

2023

Buttons Guidelines

UAE PASS Buttons Guide and Standards

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01. Introduction



Introduction

UAE PASS is the first secure national digital identity for citizens, residents and visitors 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**

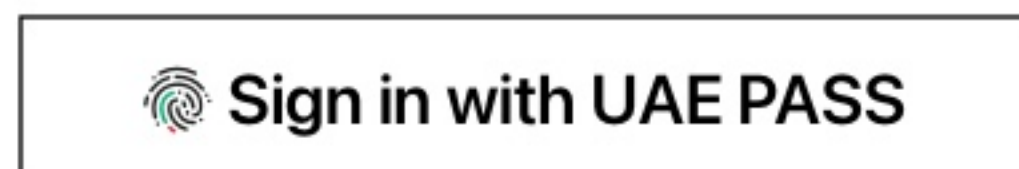
Enables users to share documents and avail services.

 **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

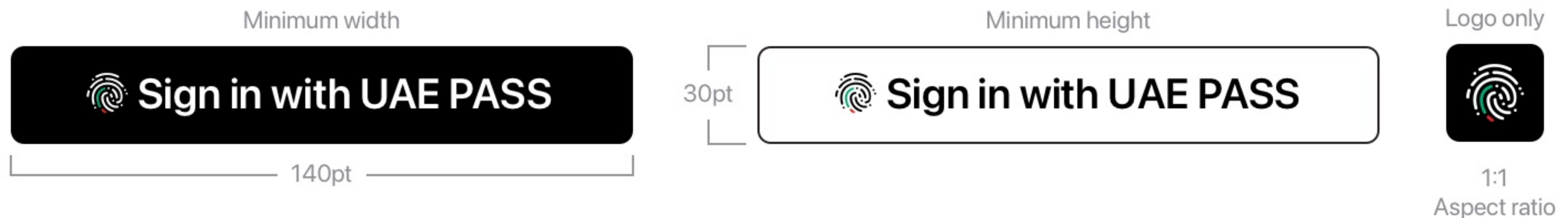


Maximum corner radius

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

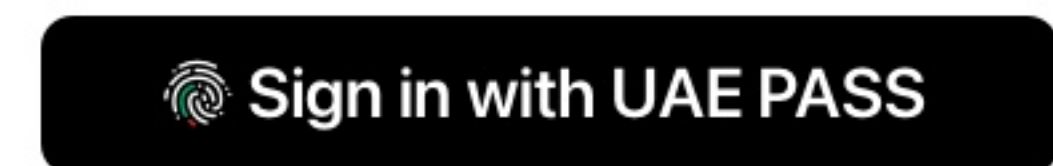
Depending on the platform, the system provides up to three options for the appearance of the UAE PASS buttons: white, white with an outline, and black. Choose the appearance that works best with the background on which the button displays.



White



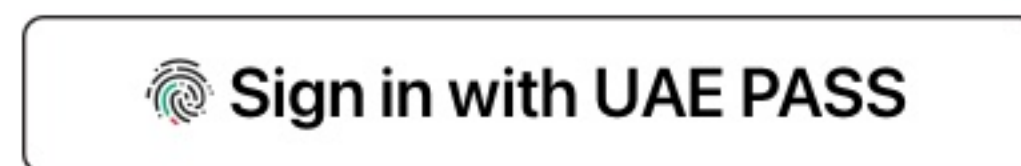
White with Outline



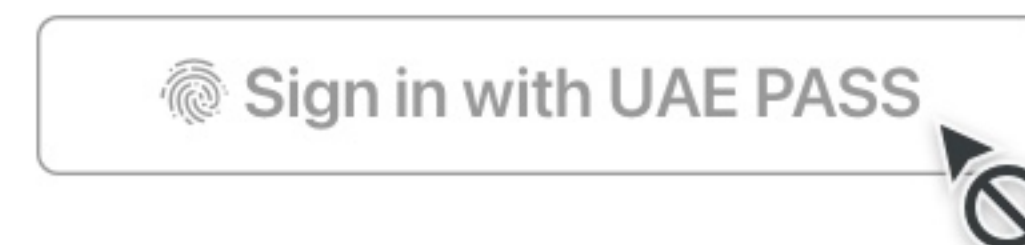
Black

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

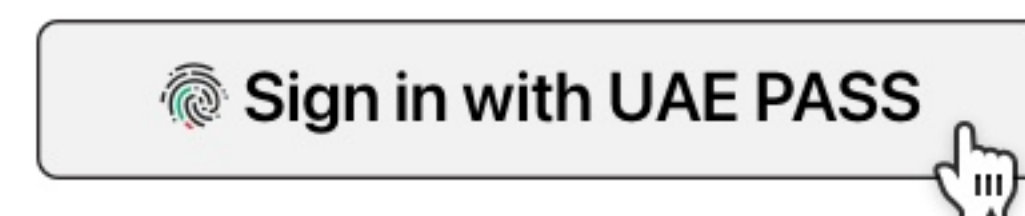


Disabled Button

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

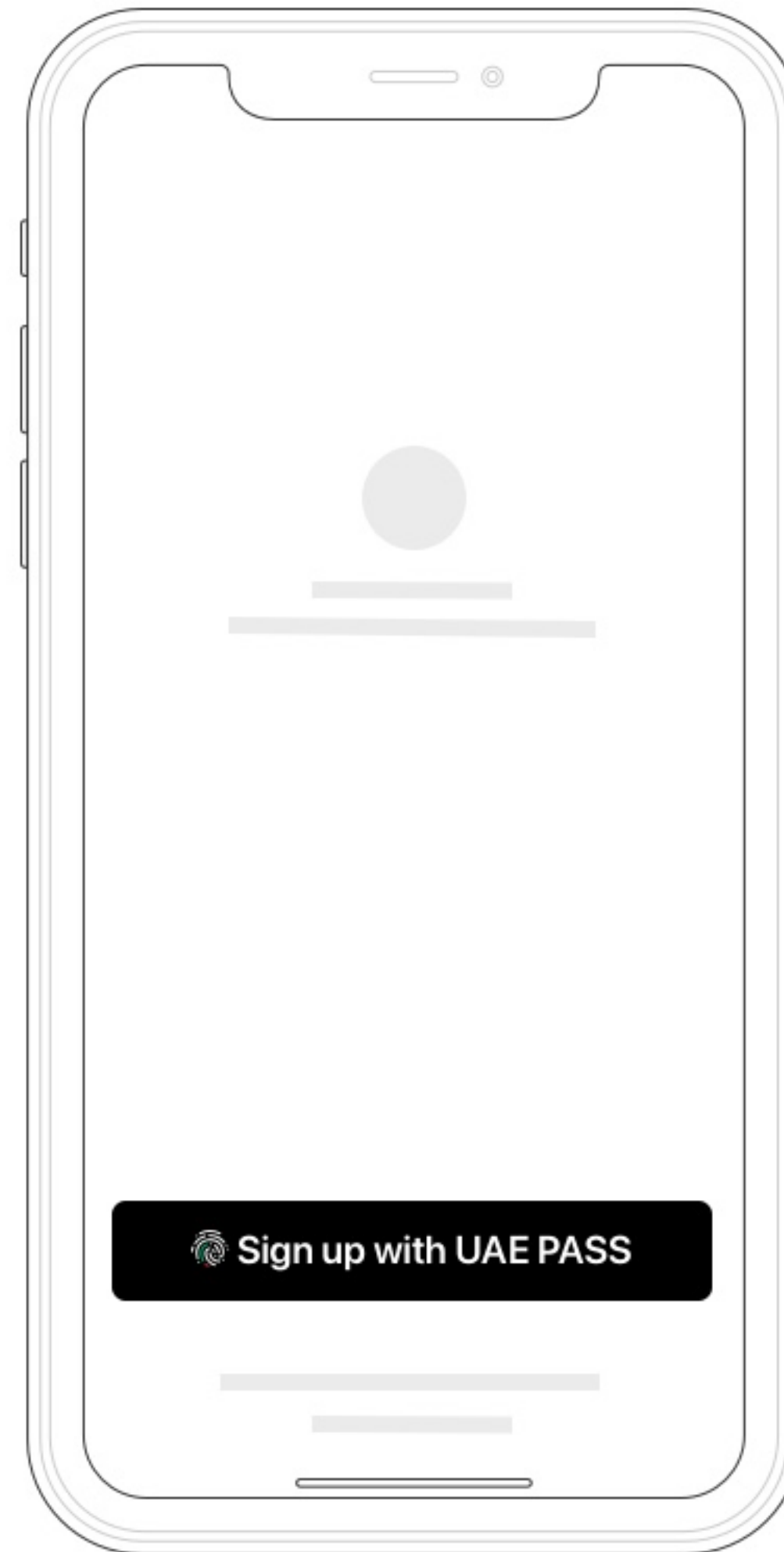
Mobile and Portal View



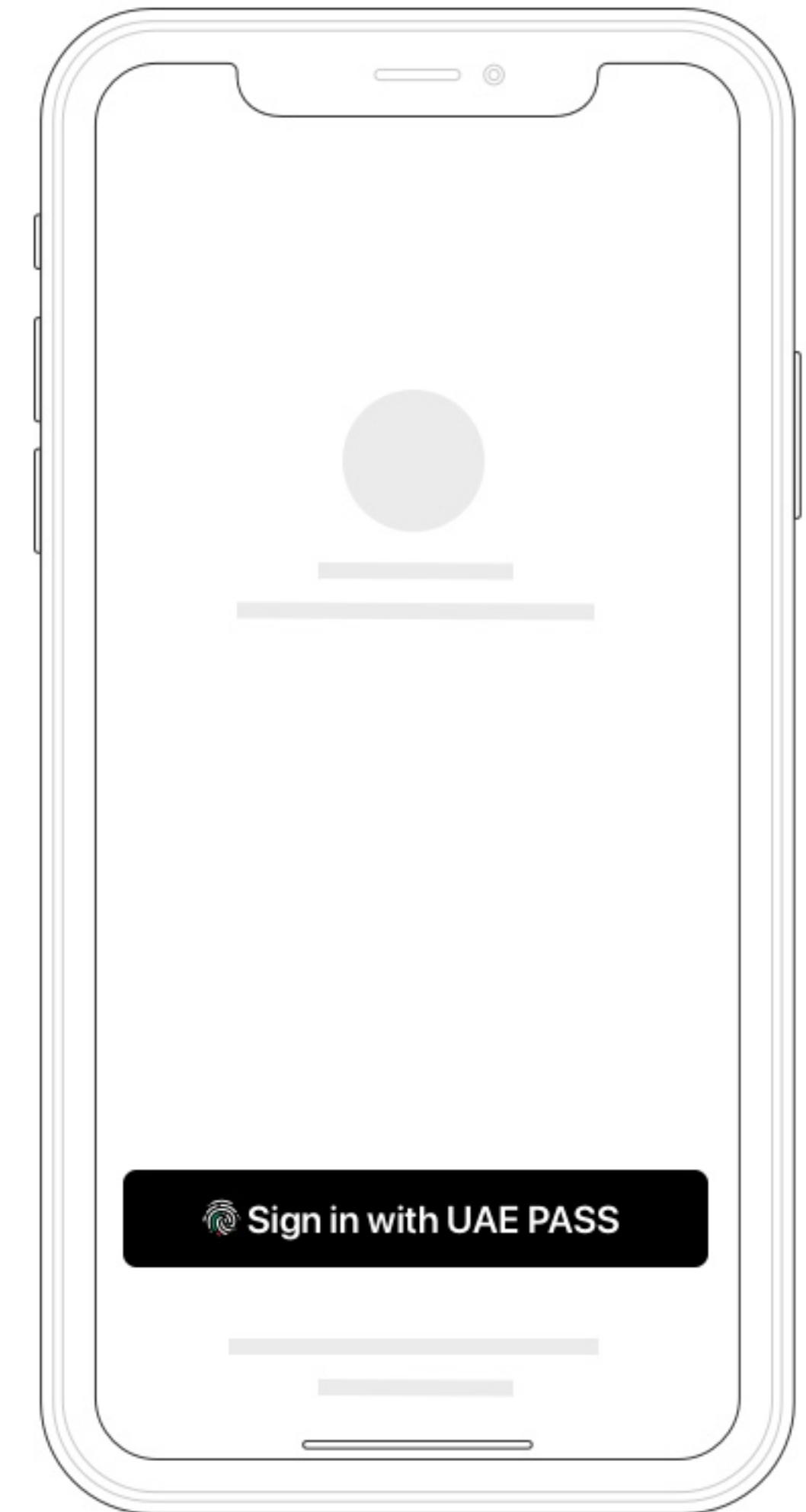
Mobile View

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, not signing up or registering for a UAE PASS account on your app.



Button Titles - Top



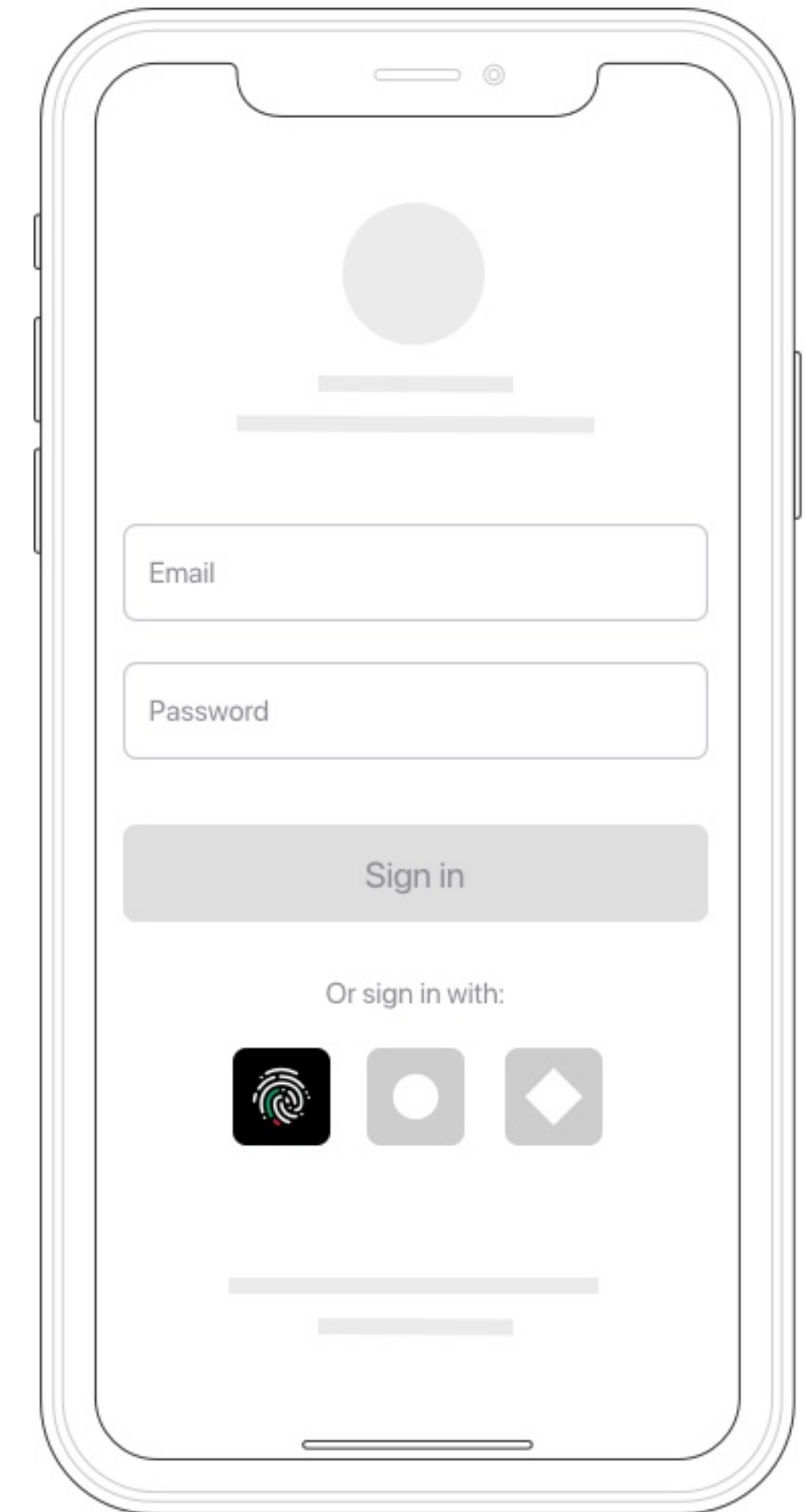
Button Titles - Bottom

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.

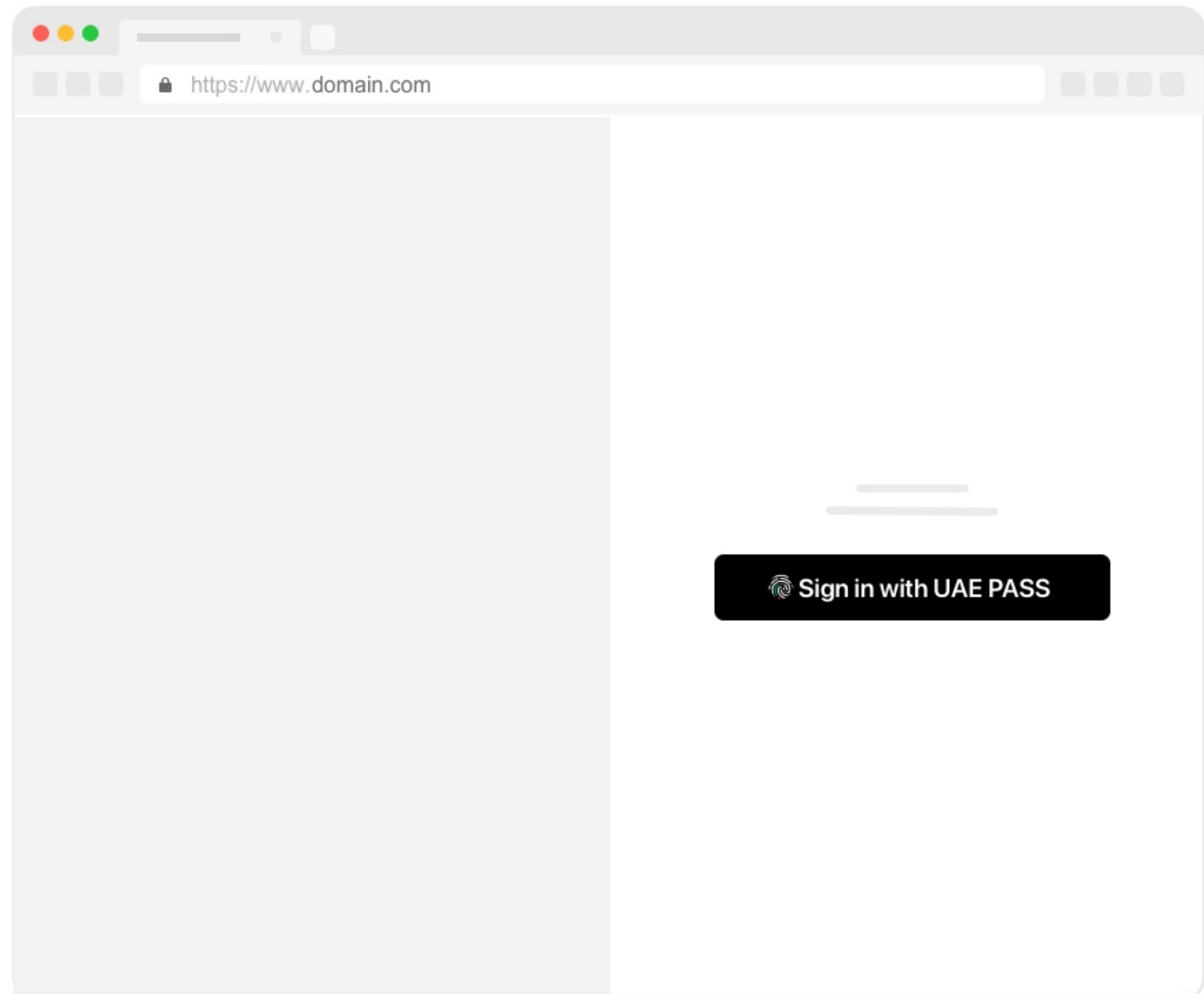


Logo-only app usage

Portal Horizontal

Sign in

If you choose to put “Sign in” Or “Login” button only, Please make sure that UAE PASS button is clearly appearing to the users once they land to the login page



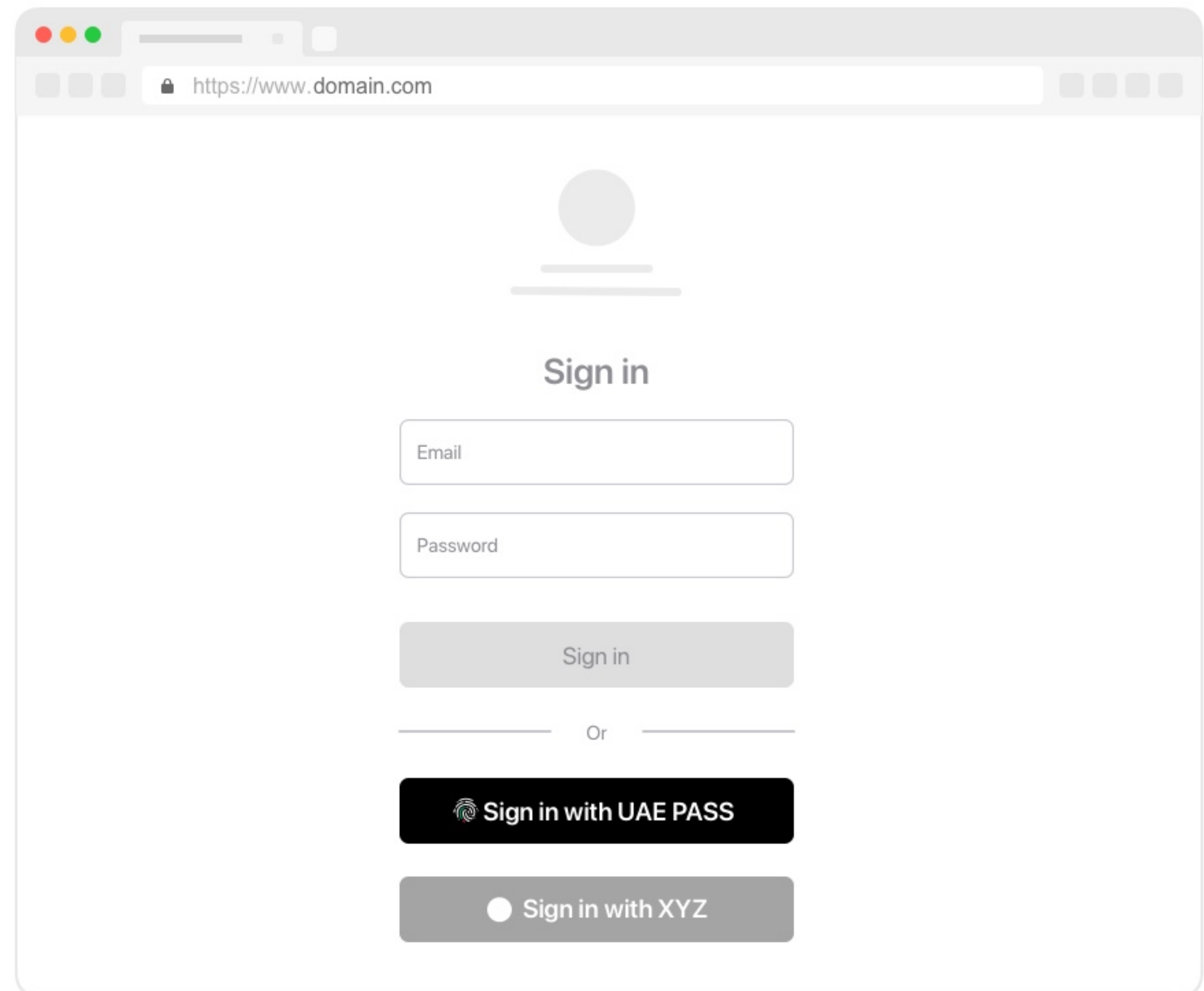
Portal sign in horizontal option

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.



https://www.domain.com

Sign in

Email

Password

Sign in

Or

Sign in with UAE PASS

Sign in with XYZ

Portal sign in vertical option

Portal Horizontal

Sign up



Portal Sign up horizontal option

A mockup of a web browser window showing a horizontal sign-up form. The browser's address bar displays 'https://www.domain.com'. The form is titled 'Sign up' and features four input fields: 'Full name', 'Email', 'Password', and 'Confirm Password'. Below these fields is a grey 'Sign up' button. To the right of the form, separated by a vertical line and the word 'Or', are two alternative sign-up options: a black button with a fingerprint icon and the text 'Sign up with UAE PASS', and a grey button with a circular icon and the text 'Sign up with XYZ'. Above the form, there is a placeholder for a profile picture, consisting of a grey circle and two horizontal lines below it.

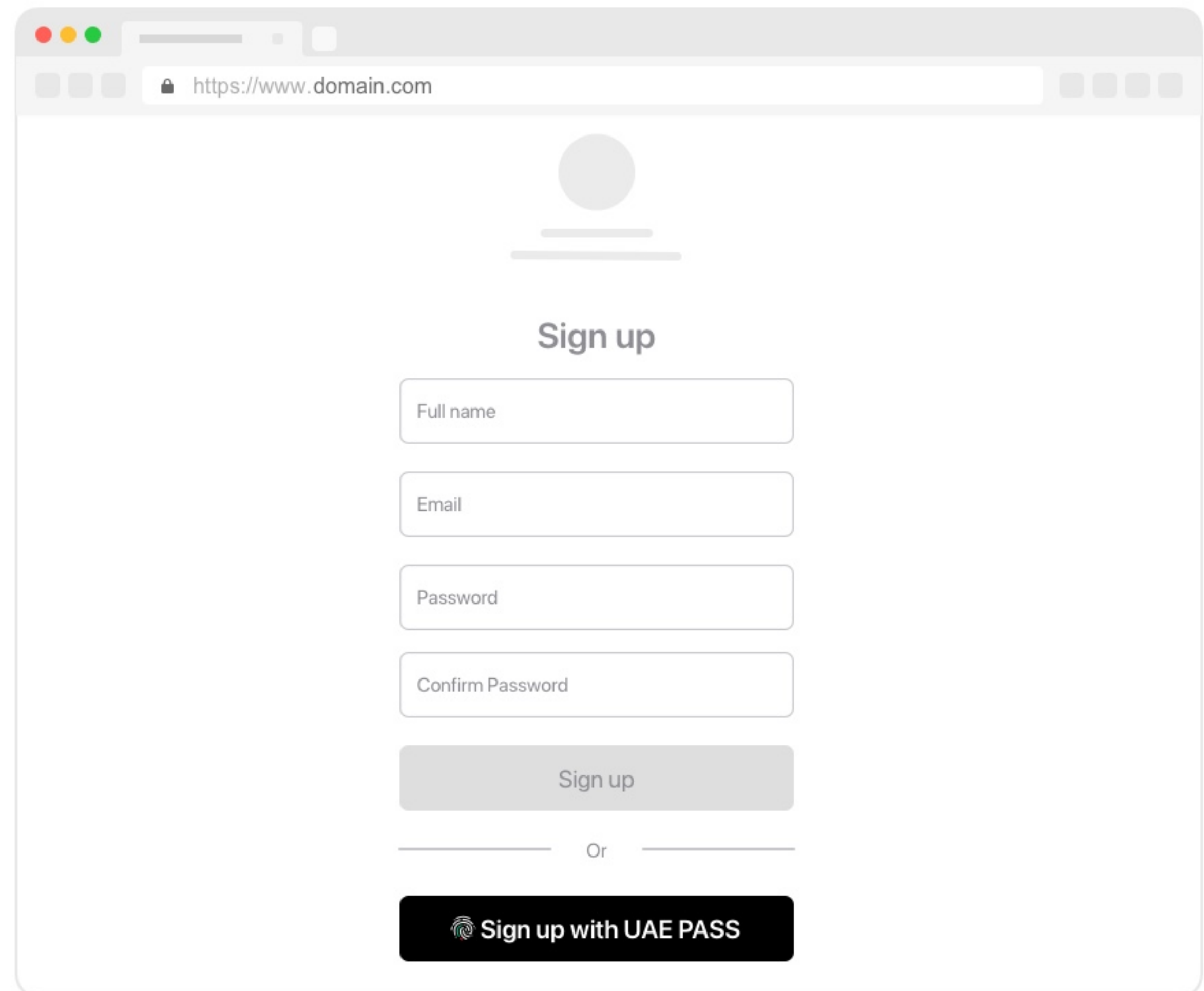
Portal Sign up horizontal option

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.



https://www.domain.com

Sign up

Full name

Email

Password

Confirm Password

Sign up

Or

 Sign up with UAE PASS

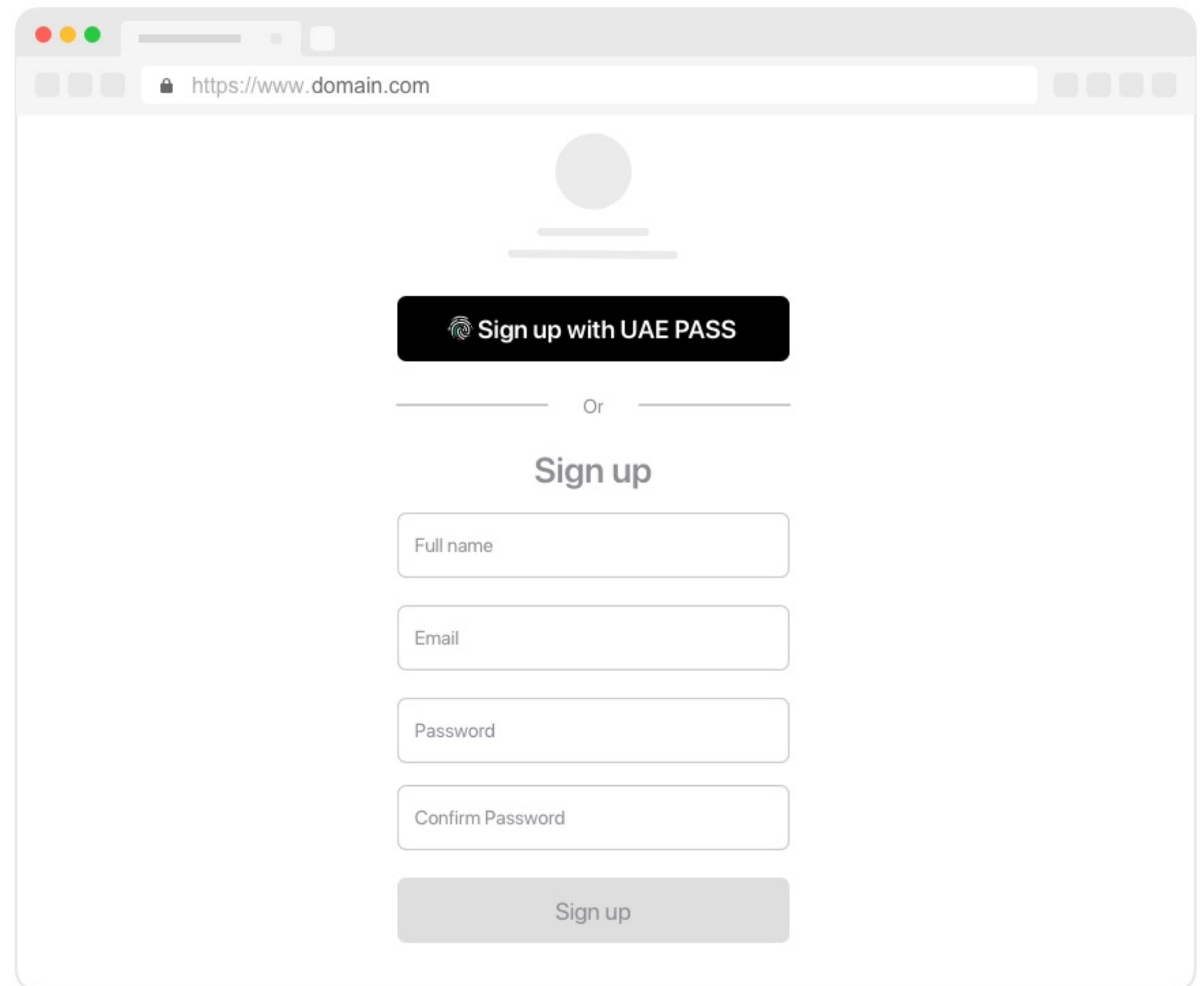
Portal Sign up vertical option

Portal Vertical

Sign up - Top



Portal Sign up vertical option



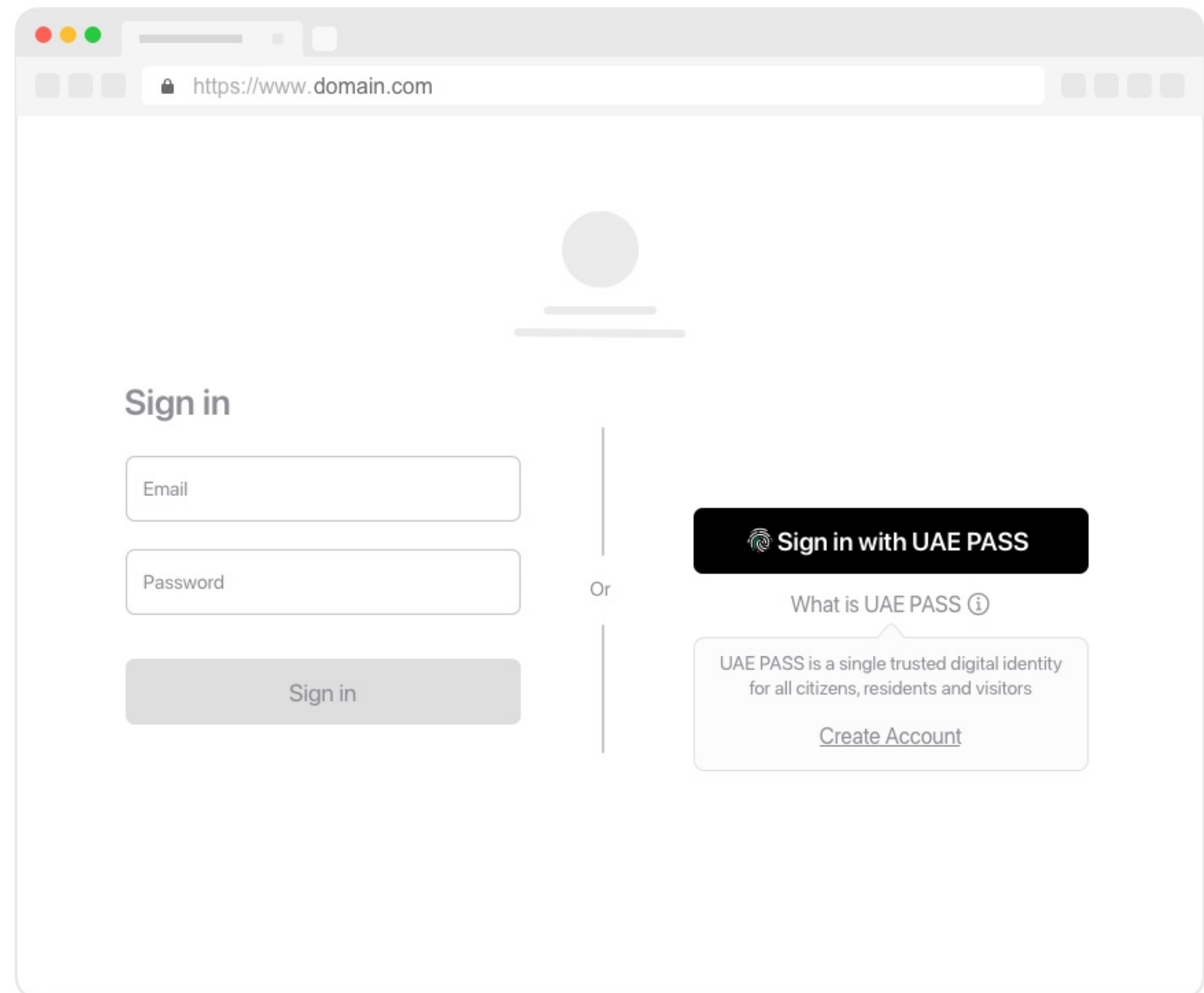
The mockup shows a web browser window with the URL <https://www.domain.com>. The page features a vertical sign-up form. At the top, there is a placeholder for a profile picture. Below it is a black button with the UAE PASS logo and the text "Sign up with UAE PASS". A horizontal line with the word "Or" in the center separates this from the standard sign-up section. The standard section is titled "Sign up" and contains four input fields: "Full name", "Email", "Password", and "Confirm Password". At the bottom of this section is a grey "Sign up" button.

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. Below is the slogan.

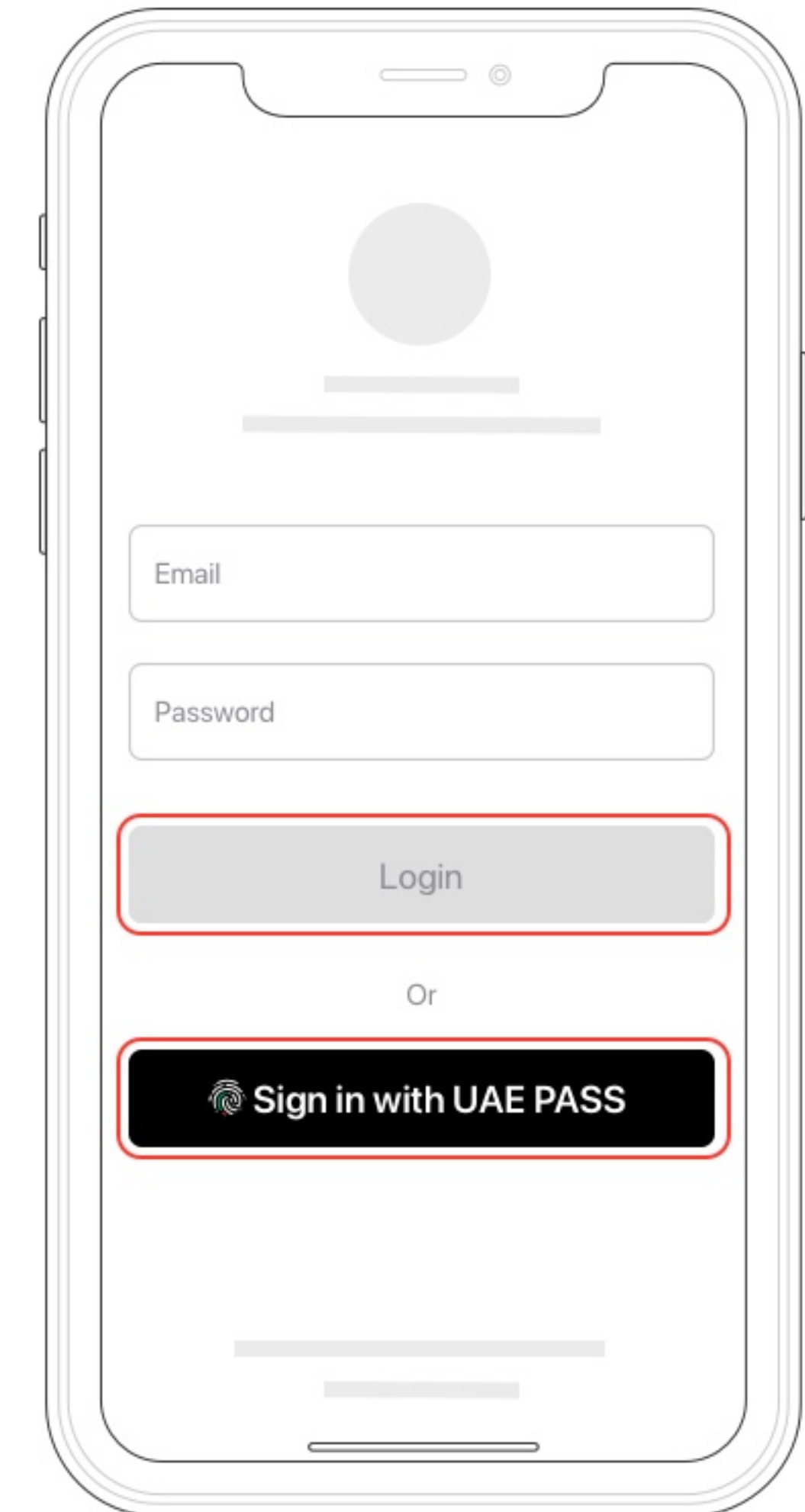
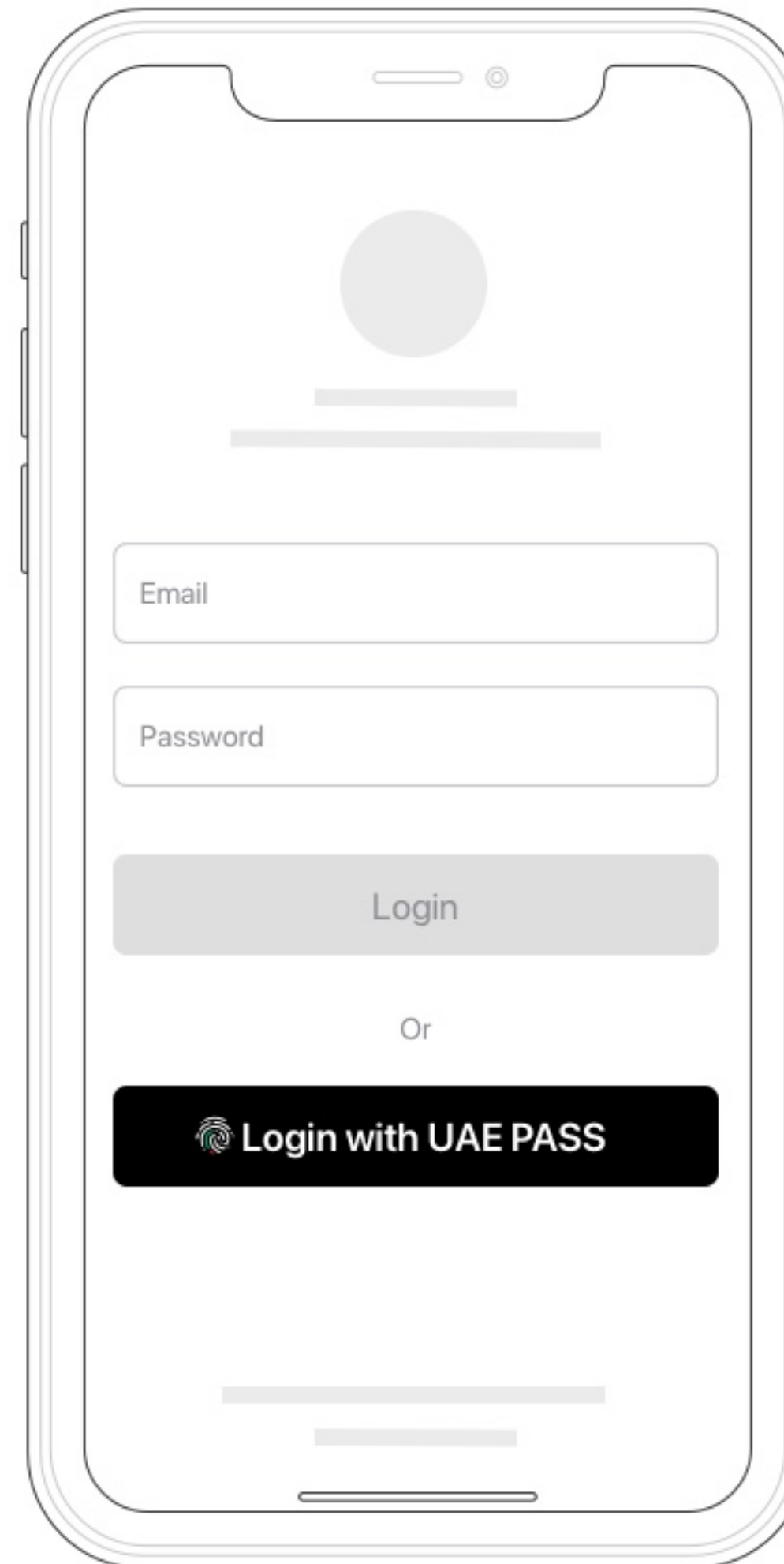
“ **UAE PASS is a single trusted digital identity for all citizens, residents and visitors** ”.



Tooltip Info

Login Option

In case your app uses the term **“Login”** instead 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

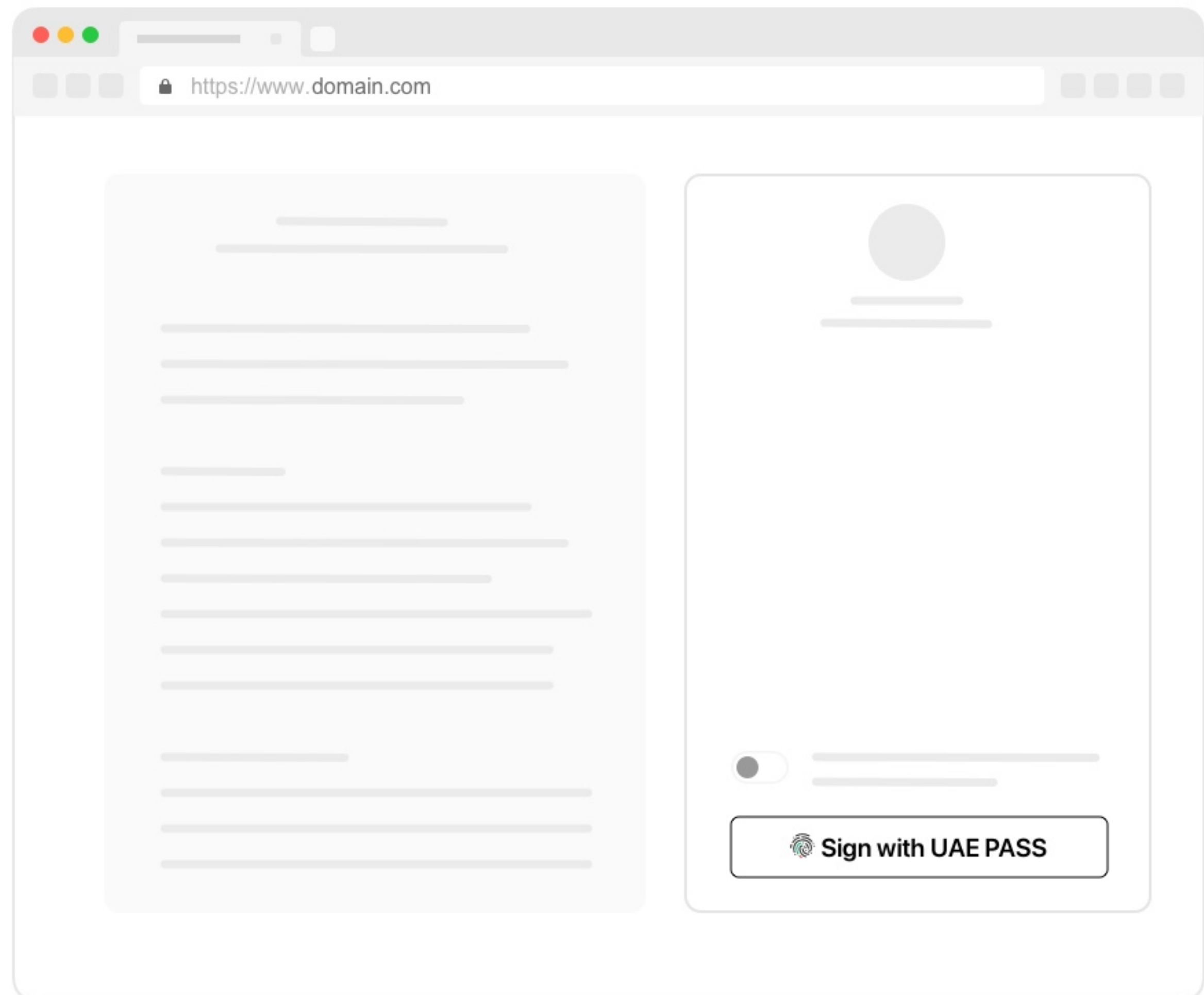
Mobile and Portal View



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.

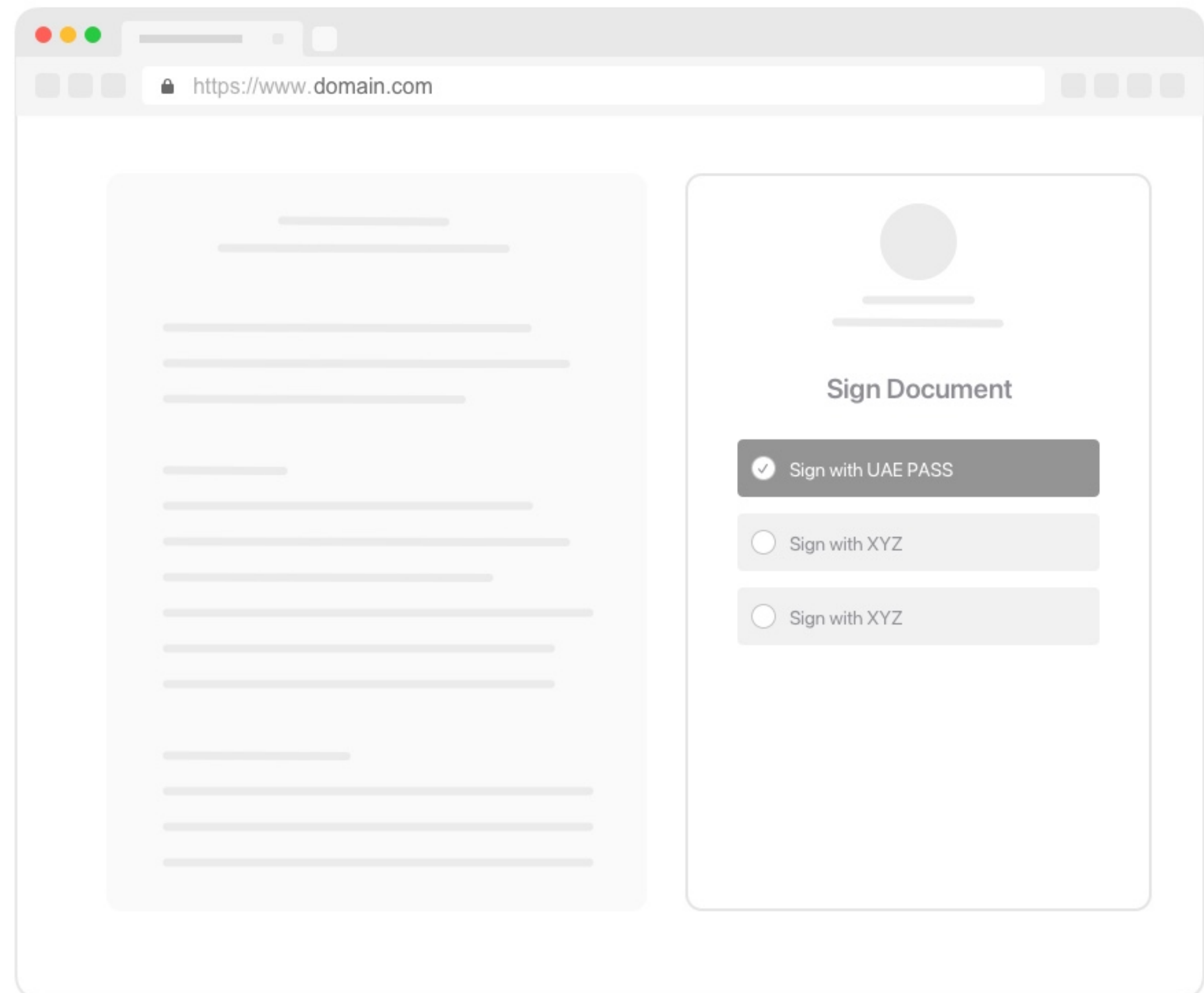


Option A

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.

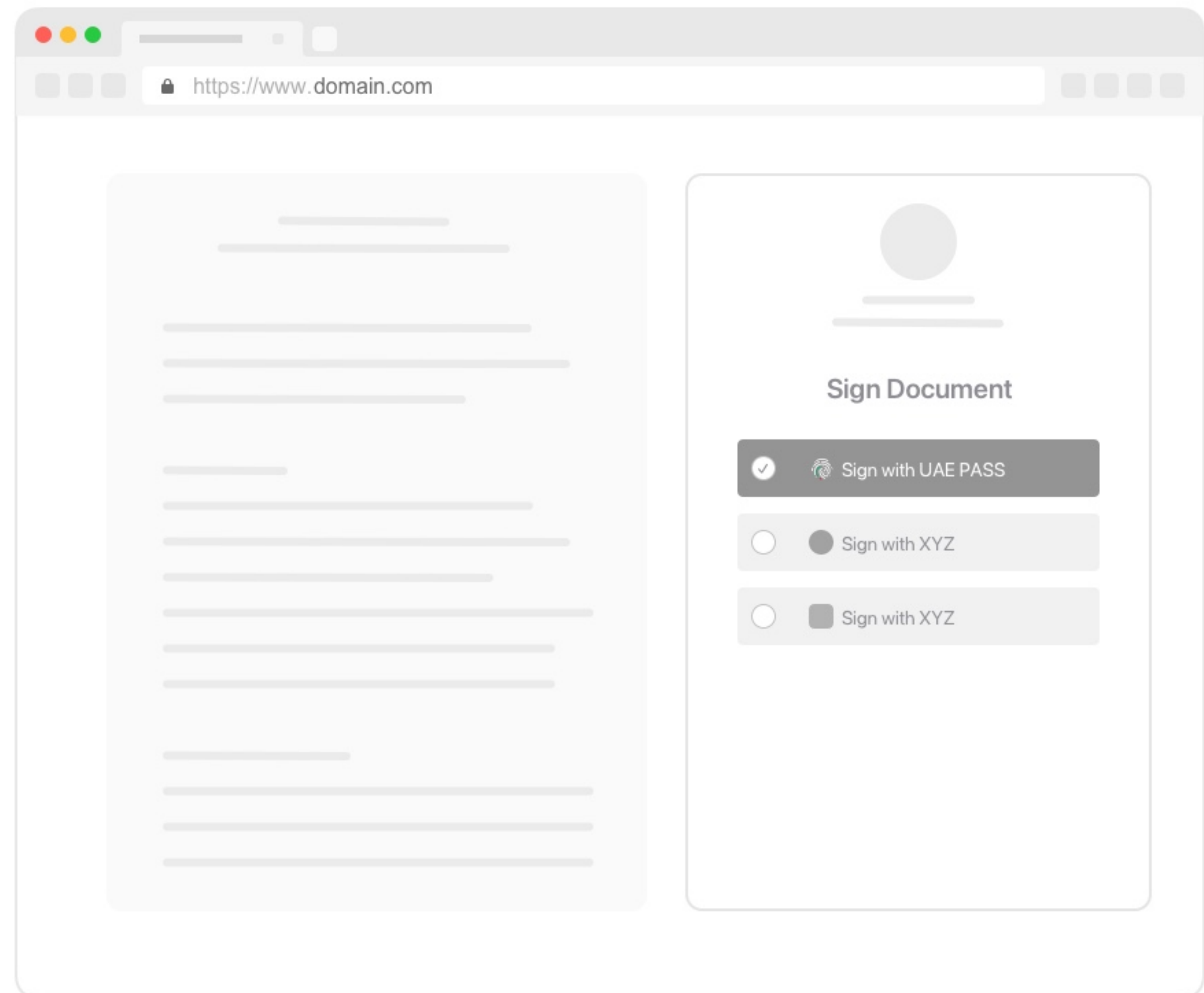
Case B - Text only



Option B - Text only

Portal Option B

Case B - Text with logo



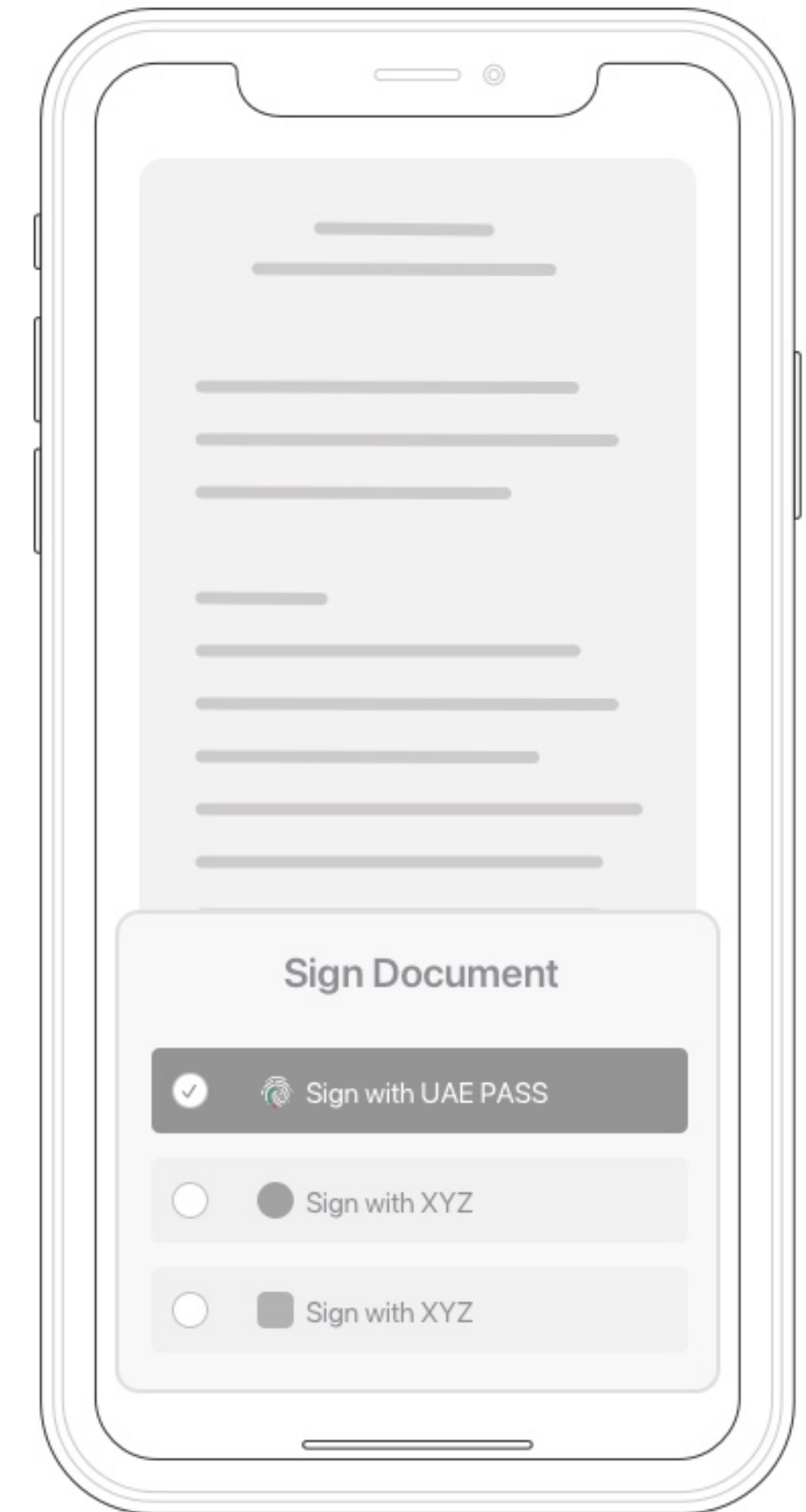
Option B - Text with logo

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



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.

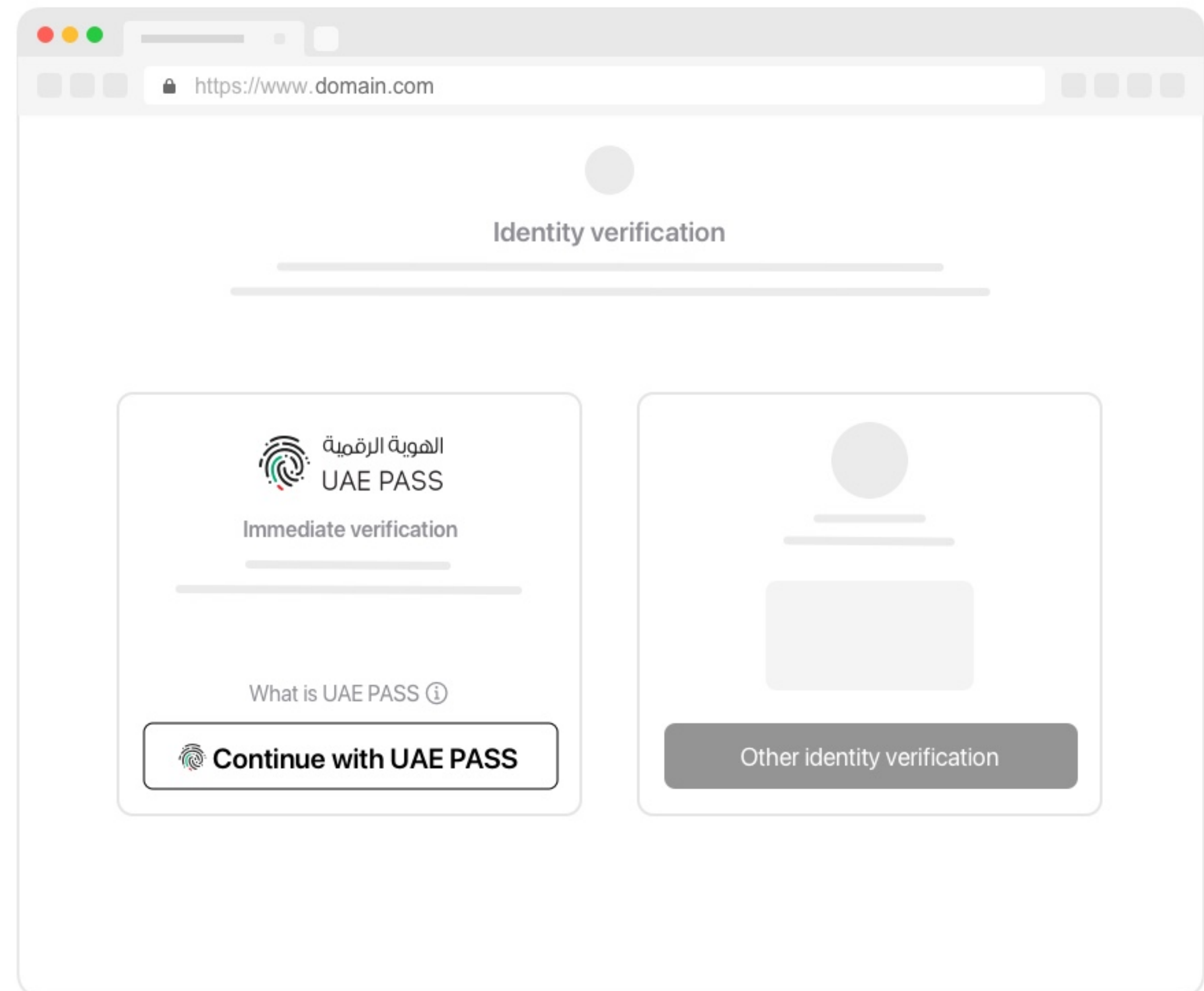
Service provider is encouraged to promote the benefits of using UAE PASS to share documents and to provide specific instructions to users to upgrade their account and to add their documents

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.

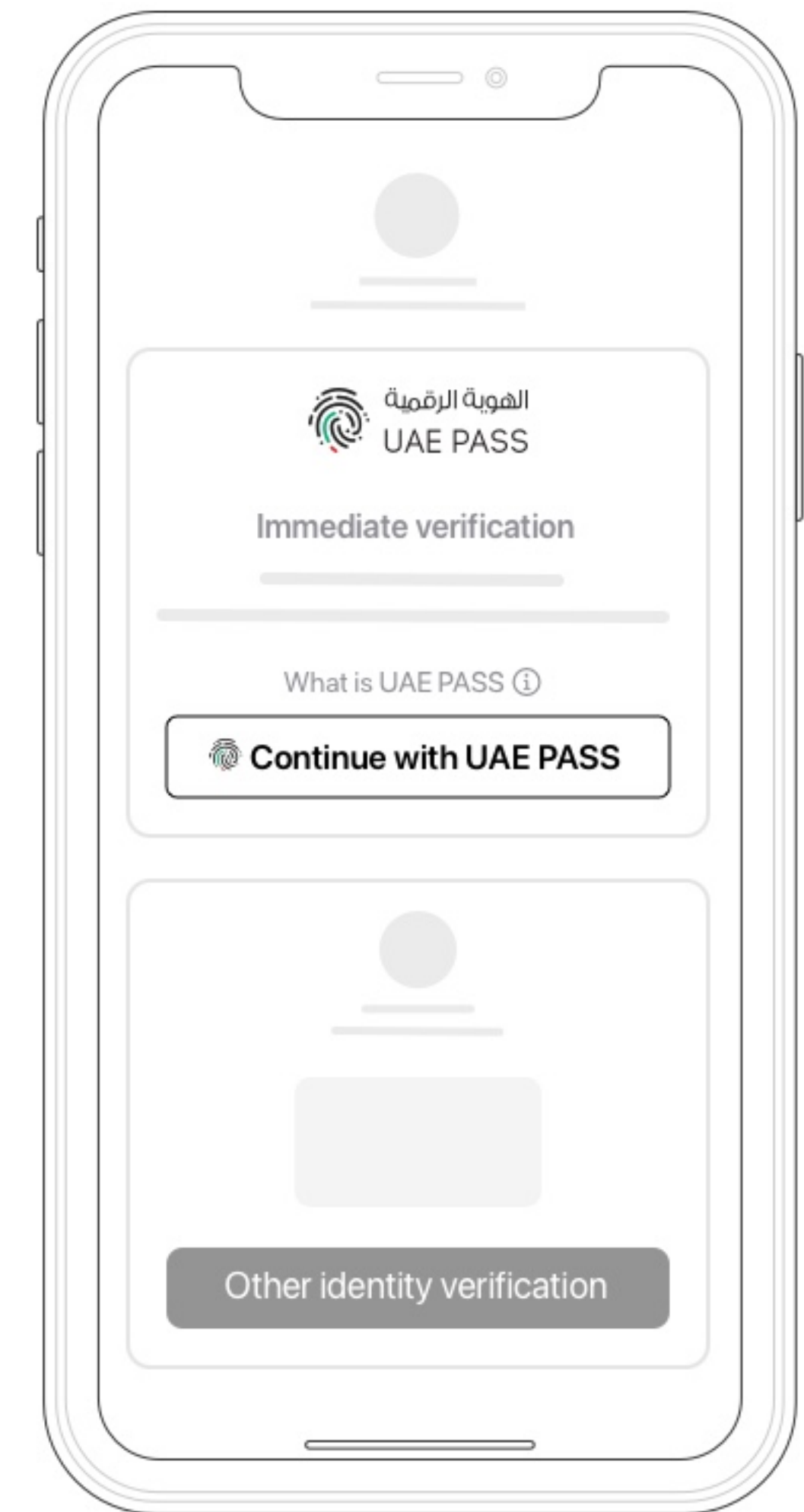
Case B. An existing or new customer clicks on “Continue with UAE PASS” to share documents in order avail a product or service.



Continue with UAE PASS

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

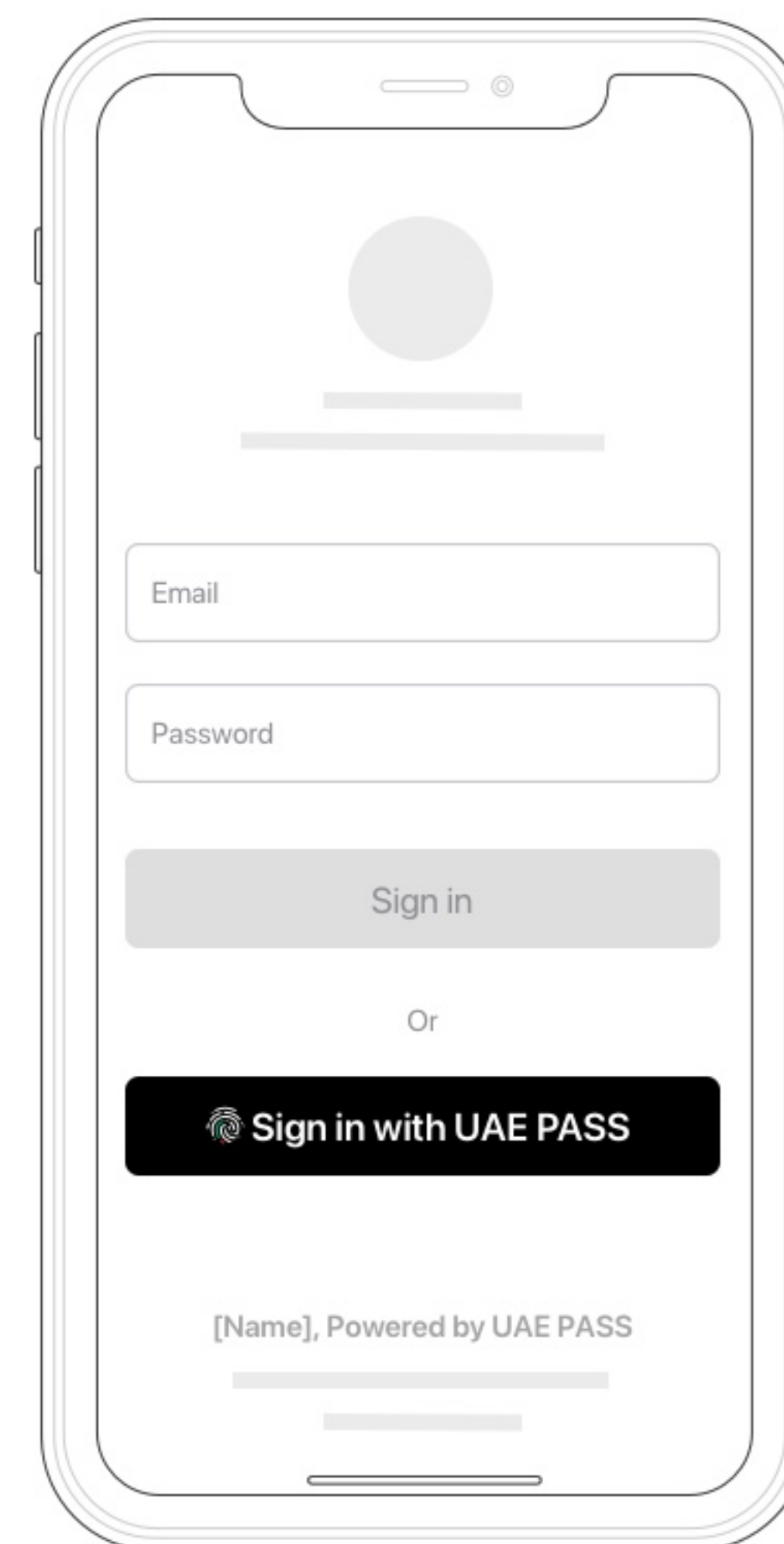
05. Powered by UAE PASS



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.

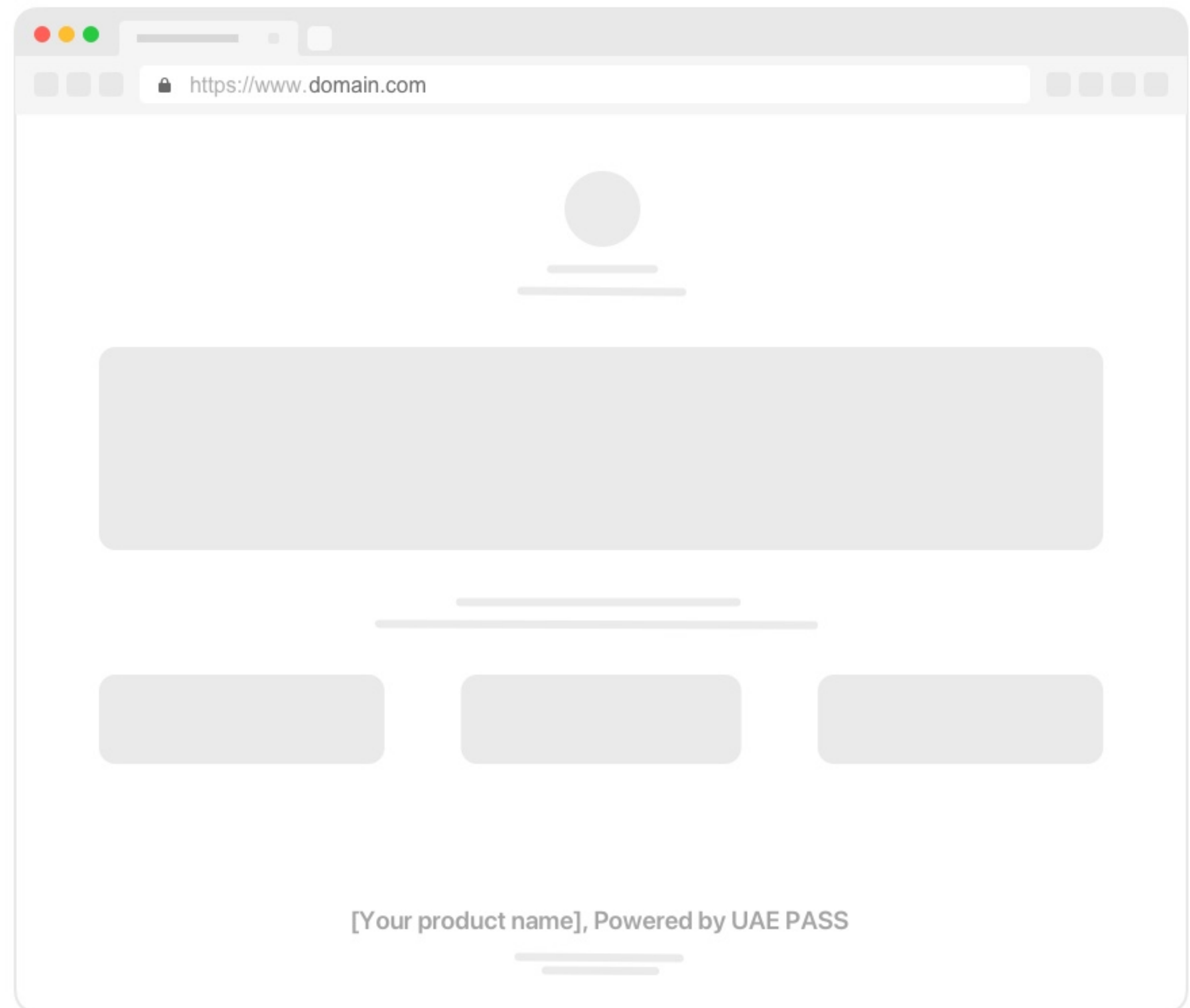
UAE PASS logo in a referential manner on websites and mobile applications to give notice that your product is compatible with the referenced UAE PASS service, provided you meet the following requirements:



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.



06. 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	"You are not eligible to access this service. Your account is either not upgraded or you have a visitor account. Please contact <SP Name> to access the services."	"أنت غير مؤهل للوصول إلى هذه الخدمة. إما أن حسابك لم تتم ترقية أو لديك حساب زائر. يرجى الاتصال بـ <اسم الجهة> لتتمكن من الوصول إلى الخدمة."

Description	Message in English	Message in Arabic
SOP 2 Digital Signature Restriction	"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"	"توقيعك الرقمي في الهوية الرقمية الحالي لا يسمح باستخدام هذه الخدمة، يرجى ترقية حسابك حسب التعليمات على تطبيق الهوية الرقمية < رابط التطبيق >"
Service Provider allows services only for existing users	"This Service is only for registered users, please contact <SP Name> in order to access the services"	"هذه الخدمة مخصصة فقط للمستخدمين المسجلين، يرجى التواصل مع < اسم الجهة > لتتمكن من الوصول إلى الخدمات"
User cancels the login	User cancelled the login	قام المستخدم بإلغاء تسجيل الدخول
User cancel the signing	User cancelled the signing process	قام المستخدم بإلغاء عملية التوقيع

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 لاحقاً!

07. Do's & Don'ts



Text Format

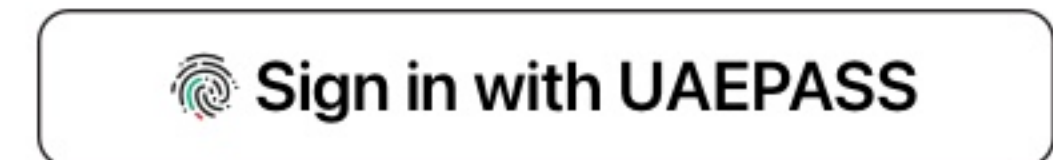
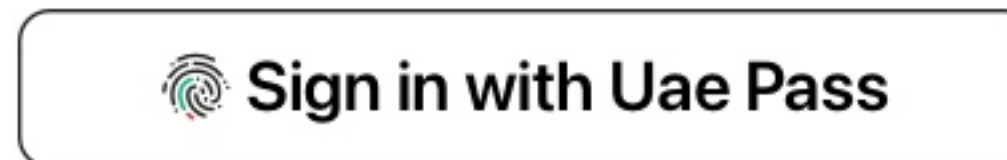
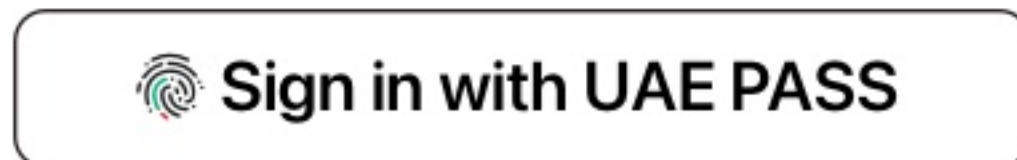


Preserve the capitalization style of the title. All variants of the button title capitalize the first word — that is, Sign or Continue; all other letters are lowercase. Don't change this style by, for example, capitalizing every letter in the title.

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

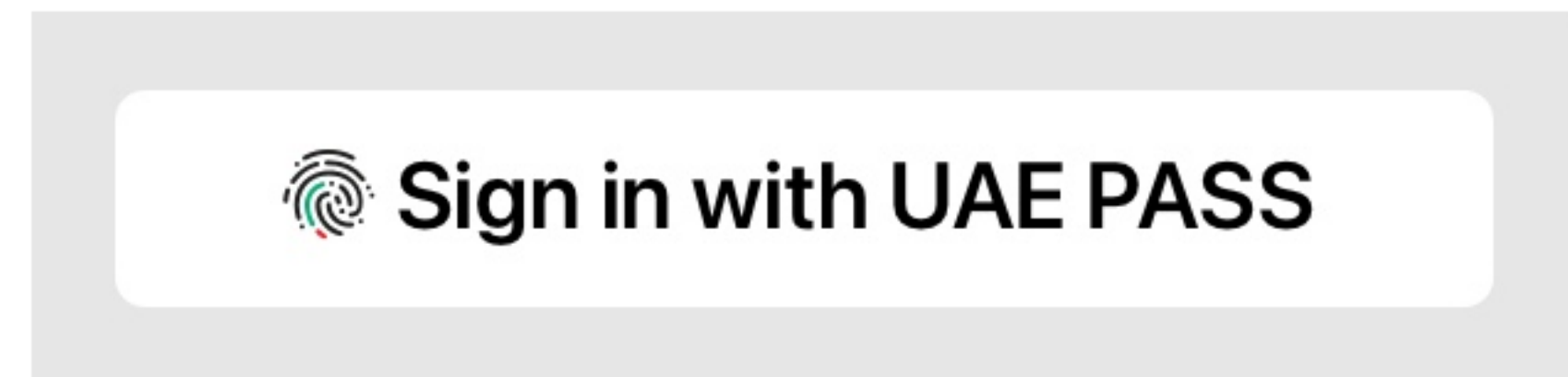


UAEPASS



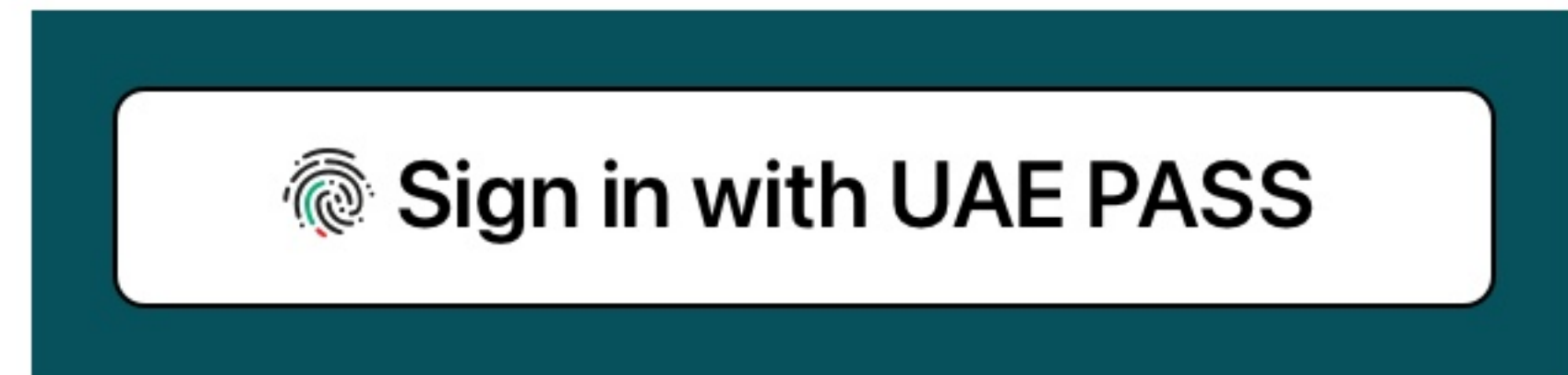
White Button

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



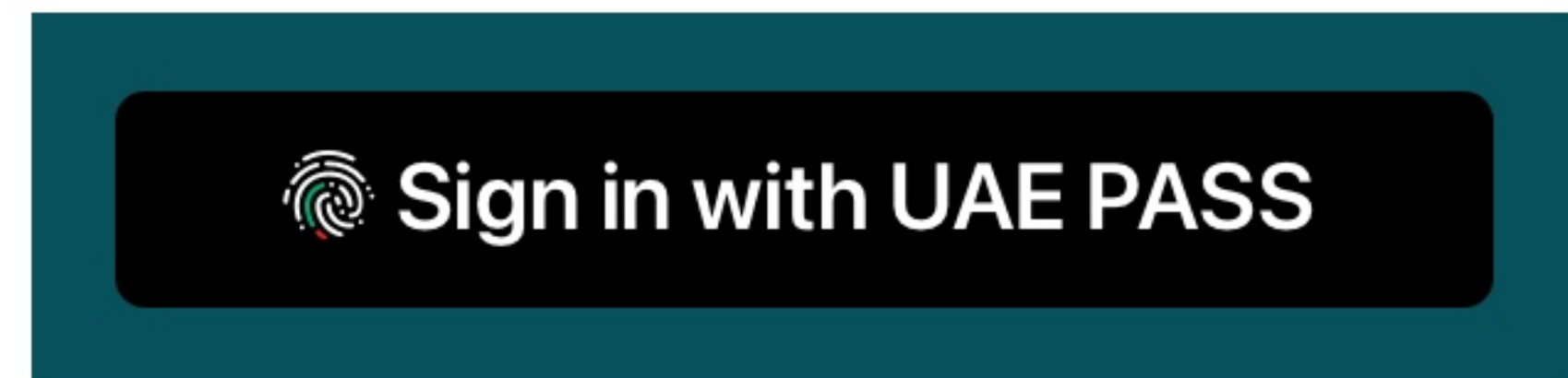
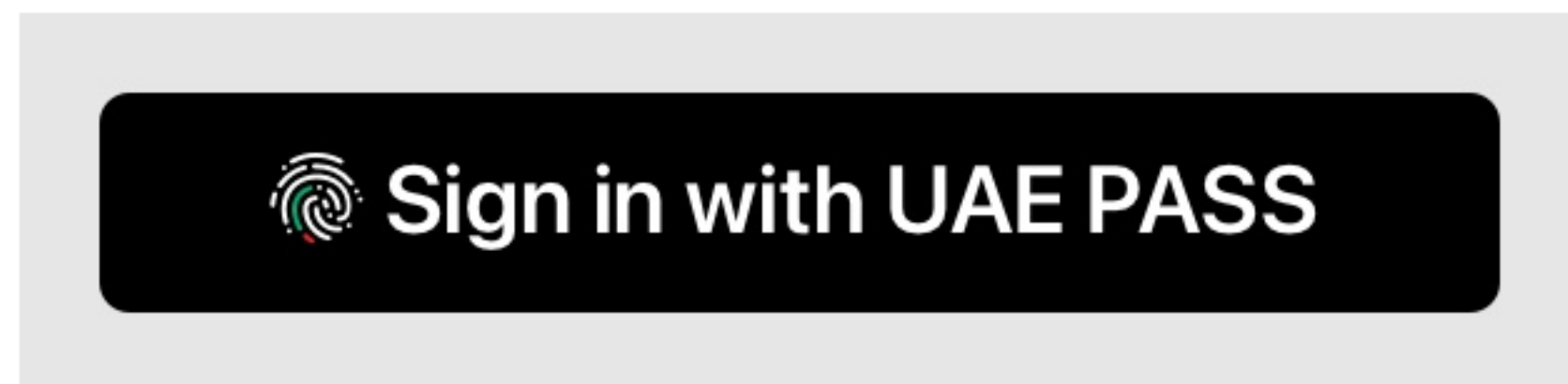
Outline Button

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

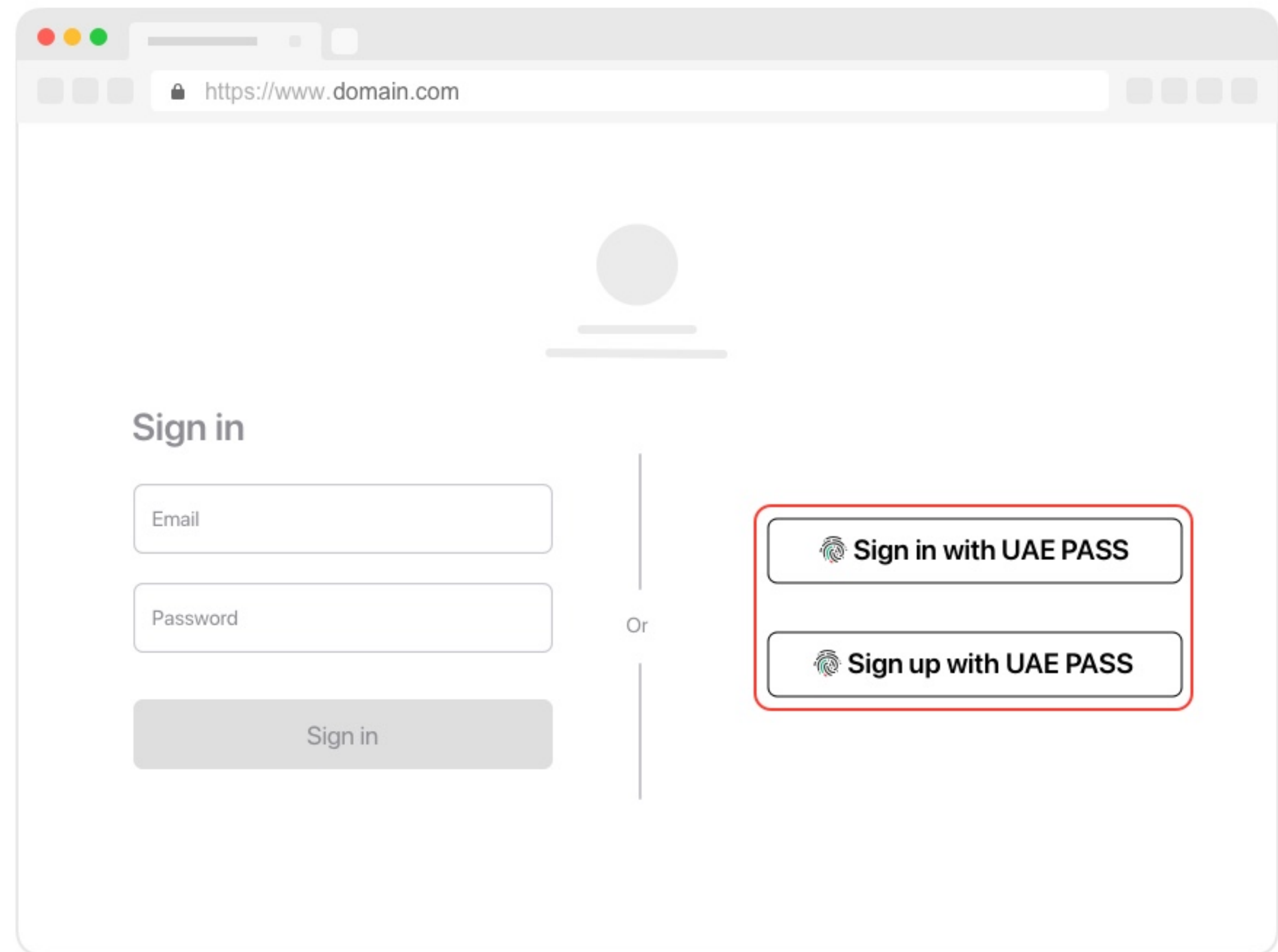
Within a button, Title colors must be either black or white; don't use custom colors. For Logo there are two options only (black with green and red) & (white with green and red); don't use custom colors and avoid using full white or black.

 Sign in with UAE PASS Sign in with UAE PASS Sign in with UAE PASS Sign in with UAE PASS

Sign in & Sign up

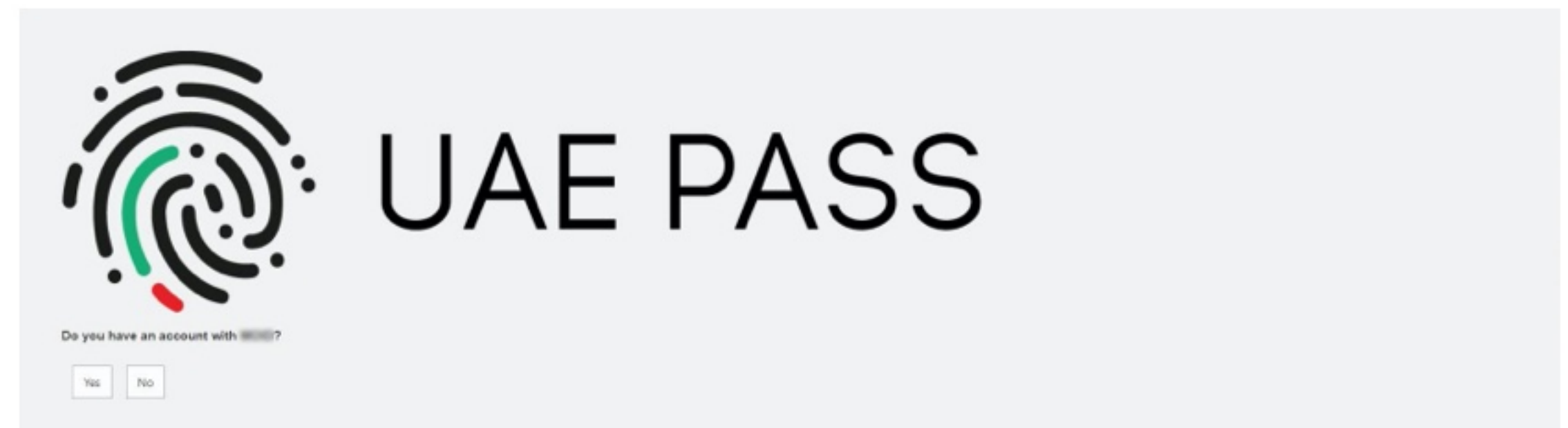
Don't show Sign in & Sign up in same page. Use Sign in within the same page of sign in, for sign up button within the register or create account page.

##Please refer to page 4 right flow

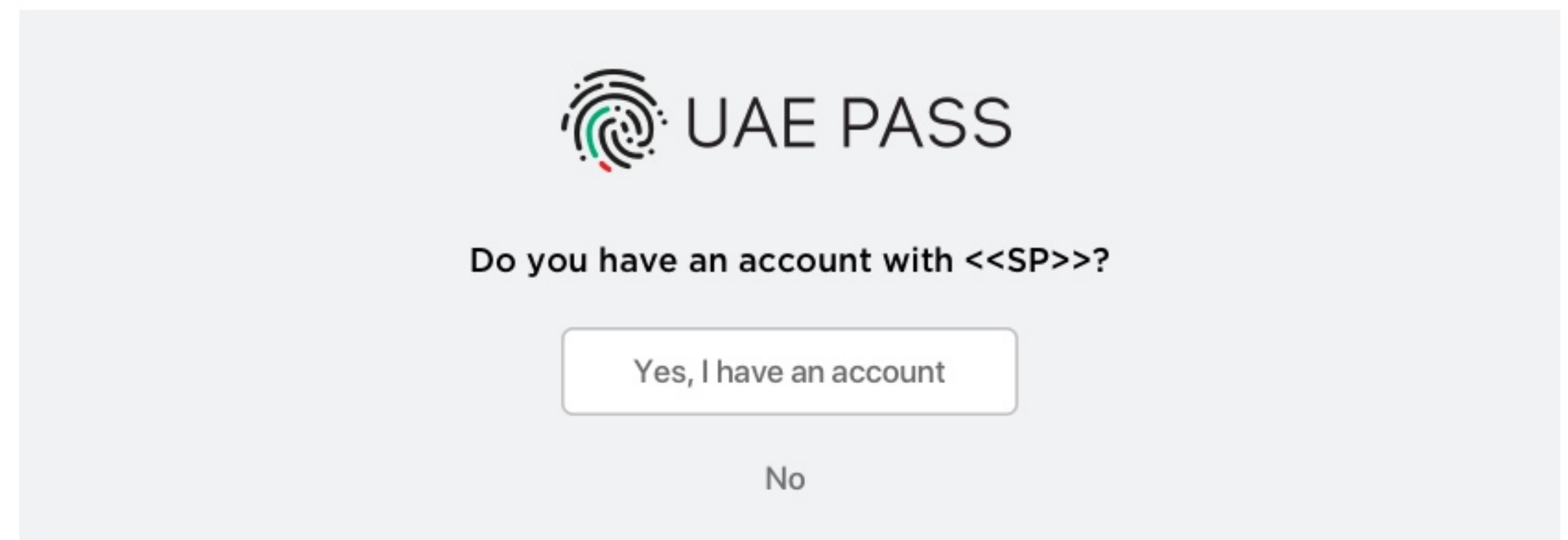


Using Logo & Text

- 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 Visibality & 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
malhaahmed8@gmail.com	Malha,Ahmad,Hussain,Alkocshi
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