

Brand guidelines

My Health Account **Workforce**

Log in or sign up with My Health Account **Workforce**

Version 3.0



Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora



Give the button equal prominence

The log in and sign up buttons should be displayed relatively the same as any other third party sign-in options for your app (eg. they are approx. the same height and have the same visual emphasis).



Text

To encourage users to click the My Health Account Workforce buttons, we recommend using the button text "Log in with a Workforce account" or "Sign up with a Workforce account".

Log in with My Health Account Workforce



It needs to be clear to the user that they are using My Health Account Workforce to access your app, not just to access My Health Account Workforce. You can use the name "My Health Account Workforce" by itself in the button, as long as it is visually and semantically close in proximity to text that makes it clear what the action is.

Aa Aa

Font

The button font is Fira Sans Regular and Fira Sans Bold. You can download and install Fira Sans from Google Fonts.



Do not change the name My Health Account Workforce or Workforce account

Do not shorten the name, or use the acronym MHAW to refer to My Health Account Workforce. The acronym is not known to health workforce members and may be confusing. Please only refer to it as **My Health Account Workforce**. Where you can't fit the full name, like on buttons, use **Workforce account**.



Accessibility

The buttons must make it clear to all users that the button is an external link to My Health Account Workforce. This means the external link icon must be included, and it must include alt text that also makes it clear to screen readers.



Adapting to your brand's style

If you need to change the buttons to match your app design, please ensure that your app meets the criteria in this guide and is approved by the My Health Account Workforce team.



Interaction design

The buttons should look visually different in its various states of interaction - the next page contains a breakdown on how the button should look by default, when a user hovers, when it has keyboard focus and when active.

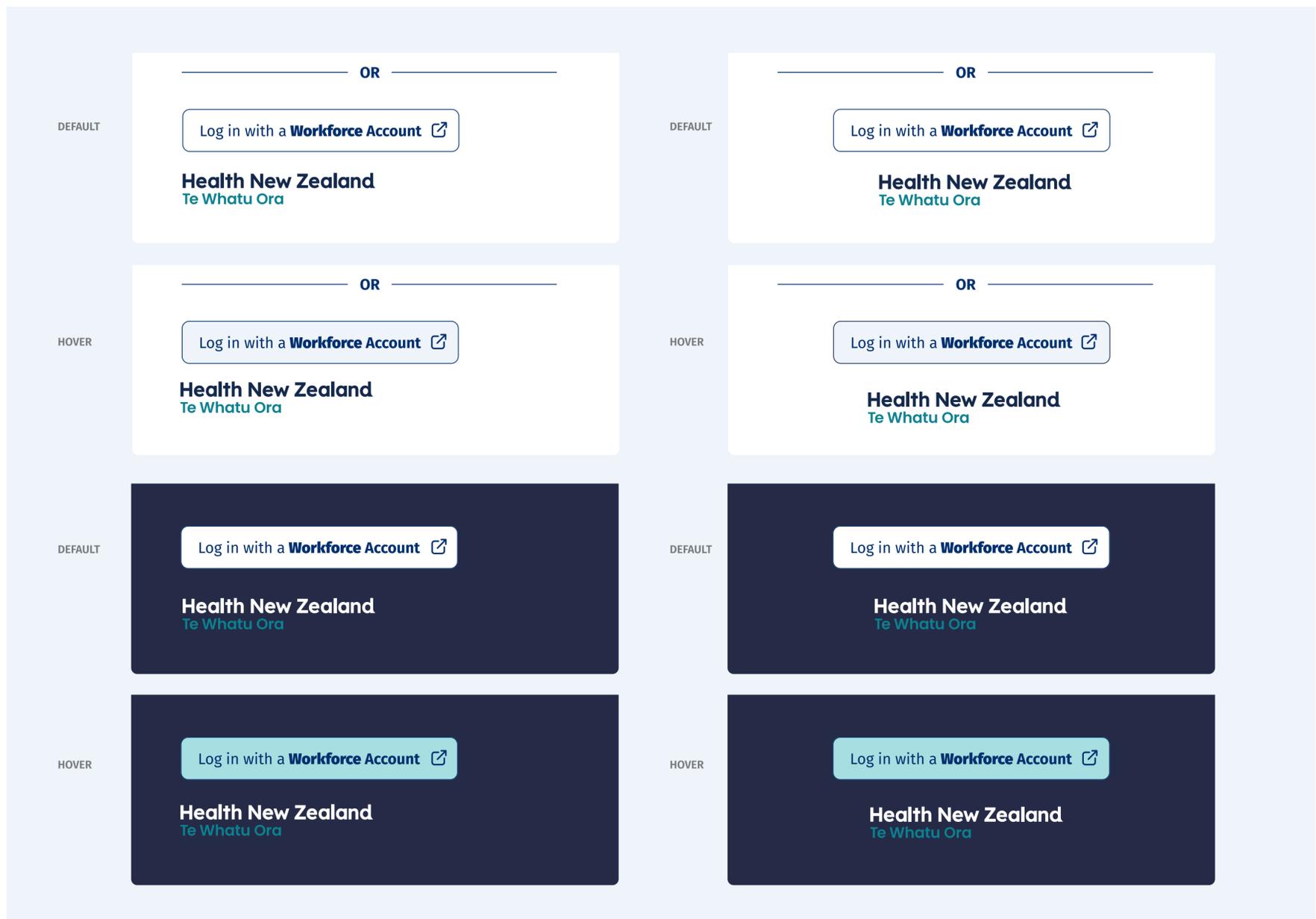
My Health Account **Workforce**

LOG IN OR SIGN UP WITH MY HEALTH ACCOUNT WORKFORCE

Including the Health New Zealand | Te Whatu Ora logo

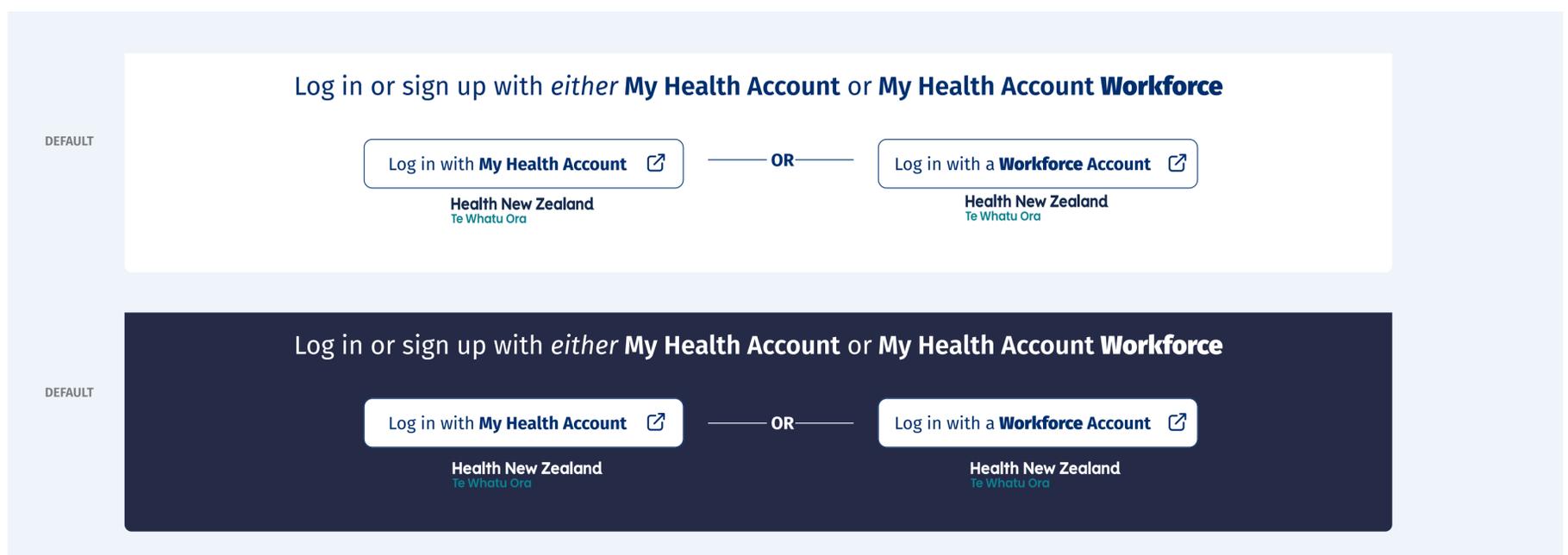
Integrating apps and services must display the logo **in conjunction with** the log in/sign up buttons. Ideally these would be visible above the fold wherever possible.

They can be displayed on a white background or on a dark navy background (#252A47). The layout of the elements can be adjusted to either left-aligned or centered depending on your site's needs.



Multiple login buttons

In the instance where integrating apps need to provide logins to both My Health Account and My Health Account Workforce, we recommend the layout below.



Button breakdown - on white

| | |
|---|---|
|  | DEFAULT 1px border Text, icon and border all same colour: #002E6E |
|  | HOVER Background colour: #EEF4FA Text, icon and border stay the same colour |
|  | FOCUS Another border around the button should show on focus. It should be 3px wide and colour: #7EB6DC |
|  | ACTIVE Border: increases in width to 2px when active |

Button breakdown - on dark navy

| | |
|---|---|
|  | DEFAULT 1px border, fill colour is white. Text, icon and border all same colour: #002E6E |
|  | HOVER Background colour changes to #A7DEE1. Text, icon and border stay the same colour. |
|  | FOCUS Another border around the button should show on focus. It should be 3px wide and colour #7EB6DC. |
|  | ACTIVE Button fill colour changes to #D3EFF0. |

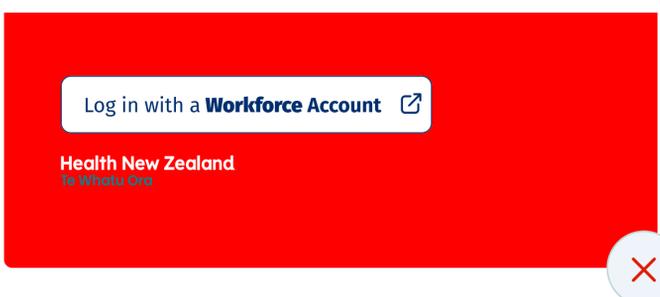
Using the logo with your branding

We recommend using a solid colour with no background imagery. However, if this cannot be achieved due to your own brand guidelines please adhere to the following:

- ◆ ensure the logo is not obscured by background patterns



- ◆ use the 'all white' version of the logo to avoid conflicting colours



How to access assets

We do not supply PNG's for our buttons. However, we do require integrating apps and services to replicate the styling of our login buttons, (e.g; <https://my.health.nz/>).

Logos and icons can be [downloaded here.](#)

In 200 characters or less, please describe:

What your app does, how you intend to use someone’s data if they agree to share their details with you, and/or how sharing their details with you benefits them.

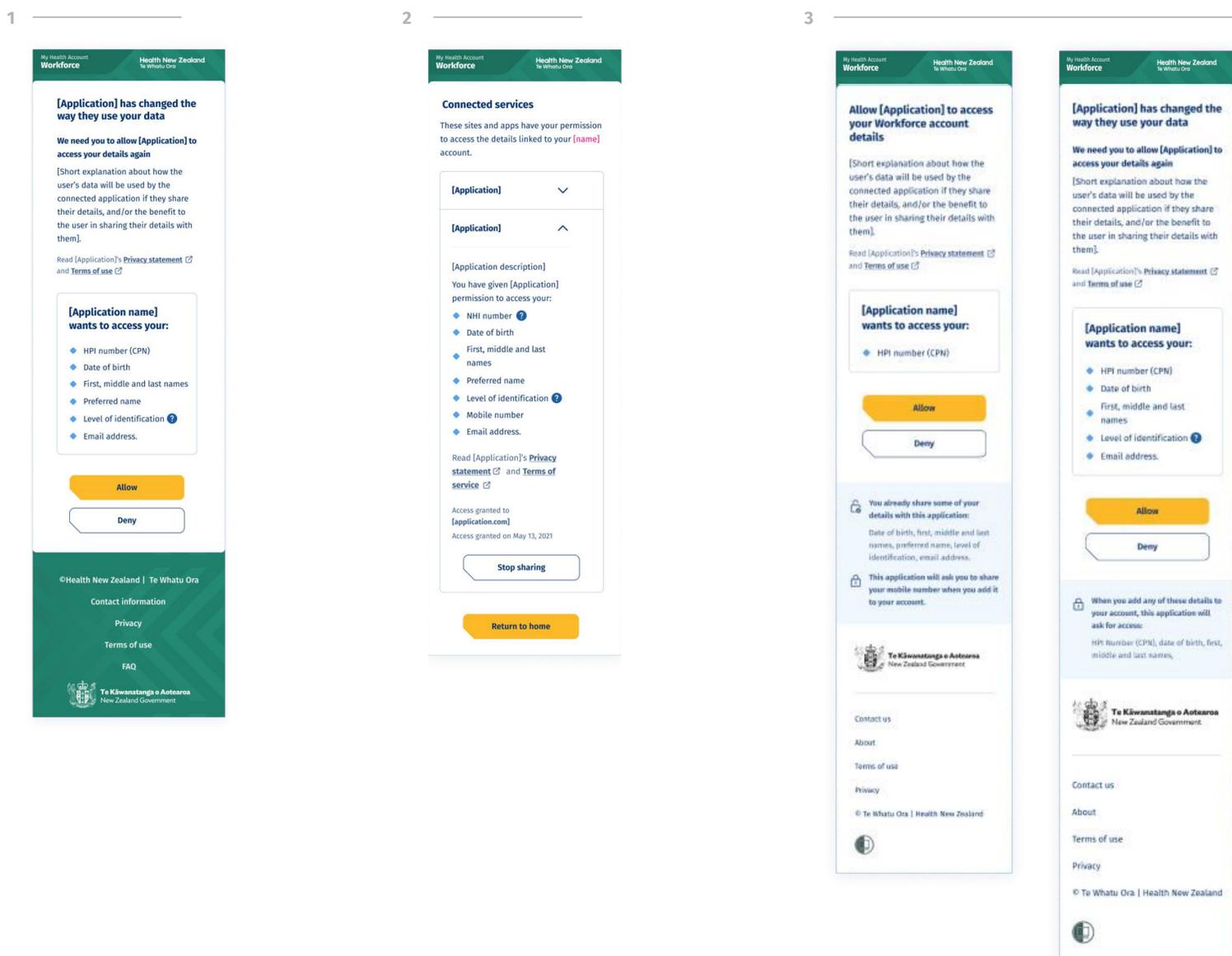
This must begin with the name of your application.

Please provide a short name for your service or application as it may appear in buttons.

This is intended to empower users to make informed choices when consenting to sharing their information with you.

The description will be used in 3 scenarios:

1. When someone first logs in or signs up to your app using their My Health Account Workforce.
2. When someone views which apps they have previously consented to sharing their details with. When your app is in the list, the text you supply will be used to remind them what your app does.
3. When someone is renewing consent, after:
 - a. they have added a detail to their account,
 - b. your app has added a claim to your list,
 - c. you give us a new description on how your app uses someone’s data.



My Health Account **Workforce**

Your user's journey

Our standard upgrade and return user flow is outlined below. If an upgrade is required to access some of your service's information or functionality, this flow will support users to upgrade their account and return to resume their activities.

