

Brand guidelines

My Health **Account**

Brand Guidelines

My Health Account

Version 3.0



Te Kāwanatanga o Aotearoa
New Zealand Government



Give the button equal prominence

The log in and sign up buttons should be displayed at relatively the same size 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

It needs to be clear to the user that they are using My Health Account to access your app, not just to access My Health Account.

We recommend using either "Log in with **My Health Account**" or "Sign up with **My Health Account**". **My Health Account** text must be bold.



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

Do not shorten the name, or use the acronym MHA to refer to My Health Account. The acronym is not known to health consumers and may be confusing. Please only refer to it as **My Health Account**.



Accessibility

The buttons must make it clear to all users that the button is an external link to My Health Account. 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, you must ensure that your app meets the criteria in this guide and is approved by the My Health Account team.



Interaction design

The buttons must 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.

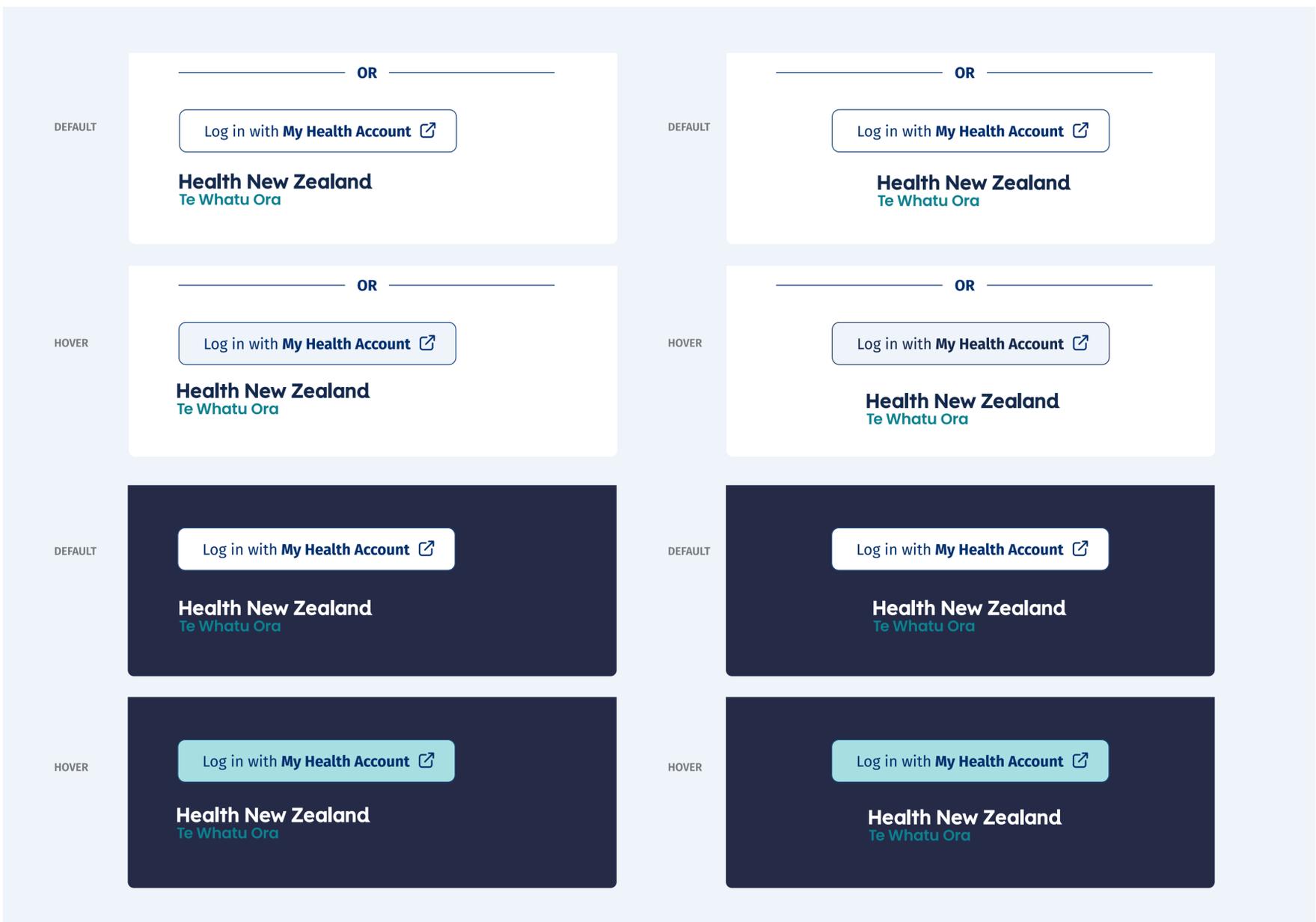
My Health Account

LOG IN OR SIGN UP WITH MY HEALTH ACCOUNT

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.](#)

Describing your app to the consumer

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.

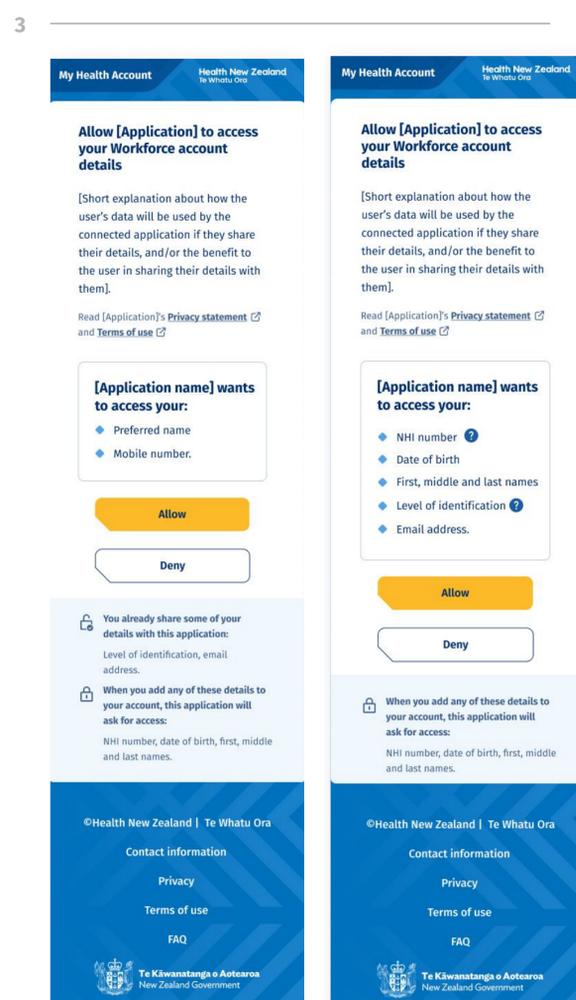
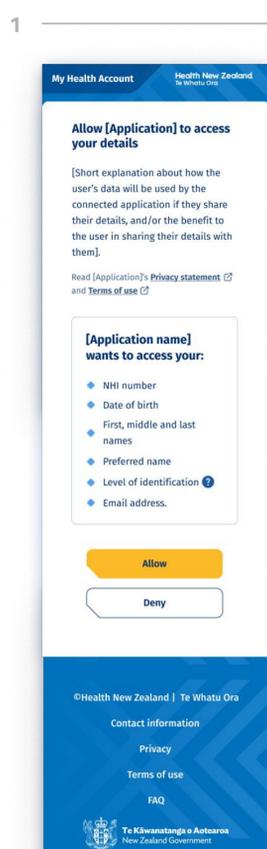
This must begin with the name of your application.

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.
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.



Connected service guidelines

My Health Account

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.

