من طلب الإشعار، يرجى إعادة المحاولة مرة أخرى.
Error during data sharing	There was an error while fetching your documents from UAE PASS. Please restart the process	حصل خطأ أثناء جمع مستنداتك من الهوية الرقمية. يرجى إعادة المحاولة.
SP is accepting Only UAE Nationals EID Holders	This service is only accessible to UAE Nationals.	هذه الخدمة متاحة فقط لمواطني دولة الإمارات العربية المتحدة.
Any exception raised during response processing	Something went wrong during the login, please try again later!	حدث خطأ ما أثناء تسجيل الدخول ، يرجى المحاولة مرة أخرى لاحقًا!

14. Do's & Don'ts



Text Format

Preserve the capitalization style of the title. All variants of the button title capitalize the first word — that is, Sign or Continue; all other letters are lowercase. Don't change this style by, for example, capitalizing every letter in the title.

Keep the title and logo vertically aligned within the button. To do this, vertically align the title to the middle of the button, then add the logo image, making sure its height matches the height of the button.

Text Format

Preserve the capitalization and the space style of "UAE PASS" inside the Button



UAE PASS As a Title or normal text

UAE PASS



Uae Pass

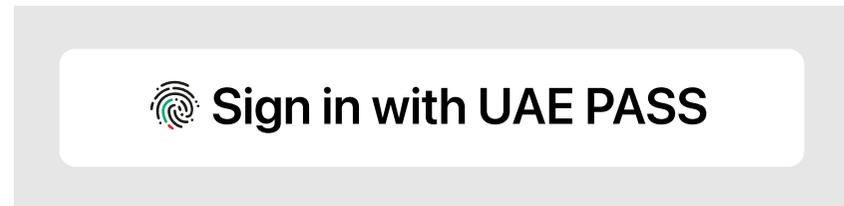


UAEPASS



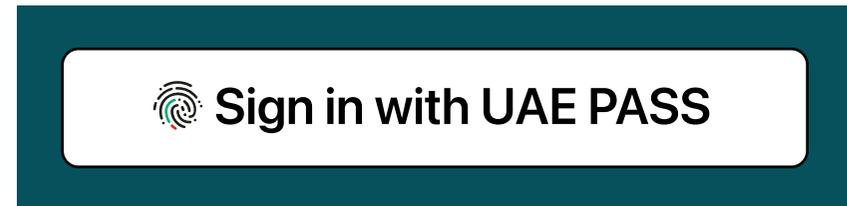
White Button

The white style is available on all platforms and the web. Use this style on dark or colored backgrounds that provide sufficient contrast.



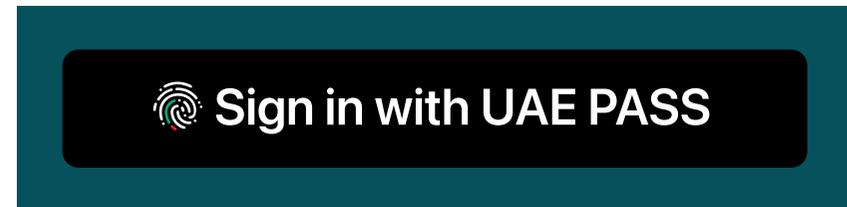
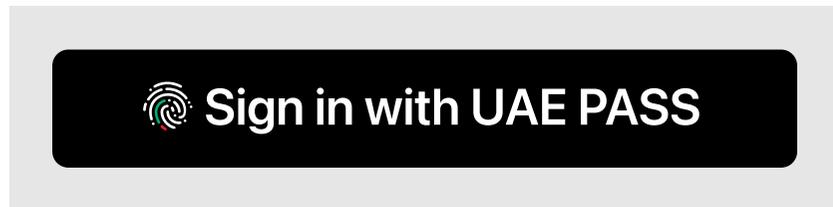
Outline Button

The white outlined style is available on all platforms and the web. Use this style on white or light-colored backgrounds that don't provide sufficient contrast with the white button fill. Avoid using this style on a dark or saturated background, because the black outline can add visual clutter; instead, use the white style to contrast with a dark background.



Black Button

The black style is available on all platforms and the web. Use this style on white or light-colored backgrounds that provide sufficient contrast; don't use it on black or dark backgrounds.



Logo and Title Colors

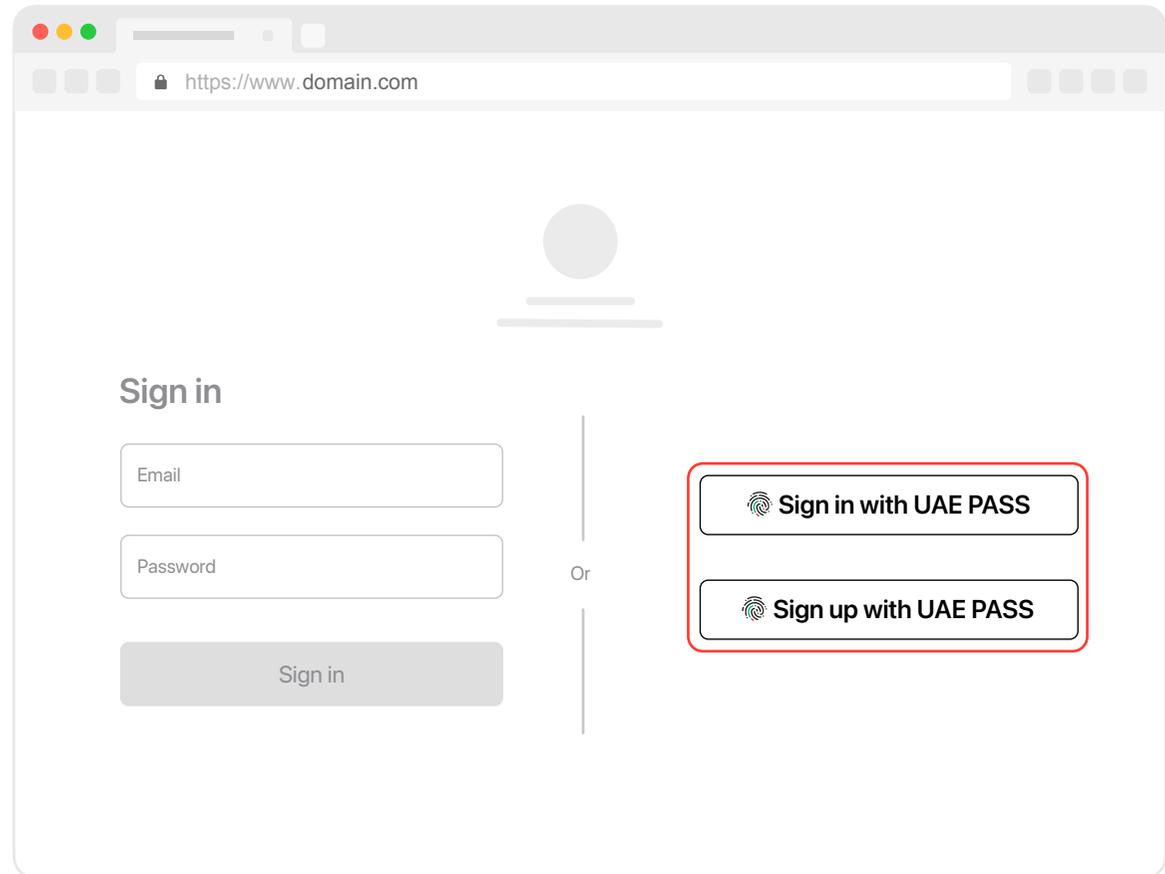
Within a button, Title colors must be either black or white; don't use custom colors. For Logo there are two options only (black with green and red) & (white with green and red); don't use custom colors and avoid using full white or black.



Sign in & Sign up

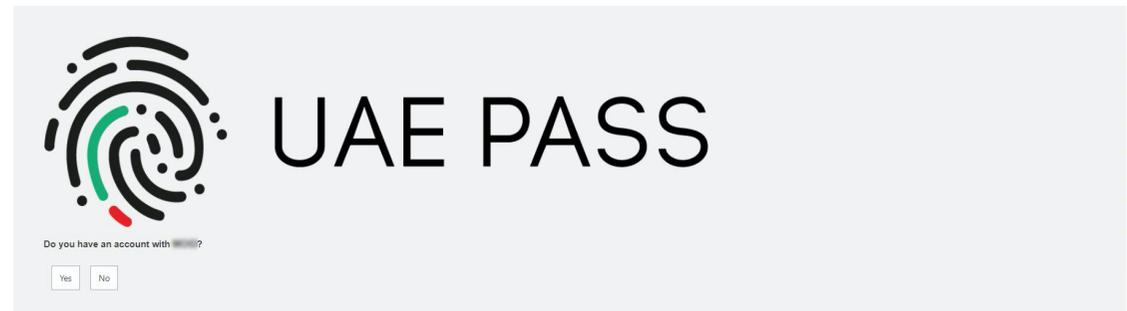
Don't show Sign in & Sign up in same page. Use Sign in within the same page of sign in, for sign up button within the register or create account page.

##Please refer to page 4 right flow

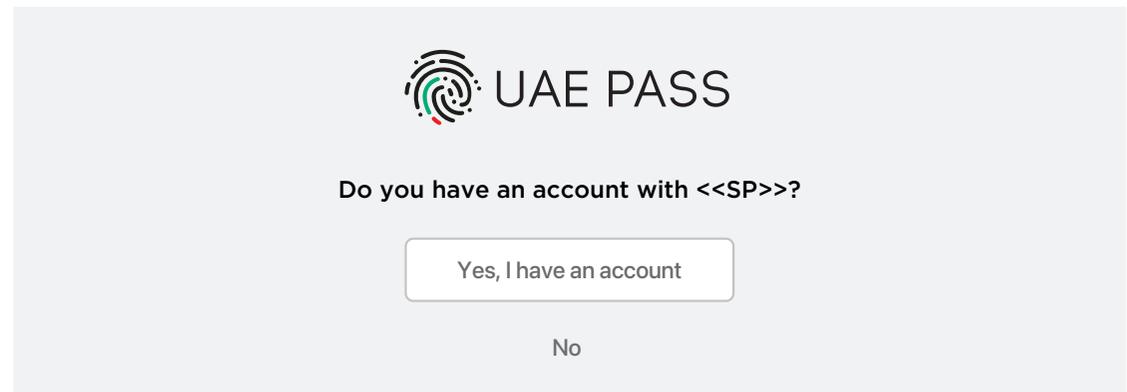


Using Logo & Text

- Don't make UAE PASS logo larger than expected. It may hide the content as shown in the example.
- Make sure text and button are clear. Use the right size and alignment to provide clearer user experience.



✘ Wrong size and alignment



✔ Enhanced version

Text Visibility & Spacing

- **Don't use wrong contrast.** make sure user details are clear and visible.
- **Don't use different alignment.** Use the right size and alignment to ensure user will take the right action.
- **Don't mention multiple actions on the same buttons to avoid users confusion.** Segregate the action to make it clear to the user as it shown in the example.

An account with your emirates ID details will automatically be created

Email Full Name

ali.ahmed@gamil.com Maha,Ahmad,Hussain,Alkocfi

Create account and login Redirect to Login Page

 Wrong Contrast and Spacing

An account with your Emirates ID details will automatically be created

Email Full Name

ali.ahmed@gamil.com Ali Ahmed Alhammadi

Create account

Redirect to Login Page

 Enhanced version

Thank You

UAE PASS Buttons Guide and Standards

Version 2