

## UAE PASS Buttons Guidelines

### Introduction

UAE PASS provides several Sign in/up with UAE PASS buttons you can use to let people set up an account and sign in.

Sign in/up with UAE PASS provides a fast, private and secure way to sign into apps and websites, giving people a consistent experience they can trust and the convenience of not having to remember multiple accounts and passwords.

Follow these guidelines to offer Sign in/up with UAE PASS when it's most convenient for people.

- Ask people to sign in only in exchange for value. For example, people might need to create an account to personalize their experience with the app, access additional features, or synchronize data.

- Explain the benefits of signing in/up with UAE PASS. If your app requires signing into an account, display a brief, friendly explanation on the login screen that describes the reasons for the requirement and its benefits.

- The button must be displayed at least as prominently as other third party sign-in options. For example, buttons should be approximately the same size and have similar visual weight.

- Consider Sign in/up with UAE PASS for every version of your app and website and across all platforms to maintain consistency.

### Buttons

#### 1. Logo+Label Buttons-Matching your own app's style

UAE PASS provides different button styles you can choose from to match your App or Website style. By default, the Sign in/up with UAE PASS button has rounded corners.

##### Former style



##### New style

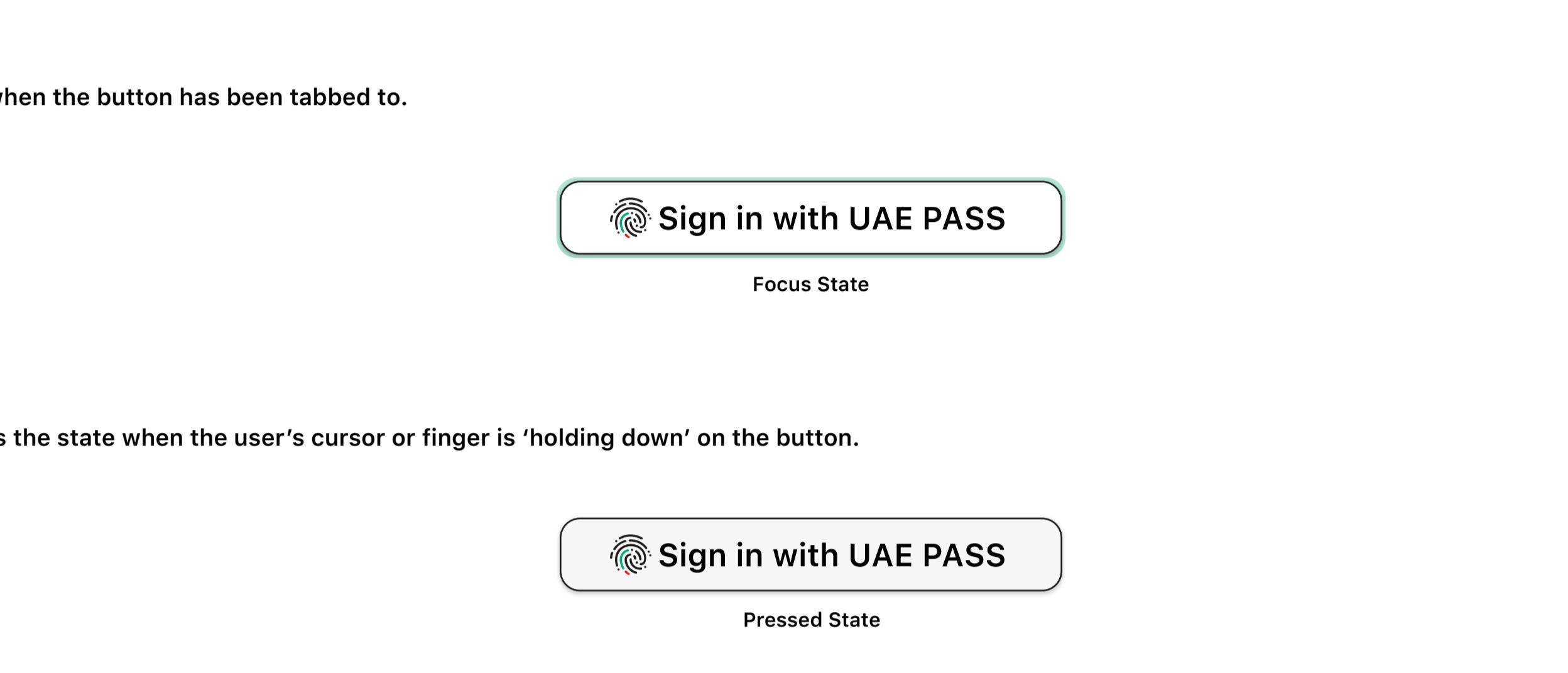


The following button titles are available



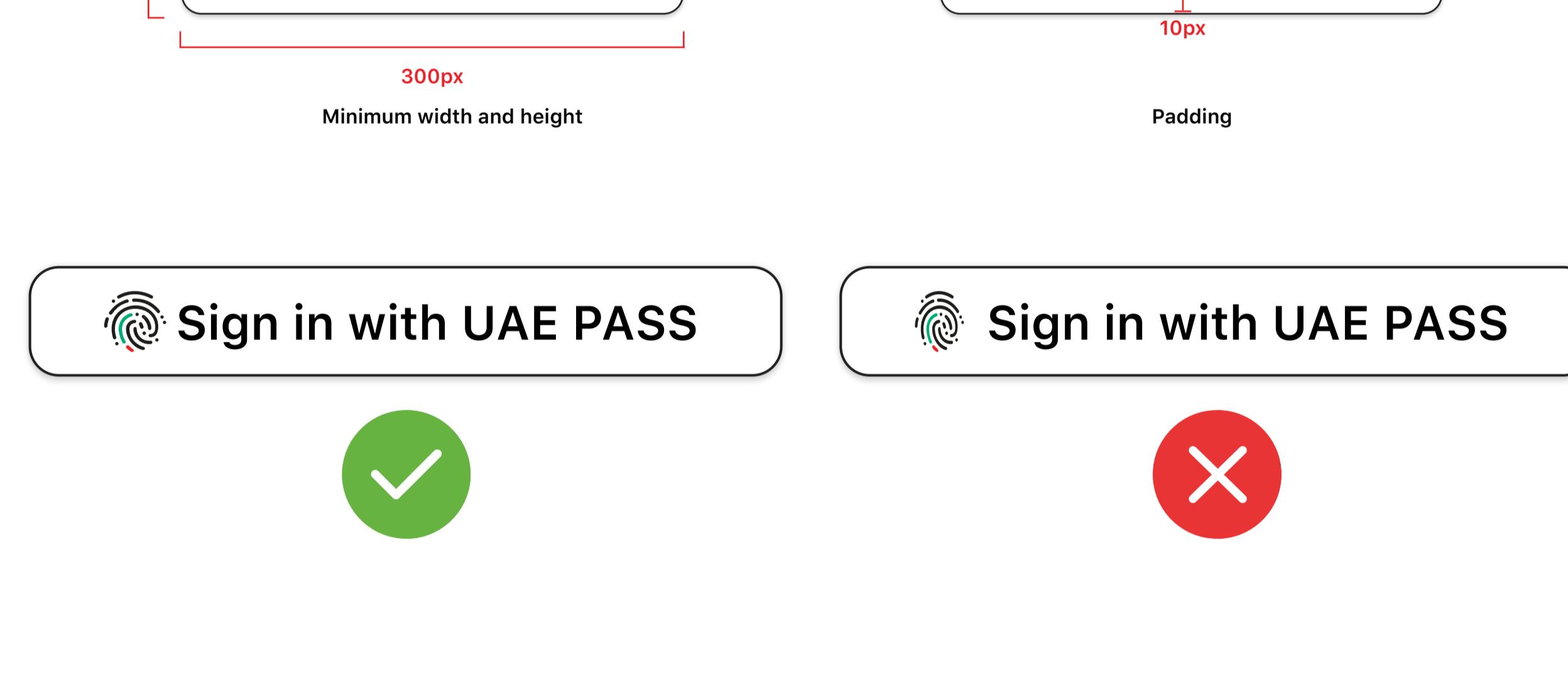
#### White

Use this style on dark or colored backgrounds that provide sufficient contrast.



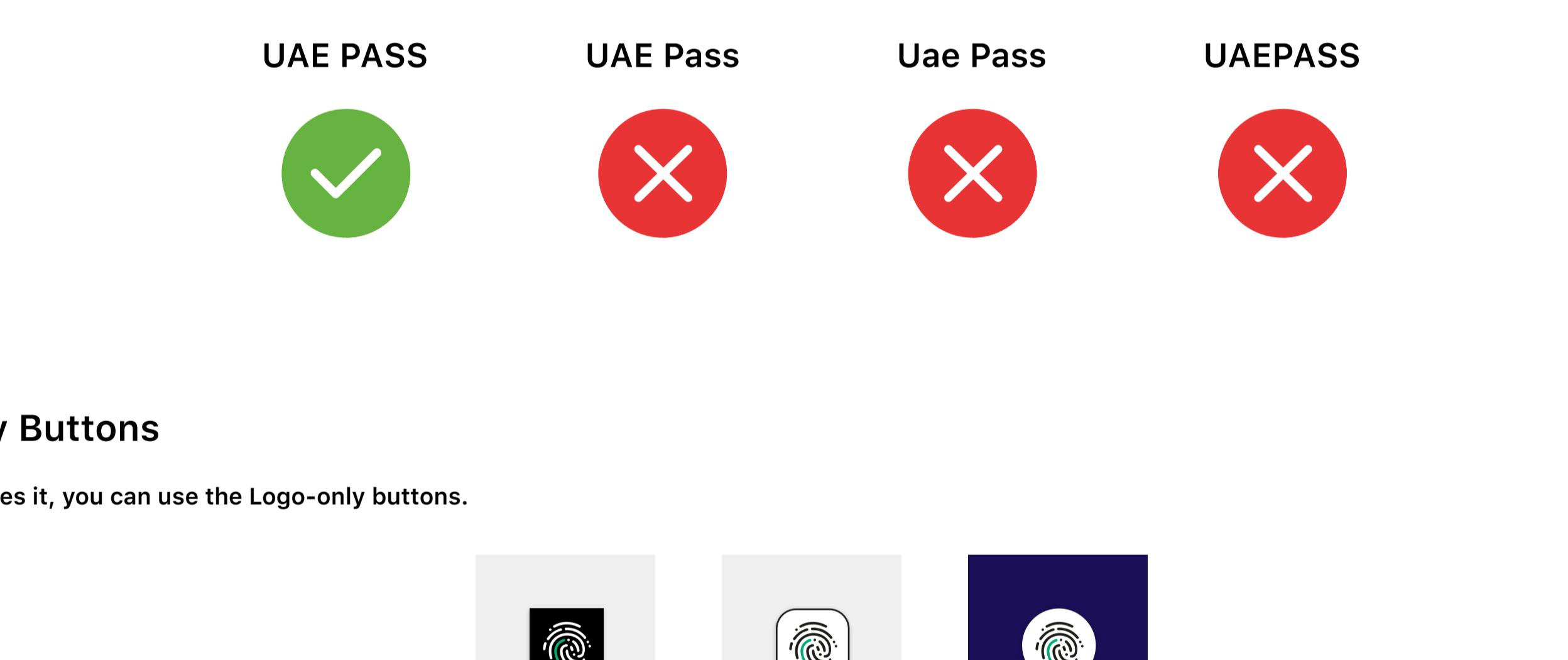
#### White with Outline

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

Use this style on white or light-colored backgrounds that provide sufficient contrast; don't use it on black or dark backgrounds.



#### Button states and feedback

Button states let the user know whether they can click or have clicked, or had successfully clicked a button.

##### 1. Active & 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.



##### 2. Focus

The focus state is when the button has been tabbed to.



##### 2. Pressed

The pressed state is the state when the user's cursor or finger is 'holding down' on the button.



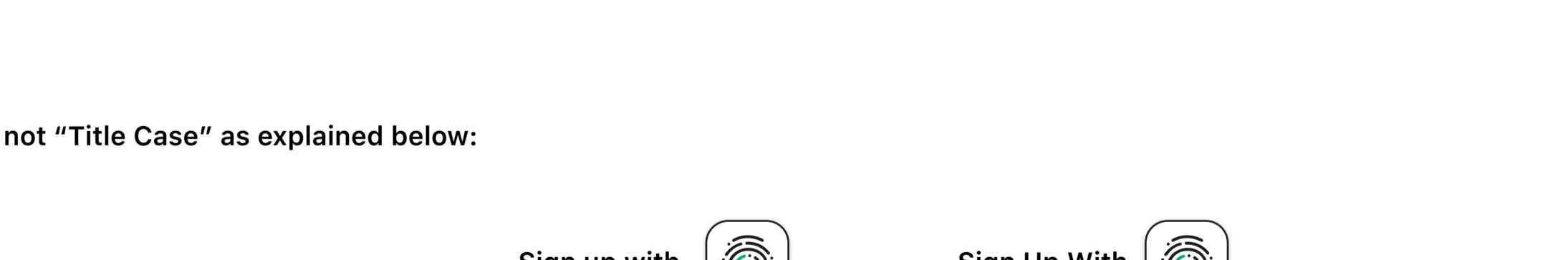
#### Button Size, Margin and Padding

Maintain the minimum button size and margin around the button as following

- Minimum Width: 300px
- Minimum Width: 44px
- Minimum Margin: 1/10 of the button's height

The padding to the left (and right) should be 30px. The padding to the top (and bottom) should be 10px, and there should be 5px between the logo and the button text.

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.



#### Text

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.

The button font is SF Pro Text, Semibold and size is 19pt

Please consider the following:

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

2. Keep the title and logo vertically aligned within the button.

3. Preserve the capitalization and the space style of "UAE PASS"

UAE PASS      UAE Pass      Uae Pass      UAEPASS



The following button titles are available



The Arabic buttons are available in the same styles and different states as the English ones; White, White with outline and Black (for styles), Active, Disabled, Focus and Pressed.

(For all the above)

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

#### Font

The font file is included in the package sent with these guidelines

- The logo-only button is restricted to be used only in the 3 below

1. Sign up with

2. Sign in with

3. Continue with

- Use "Sentence case" not "Title Case" as explained below.



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