Distance Aware Shield
Comms Pack
Background

Maintaining social distancing is everyone's responsibility going forward. While the general public has made a very conscious effort to abide by the guidance, as with anything, fatigue sets in. This coupled with the increased anxiety of many around contracting the virus is where the ability to offer polite prompts has been welcomed in many settings.

Distance Aware aims to provide polite prompting to maintain distance (where possible) by use of consistent and instantly recognisable symbolism.

Individuals have an understanding of personal responsibility and respect for others. While wanting to support vulnerable groups there is a wider societal need thus inclusivity has been key in our approach.
The name we have settled on for this NHS led initiative is ‘Distance Aware’.

The campaign aims to act as a polite reminder to maintain respectful distancing around others when possible.

On the following slides we provide example language and phrases that you can use when promoting or talking about the symbol to your own audiences.

We are aware that relevant messages will vary by audience, however we believe it is important the key messaging remains consistent across organisations. On the following slides/pages, we will outline our recommended messaging. We will also provide some examples of secondary messaging that you may wish to adopt.
Distance Awareness Shield

We have developed a visual icon that is designed to be worn or displayed. It works as an indicator to others that the wearer/organisation is aware of the need for distance, and would like others to maintain a respectful distance where possible.

It is **NOT** meant to be an identifier of someone who has been shielding or may have any specific health conditions.
Key Messaging

When promoting the use of the shield or explaining the thought behind it, whether in printed material, on your website, on social media, or in person, you should reference the phrase ‘distance aware’ whenever possible, using language like:

Are you distance aware?
Thank you for being distance aware
Please be distance aware
I am distance aware
We are distance aware
Our employees are distance aware
Be distance aware. Keep people safe.
Keep others safe by being distance aware
#DistanceAware
#BeDistanceAware
#ActDistanceAware
#PolitePrompts

These phrases could also be used in combination with the shield logo on wearable items (e.g. a lanyard strap)
Secondary Messaging

Other simple explanatory language that will help people to understand the purpose of the symbol and the request being made. Please feel free to tailor the secondary messaging to your own audiences.

Please give me space
Please keep your distance
Give me space. Keep me safe.
Help me feel safe. Respect my space
COMMS EXAMPLES
Design guidelines

The following visual examples are a guideline for how promotional materials such as posters and social media posts can look and sound.

We request that you stick to our colour palette and, wherever possible, feature the full colour range of shields available.

Typefaces that are easily read and understood should be used.
Be distance aware. Keep others safe.

As we continue to deal with the ongoing coronavirus threat, please be aware and keep people safe by practicing social distancing where possible.

#BeDistanceAware

Be distance aware. Keep others safe.

You may begin to see people out and about displaying the Distance Aware Shield. It is meant to signify that they are being mindful of social distancing, and would like others to do the same.

#BeDistanceAware
Work premises reminder posters

Are you distance aware?

Thank you for being distance aware

#BeDistanceAware
Thank you for being distance aware

Are you practising social distancing?

#BeDistanceAware

#BeDistanceAware
Example Tweet copy A:
@YourCharity As we continue to face the threat of COVID-19, please continue to socially distance. Wear the shield. Be #DistanceAware

Example Tweet copy B:
@YourCharity Are you distance aware? This is the Distance Aware Shield, please give wearers the appropriate space. If you want one yourself, click the link. #DistanceAware #Exampleyourcharityhashtag

Image:
The shield with other shields underneath.
As we continue to face the threat of COVID-19, please continue to socially distance. Be #DistanceAware
Thank you

For any questions or queries please feel free to contact us.

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Design Credits

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