NHS

Digital

NHS login button guidelines

Information and technology
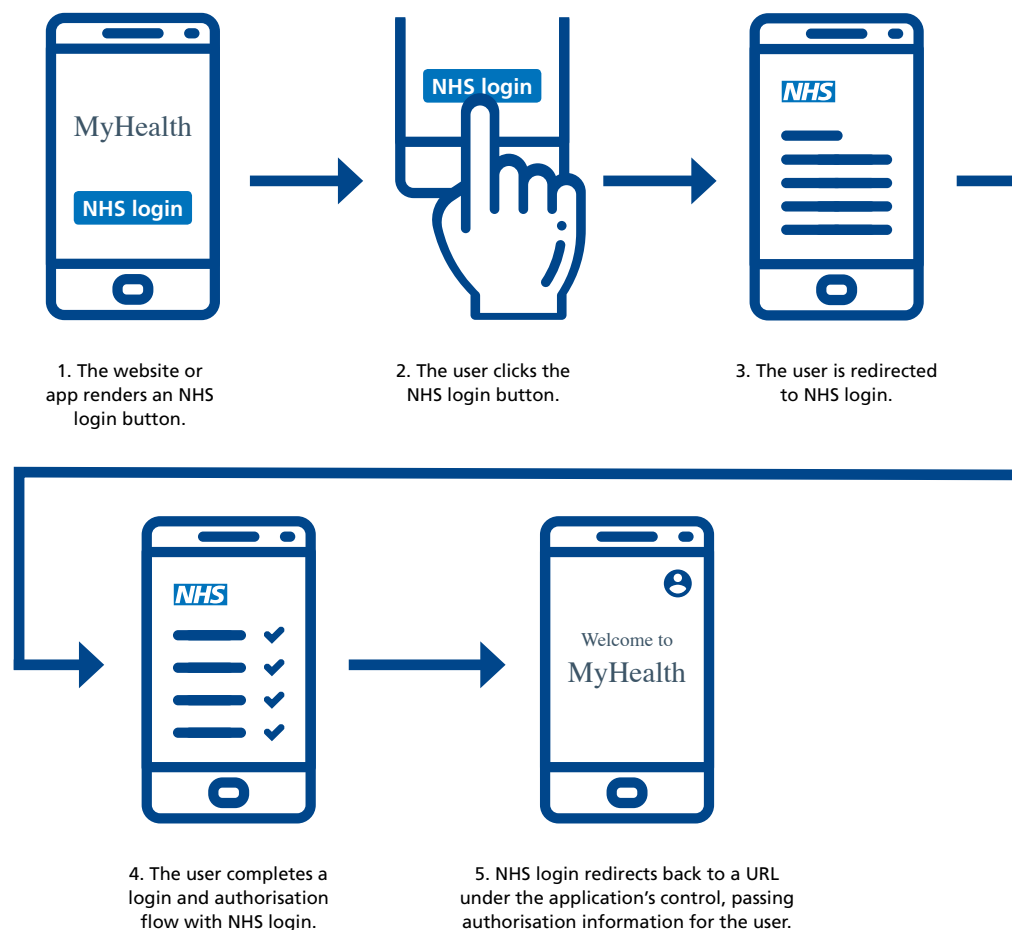**for better health and care**

Contents

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.

1. The website or app renders an NHS login button.

2. The user clicks the NHS login button.

3. The user is redirected to NHS login.

4. The user completes a login and authorisation flow with NHS login.

5. NHS login redirects back to a URL under the application's control, passing authorisation information for the user.

The button

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

This button must always be visible.

Download the NHS login button package here

NHS Continue with NHS login

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 always 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

To allow users to recognise the NHS login option quickly, we strongly recommend using the standard NHS blue version of the button, with the call to action 'Continue with NHS login'.

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:

NHS NHS login

✘

Continue with:

NHS login

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.

✔

NHS **Continue with NHS login**

✗

NHS **Continue with NHS login**

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.

✔

NHS Continue with NHS login

NHS Continue with NHS login

✘

NHS Continue with NHS login

Padding

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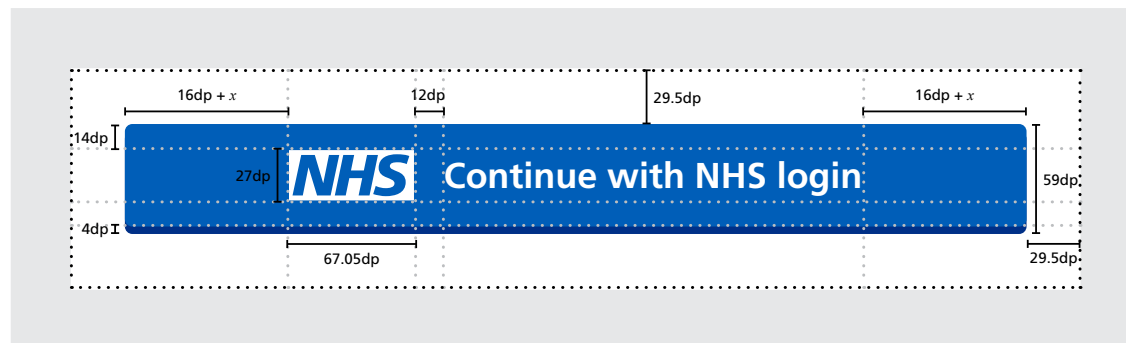
Support

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](#)