Brand Guidelines My Health Account



Version 3.0



LOG IN OR SIGN UP WITH MY HEALTH ACCOUNT

Log in with **My Health Account**

Log in with **a third party** 🖸

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).



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.

Aa Aa

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

Font

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.



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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.









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LOG IN OR SIGN UP WITH MY HEALTH ACCOUNT

Button breakdown - on white

Button breakdown - on dark navy



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**.

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Connected service guidelines My Health Account

DESCRIBING YOUR APP TO THE CONSUMER

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.

| Allow [Application] to access your details [Short explanation about how the user's data will be used by the | Allow [Application] to access your Workforce account | Allow [Application] to access |
|--|---|--|
| Short explanation about how the | dotaile | your Workforce account |
| ser's data will be used by the | details | uetans |
| | [Short explanation about how the | [Short explanation about how the |
| princetted application in they share | user's data will be used by the | user's data will be used by the |
| e user in sharing their details with | connected application if they share | connected application if they share |
| em]. | their details, and/or the benefit to | their details, and/or the benefit to |
| ad [Application]'s Drivery statement 12 | the user in sharing their details with | the user in sharing their details with |
| d Terms of use 🖉 | them]. | them]. |
| | Read [Application]'s Privacy statement | Read [Application]'s Privacy statement |
| [Application name] wants to access your: | and Terms of use | and <u>lerms of use</u> (2) |
| NHI number | [Application name] wants | [Application name] wants |
| Date of birth | to access your: | to access your: |
| First, middle and last | Preferred name | |
| names | Mobile number | NHI number |
| Preferred name | | Date of birth |
| Level of identification ? | | First, middle and last names |
| Email address. | Allow | Level of identification ? |
| | | Email address. |
| Allow | Deny | |
| | | Allow |
| Deny | C You already share some of your | |
| | Lo details with this application: | |
| | Level of identification, email address. | Deny |
| ealth New Zealand Te Whatu Ora | When you add any of these details to | ے۔ When you add any of these details to |
| Contact information | ask for access: | your account, this application will |
| | NHI number date of birth first middle | ask for access: |
| Privacy | and last names. | NHI number, date of birth, first, middl |
| Terms of use | | and last names. |
| FAQ | | |
| Te Kāwanatanga o Aotearoa | ©Health New Zealand Te Whatu Ora | ©Health New Zealand Te Whatu Ora |
| | Contact information | Contact information |
| | Privacy | Privacy |
| | Terms of use | T |
| | rennis or use | Terms of use |
| | FAQ | FAQ |



Connected service guidelines My Health Account

YOUR USERS JOURNEY

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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.

| | My Health Account Health New Ze Te Whatu Ora |
|--|---|
| | Please enter your login details to continue |
| Log in with My Health Account 🖸 | We need to verify that it's really you before you can continue. |
| Health New Zealand Te Whatu Ora | Email address |
| | Password |
| | |
| | Log in |

Log in with RealMe, only if you have already created a My Health Account with RealMe.

| My Health Account | Health New Zea l Te Whatu Ora |
|---------------------|---|
| Upgrade flow | |
| | |
| | |
| Return to [Your set | <mark>ervice name]</mark> |



