

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

Safer Internet Day (SID) takes place each February to promote the safe and positive use of digital technology, especially among children and young people. It is organised and coordinated by EUN Partnership aisbl (EUN) on behalf of European Commission, in close partnership with the joint Insafe/INHOPE network of European Safer Internet Centres (SICs). The campaign extends beyond its European roots with the active involvement of a global network of country-based Safer Internet Day Committees and Safer Internet Day Supporters who all work to raise awareness of safer and better internet issues on the day.

The Safer Internet Day Coordination Team at EUN provides a range of logos (and related campaign assets) to help promote the annual campaign. These campaign 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.

SID visual identity

This version is typically used by the Safer Internet Day Coordination Team, by Safer Internet Centres, and approved Safer Internet Day Committees and Supporters choosing not to localise the logo (see below).



Types of use of the SID visual identity

The main types of use of the SID visual identity are outlined below:

- **Safer Internet Centres and approved Safer Internet Day Committees and Supporters**

Safer Internet Centres and approved Safer Internet Day Committees and Supporters (with profiles on the www.saferinternetday.org website) are authorised to use a version of the SID logo with an organisational logo alongside the EC 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.

This 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.

Please note: 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 (sid-helpdesk@eun.org) before doing so.

- **Third parties supporting Safer Internet Day through country-based activities**
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 (in the European Union, Norway, Iceland and Russia) or approved Safer Internet Day Committee (for countries outside Europe, where one exists) in the first instance. A full list of country contacts can be found at www.saferinternetday.org/web/sid/country. 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.

Where a national SID contact point does not exist, please contact the Safer Internet Day Coordination Team (sid-helpdesk@eun.org) 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 at www.saferinternetday.org/web/sid/about.

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 EUN 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 (sid-helpdesk@eun.org) in writing in advance of any such a 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 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, EUN, the EC 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 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 (sid-helpdesk@eun.org) should you have any questions or queries about the use of the Safer Internet Day (SID) logo and related campaign assets. Any identified misuses of the SID logo should be reported to the same email address.