EUN X CARTOONBASE

Ally, a new mascot for Safer Internet Day

Style and implementation guide

27.09.2024

Download all materials here

Main character

Ally is the new
Safer Internet Day mascot.

She is fast, brave, well-equipped,
and tech-savy.

A true companion for young
people in the big internet world.

Click for Animated version

Fundamental poses

ALLY IS...

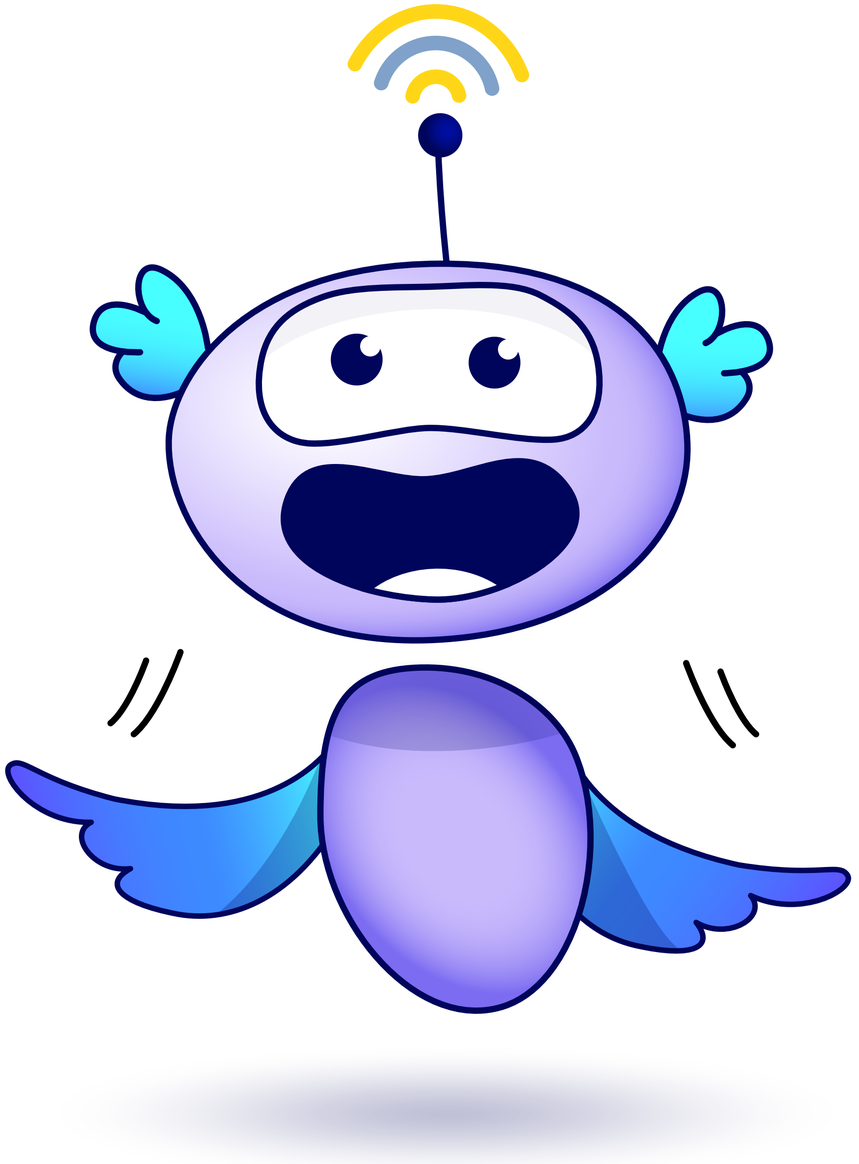
Baking up smart ideas

Looking for solutions to a possible threat.

ALLY IS...

Experiencing big emotions

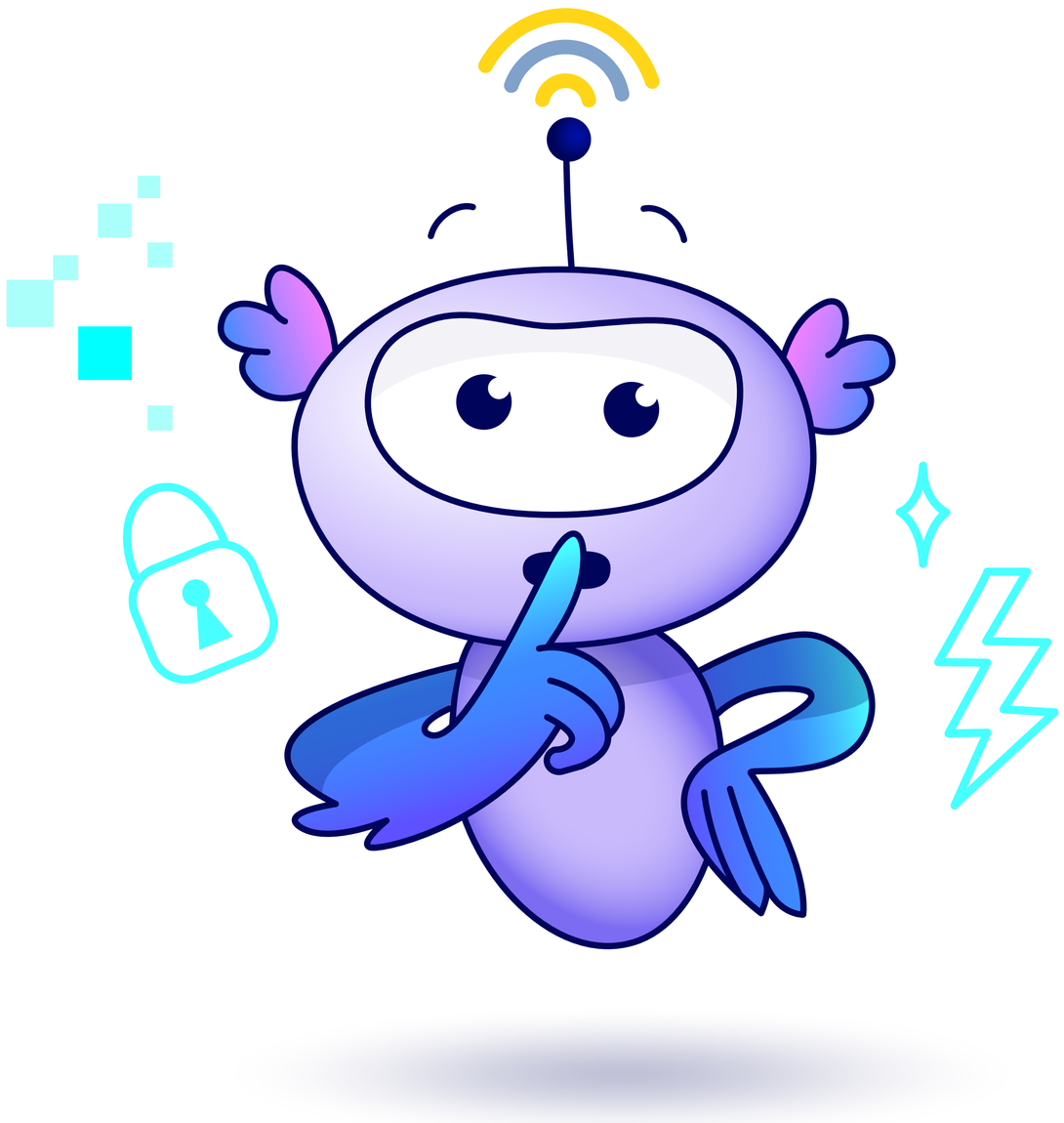
Even if Ally is well prepared, the internet is a peculiar and surprising place.



ALLY IS...

Protecting your privacy

Ally has plenty of suggestions on how to protect your data online.



ALLY IS...

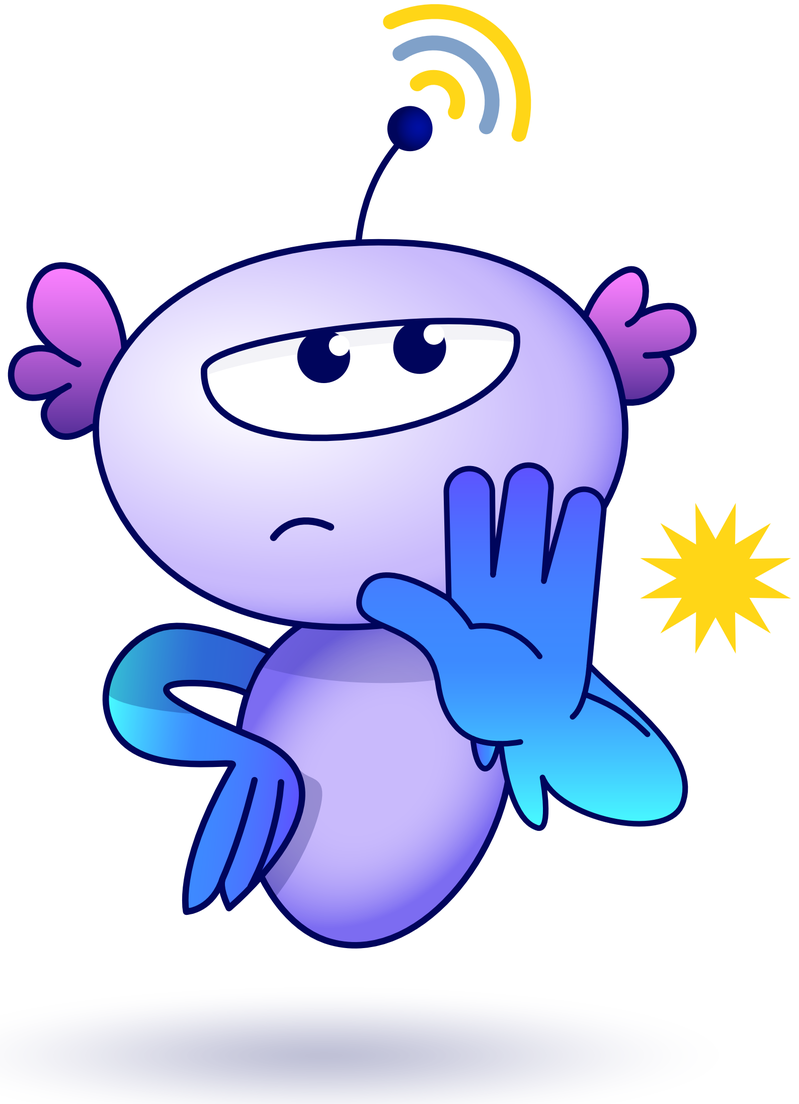
Scrolling safely

Being mindful of screen-time, attention-grabbing mechanisms and other possible threats.

ALLY IS...

Saying stop

To cyber-bullism, harassement, accont hacking and any other misdeeds on the internet.



Implementation

Text version

Main logo

Download all materials here

Safer Internet Day

Minimum height
100 px

Safer Internet Day

Compact version

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Safer Internet Day

Minimum height
100 px

Safer Internet Day

Safe area

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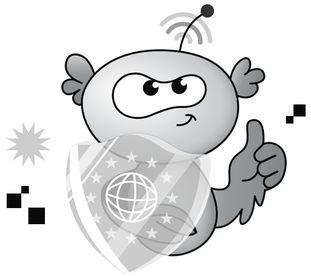
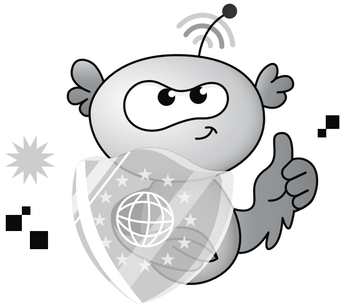
Safer Internet Day

Greyscale versions

Download all materials here

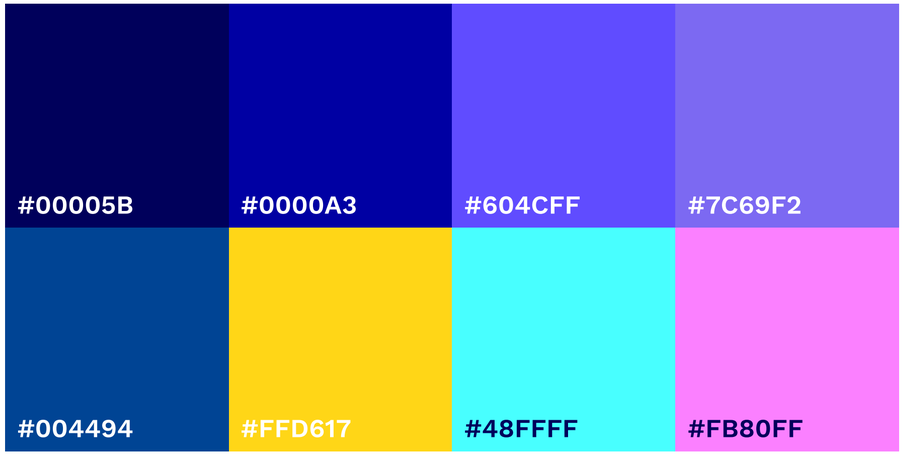


Safer Internet Day



Safer
Internet
Day

Colour palette


#00005B
#0000A3
#604CFF
#7C69F2
#004494
#FFD617
#48FFFF
#FB80FF

Typography

Karla

Medium You're safe with me!

Extrabold **You're safe with me!**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910 €%*+#@

Karla is an Open Source font available on Google Fonts.

Implementation

Usage recommendations

It is **not** allowed to:

Stretch or alter proportions of the logo / the mascot.

Rotate the logo / the mascot.

Change its colours.

Use shadows or other effects.

Put the logo / the mascot on a solid background other than white, nor on a picture.

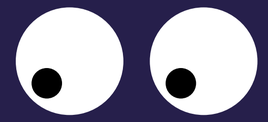
Change the logo using another font.

Download all materials here

Implementation

Web banner

Download all materials here.



A project proudly crafted by

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