



scribe.

MitID UX Scheme

Service provider concerns

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Introduction

Dear service provider,

Here is a list of requirements and recommendations for MitID elements and design specifications that Scrive is obligated to pass on to service providers, as specified in the MitID Broker agreement. 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 across brokers. As a service provider you are internally obligated to follow these requirements.

It is important to keep in mind that the fulfillment of the requirements and recommendations depends on the specific implementation and application of the MitID-related brand elements in the service providers' solutions and on the service providers' websites.

If a service provider chooses not to use all the specific MitID elements as specified in the **UX Scheme**, some of the requirements and recommendations may not apply. For example, the MitID button – CTA and design specifications requirement **(UX scheme, 10. Buttons and links)** will apply only for service providers who choose to use the blue MitID CTA button. Scrive is obligated to assess the relevance of each requirement and recommendation for each service provider's solution(s) and pass on relevant requirements and recommendations to the service provider accordingly.

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

MitID wording

If you as a service provider in any way refers to MitID in a sentence, a description or title, e.g. on the website, the MitID wordmark must always be used as specified in the **UX scheme**.

Wording rules

MitID

mitid
Mitid
mitID
MiTID
Mit ID
mit id
MITID

Do

Don't

Authenticators

If you as a service provider in any way describes the MitID authenticators e.g. on the website, the MitID Authenticator wording must be accurate to the specifications in the **UX scheme**.

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

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.



English

MitID app

MitID code display

MitID audio code reader

MitID chip

MitID chip

Dansk

MitID app

MitID kodeviser

MitID kodeoplæser

MitID chip

MitID chip

Greenlandic

MitID app

MitID kodenik nuisitsivik

MitID kodenik atuaasartok

MitID chip

MitID chip

Typography and usage

If you as a Service Provider in any way creates marketing material within the MitID design universe, the typography must be accurate to the specifications in the **UX scheme**.

Fonts used

Aa

IBM Plex Sans Regular

Aa

IBM Plex Sans Medium

Aa

IBM Plex Sans Semibold

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

Aa

IBM Plex Sans Bold

(IBM Plex Sans Bold are used for all headers.)

MitID CTA's

If you as a Service Provider want to use the MitID button as a Call to action button (CTA), the button must comply with the following specifications.

The options for text on the MitID Button can be seen to the right. The options have 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.

If your service provider is initiating the MitID client as a pop-up, e.g., when the end-user is asked to authenticate, it is highly recommended to alert the end user that they will be taken to a new window.

DEFAULT / PREFERRED: 4PX



MINIMUM CORNERS RADIUS: 0PX



MAXIMUM CORNERS RADIUS: ROUNDED



OPTIONS FOR MitID TEXT

Danish	English	Greenlandic
Log ind 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 uppersaagit
Accepter med MitID	Accept with MitID	MitID atorlugu akuersigit
Underskriv med MitID	Sign with MitID	MitID atorlugu atsiorit

Service provider name

Your Service Provider name, that is registered in the MitID solution, will be visible to the end user in the MitID box in more ways.

1. In the Reference text header and possibly the **Reference text body**

(Please see the next page for further information)

2. In the "Remember me" text

The end-user can let MitID remember the User ID for a Single Service Provider at a time. This is done by clicking the checkbox and the text 'Remember me at **<Service Provider>**.

The end-user can let MitID remember the user ID for a single Service Provider at a time via a cookie on their device. This is done by clicking the checkbox and the text 'Remember me at **<Service Provider>**.

NB! This is an option for the service provider, but it is not mandatory. The text must include the name of the Service Provider, e.g. "Remember me at PFA". This must be completely identical to the name used in the reference text header. If a service provider uses other brokers, it is not the brokers responsibility to offer shared memory. E.g. if a user has asked to be remembered at Broker A, the user will not necessarily be remembered at Broker B.

HOW TO FORMAT THE CONTENT:

- DK Husk mig hos <Tjenesteudbyder>
- EN Remember me at <Service provider>
- KL Uunga eqqaamanna <Kiffartuussisusooq>

EXAMPLES

- Husk mig hos e-boks
- Husk mig hos borger.dk
- Husk mig hos Nordea

Reference text body

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

The reference text header is a heading containing an action text as well as the Service Provider name. Please note that you should be aware of the following recommendations:

- If the 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 a vertical scroll.
- If the 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”

REFERENCE TEXT HEADER AND BODY

<Action text><Tjenesteudbyder> 

Referenceteksten er her og kan samlet være op til 130 karakterer lang.

Afbryd Hjælp

Reference text body

The **reference text body** is a more descriptive text of up to 130 characters for a 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 the Service Provider has not defined a reference text body, a “-” character will be displayed instead.

