

Meet Ally, the mascot for Safer Internet Day

Style and implementation guide

[Download all materials here](#)



Main character

Ally is the Safer Internet Day mascot.

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

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



Fundamental poses

ALLY IS...

Baking up smart ideas

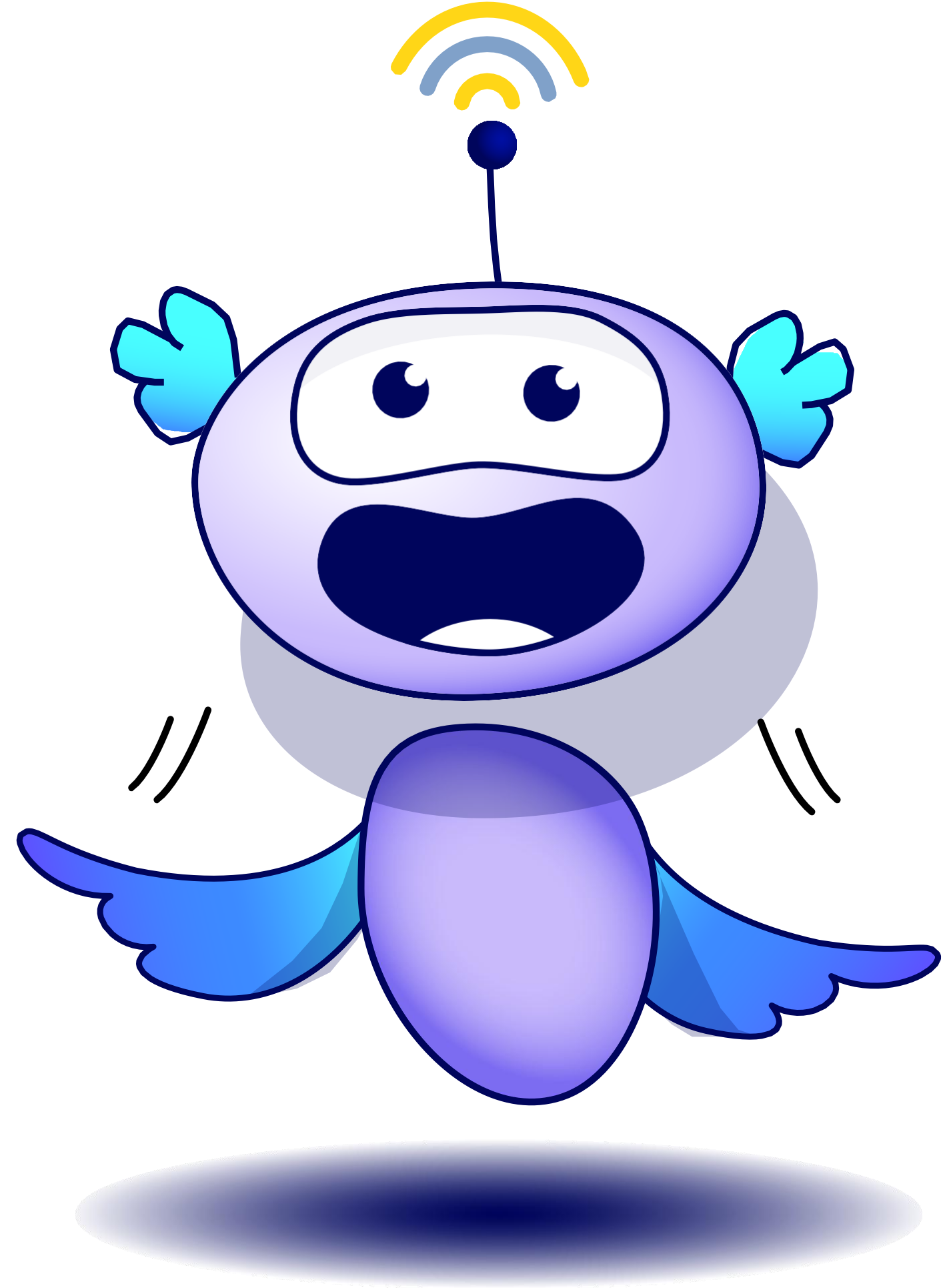
Looking for solutions
to a possible threat.



ALLY IS...

Experiencing big emotions

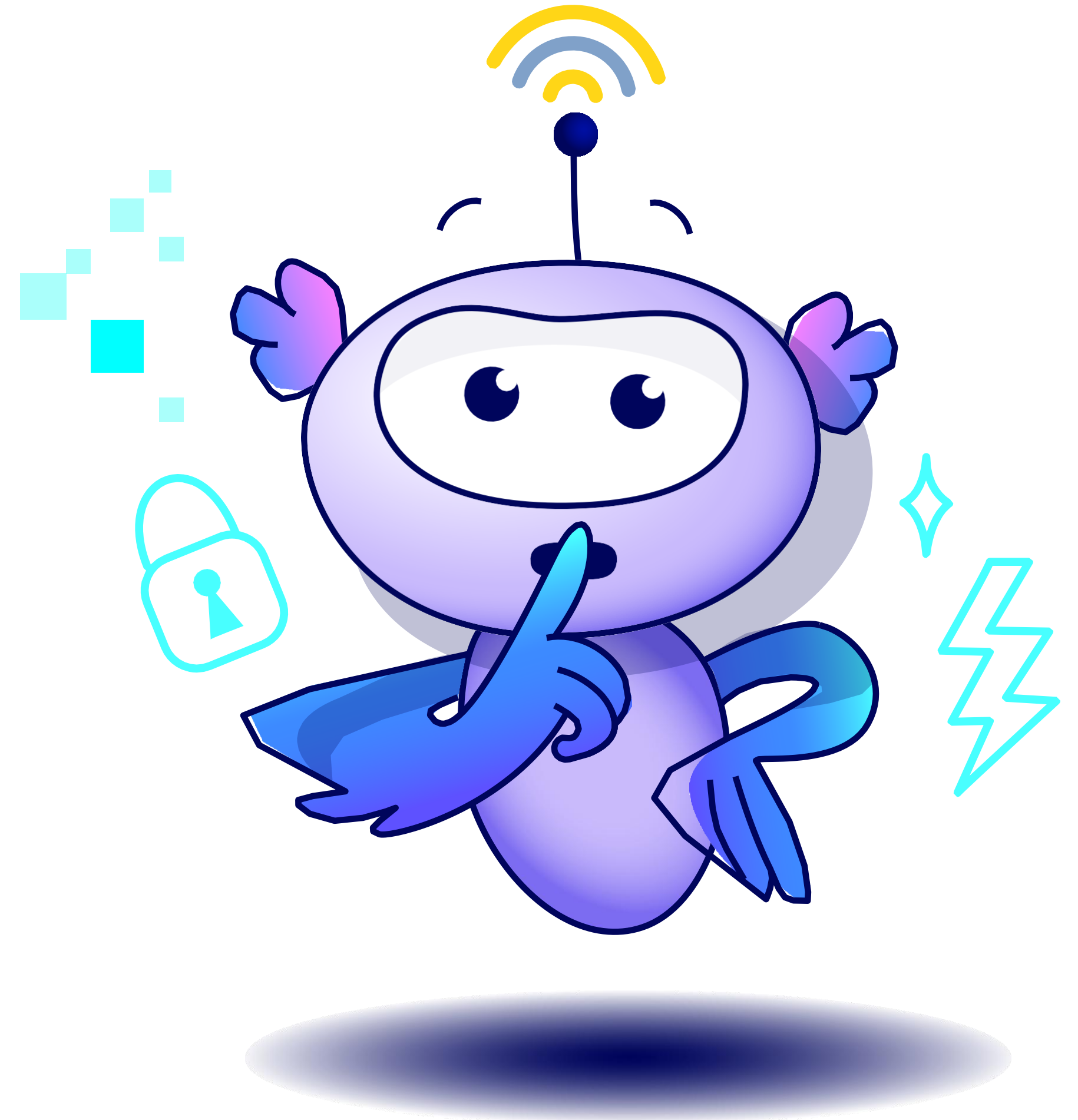
Even if Ally is well prepared,
the internet is a peculiar and
surprising place.



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 cyberbullying, harassment,
account hacking, and other harmful
content and actions online.



Web banners

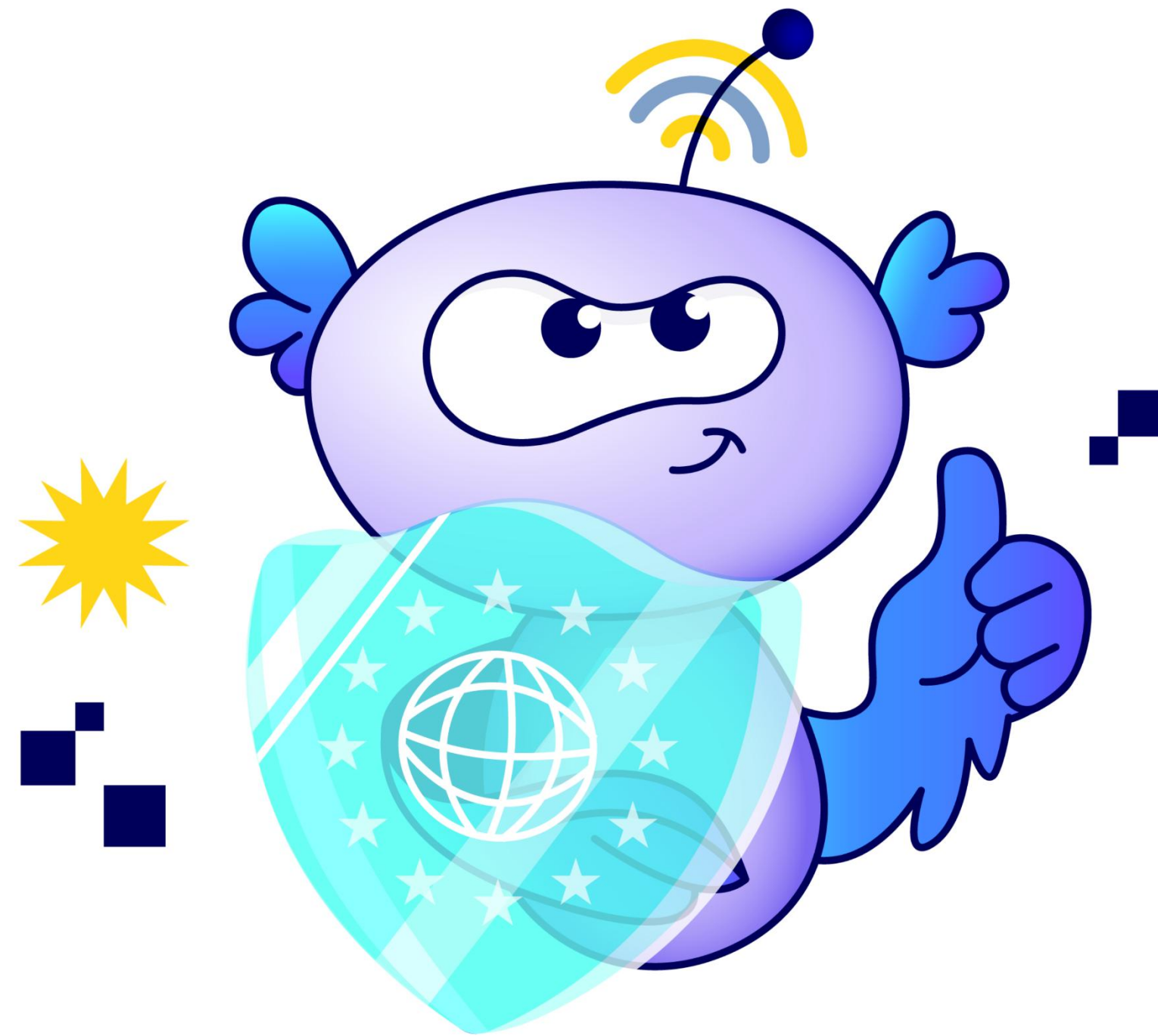
Safer Internet Day 2026

Undated



[Download all materials here.](#)

SID 2026 generic banner (QR code)



**Safer
Internet
Day 2026**

Tuesday
10 February

Together for a better internet

better-internet-for-kids.europa.eu/saferinternetday



#SID2026



[Download all materials here.](#)

[Access the Canva link if you need to edit/translate the SID 2026 banner.](#)

SID 2026 generic banner



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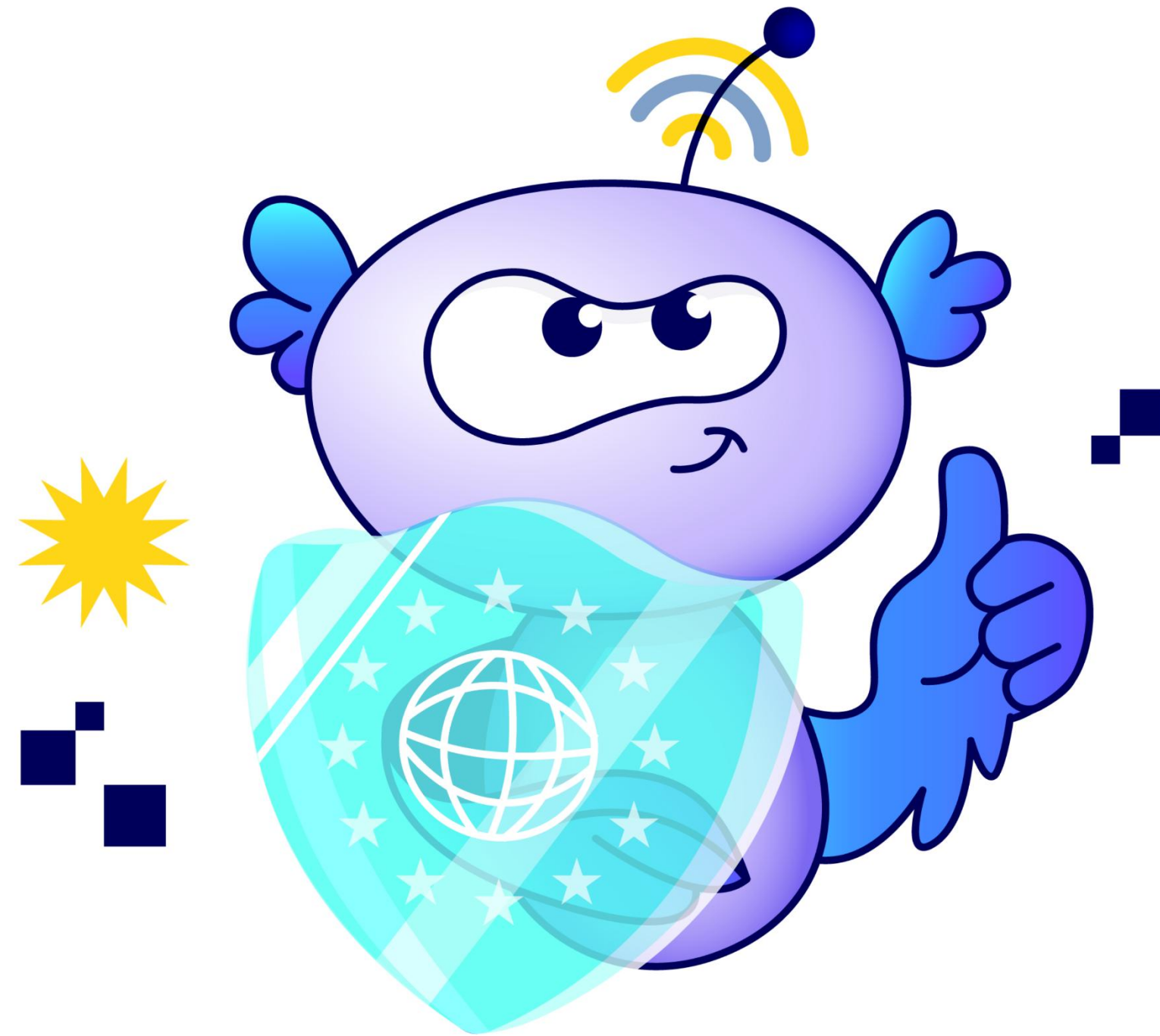


#SID2026

[Download all materials here.](#)

[Access the Canva link if you need to edit/translate the SID 2026 banner.](#)

SID 2026 banner - logo placement



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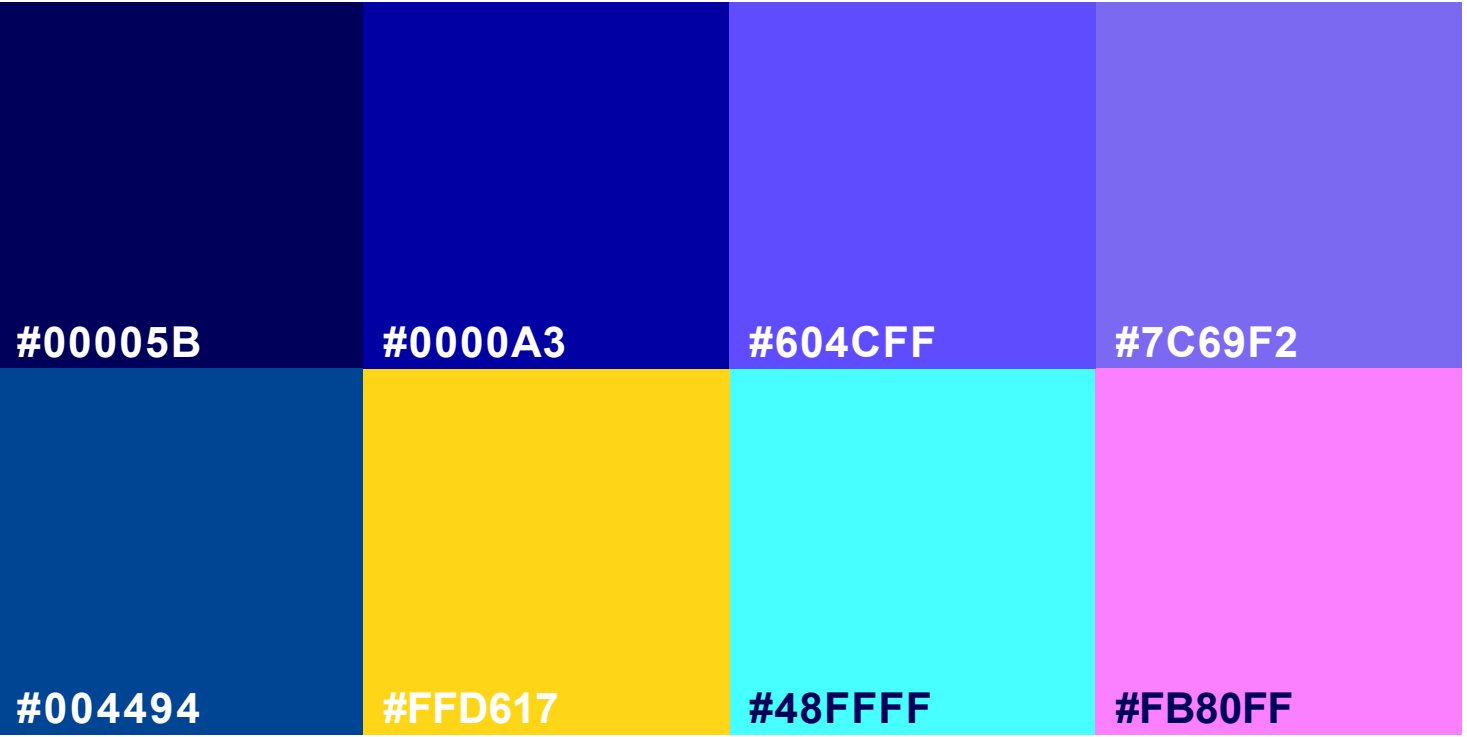
#SID2026



[Download all materials here.](#)

[Access the Canva link if you need to edit/translate the SID 2026 banner.](#)

Colour palette



Typography

Medium

You're safe with me!

Extrabold

You're safe with me!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910 €%*+#@

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.

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