

# BUTTON GUIDELINES FOR PERSONA

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WHEN PERSONA IS THE ONLY SIGN-IN OPTION

OPTIMAL

ICON + BUTTON



WHEN PERSONA IS ONE OF MANY SIGN-IN OPTIONS

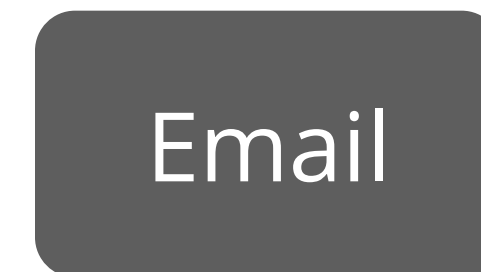
SUB-OPTIMAL



ICON + TEXT



BUTTON ONLY



TEXT ONLY

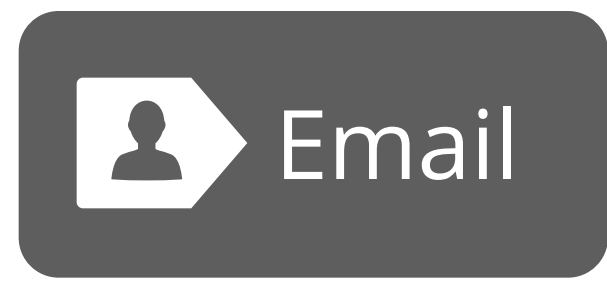
Sign in / Sign up

Email

VARIED EXAMPLES FOR  
WHEN PERSONA IS THE  
ONLY SIGN-IN OPTION

WHEN PERSONA IS ONE  
OF MANY OPTIONS TO  
SIGN IN WITH...

ICON + BUTTON



ICON + TEXT



BUTTON ONLY



TEXT ONLY



 RECOMMENDED



## RATIONALE

Familiar, single click  
Persona icon increases recognition on subsequent sites

Familiar, single click  
Persona icon increases recognition on subsequent sites

Sign in with email is accurate.  
Persona icon increases recognition on subsequent sites

 NOT RECOMMENDED



## RATIONALE

*"I don't know what Persona is, just that I can't sign in with an account I don't have."*

Excludes users seeking to sign up

Though it's a single click, it's unfamiliar and excludes users seeking sign up



*"I don't know what Persona is, just that I can't sign in with an account I don't have."*



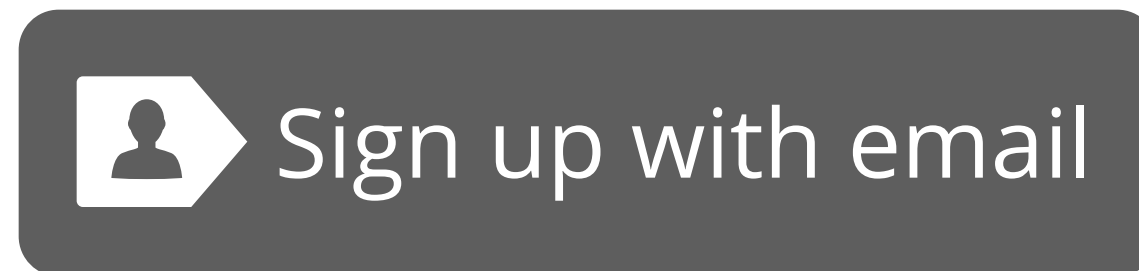
Unfamiliar icon



Enticing and familiar, but does not foster familiarity.

IF YOU HAVE SEVERAL SIGN-IN OPTIONS (NOT RECOMMENDED)  
AND ARE FEELING GENEROUS WITH YOUR SCREEN REAL ESTATE...

## SIGN UP

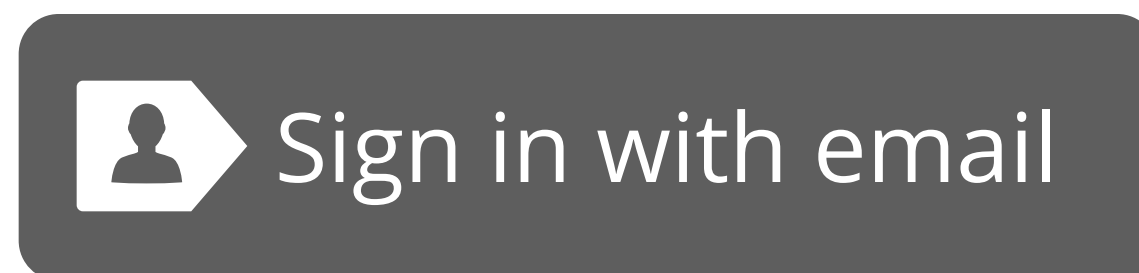


Mozilla Persona is the simple sign-in system  
from the non-profit behind Firefox.



Social Sign-in Options

## SIGN IN



Mozilla Persona is the simple sign-in system  
from the non-profit behind Firefox.



Social Sign-in Options