

# NHS login button guidelines

# Contents

Contents	02
Overview	03
The button	04
Support and related links	13

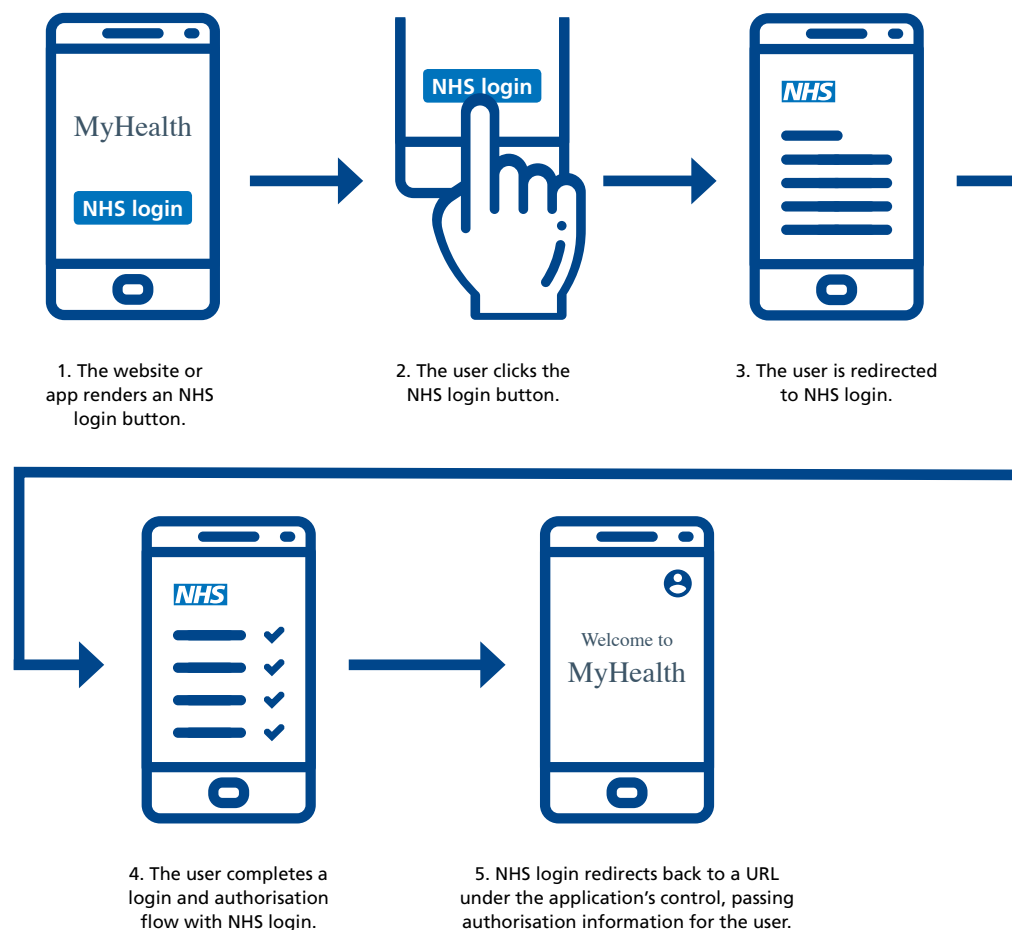
# Overview

NHS login is a new way for people to prove who they are online, so they can access health and care websites or apps safely and securely.

By integrating NHS login to your website or app you can offer users self-service access. You can also choose the level and combination of verification and authentication required for user access.

NHS login is based on [OpenID Connect](#) (OIDC), which is an open standard. You can find out more about our use of OIDC by reading the External Interface Specification (EIS) found within our [readme file on GitHub](#).

In this document you will find resources relating to the design and placement of the NHS login button. Technical resources can be found within our [readme file on GitHub](#).



# The Button

The NHS login button is available to download in a variety of different formats.

[Download the NHS login button package here](#)



# Colour

The NHS login button is available in NHS blue and in a light version. When the button is placed on a background that is darker than 50% grey, the light version of the button should be used for legibility.

Changing the colour of the button to anything other than the original and light version is not allowed.



## Clear and visible

The NHS login button must be as clear and visible as any other third party login options. All login buttons should be the same size and have a similar visual weight.



# Matching your own style

Using the standard NHS login button is strongly recommended as it allows users to recognise the NHS login option quickly. If you want to adapt the button design or translate the text to match the style of your website or app, continue reading these guidelines.

## Call to action text

To encourage users to click the button, we recommend using 'Continue with NHS login' as the call to action text. This may need to change depending on the context and environment.

If you need to change the text, you should make it clear to the user that they are either signing up or logging in to **your** app or website with their NHS login credentials.

The examples on the right show which calls to action work best.



**NHS** Continue with NHS login

**NHS** Register using NHS login

**NHS** Sign in with NHS login

**NHS** Log in with NHS login



**NHS** Log in to NHS login



## Condensed version

If for any reason you need to have the call to action outside of the button, please use our condensed version. When you use this version, you must not change the text. NHS login is the name of the service and is separate from the NHS logo, so using the word 'login' on its own with the NHS logo is not allowed.

This condensed version is only to be used at times when you cannot comfortably display the call to action text within the button, or it is not appropriate to do so due to surrounding copy.



Continue with:



Continue with:



## Line breaking

The call to action text should be placed on one line to keep the design of the button consistent. Whichever call to action you choose to use, do not break the text onto more than one line.



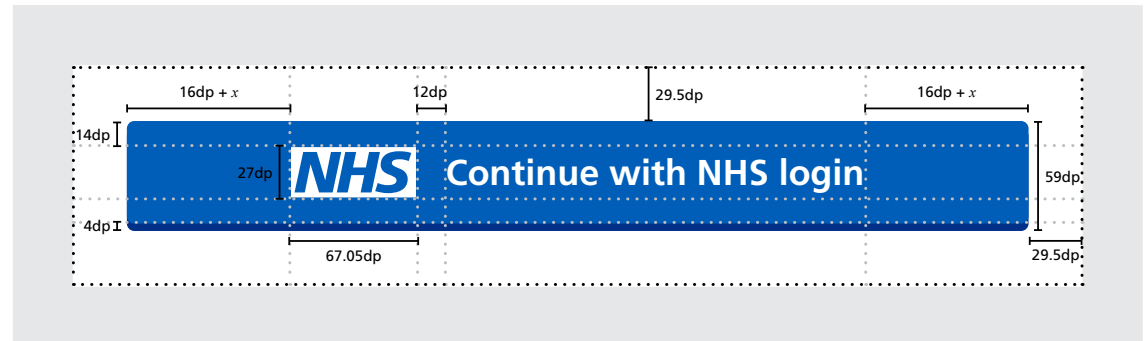
## Size

You can scale the button as needed for different devices and screen sizes, but you must keep the aspect ratio the same so that the NHS logo is not stretched. When scaling the button, you must ensure that the writing is still clear and readable.



## Padding

If the width of the button needs to change, the padding to the left and right of the text should be  $16\text{dp} + x$ . The logo should be  $67.05\text{dp} \times 27\text{dp}$ , and there should be  $16\text{dp}$  between the logo and the button text. The padding above and below the logo and the text should always be  $12\text{dp}$ . The padding around the NHS login button should be equal to at least half of its height.



# Support

We have a [public slack](#) where you can contact us for support.

## Related links

For detailed technical guidance on who can use NHS and NHS Digital identities, including how and where they should be correctly applied, please visit:

[NHS Identity Guidelines](#)

[NHS Digital Style Guidelines](#)