

ISOLATION NATION

Style guide.

Generated
by



POWER
STATION
STUDIOS™

ISOLATION NATION

We are living in unprecedented times.

The COVID-19 pandemic has affected the lives of almost every person on the planet. It has re-defined our working lives, our family lives, and the very fabric of our society. This is a time to be the best citizen you can be.

In the face of adversity, unrestrained creative thinking is more important than ever. Spreading kindness, promoting social responsibility, and sharing positivity is the national (and global) goal and we at Powerstation Studios believe these messages should be the only things to go viral in 2020.

'Isolation Nation' is a style guide containing on-trend designs, created to share critical messaging and help keep society safe.

*Any new material created with assets from this guide should be for non-commercial usage only, with all profits going to NHSCharitiesTogether.co.uk. See the legal section in this guide for more detail. All designs must be credited to Powerstation Studios and contain the Powerstation Studios logo.

The guide is free and available for all to use: Whether you wish to print a poster for your window, create bespoke video conferencing backgrounds, customise social media channels, or make your own designs at home.

Even corporations with capacity to design and manufacture items are free to use this guide*, to help share our message.

Some of our favourite designs are currently available to purchase. The goal is to raise £100,000 with all profits donated to NHSCharitiesTogether.co.uk. Visit: welovethis.store to support the cause.

**Be a part of 'Isolation Nation'.
Spread kindness, not contagion.**

**#togetherapart
#humanityfirst**

HOW TO USE THIS GUIDE

Powerstation Studios have used our tools and industry expertise to create this style guide for everyone to use. The guide contains icons, graphics and patterns that take inspiration from today's graphic trends - using bold, instructional design language.

The designs are free to use and cover four key themes:

Be Safe, Be Careful, Be Kind, Be United.

All artwork is available both as layered, editable designs in industry standard file formats, as well as .jpg files for the everyday user.

For those with the capability to print, edit and create*, you can gain access to download the full suite of assets by emailing:

isonation@powerstation-studios.co.uk

*Any new material created with assets from this guide should be for non-commercial usage only, with all profits going to [NHSCharitiesTogether.co.uk](https://www.nhs.uk/charities-together). See the legal section in this guide for more detail. All designs must be credited to Powerstation Studios and contain the Powerstation Studios logo.

Whether you wish to print a poster to show support for the NHS; share on social media; or create your own material*, this guide is designed for you.



Crisis calls for creativity.
Download the guide today,
promote positivity and
flatten the curve with fashion!

Remember: Apparel designs that feature in this guide are available to buy, with all profits going to [NHSCharitiesTogether.co.uk](https://www.nhs.uk/charities-together)

welovethis.store

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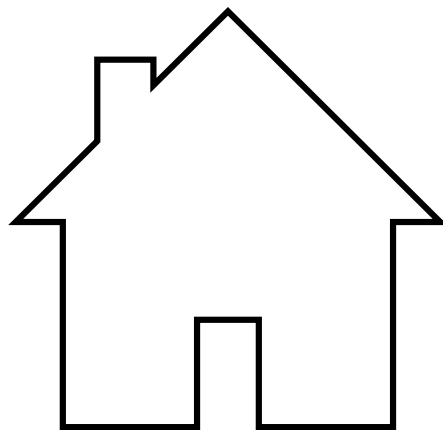
LEGAL & DISCLAIMERS /64

COLOUR PALETTE.

ENT11693



PANTONE
BLACK
6 C



WHITE



Healing
rainbow.

PANTONE 1788 C
PANTONE 158 C
PANTONE 7548 C
PANTONE 3405 C
PANTONE 7703 C
PANTONE 7676 C
PANTONE 240 C
PANTONE 7440 C



Sanitation
blue.

PANTONE
300 C



Warning
orange.

PANTONE
ORANGE
021 C



Hazard
yellow.

PANTONE
7548 C

TYPE II

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

pqrstuvwxyz

Available from [Myfonts.com](https://myfonts.com)

CHANTAL LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PQRSTUVWXYZ

Available from [Myfonts.com](https://myfonts.com)

BE SAFE.

Protect yourself and others.
Follow the guidance and share the
messages that continue to keep us safe:
STAY TOGETHER APART.

BE SAFE. COMPOSITIONS

>> IN_BE_SAFE_COMP_01

2 Metres.

DO NOT TOUCH



2020

3 ply earloop
Hypoallergenic
Fluid resistant
Form-fit design
>99% BFE

Single use only

50PCS/BOX

Be careful.

Be kind.

2 Metres.

STAY SAFE



2020



DO NOT TOUCH



>> IN_BE_SAFE_COMP_02

COMPOSITIONS

Isolate.

2

METRES

2 Metres.

DO NOT TOUCH

3 ply earloop
Hypoallergenic
Fluid resistant
Form-fit design
>99% BFE

2020

Single use only
50PCS/BOX

Be careful.

Be kind.

2 Metres.

STAY SAFE 2020

2 METRES

DO NOT TOUCH

KEEP YOUR SOCIAL DISTANCE



>> IN_BE_SAFE_COMP_03



>> IN_BE_SAFE_COMP_04



BE SAFE. COMPOSITIONS

>> IN_BE_SAFE_COMP_05



>> IN_BE_SAFE_COMP_06

COMPOSITIONS



If
you
can
read
this
you
are
TOO
CLOSE.



>> IN_BE_SAFE_COMP_07



#staytogetherapart



STAY



SAFE



#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart

STAY
SAFE



>> IN_BE_SAFE_COMP_08

KEEP YOUR SOCIAL DISTANCE



2020

BE SAFE. COMPOSITIONS

>> IN_BE_SAFE_COMP_09



NHS.O.S

DO NOT TOUCH



>> IN_BE_SAFE_COMP_10



Two
Metres
Apart.



>> IN_BE_SAFE_COMP_11



Isolate.



ISOLATION NATION



>> IN_BE_SAFE_COMP_12



POWER
STATION
STUDIOS.

↑
Join
↓

BE SAFE. COMPOSITIONS

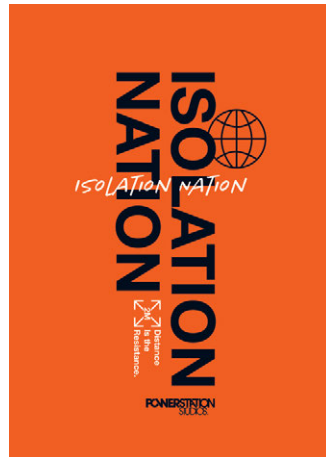
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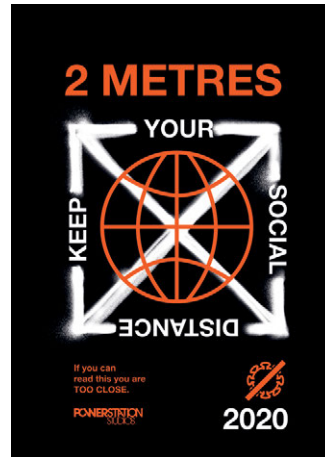
>> IN_BE_SAFE_COMP_01



>> IN_BE_SAFE_COMP_02



>> IN_BE_SAFE_COMP_03



>> IN_BE_SAFE_COMP_04



>> IN_BE_SAFE_COMP_05



>> IN_BE_SAFE_COMP_06



>> IN_BE_SAFE_COMP_07



>> IN_BE_SAFE_COMP_08



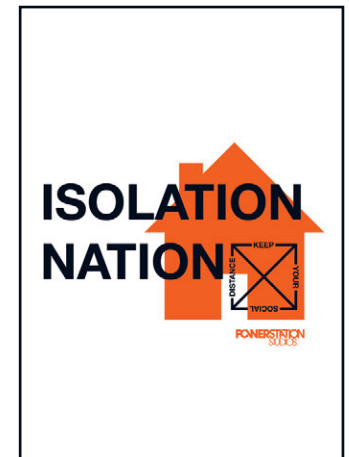
>> IN_BE_SAFE_COMP_09



>> IN_BE_SAFE_COMP_10



>> IN_BE_SAFE_COMP_11



>> IN_BE_SAFE_COMP_12

COMPOSITIONS

ISOLATION NATION

>> IN_BE_SAFE_ICON_01

← Jog on. →

>> IN_BE_SAFE_ICON_02

2 METRES

>> IN_BE_SAFE_ICON_03

2 Metres.

>> IN_BE_SAFE_ICON_04

Isolate.

>> IN_BE_SAFE_ICON_05

2M

>> IN_BE_SAFE_ICON_06



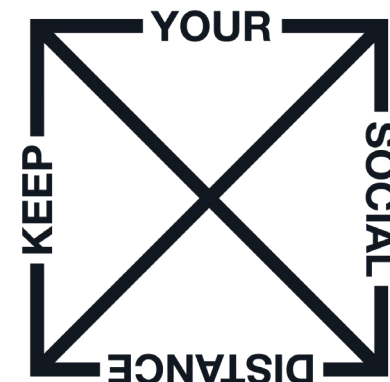
>> IN_BE_SAFE_ICON_07



>> IN_BE_SAFE_ICON_08

If you can read this you are TOO CLOSE.

>> IN_BE_SAFE_ICON_12



>> IN_BE_SAFE_ICON_15

If you can read this you are TOO CLOSE.

>> IN_BE_SAFE_ICON_09

Social Distancing.

>> IN_BE_SAFE_ICON_10

Distance Is the Resistance.

>> IN_BE_SAFE_ICON_11

Stay At Home.

>> IN_BE_SAFE_ICON_13

Two Metres Apart.

>> IN_BE_SAFE_ICON_14



>> IN_BE_SAFE_ICON_16



>> IN_BE_SAFE_ICON_17

**Demonstrate your
support for our
phenomenal NHS.**

**Wash your hands.
Stay at home.
Keep COVID-19 isolated.**

BE CAREFUL

>> IN_BE_CAREFUL_COMP_01

Isolate.



NHS.O.S

DO NOT TOUCH



NHS *S.O.S*

Stay home.

Isolate.

#HUMANITYFIRST

DO NOT TOUCH



>> IN_BE_CAREFUL_COMP_02



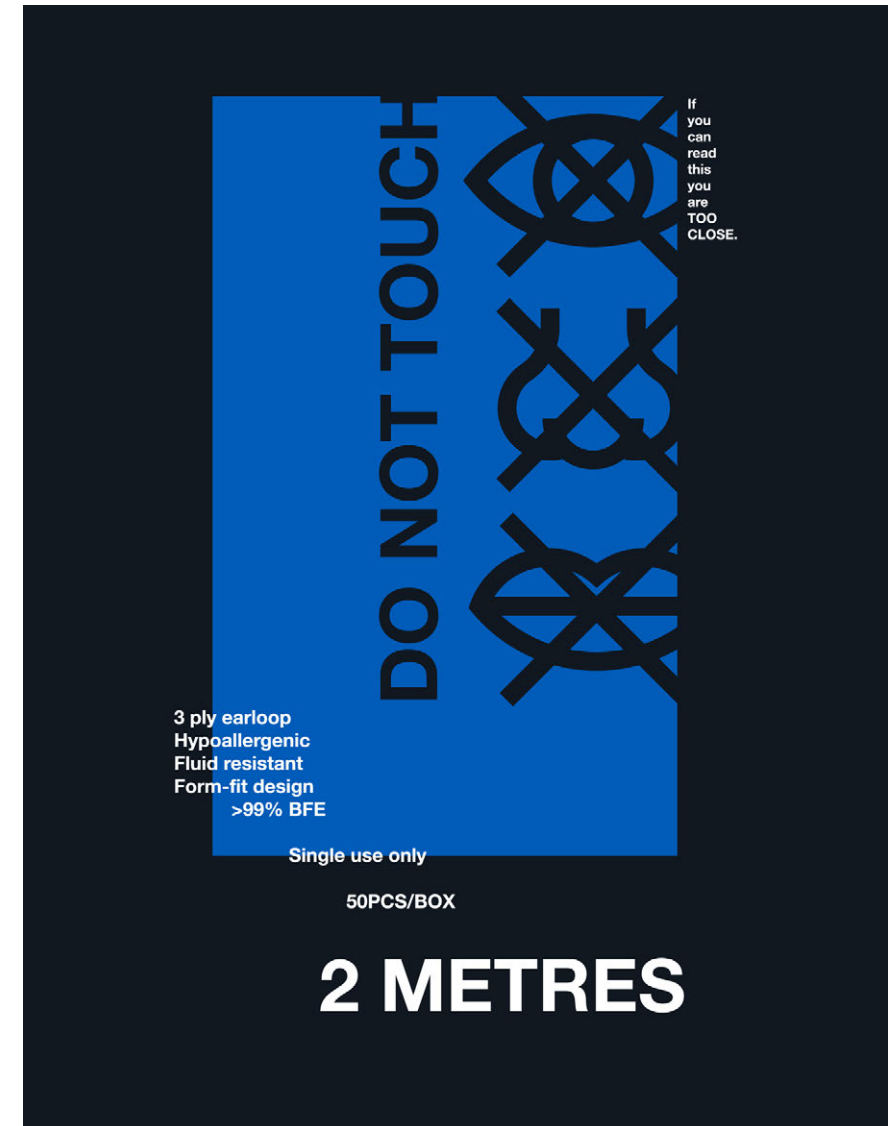
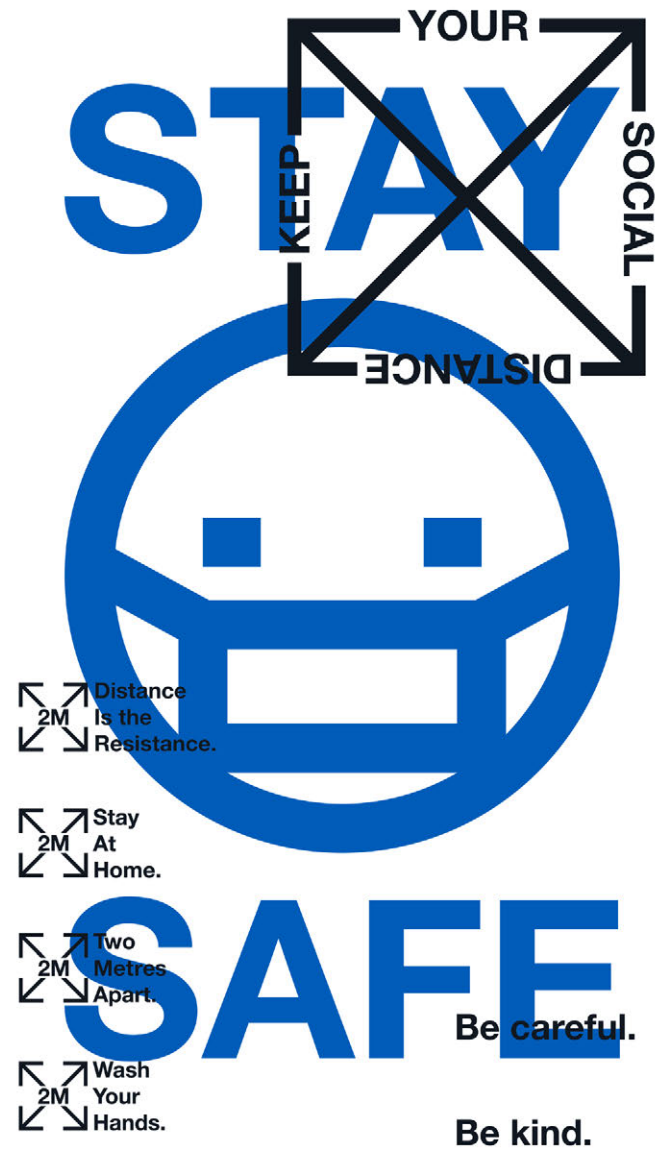
Wash your hands.



Wash your hands.

BE CAREFUL. COMPOSITIONS

>> IN_BE_CAREFUL_COMP_03



>> IN_BE_CAREFUL_COMP_04

COMPOSITIONS



 WASH YOUR HANDS



>> IN_BE_CAREFUL_COMP_05

DO NOT TOUCH



Be careful.

Be kind.

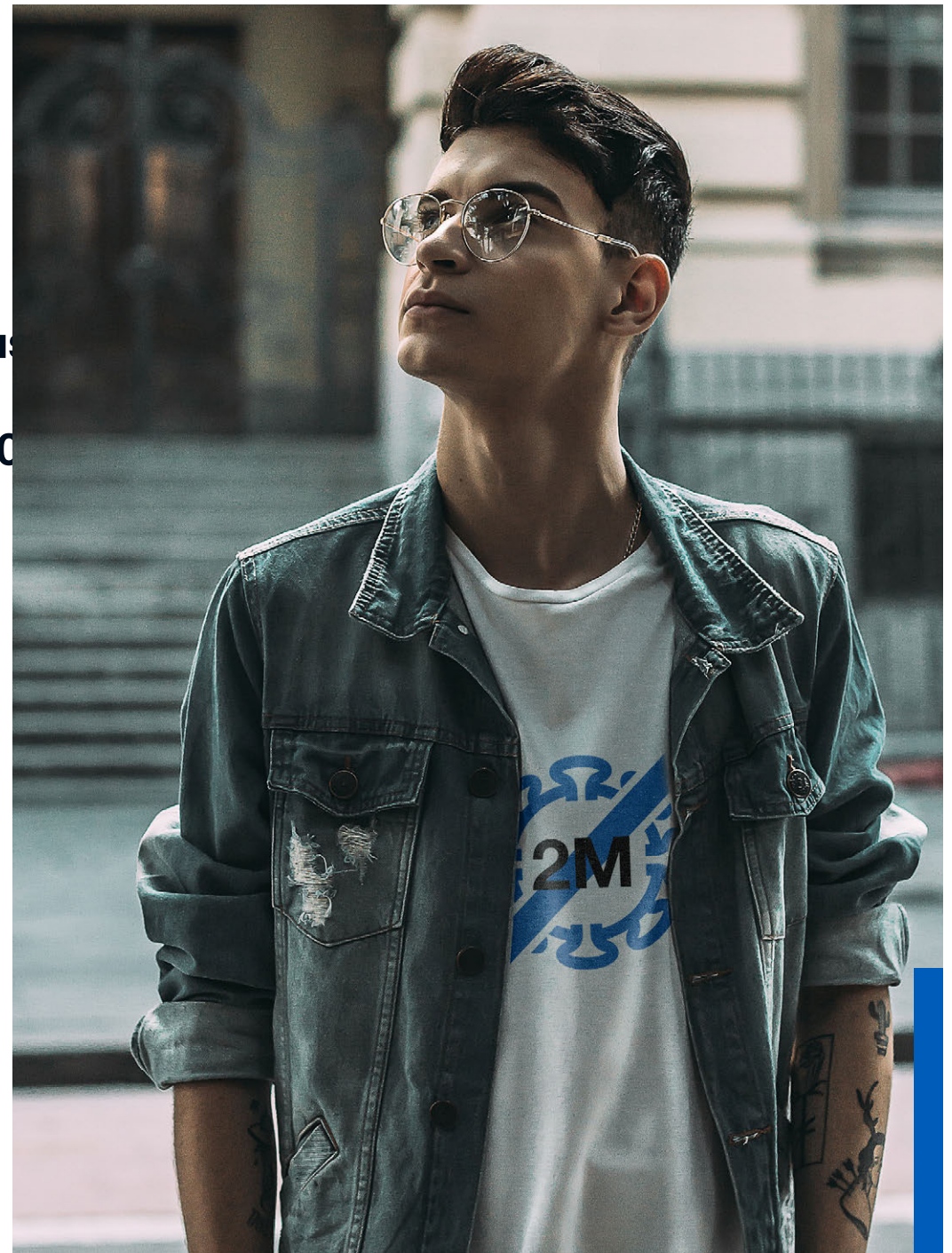


>> IN_BE_CAREFUL_COMP_06

3 ply earloop
Hypoallergenic
Fluid resistant
Form-fit design

le us

50



BE CAREFUL. COMPOSITIONS

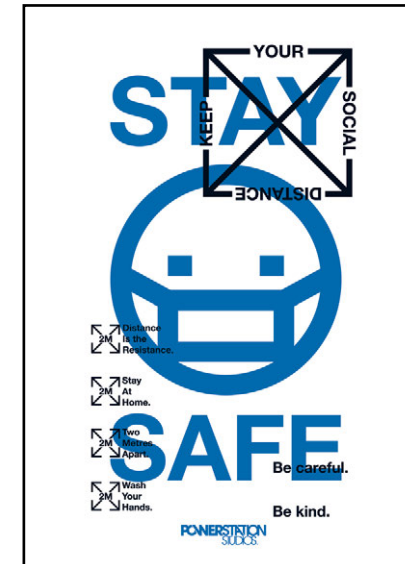
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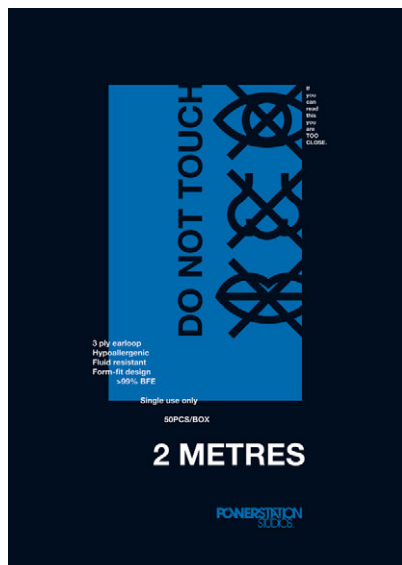
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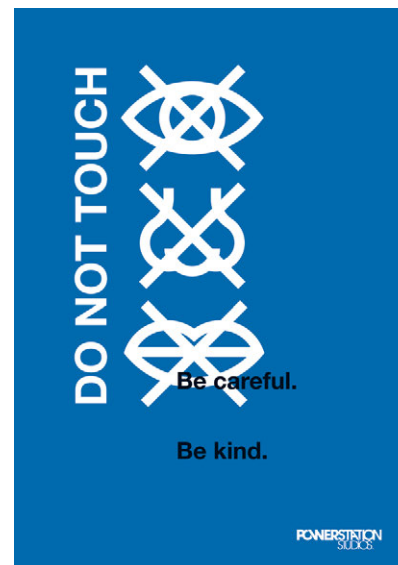
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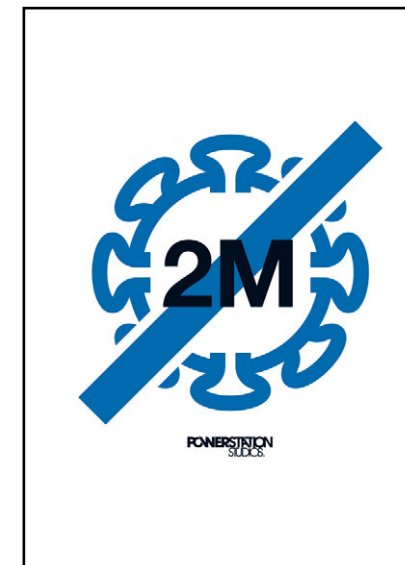
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>> IN_BE_CAREFUL_COMP_05



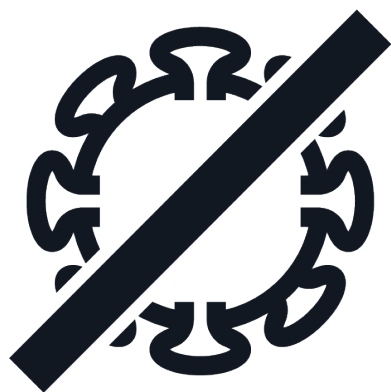
>> IN_BE_CAREFUL_COMP_06

STAY



SAFE

>> IN_BE_CAREFUL_ICON_01



>> IN_BE_CAREFUL_ICON_02

WASH YOUR HANDS

>> IN_BE_CAREFUL_ICON_03

Wash your hands.

>> IN_BE_CAREFUL_ICON_04

Wash your hands.

EN14683
TYPE II
>> IN_BE_CAREFUL_ICON_06

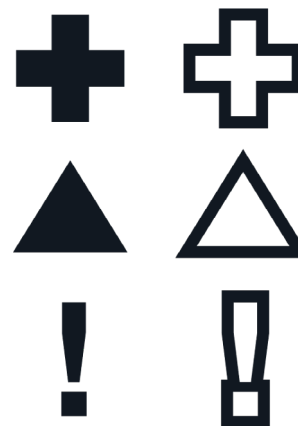
>> IN_BE_CAREFUL_ICON_05

3 ply earloop
Hypoallergenic
Fluid resistant
Form-fit design
>99% BFE

Single use only

50PCS/BOX

>> IN_BE_CAREFUL_ICON_07



>> IN_BE_CAREFUL_ICON_08



>> IN_BE_CAREFUL_ICON_09

DO NOT TOUCH



>> IN_BE_CAREFUL_ICON_10



>> IN_BE_CAREFUL_ICON_11

BE KIND.

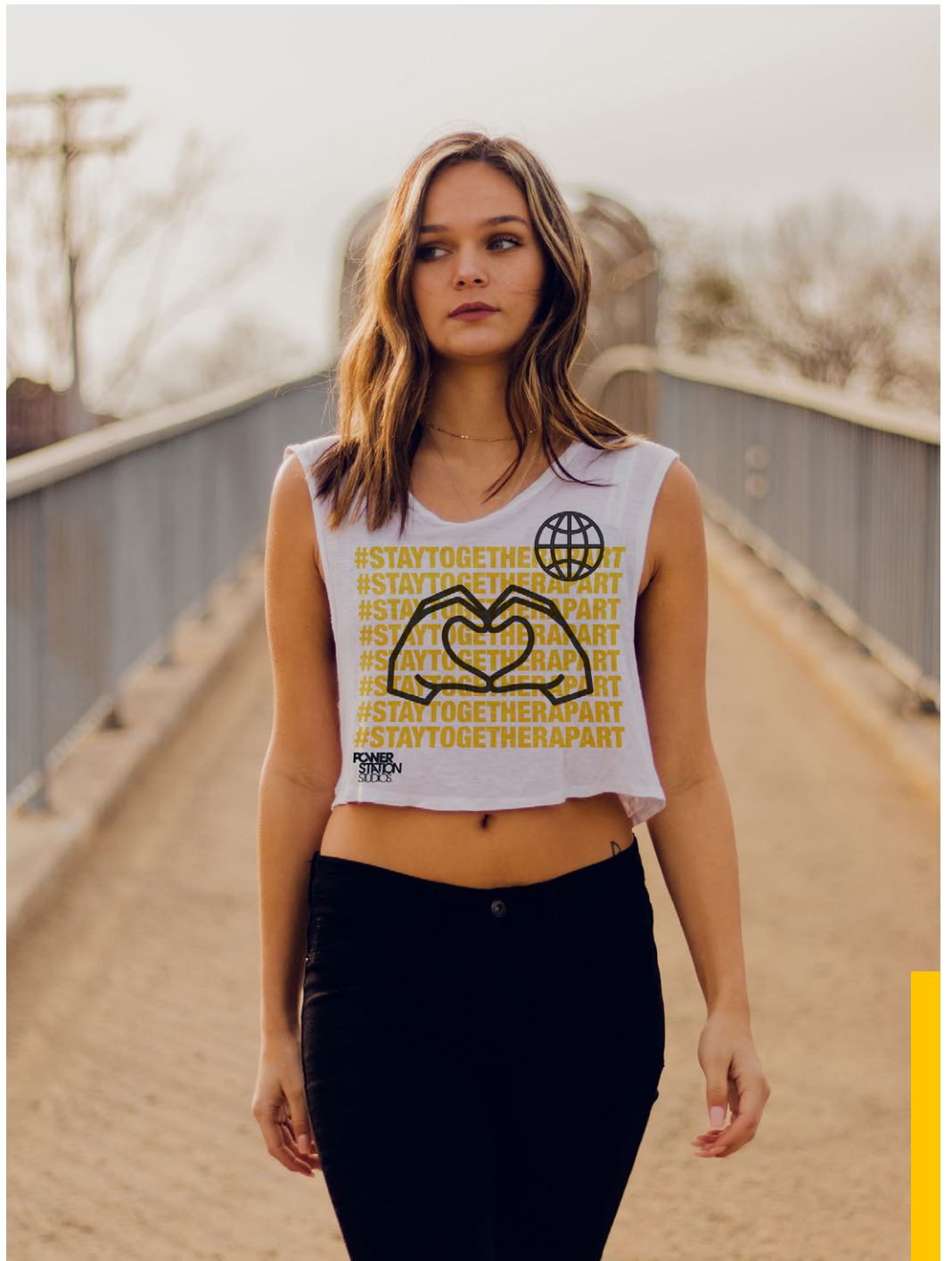
**Personal responsibility shows compassion for the nation.
Conquer contagion. Kill it with kindness.**



>> IN_BE_KIND_COMP_01



>> IN_BE_KIND_COMP_02



2020





>> IN_BE_KIND_COMP_03



Be careful.

Be kind.

>> IN_BE_KIND_COMP_04

ISOLATION NATION



BE KIND. COMPOSITIONS

>> IN_BE_KIND_COMP_05

Wash
your
hands.



DO NOT TOUCH



STAY



SAFE

Wash your hands.

>> IN_BE_KIND_COMP_06

COMPOSITIONS



EN14683
TYPE II

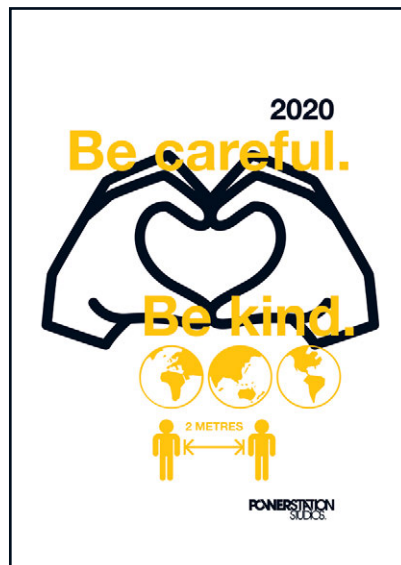


BE KIND. COMPOSITIONS

poster//wallpaper//socialmedia//customise//share//wear



>> IN_BE_KIND_COMP_01



>> IN_BE_KIND_COMP_02



>> IN_BE_KIND_COMP_03



>> IN_BE_KIND_COMP_04



>> IN_BE_KIND_COMP_05



>> IN_BE_KIND_COMP_06

NHS.O.S

>> IN_BE_KIND_ICON_01

NHS.O.S

>> IN_BE_KIND_ICON_02



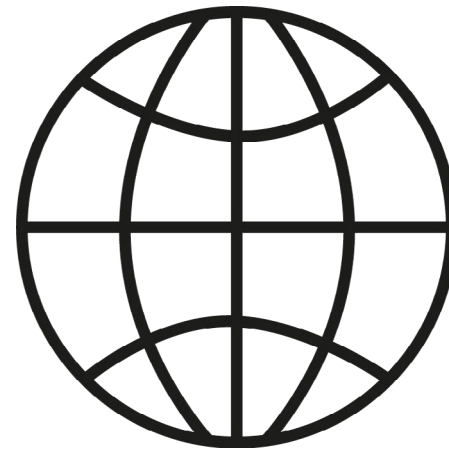
>> IN_BE_KIND_ICON_03



>> IN_BE_KIND_ICON_04



>> IN_BE_KIND_ICON_06



>> IN_BE_KIND_ICON_05

Be Smart
Be Safe
Be Kind.

>> IN_BE_KIND_ICON_07

Be careful.

Be kind.

>> IN_BE_KIND_ICON_08

ISOLATION NATION

>> IN_BE_KIND_ICON_09

2020

>> IN_BE_KIND_ICON_10

#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart
#staytogetherapart

>> IN_BE_KIND_ICON_11

#STAYTOGETHERAPART
#STAYTOGETHERAPART
#STAYTOGETHERAPART
#STAYTOGETHERAPART
#STAYTOGETHERAPART
#STAYTOGETHERAPART
#STAYTOGETHERAPART
#STAYTOGETHERAPART

>> IN_BE_KIND_ICON_12

Direction .04

BE UNITED

**We are a kingdom apart but united in isolation.
We're all in this together. Be mindful. Spread love.**

>> IN_BE_UNITED_COMP_01

KINGDOM.UNITED

WE ARE

IN THIS

KINDNESS (ONTAGION
TOGETHER



Be careful.

Be kind.



2020
POMERSTATION
STUDIOS

KINGDOM.UNITED

WE ARE

IN THIS

KINDNESS (ONTAGION
TOGETHER



Be careful.

Be kind.



2020
POMERSTATION
STUDIOS

>> IN_BE_UNITED_COMP_02

KINGDOM.UNITED



WE ARE

IN THIS

KINDNESS CONTAGION
TOGETHER



Be careful.

Be kind.

2020

POWERSTATION
STUDIOS

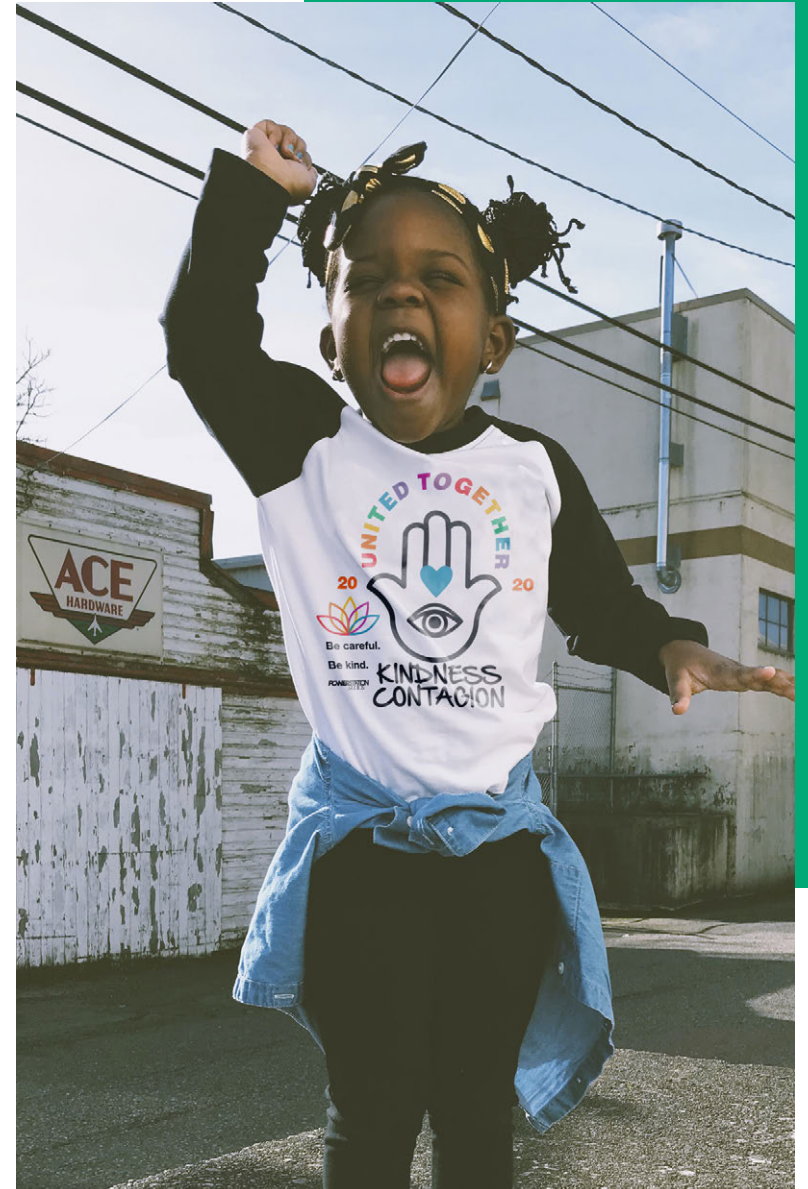


BE UNITED. COMPOSITIONS

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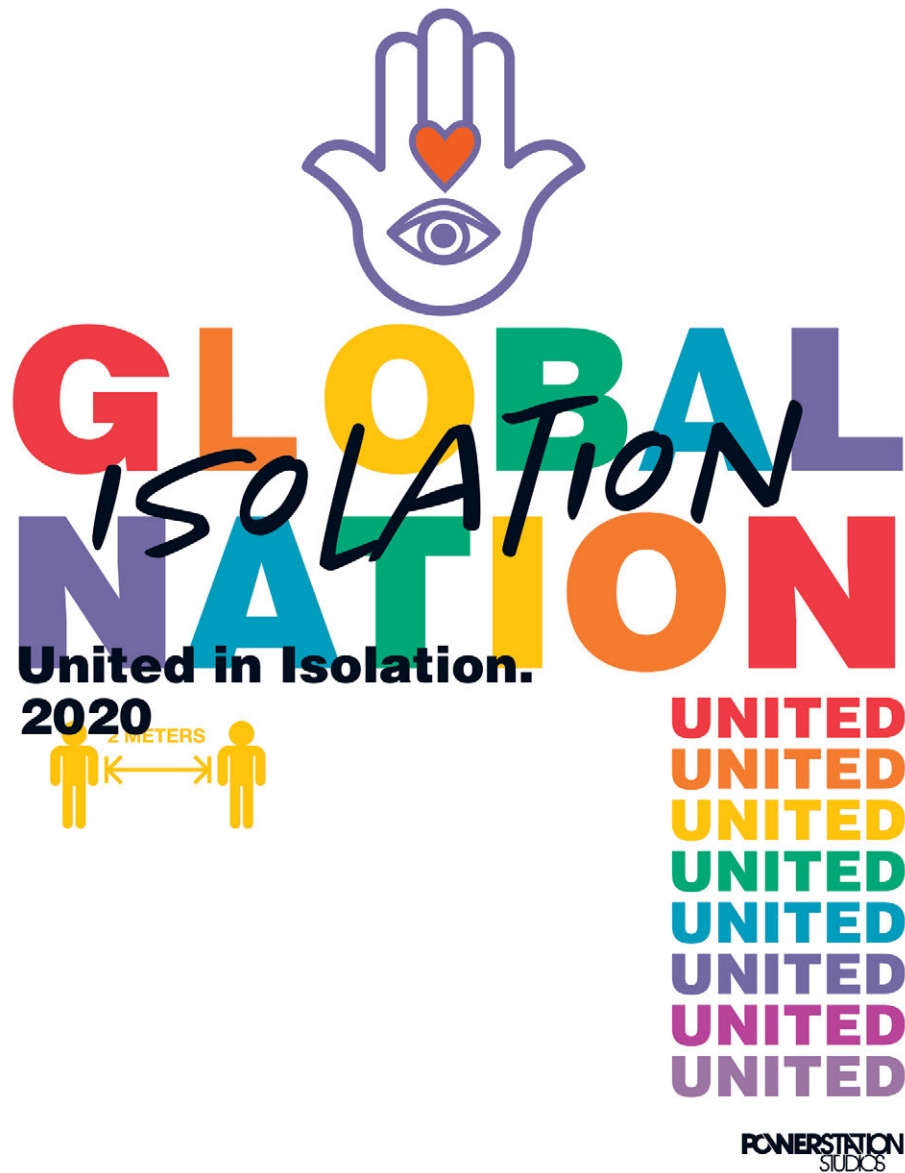


>> IN_BE_UNITED_COMP_04



BE UNITED. COMPOSITIONS

>> IN_BE_UNITED_COMP_05



Be careful.

Be kind.



>> IN_BE_UNITED_COMP_06



BE UNITED. COMPOSITIONS

>> IN_BE_UNITED_COMP_07

Be careful.

Be kind.

UNITED

UNITED

UNITED

UNITED

UNITED

UNITED

UNITED

UNITED

KINGDOM.UNITED

2020

POWERSTATION
STUDIOS.



HUMANITY
FIRST.

KINDNESS (ONTAGION

Distance
Is the
Resistance.

POWERSTATION
STUDIOS



2020

>> IN_BE_UNITED_COMP_08



BE UNITED. COMPOSITIONS

>> IN_BE_UNITED_COMP_09



KINGDOM.UNITED
2020

PONERSTATION
STUDIOS



KINGDOM.UNITED
2020

PONERSTATION
STUDIOS



>> IN_BE_UNITED_COMP_10



BE UNITED. COMPOSITIONS

poster//wallpaper//socialmedia//customise//share//wear



>> IN_BE_UNITED_COMP_01



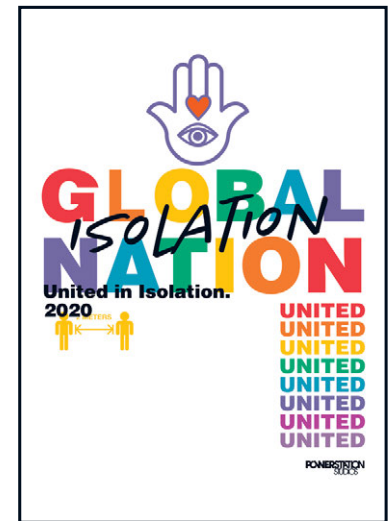
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>> IN_BE_UNITED_COMP_03



>> IN_BE_UNITED_COMP_04



>> IN_BE_UNITED_COMP_05



>> IN_BE_UNITED_COMP_06



>> IN_BE_UNITED_COMP_07



>> IN_BE_UNITED_COMP_08



>> IN_BE_UNITED_COMP_09



>> IN_BE_UNITED_COMP_10



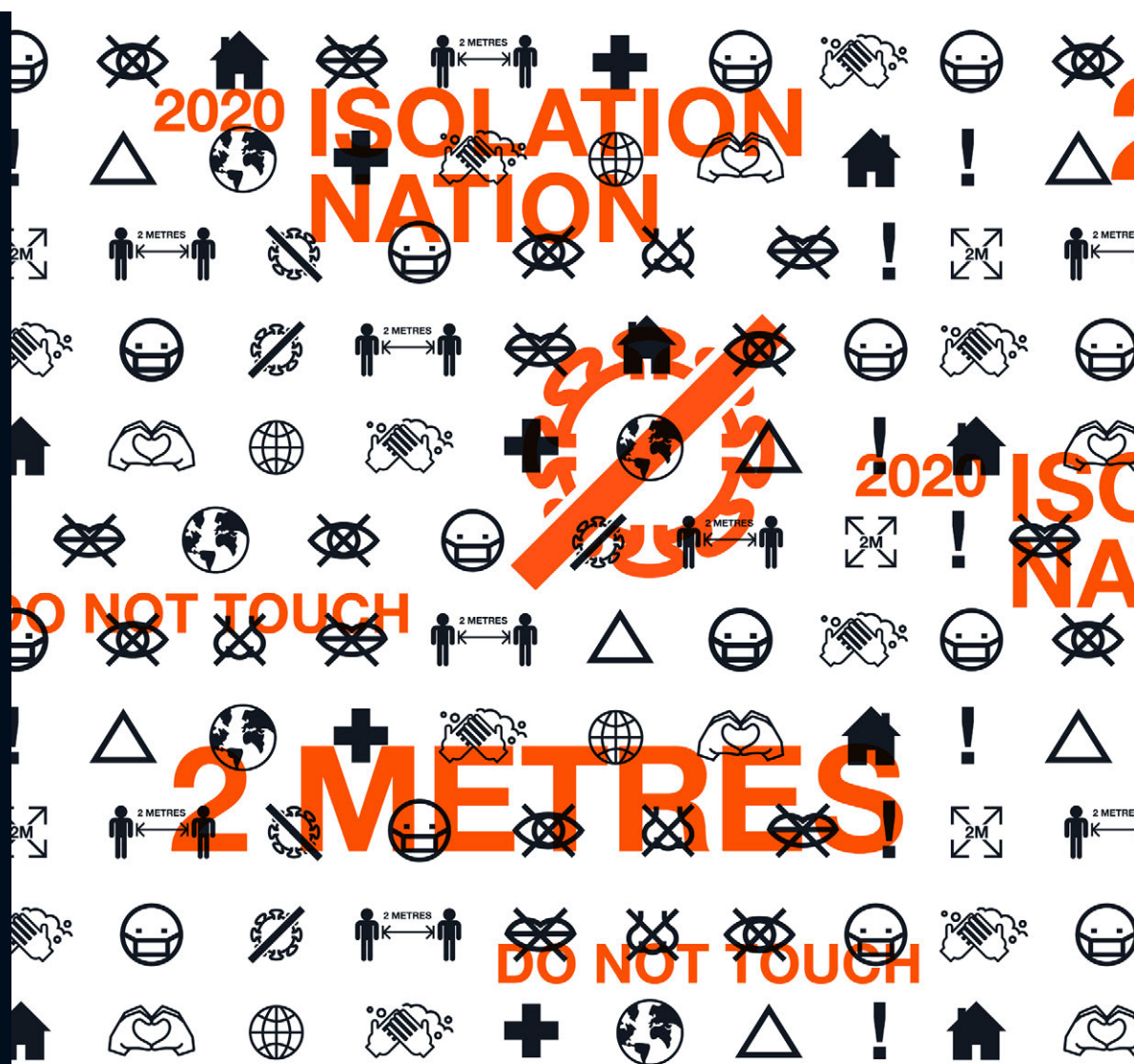
PATTERNS.

#staytogetherapart
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PATTERNS

PATTERNS

>> IN_PATTERN_01



>> IN_PATTERN_02



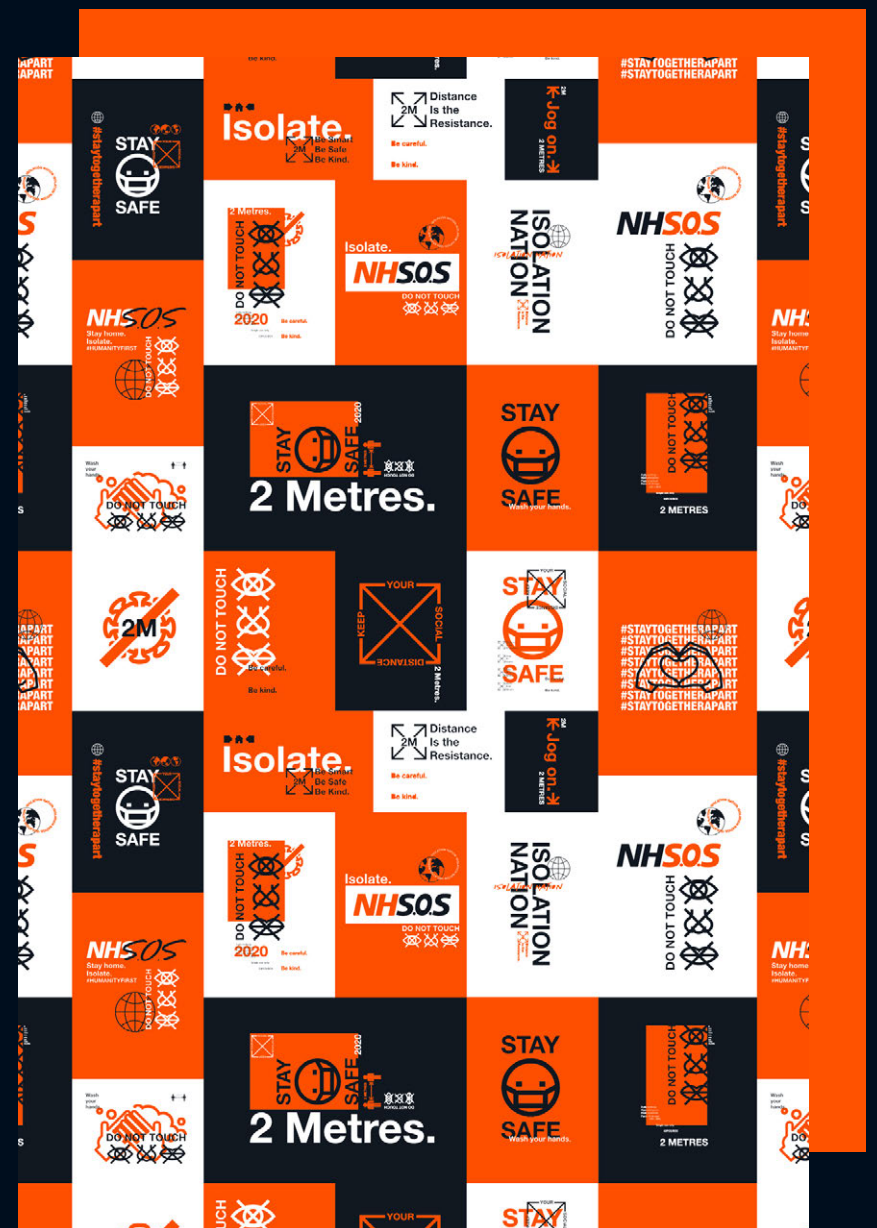
DO NOT TOUCH

PATTERNS

>> IN_PATTERN_03



>> IN_PATTERN_04





If
you
can
read
this
you
are
**TOO
CLOSE.**



1000

[illegible]

PATTERNS

2 Metres.



2 Metres.

>> IN_PATTERN_07







#STAYTOGETHERAPART
 #STAYTOGETHERAPART
 #STAYTOGETHERAPART
 #STAYTOGETHERAPART
 #STAYTOGETHERAPART
 #STAYTOGETHERAPART
 #STAYTOGETHERAPART







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Mission

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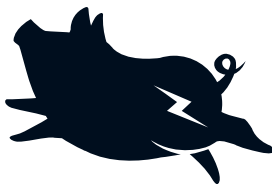
General

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We may make changes to these Terms of Use from time to time, in which case any changes will be published in updates to the guide, which will be available by visiting welovethis.store. By continuing to use the Guide, you shall be deemed to agree to be bound by those changes and revised terms. The terms were last updated on 22 April 2020.

2020



**POWER
STATION
STUDIOS™**

welovethis.store
powerstation-studios.co.uk

Be careful.

Be kind.

