



UK Government

Digital ID Consultation 2026

Partner Toolkit

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Introduction

We are consulting on digital ID, a new, secure way to prove your identity digitally and access services more quickly and conveniently. The proposed scheme is designed to be inclusive, secure and practical for everyday use.

People already use digital tools to bank, shop and travel with confidence. We want interactions with government to be just as straightforward, helping public services work better for everyone.

Ensuring the scheme works for all users, including those who are less digitally confident, is a key priority. That is why we are consulting widely on this important proposal.

Your support in sharing information about the consultation across the UK is important to us. We have developed a range of resources to help you promote the consultation within your networks.

Together, we can raise awareness and ensure a broad range of voices helps shape this policy.

Have your say at gov.uk/digital-id-consultation.

Making public services work for you.

Key Messages

These are key messages which will be communicated as part of the consultation.

They can be used as a guide, when you are planning any communication to support the campaign.

Digital ID is part of making public services simpler and quicker for everyday life.

Digital ID is being built around you and how you live, work and access services.

Digital ID can make services easier to use and more convenient for everyone.

With digital ID, you stay in control of your personal information.

Copy

This copy is for you to use across your channels about the consultation.

For example, the copy can be included in newsletters, emails and on your website. You can edit it to fit with your own tone of voice.

This includes:

Generic long and short copy.

Short Copy

The government is consulting on digital ID – a new digital way to prove who you are and access services more easily, securely, and quickly.

We want to get it right and that means hearing from you.

Have your say at
gov.uk/digital-id-consultation

Digital ID. Making it work for you.

Long Copy

The government is consulting on digital ID – a new digital way to prove who you are and access services more easily, securely, and quickly.

Every day, people use digital apps to bank, shop, and travel with ease and security. We want to make your interaction with government easier, and make public services work better for you.

Making this work for everyone will be a top priority, including those less digitally confident. It will give you more control over your data and make public services easier to access.

We want to get it right – and that means hearing from you.

Have your say at
gov.uk/digital-id-consultation.

Digital ID. Making it work for you.



**Download
Assets**

Digital Assets

Here is a range of digital assets for you to place across your channels, helping to spread the word.

This includes:

- static web page banners to display on your website
- static digital screens to display on screens in your building
- email signature to add to your internal and external emails



Web page banner 160x600



Static digital screen 1920x1080



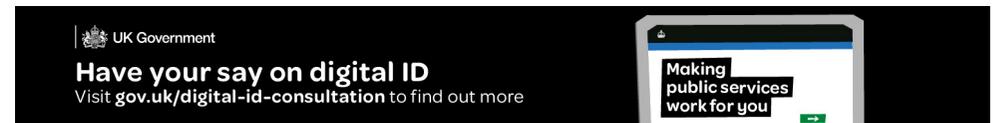
Web page banner 300x250



Email Signature 2560x591



Web page banner 970x250



Web page banner 728x90

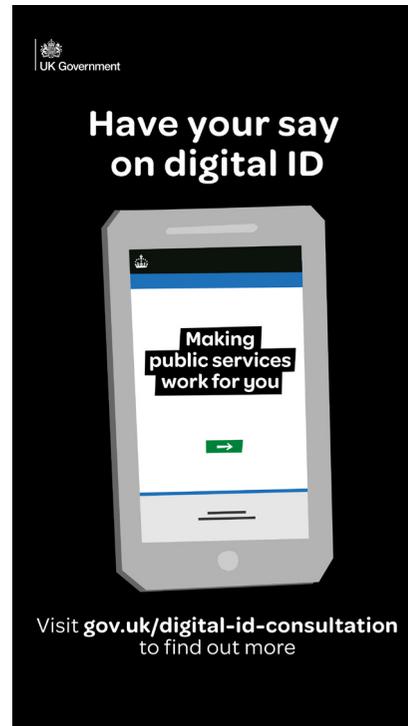


Social Assets

One of the easiest ways to spread the word about the consultation is through your social media channels.

Here are some static visuals to share across channels in the following formats:

- 1:1
- 9:16
- 16:9



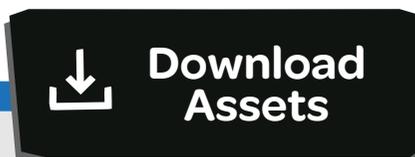
Social static 9:16



Social static 16:9,



Social static 1:1



Print Assets

Here is a range of posters and leaflets for you to print and distribute in your organisation, helping to spread the word. All print assets are available in web and digital print formats.

- A3
- A4
- A5



A5 leaflet



A3 poster

Also available as A4



Download
Assets

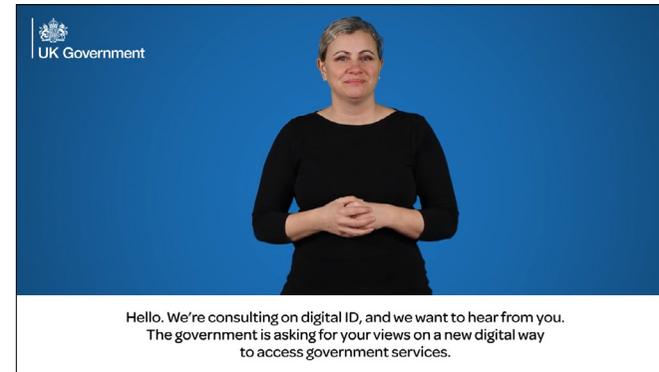
Accessible Materials

We have created additional content to ensure that the campaign is accessible for all audiences.

This content can be shared across your social and digital channels or in face-to-face engagement to help explain what the consultation is, and how people can participate.

This includes:

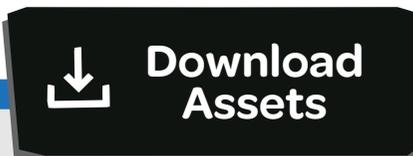
- BSL video
- Easy Read content



British Sign Language (BSL) Video



Easy Read Content



Thank you for your support

Thank you in advance for your support in raising awareness of the consultation on digital ID. Your help will ensure the digital ID scheme is inclusive and useful for all.

You can find out more at gov.uk/digital-id-consultation