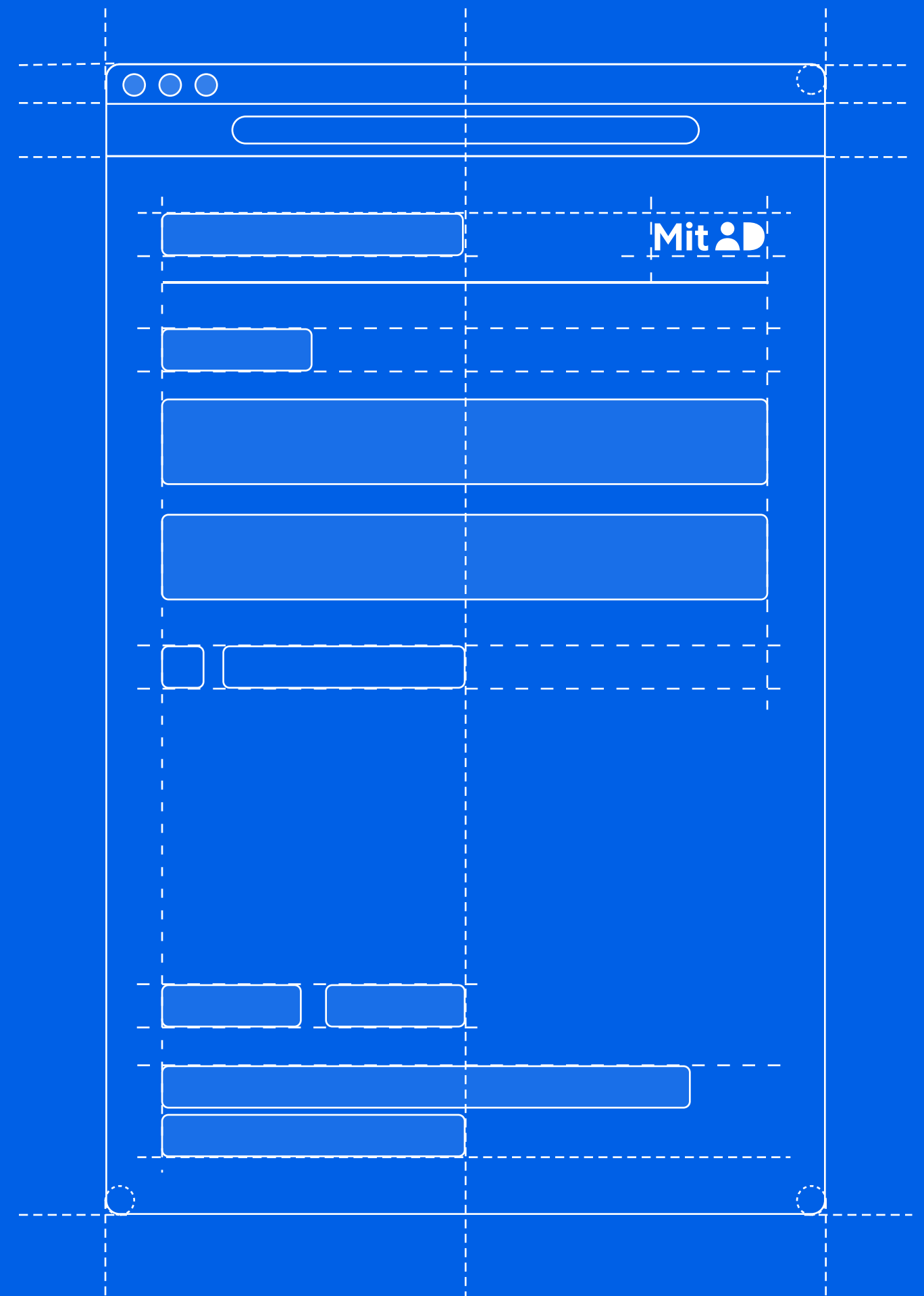


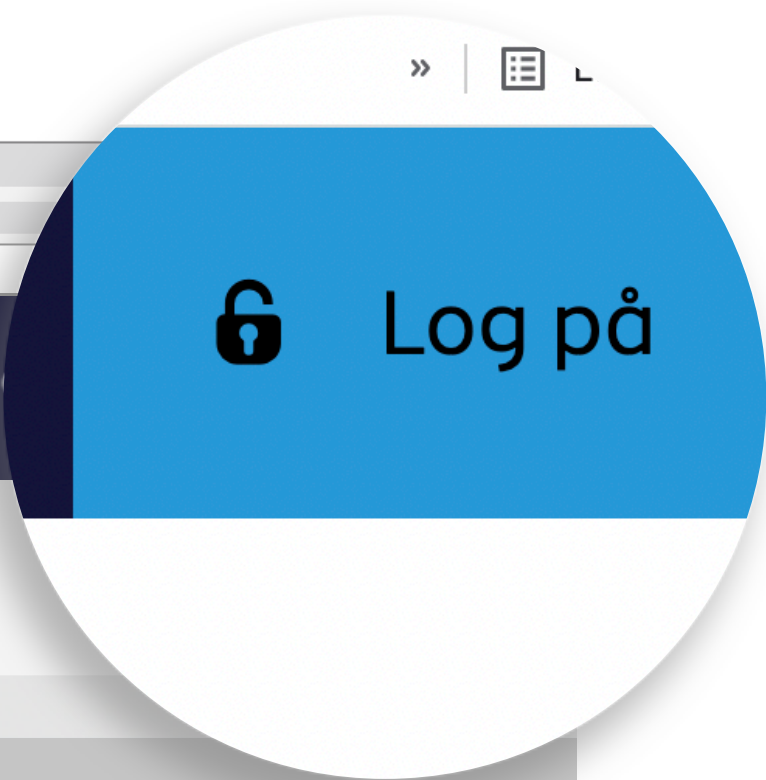


UX Scheme

**Service providers
connected to NemLog-in**



Service providers connected to NemLog-in



NEMLOG-IN

NemID nøglekortNemID nøglefilMitID

Log på <Tjenesteudbyder>

Mit

BRUGER-ID

FORTSÆT

☐ Husk mig hos <Tjenesteudbyder>

AfbrydHjælp

Driftstatus

tekst dansk -dk

Databeskyttelsesforordning

Når du anvender NemLog-in, indsamler data fra dit NemLog-in nummer. Vi opbevarer, afleverer og behandler data til historik over din anvendelse af NemLog-in.

Læs mere om behandling af dine personoplysninger her

Mere information

[Sikkerhed](#)[Hjælp til log på](#)[Om NemLog-in](#)[Cookies på NemLog-in](#)

Webtilgængelighed

[Tilgængelighedserklæring](#)

Log af anbefaling

REDIRECT TO BROKER (NEMLOG-IN)

Index

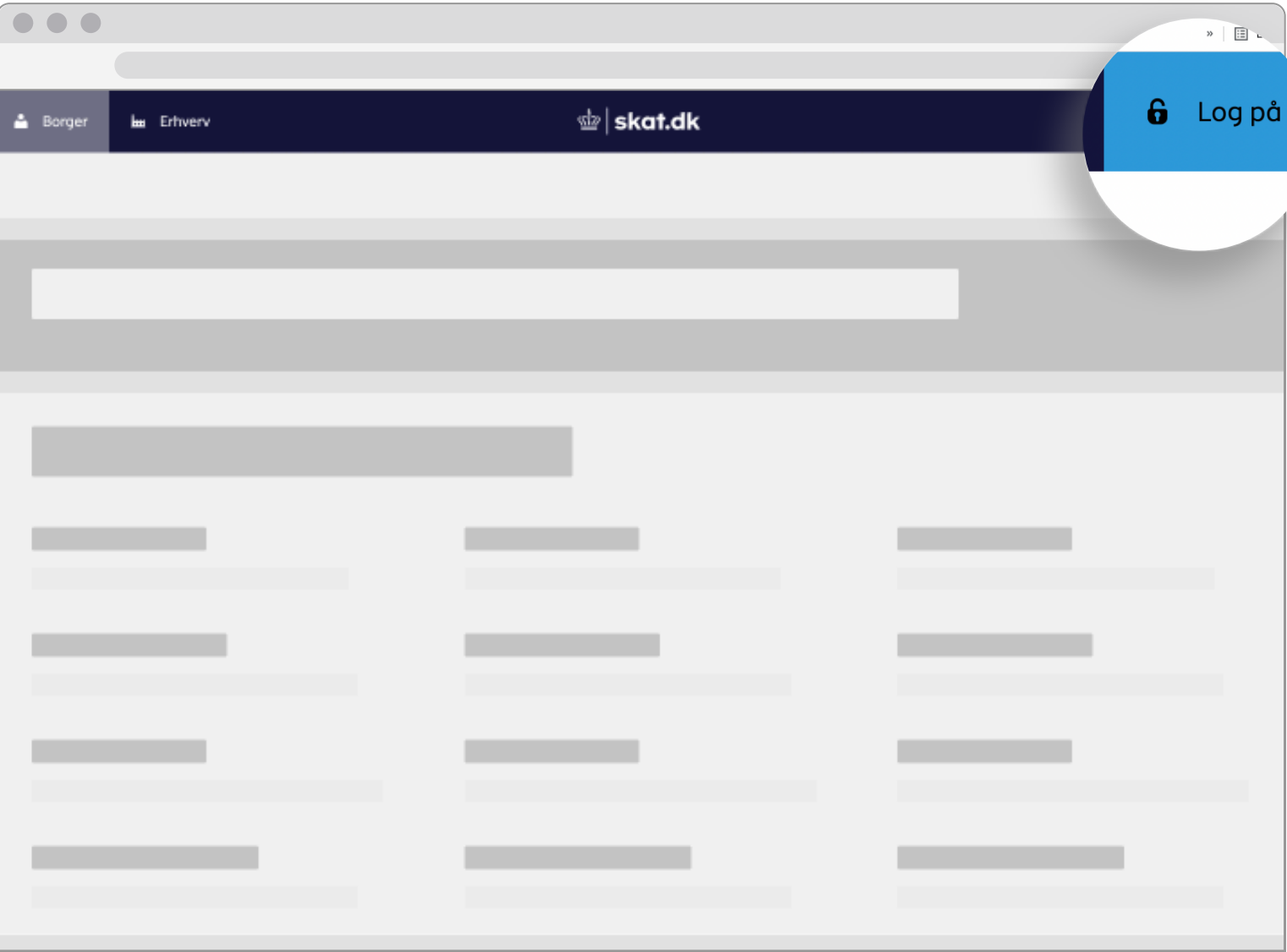
1. Introduction	3	4. MitID design guidelines	19
Introduction	5	MitID wording	21
How to read the specifications	6	Iconography	24
		Typography	27
		Colours	30
2. MitID button	7		
MitID CTA button	8		
Design specifications	9		
3. Reference text	10		
Reference text header	12		
Reference text body	15		

1. Introduction

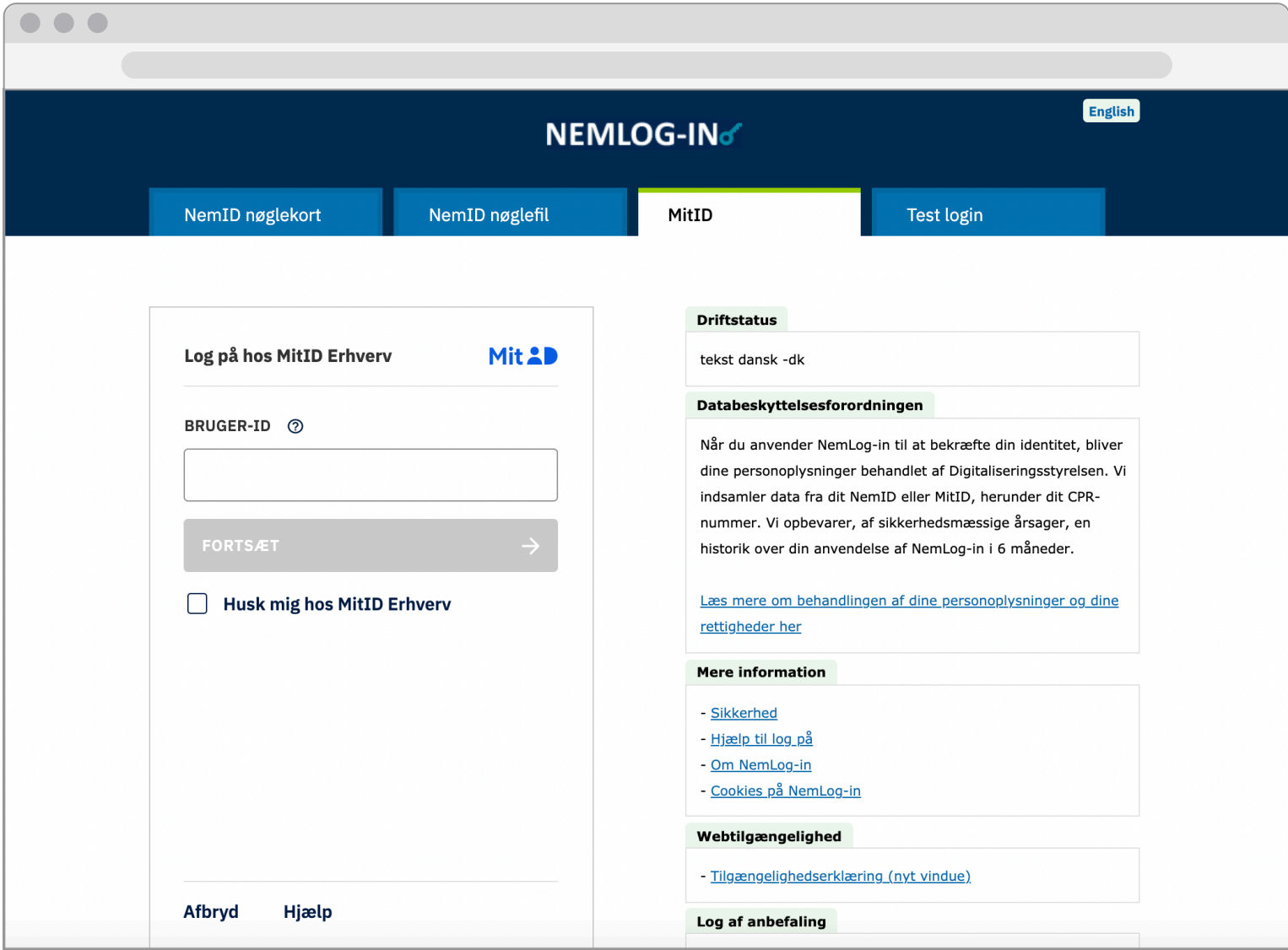
-
- Introduction
 - How to read the specifications
 - Resources

Service providers connected to NemLog-in

When users sign in via. your service, the user is redirected to the NemLog-in Broker landing page, that embeds the MitID Core Client.



SERVICE PROVIDER WEBSITE



REDIRECT TO BROKER (NEMLOG-IN)

Introduction

This MitID UX Scheme includes design specifications, guidelines as well as do's and don'ts that **Service Providers connected to NemLog-in** must follow to comply with the MitID solution.

You will most likely need to comply with the MitID solution when:

- Implementing the blue MitID CTA button (optinal) - see chapter [1. MitID Button](#)
- Providing the reference text to the MitID box - see chapter [2. Reference Text](#)

The purpose of these requirements and recommendations is to ensure consistency and uniformity in the user experience and MitID brand identity across service providers' solutions.

Note that in the following slides 'must' and 'comply' are used to express requirements, while "recommended" is used to express recommendations.

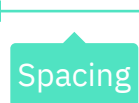
It is important to keep the perception of the MitID brand secure, recognizable, efficient, trustworthy and accessible, which has a spill-over effect on the Service Provider's deliveries. If you as a Service Provider communicate about MitID in other deliveries, you must comply with the MitID brand identity. For further description, see chapter [3. MitID Design Guidelines](#).

How to read the specifications

The specifications for the components is presented via explanatory labels that all have different purposes.

In the UX Scheme, sometimes elements can be greyed out only to emphasise the relevant element.
Be aware whether the greyed out effect is part of the specifications or not.

Explanatory labels in the document

-  Describing the component.
-  Measuring the distance between elements.
-  Showing the size of the components.
-  Telling what type of component that is referred to.

4. MitID Button

- MitID Button
- Design specifications

MitID Button

If you as a Service Provider want to use the MitID logo in a button as a Call to Action button (CTA buttons), then it has to follow these specifications.

The options for text on the MitID Button can be seen to the right. The options uses the same action verbs as the action texts in the MitID box, but the text differs and does not include the name of the Service Provider.

The action verbs and text on the MitID button must be one of the options shown to the right.

Accesibility

The button must have the tag `<button>`. Do not use `<div>` or similar workarounds.

DEFAULT / PREFERRED: 4PX



MINIMUM CORNERS RADIUS: 0PX



MAXIMUM CORNERS RADIUS: ROUNDED



OPTIONS FOR MitID TEXT

Danish	English	Greenlandic
Log på med MitID	Log on with MitID	MitID atorlugu iserit
Godkend med MitID	Approve with MitID	MitID atorlugu akuersigit
Bekræft med MitID	Confirm with MitID	MitID atorlugu uppersarsaagit
Accepter med MitID	Accept with MitID	MitID atorlugu akuersigit
Underskriv med MitID	Sign with MitID	MitID atorlugu atsiorit

MitID Button - Design specifications

COLOUR

Background colour: #0060E6

Text colour: #FFFFFF

HEIGHT

Preferred: 48 px

Minimum: 32 px

CORNER RADIUS

Preferred: 4 px

Minimum: 0 px

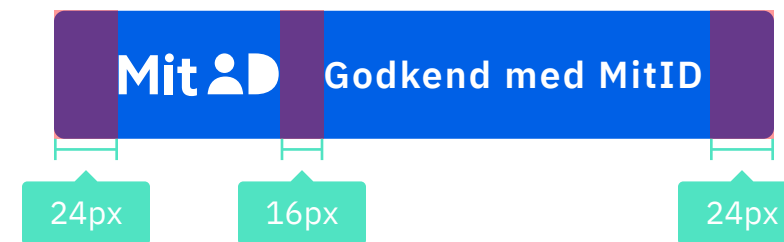
Maximum: rounded

MARGIN

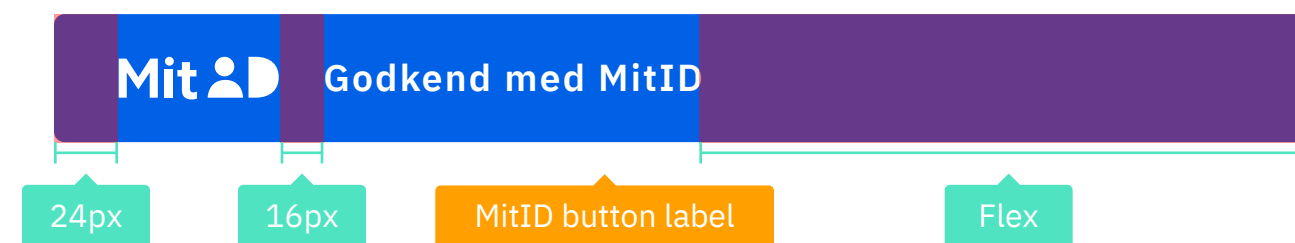
Left: minimum 24 px

Right: minimum 24 px

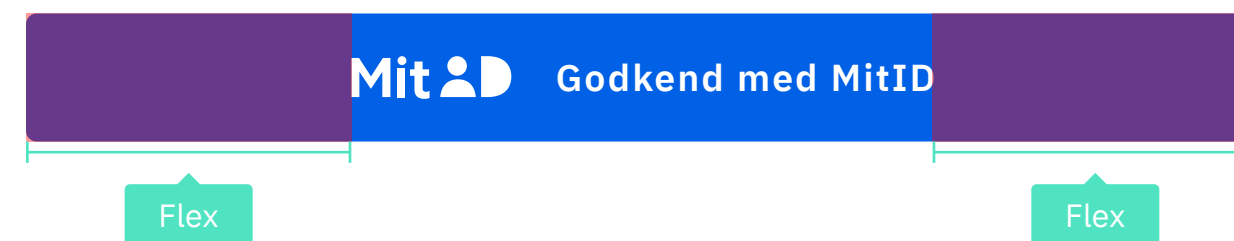
DEFAULT SIZE AND ALIGNMENT



LEFT ALIGNMENT



CENTRE ALIGNMENT



MINIMUM HEIGHT SAMPLE



3. Reference text



- Reference text header
- Reference text body

Types of reference text

As a service Provider connected to NemLog-in you must **provide the reference text in the NemLog-in administration component.**

The Service Provider name registered in the MitID solution will be visible to the end user in the MitID box in more ways. The reference text consists of two parts:

- 1. Reference text header
- 2. Reference text body

Log på <Tjenesteudbyder>

Mit 

BRUGER-ID 

FORTSÆT

→

☐ Husk mig hos <Tjenesteudbyder>

Afbryd

Hjælp

Reference text header

Reference text header

The reference text header is a heading containing an action text as well as your Service Provider name. It must be visible at all times in the MitID box.

If your Service Provider name is long, the reference text header will expand to the second line.

The content of the reference text header must not be truncated. If the service provider name is longer than 32 characters, we recommend you to consider, how it will break across the two lines.

It is not recommended having a reference text header longer than two lines as it may create vertical scroll.

If your Service Provider name is unusually long, we recommend to make a shortened version.

The name must be the one that end-users recognize and not include unnecessary suffixes like “Aps” or “A/S”

The action text in the reference text header must be one of the predefined action texts, and must be followed by the Service Provider name.

The reference text header must always have the `<h1>` tag.



Reference text header

Here are some examples of do's and don'ts of the reference text header.

Log på hos borger.dk Mit 	Log ind på borger.dk Mit 
Godkend hos Danske Bank Mit 	Godkend transaktion på Danske Bank Mit 
Underskriv hos Nordea Mit 	Signér på Nordea Mit 
Bekræft hos Virk Mit 	Bekræft transaktion på Virk Mit 
DO	DON'T

Reference text body

Reference text body

As a Service Provider you are able to customize the experience for end-users by adding a reference text body with a description of the action.

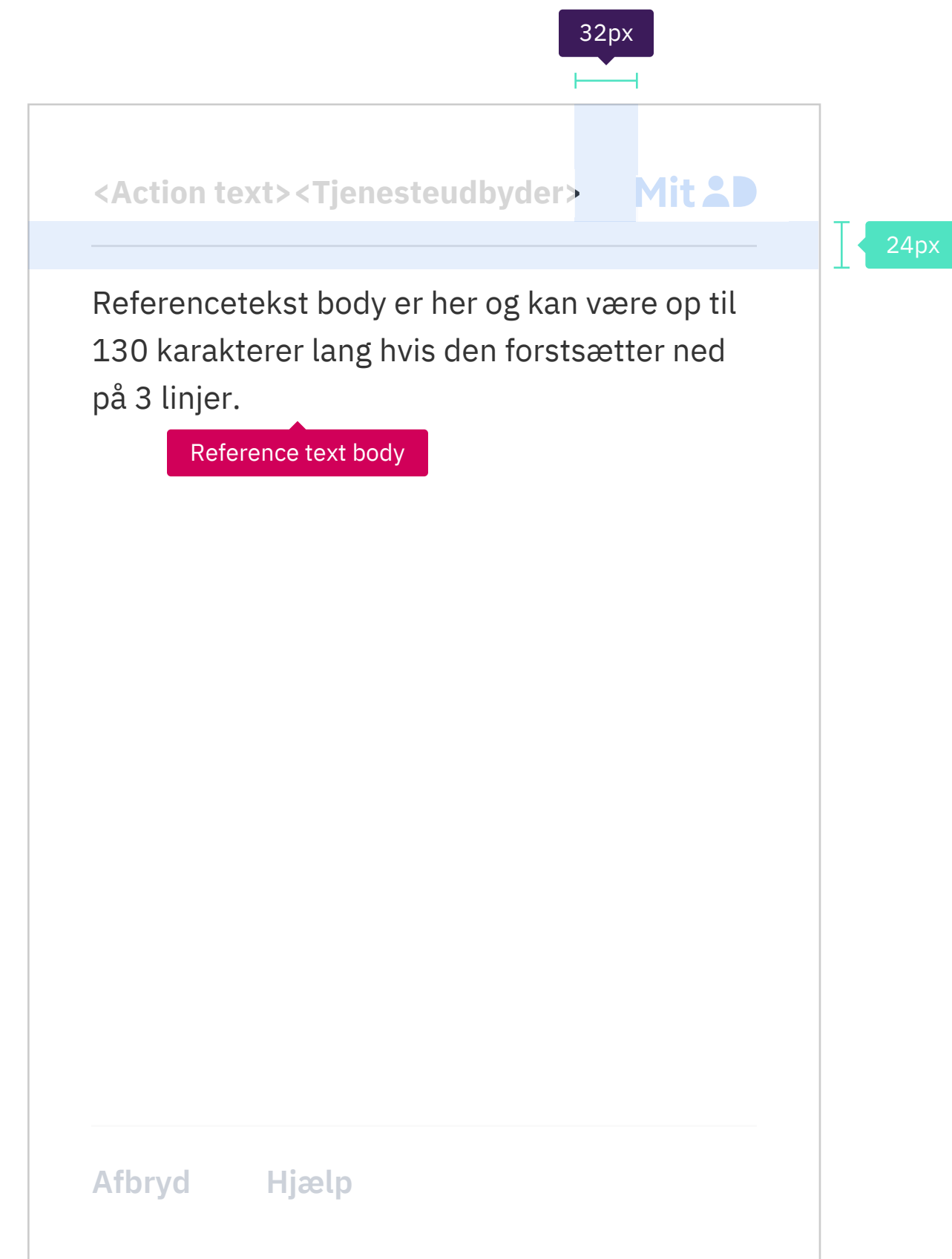
The reference text body is a more descriptive text of up to 130 characters for as maximum of 3 lines.

The text must not be truncated. If an end user uses assistive technology to e.g. change font size or letter spacing, the reference text body may expand beyond the normal vertical limitations.

The reference text body is only shown at the last step in the authentication process. The only exception to this is if the app is part of a combination where it is not the final step. E.g. if an End-user is using an app+chip combination, the reference text body will be shown in the app as well as the last step with the chip.

When using the app, the reference text is not shown in the MitID box, as it is shown in the MitID app instead.

If you have not defined a reference text body, nothing will be displayed in the MitID box, and the reference text header is displayed in the MitID app instead.



Examples of reference text body

Godkend hos Eisen Bank

Mit 

Godkend overførsel af 8000 kr. til modtagerkonto 9877 89876892

ENGANGSKODE

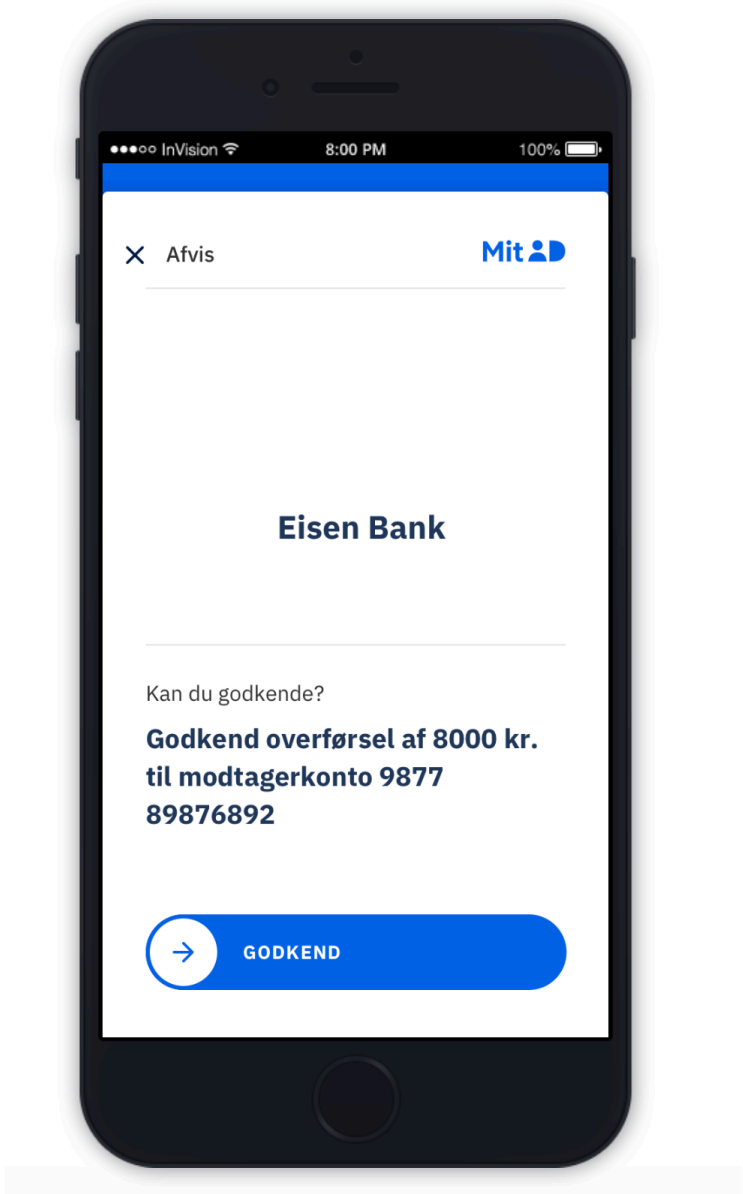
FORTSÆT

→

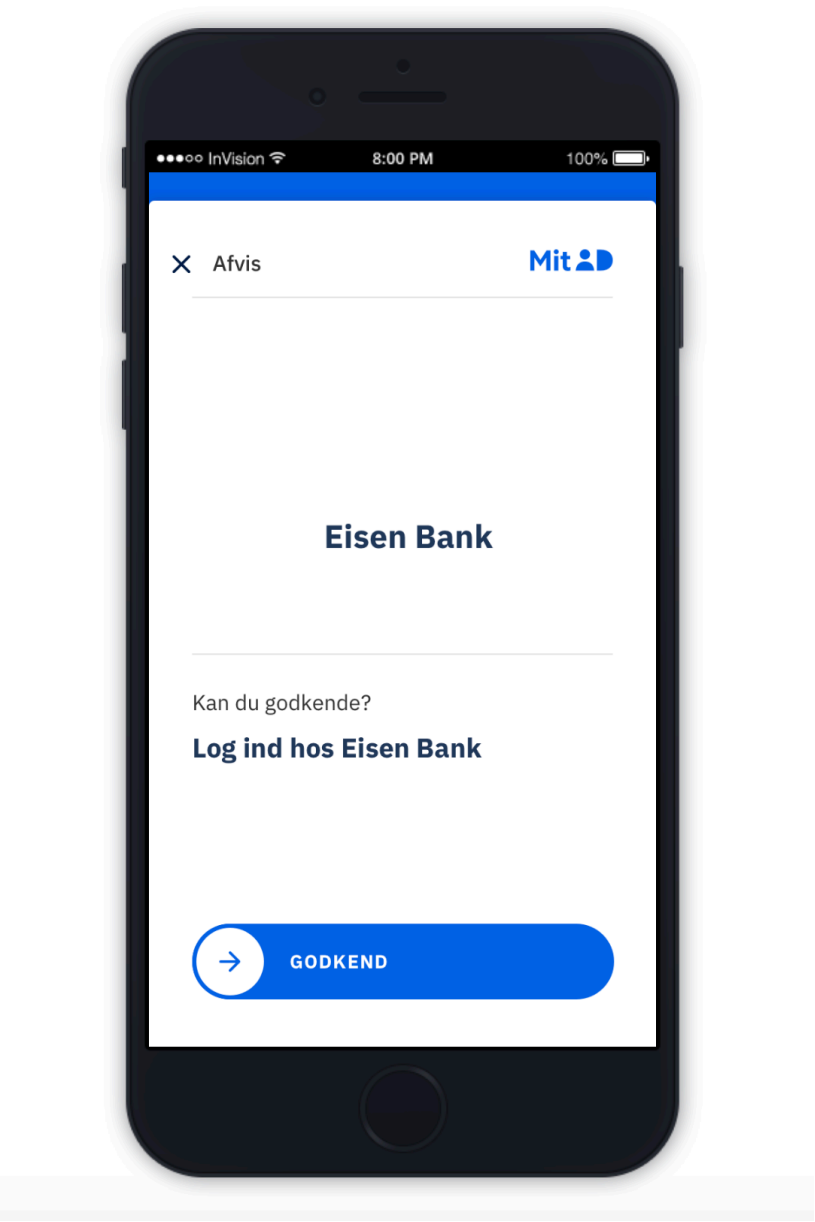
Afbryd

Hjælp

REFERENCE TEXT BODY IN MITID BOX



REFERENCE TEXT BODY IN APP



REFERENCE TEXT HEADER IN APP BECAUSE OF NO REFERENCE TEXT BODY

Recommendations to content

The reference text body should describe, what the end-user is approving throughout the the MitID authentication

There has to be a clear correlation between the system that the user comes from and the reference text body given to the end-user in the MitID App or in the MitID box.

When signing documents or the like, it is recommended that a reference text body is defined. The reference text body clarifies what the end-user is signing in the MitID box in a brief description, as the signing text is present at the Broker landing page.

When signing in, it is recommended that the reference text body is empty. The end-user does not need any additional information in a simple sign-in process.

Godkend hos Danske Bank



Godkend overførsel af 10.599,99 kr. til modtagerkonto 5672 2345 6789 0123

Afbryd

Hjælp

DO

Log ind hos borger.dk



log ind på borger.dk

Afbryd

Hjælp

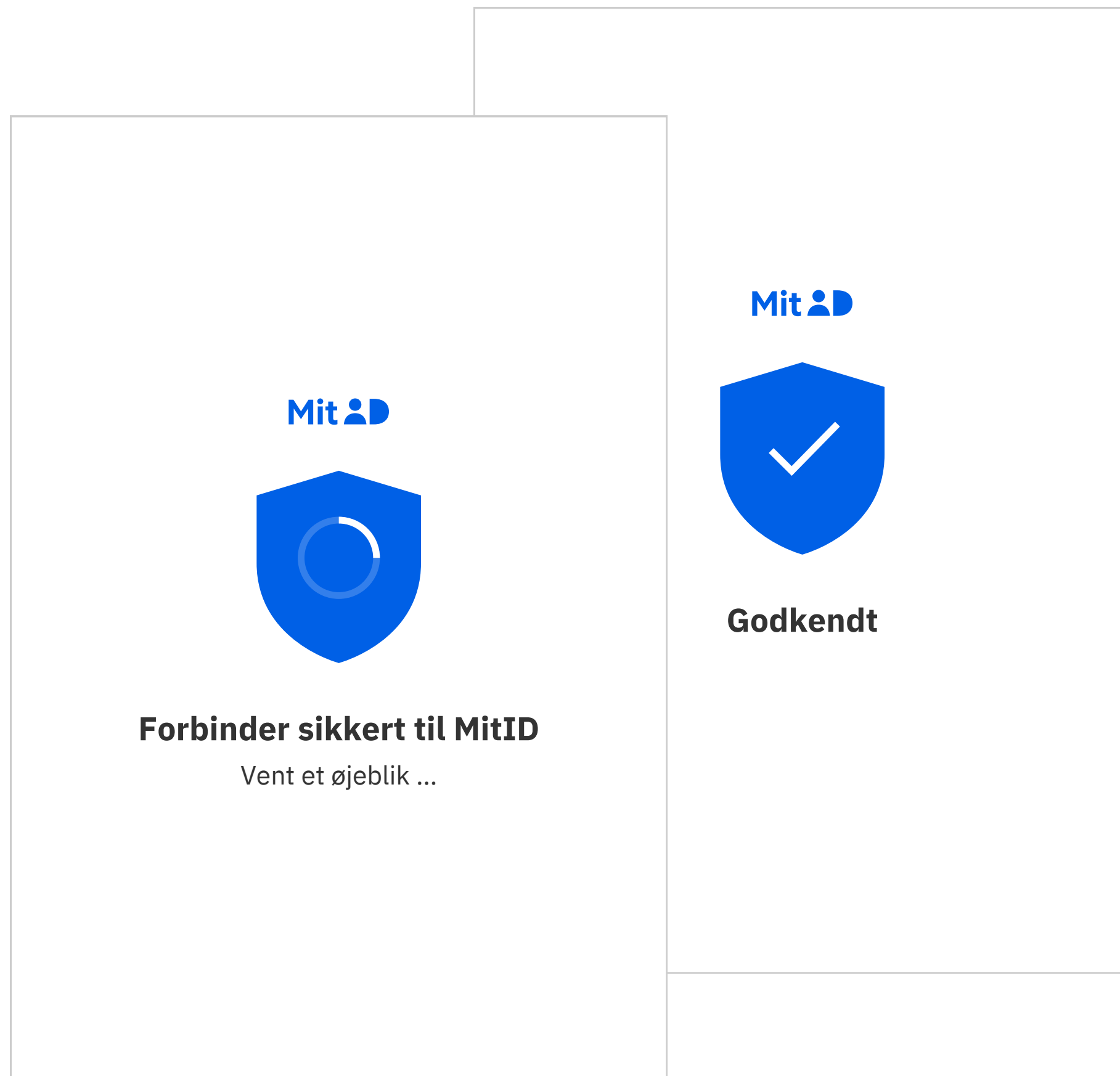
DON'T

2. MitID design guidelines

-
- A feeling of security
 - MitID wording
 - Authenticators
 - Iconography
 - Typography
 - Colours

A feeling of security

The feeling of security is important for the end-user's relation with MitID. Since the solution will appear in different places and in different contexts, it needs to have the same recognizable brand. This is part of making the end-user experience with MitID a constant, so the end-user can trust MitID and feel that it is safe to use.



MitID wording

MitID wording

If your service in any way refers to MitID in a sentence, a description or title, e.g. on your website, the MitID wordmark always have to look the same.

MitID

- mitid
- Mitid
- mitID
- MiTID
- Mit ID
- mit id
- MITID


DO


DON'T

Authenticator wording

If your service in any way describes the MitID authenticators e.g. on your website, the MitID Authenticator wording must be accurate to these specifications.

The wording of the authenticators and their icon will always reflect the physical authenticator. If new physical authenticators come later, the icons and names will be designed / updated and tested.

If your service in any way displays any of the authenticator icons in context with Authenticator wording or separately, e.g. on your website, the icons must be accurate to the specifications in the UX scheme.

			
English	MitID app	MitID app Plus	MitID code display
Dansk	MitID app	MitID app Plus	MitID kodeviser
Greenlandic	MitID app	MitID app Plus	MitID kodenik nuisitsivik
			
English	MitID audio code reader	MitID chip	Password
Dansk	MitID kodeoplæser	MitID chip	Adgangskode
Greenlandic	MitID kodenik atuaasartog	MitID chip	Kode isissut

Iconography

Iconography usage

MitID is using Material icons rounded as part of its identity.

PRIMARY COLOURS:

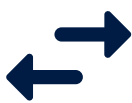
Dark blue: #001C44
White: #FFFFFF

NOTIFICATION COLOURS:

Warning Red: #D90000
Notice Orange: #FEAB00 Exclamation mark #000000
Service Blue: #0060E6

All icons are delivered as an asset folder as part of the Broker package.

Find these icons in the folder: [‘Assets / Icons and illustrations / Material design icons’](#)

			
	Checkbox unchecked	Checkbox checked	Continue
			
	Close	Change authenticator	
English Dansk Greenlandic	aria-label="Close" aria-label="Luk" aria-label="Matuguk"		
			
	Help text	External link	
English Dansk Greenlandic	aria-label="Open help text" aria-label="Åben hjælpetekst" aria-label="Ikiuut ammaruk"		
			
	Error	Notice	Service

Authenticator icons

The Authenticator icons are designed to match the simple design of the Material icons rounded.

Furthermore, they are designed to correlate to the physical objects that they represent.

The icons make it easy for the end-user to decode the actions in MitID at a glance.

The wording of the authenticators and their icon will always reflect the physical authenticator. If new physical authenticators come later, the icons and names will be designed / updated and tested.

DARK ICONS

Colour: #001C44

WHITE ICONS

Colour: #FFFFFF

All icons are delivered as an asset folder as part of the Broker package.

Find these icons in the folder: [‘Assets / Icons and illustrations / Authenticators’](#)



Typography

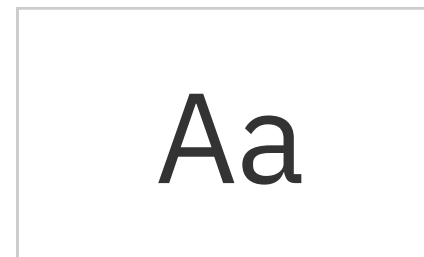
Typography

If your service in any way creates marketing material within the MitID design universe, the typography must be accurate to the specifications in the UX scheme.

MitID is strictly using the Font **IBM Plex Sans**.

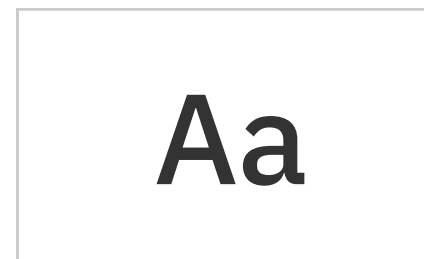
The typography principles of MitID establish a clear visual hierarchy. The different font sizes for headings and body, structure the content logically and make it easier for the end-user to distinguish between content.

Find these fonts in the folder: [‘Assets / Fonts’](#)



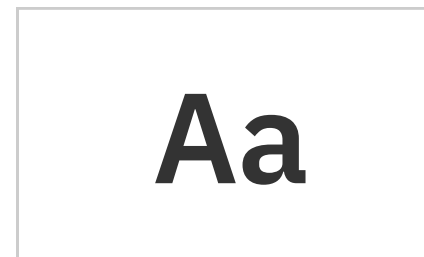
regular

IBM Plex Sans Regular are used for body text.



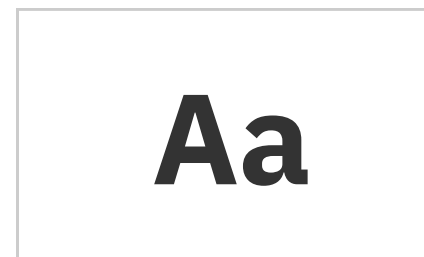
medium

IBM Plex Sans Medium are used for links and in input fields, text areas, dropdowns, check boxes, radio buttons.



semibold

IBM Plex Sans SemiBold are used for components labels and buttons.



bold

IBM Plex Sans Bold are used for all headers.

Typography usage

Headers

Heading 3

Font: IBM Plex Sans
Size: 20
Weight: Bold , 700
Lineheight: 28
Spacing: 0
Colour: #333333

Heading 2

Font: IBM Plex Sans
Size: 16
Weight: Bold, 700
Lineheight: 24
Spacing: 0
Colour: #333333

Body copy

Body Regular

Font: IBM Plex Sans
Size: 16
Weight: Regular, 400
Lineheight: 24
Spacing: 0
Colour: #333333

Body small

Font: IBM Plex Sans
Size: 14
Weight: Regular, 400
Lineheight: 24
Spacing: 0,2
Colour: #333333

Labels

LABEL

Font: IBM Plex Sans
Size: 14
Weight: SemiBold, 600
Lineheight: 24
Transform: uppercase
Spacing: 0,2
Colour: #333333

Checkbox labels

Checkbox label

Font: IBM Plex Sans
Size: 16
Weight: SemiBold, 600
Lineheight: 24
Spacing: 0
Colour: #001C44

Link style

[Link](#)

Font: IBM Plex Sans
Size: 16
Weight: SemiBold, 600
Lineheight: 24
Spacing: 0,2
Colour: #0060E6

Button label

MitID button

Font: IBM Plex Sans
Size: 14
Weight: SemiBold, 600
Spacing: 0,8
Colour: #FFFFFF

PRIMARY BUTTON

Font: IBM Plex Sans
Size: 14
Weight: SemiBold, 600
Transform: Uppercase
Spacing: 0,8
Colour: #FFFFFF

SECONDARY BUTTON

Font: IBM Plex Sans
Size: 14
Weight: SemiBold, 600
Transform: Uppercase
Spacing: 0,8
Colour: #001C44

Text button

Font: IBM Plex Sans
Size: 16
Weight: Semibold, 600
Lineheight: 24
Spacing: 0
Colour: #001C44

Colours

Colours

This page is only a global reference. Please refer to specifications on individual screens and components.

#0060E6	20% #0060E6 (#CCDFFA)	5% #0060E6 (F2F7FE)	
#001C44	#004CB8	#00398A	#004CB8
#333333	30% #000000 (B2B2B2)	20% #000000 (CCCCCC)	
#D90000	20% #D90000 (#F5C2C2)	5% #D90000 (#FDF2F2)	
#FEAB00	20% #FEAB00 (#FFEECC)	5% #FEAB00 (#FFFBF2)	