



OneID Branding Rules

Version 2.0

August, 2021



Buttons

On Call to Action (CTA buttons) our minimal logo is used, on a rounded button form. This enables us to convey the brand presence in external platform systems.

Primary Button

Primary button styles should be used where possible in the first instance.



Active/hover state



Secondary Button

To be used when OneID brand colors clash with external system colours or when used with similar background colors.



Active/ hover state



Icon Button

Only to be used if third party systems won't allow for primary button styles.



Active/ hover state



Participant Buttons Standards

When placed on participant systems, the primary button may have to change in color, font and shape to suit any third-party branding requirement. The minimal logo should be used where possible.,

Primary Button

Using the minimal logo is the preferred option.

External branded button



External branded button



External branded button



Secondary Buttons

Without the minimal logo

External branded button



External branded button



External branded button

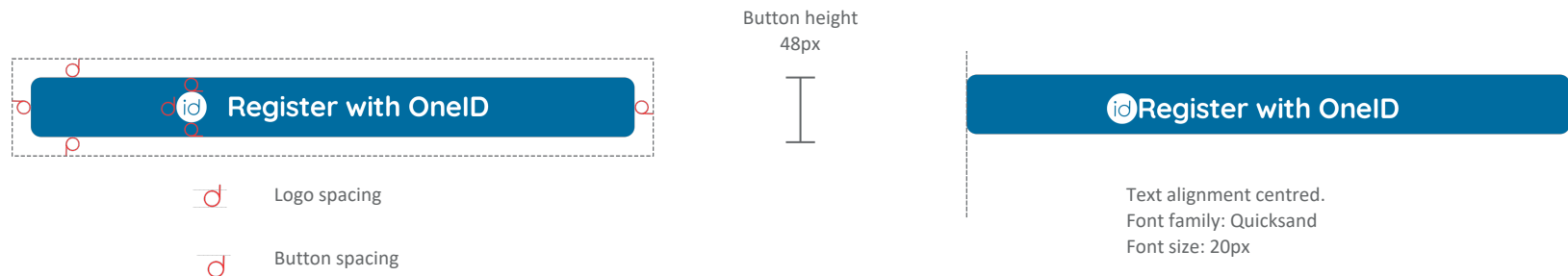


Primary Button Size & Spacing

For the primary button spacing we need to ensure that the minimal logo is left aligned and has the correct spacing applied within the button height. 1xd on top, left and bottom edges.

Text must be centered in vertical and horizontal alignment and uses the center of the minimal logo mark as the left-hand edge, and the end of the button for the right-hand edge.

Primary Button



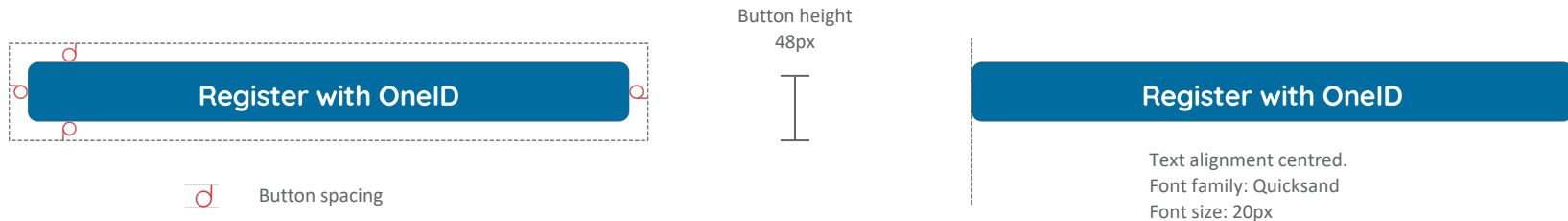
Secondary Button Size & Spacing

Secondary buttons are only used when the minimal logo cannot be used.

The spacing for the buttons uses 1xd of the minimal logo if it were to be used.

The text is center-aligned to the width of the button.

Secondary Button

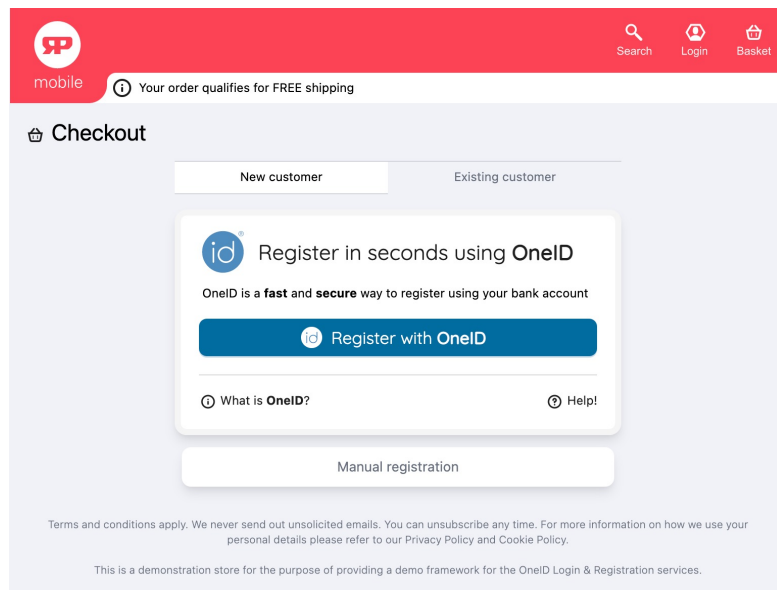


Logo usage

This is our primary logo and should be used wherever possible. Ideally this should be displayed next to any OneID button with supporting instructions to support user choice.



Logo Placement Example



Only use collateral supplied by Digital Identity Net. Never attempt to recreate the logo or change the files supplied in any way.