Overview

This document provides guidelines on the usage of the Distance Aware Shield.

Adhering to these guidelines will ensure consistency of usage across different stakeholders and organisations.
Logo Specifics

This is the Distance Aware Shield. The double headed arrow symbolises a request on behalf of the wearer that people keep safe distance from them, whilst the bright colours and chevrons will give the design visual standout against clothing and creates a sense of urgency.
The colours of the shield have been chosen to give the design optimum standout. The colours used are:

**Blue.** The colour blue is typically associated with trust and cleanliness. This particular blue is already used by the NHS as well.

**Yellow.** A vibrant yellow that provides high visibility for vision impaired people.

**Black.** This is used for the double headed arrow and keyline around the shield.

Yellow/Black/Blue are the most accessible colours for disability groups.
Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the shield. No other graphic elements should encroach within the border around the logomark. The amount of space that should be left clear is 25% / a quarter width of the shield on each side.
**Messaging Space**

Here is an example of how the shield works alongside messaging. The upper example shows the correct 25% width spacing between shield and messaging.

The bottom example shows messaging placed incorrectly close to the shield, resulting in a clash between messaging and the shield.
Including Third Party Logos

You may wish to include your own organisation's logo alongside the shield. This slide is a guide on how this may be done so as to not detract from messaging whilst keeping your organisation's branding clear.

You should abide by the space guide given in this document and in your own organisation's guidelines concerning clearance space around logos. In the example below, the clearance space between the shield and the logo is the width of the 'o'.

The image on the the right of the page shows how this might look on comms.

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NHS Wales Version

The shield can be used in its simplest format, with the double headed arrow sat on the chevron bordered shield (see previous slide).

To add weight to the message and give the shield a sense of authority, we have also created a variant that includes the National Health Service logo of Wales.
Affiliate Logos

Another way to include your organisation’s logo is to place it within the shield, using the space indicated by the pink box.

The reason for keeping to this space is to make sure the logo does not become the dominant element in the shield, and distract from the distancing message.

If you want to place your organisation’s logo within the shield PLEASE SEEK APPROVAL of your design by emailing iliffha@doctors.org.uk
Logo Variations - Colour

There are also colour variations of the shield, these have been created to help where the yellow shield design doesn’t suffice, or will work less effectively.

- **CMYK** 75,10,40,0
  - **RGB** 36,166,164

- **CMYK** 0,100,15,0
  - **RGB** 229, 0, 113

- **CMYK** 0,25,100,0
  - **RGB** 253,195,0

- **CMYK** 55,25,10,0
  - **RGB** 126,168,204
Logo Variations - Wales NHS
Resizing

The shield can be resized for different purposes. The size below is a good example size for wearing so that it can be seen at a safe distance.

When resizing the logo ensure that you do not rescale the proportions, as this will hinder legibility and consistency.
We have imagined the design being used in various formats; as a lapel badge, on a lanyard, window sticker, face covering. Please feel free to use the shield in whatever format works to highlight social distancing.
Communications

We understand that you may want to put extra messaging alongside the shield, we recommend that you use large point size both for print and online communications to help legibility and readability.
Communications

YOUR MAIN MESSAGE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.
Communications

YOUR MAIN MESSAGE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.
Thank you

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

Dr Helen Iliff
iliffha@doctors.org.uk

Design Credits

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