



Brand use guide for Relying Parties

March 2021

This document outlines general requirements for using ID branding elements and call-to-action (CTA) buttons within Relying Party websites and mobile apps.

Consistent brand representation helps create awareness and recognition of the ID brand. In turn, this will ensure better trust and acceptance by consumers of both the ID brand and the Relying Party who is offering ID.

To obtain approved assets, visit the [Mastercard Brand Center](#).

If you have questions or require additional artwork, please contact ask.brand.manager@mastercard.com.





Contents

Call-to-action button assets	3
Call-to-action design guidelines	4
• Anatomy of a button	4
• Button parity	5
"Learn more" messaging guidelines	6
• Anatomy of a "learn more"	6
• Contextual messaging	7



Call-to-action button assets

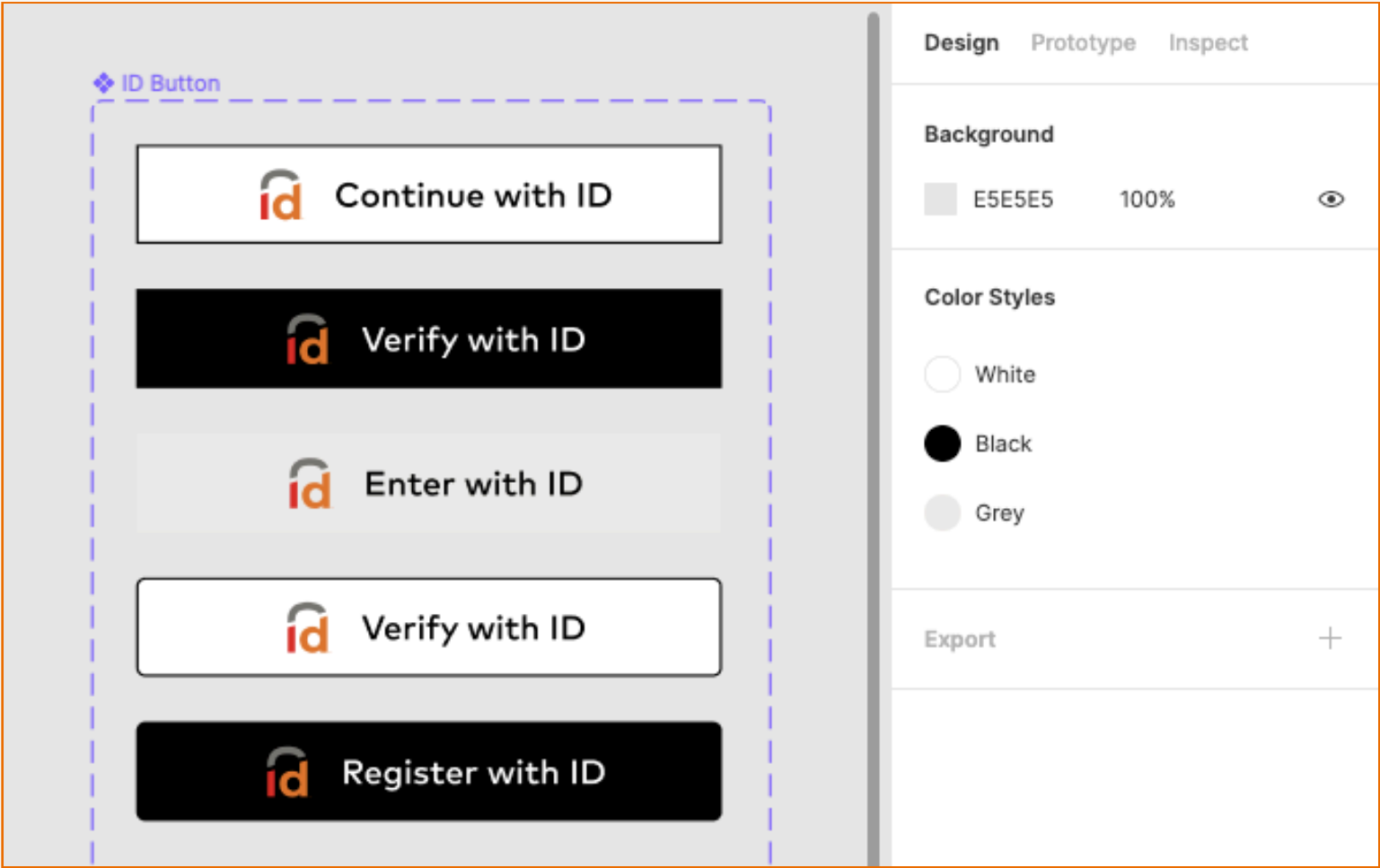
A framework of flexibility

Mastercard provides Relying Parties with all the assets needed to add call-to-action buttons and associated language to their own sites and apps.

The ID call-to-action buttons are configurable by Relying Parties to support varying design needs.

The following pages describe our approach to the ID call-to-action buttons, which were designed to enable flexibility within a framework.

Button configuration can be done within [the ID SDK](#)





Call-to-action design guidelines

Anatomy of a button

Approved button designs are made up of specific shapes, colors and calls-to-action.*

Shape

4px corner radius

8px corner radius

16px corner radius

Color

#FFFFFF

#EDECE9

#000000

Most preferred → Least preferred

ID brand mark

Call to action

- Apply with ID
- Continue with ID
- Join with ID
- Log in with ID
- Enter with ID
- Verify with ID

- Get started with ID
- Register with ID
- Sign up with ID
- Sign in with ID
- Book with ID

Examples

Apply with ID

Continue with ID

Join with ID

*If you have questions or require additional artwork, or another CTA is required, please contact ask.brand.manager@mastercard.com.



CALL-TO-ACTION DESIGN GUIDELINES

Button parity











Always match height, width and corner radius to similar buttons/CTAs.

Do not use contrasting button shape or size compared to similar buttons.

Always match font size and lettercase to other button options.

Do not use fonts other than those provided.

Always match the size parity of the ID brand mark to other button icons.

<div><div><div></div><div>Apply today</div><div>Continue to application</div><div> Apply with ID</div></div><div>✓</div></div>	<div><div><div></div><div>Apply today</div><div>Continue to application</div><div> Apply with ID</div></div><div>✗</div></div>
<div><div><div>Sign up</div><div>Continue with email</div><div> Continue with ID</div><div>Already have an account? Log in</div></div><div>✓</div></div>	<div><div><div>Sign up</div><div>Continue with email</div><div> Continue with ID</div><div>Already have an account? Log in</div></div><div>✗</div></div>
<div><div><div>Welcome</div><div> Continue with email</div><div> Continue with ID</div><div> Continue with Google</div></div><div>✓</div></div>	<div><div><div>Welcome</div><div> Continue with email</div><div> Continue with ID</div><div> Continue with Google</div></div><div>✗</div></div>

If you have questions or require additional artwork, or another CTA is required, please contact ask.brand.manager@mastercard.com.



"Learn more" messaging guidelines

A "Learn more" is strongly recommended

As ID is newer in the market, as is the concept of managing a digital identity, it's essential that users have the option to learn more about the service.

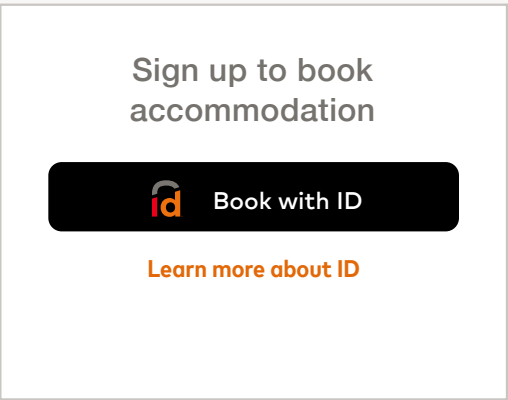
Additional information will help users better understand, trust, and engage with the ID experience. For these reasons, it is **strongly recommended** to include a "Learn more".

Anatomy of a "Learn more"

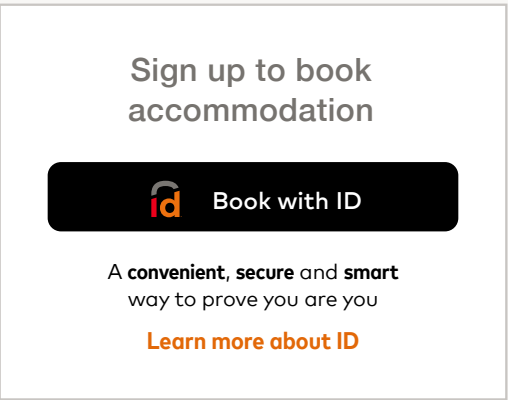
These pages provide guidelines and examples of "Learn more" calls-to-action and associated contextual messaging. You can leverage these examples verbatim to give users the information they need to move forward.

Display

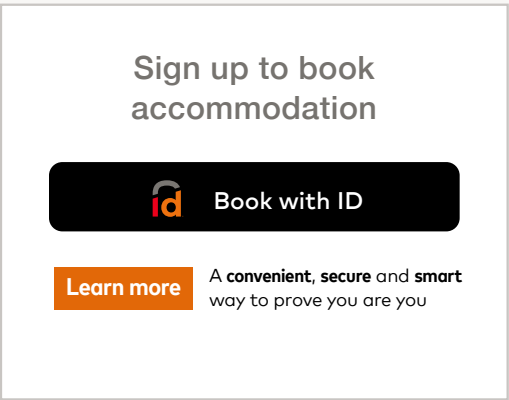
Text link



Text link with contextual information



Button with contextual information

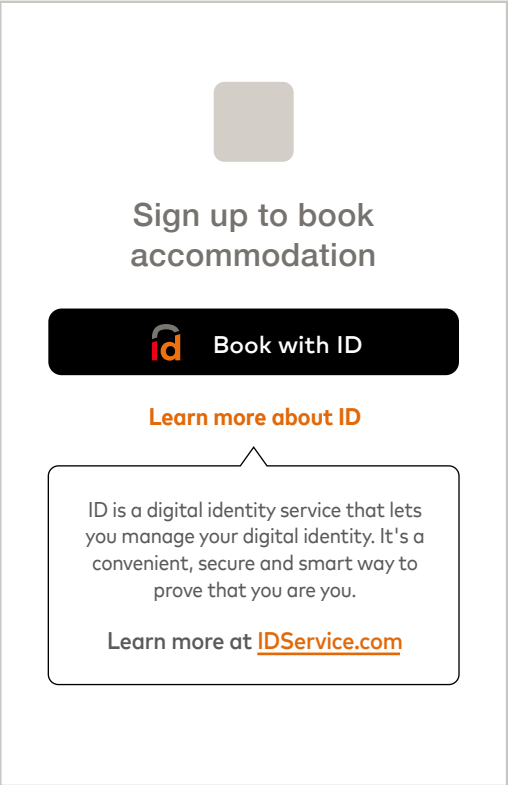


"Learn more about ID" is recommended over "Learn more" alone for text links. Specificity helps users of all abilities better understand what element of the screen they will learn more about.

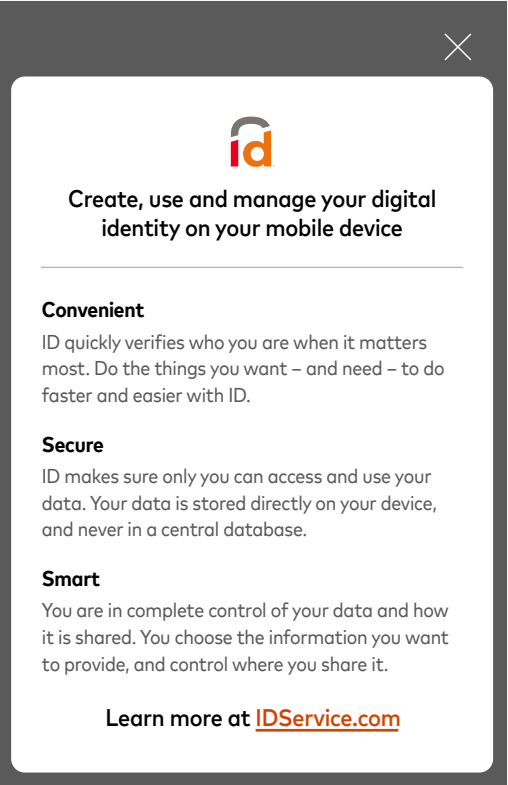
Use the same font size for the "Learn more" as the call-to-action within the ID button. Bold is recommended for "Learn more" text links. Keep the contextual copy at a regular weight and always bold the words convenient, secure, and smart.

Action

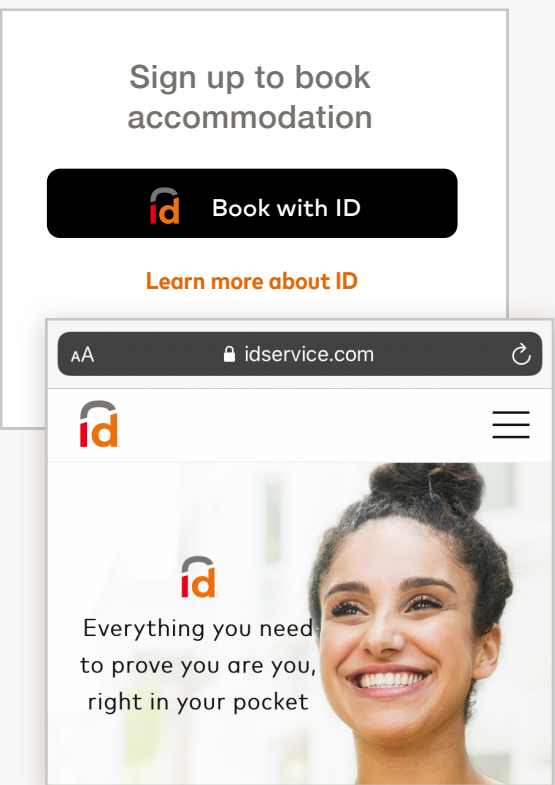
Tooltip



Half-sheet



Direct link to IDService.com





"LEARN MORE" MESSAGING GUIDELINES

Contextual messaging

It's important to give users context and ground them in the ID experience before they tap the button. Remember, many users may be seeing ID for the first time.

Short – recommended for use in direct proximity to the ID CTA

Options:

- ID is digital identity service from Mastercard that puts you in control of your data.
- A convenient, secure and smart digital identity service from Mastercard
- A digital identity service from Mastercard

You may want to also consider providing some directional messaging within your UI that lets the user know what to expect next. Example:

- You will sign into your account or create one now.

Medium – recommended for use in a tooltip

ID is a digital identity service from Mastercard that puts you in control of your data. It's a convenient, secure and smart way to prove that you are you.

Learn more at IDService.com

Long – recommended for use in a tooltip or halfsheet

Recommended for use in a tooltip or halfsheet, triggered by a "Learn more about ID" CTA:

Create, use and manage your digital identity on your mobile device

Convenient

ID quickly verifies who you are when it matters most. Do the things you want – and need – to do faster and easier with ID.

Secure

ID makes sure only you can access and use your data. Your data is stored directly on your device, and never in a central database.

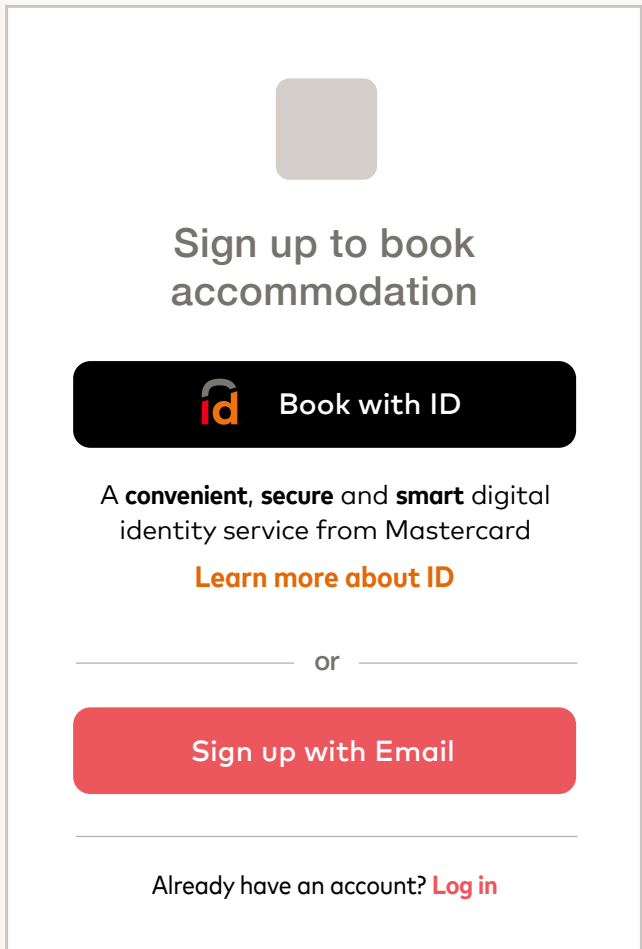
Smart

You are in complete control of your data and how it is shared. You choose the information you want to provide, and control where you share it.

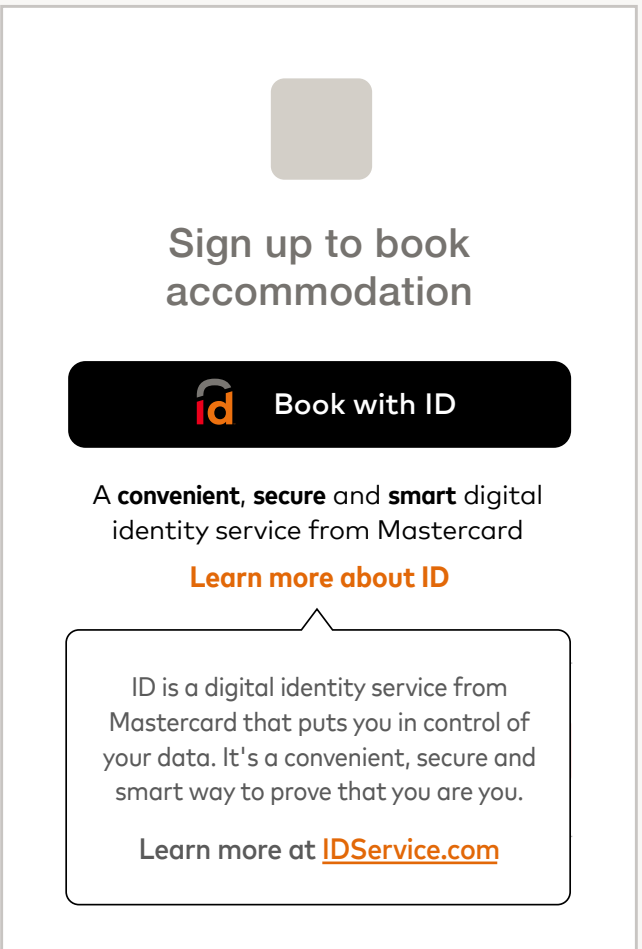
Learn more at IDService.com

If you have questions or require additional artwork, or another CTA is required, please contact ask.brand.manager@mastercard.com.

Short



Medium



Long

