

Safer Internet Day

Guidelines for use of the Safer Internet Day logo and related campaign assets

(last revision: November 2025)



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Overview

Safer Internet Day (SID) takes place each February to promote safer and more responsible use of online technology and mobile devices, especially among children and young people. Celebrated throughout the month of February (with a global day of focus on the second Tuesday of the month), hundreds of events are organised to raise awareness of online safety issues, right across the globe.

Safer Internet Day is organised by the European Commission, in the framework of the [European Strategy for a Better Internet for Kids \(BIK+\)](#) under the [Digital Europe Programme \(DIGITAL\)](#). It is supported by European Schoolnet (EUN) in a secretariat capacity (the Safer Internet Day Coordination Team), and further amplified by European Safer Internet Centres (SICs) in the framework of the joint Insafe-INHOPE network. Safer Internet Day has been observed annually since 2004, growing year-on-year to provide a truly worldwide celebration, far beyond its European origins.

Each year, a range of logos (and related campaign assets) are provided to help promote the campaign. These assets can be used by SICs, SID Committees and SID Supporters. Third parties can also use some versions of the logos, subject to certain conditions as outlined below.

Ally, the Safer Internet Day mascot (SID visual identity)

Ally, the mascot for Safer Internet Day celebrations, was introduced in 2025. Designed by young people. Ally provides the basis for the main visual identity for the campaign.

Ally was designed by young people for young people, with a number of BIK Youth participants working with a design agency to realise their vision. The result - Ally -



is fast, brave, well-equipped, and tech-savvy – a true companion for young people in the digital world.

The main uses of the SID visual identity are outlined below:

Safer Internet Centres and approved SID Committees and Supporters

- Safer Internet Centres and approved Safer Internet Day Committees and Supporters (with profiles hosted within the **Safer Internet Day** section of the BIK public portal) are authorised to use a version of the SID logo with an organisational logo alongside the EU logo and the joint Insafe/INHOPE network logo. Where an additional organisational logo is used, there should be only one, it should be positioned to the right of the other two logos, and it should be in the same size as the other two logos.



Together for a better internet

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

#SID2026



- An adaptable version of the logo is made available to Safer Internet Centres through the Better Internet for Kids (BIK) community and to approved Safer Internet Day Committees and Supporters through SID campaign mailings.
- Additionally, we recognise that some countries may wish to translate the text of the logo to better engage their target audiences. Please check with the **Safer Internet Day Coordination Team** before doing so.

Please note: under no circumstances should the EU and joint Insafe/INHOPE logos be removed or cropped from the SID logo when used by members of the SID stakeholder community.

Other supporters of Safer Internet Day

- Where third parties are supporting SID and wish to use a SID logo in campaign activities and promotional materials, they should typically make contact with their country-based Safer Internet Centre (Safer Internet Centres typically operate in EU Member States, plus Albania, Iceland, North Macedonia, and Norway) or approved Safer Internet Day Committee (for countries outside of the European Union, where one exists) in the first instance. National contact points typically retain an overview of country-based activity for SID and will direct you to logos which you can use in your own campaign activities. If you are unsure of your national contact point, please contact the [Safer Internet Day Coordination Team](#) who will put you in touch.
- Where a national SID contact point does not exist, again, please contact the [Safer Internet Day Coordination Team](#) for further assistance.
- Versions of the SID logo (and related campaign assets) which can be used without prior authorisation (subject to the conditions outlined below) are made available for download via the [Get involved page](#) of the Safer Internet Day section on the BIK platform.

Please note: under no circumstances should the EU and joint Insafe/INHOPE logos be removed or cropped from the SID logo when used by third-party supporters of Safer Internet Day.

General terms and conditions of use

All uses of the SID visual identity are subject to the terms and conditions as outlined below:

- The SID logo (and related campaign assets) must be used in their complete form as supplied by Safer Internet Day Coordination Team without alteration (with the exception of SICs and approved SID Committees adding their organisational logo as outlined above).
Any requests to create an alternative version of the logo (for example, to support a specific campaign action) **MUST** be approved by the **Safer Internet Day Coordination Team** in writing in advance of any such logo being commissioned/used.
- The Safer Internet Day (SID) logo (and related campaign assets) may only be used if the activities of the user are consistent with the aims, purposes and activities of Safer Internet Day.
- The SID logo (and related campaign assets) should not be used in such a way as to imply that a third-party organisation is the authorised point of contact for Safer Internet Day in that country.
- The SID logo (and related campaign assets) can only be used in conjunction with promoting Safer Internet Day and gives no general right or license to use the logo in connection with promoting the other activities of an organisation.
- The image, reputation and impartiality of Safer Internet Day, the European Commission, and the joint Insafe/INHOPE network of Safer Internet Centres must be maintained at all times. The SID logo (and related campaign assets) must not be used in any way which would imply the endorsement by the Safer Internet Day campaign (and/or the related entities) of any product, service, opinion, activity or similar.

- The **Safer Internet Day Coordination Team** retains the right to request the removal of any SID logo (or related campaign asset use) which does not comply with the authorised use as outlined in this document.

Contact in case of questions or queries

Please contact the **Safer Internet Day Coordination Team** should you have any questions or queries about the use of the Safer Internet Day (SID) logo and related campaign assets.

Any identified misuse of the SID logo should be reported to the same email address.

-  better-internet-for-kids.europa.eu
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Better Internet for Kids