

BRAND GUIDELINES



THE CYBERSMILE FOUNDATION

WHO WE ARE

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of abuse and bullying online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential without the fear of ridicule and abuse.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.

LOGOS

For all logo file types please contact our Press Office: pressoffice@cybersmile.org



THE CYBERSMILE FOUNDATION

Full logo in blue.



THE CYBERSMILE FOUNDATION

Full logo in white.

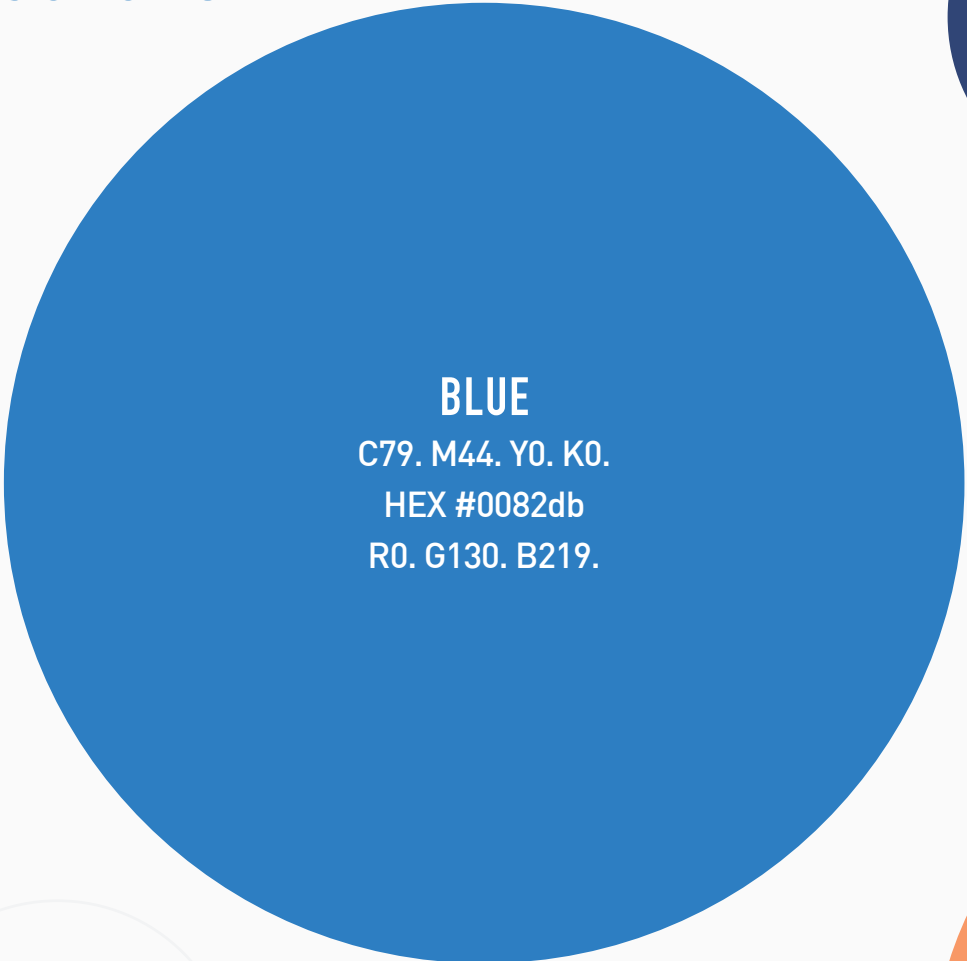


Smile logo icon blue.



Smile logo icon white.

COLORS



BLUE
C79. M44. Y0. K0.
HEX #0082db
R0. G130. B219.



DARK BLUE
C96. M87. Y38. K0.
HEX #334676
R51. G70 B118.



YELLOW
C0. M25 Y98. K0.
HEX #ffc118
R225. G193 B24.



PINK
C0. M90. Y30. K0.
HEX #ee3f75
R238. G63 B118.



DARK GREY
C62. M54. Y53. K26.
HEX #5d5d5d
R93. G93 B93.



ORANGE
C0. M49. Y63. K0.
HEX #f79766
R247. G151 B102.



WHITE
C0. M0. Y0. K0.
HEX #ffffff
R255. G255. B255.



PALE GREY
C0. M0. Y0. K5.
HEX #f1f2f2
R241. G242. B242.

FONTS

Headers / Titles

DIN CONDENSED

NOTE: Always use as uppercase.

Body copy

Din light. Din reg. **Din medium.** **Din bold.**

NOTE: Choose a font weight which best complements the design.

MEDIA BOILERPLATE

Cybersmile U.S. Boilerplate:

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Cybersmile U.K. Boilerplate:

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CONTACT

General Enquiries: info@cybersmile.org

Media Enquiries: pressoffice@cybersmile.org

Corporate: corporate@cybersmile.org

Fundraising: fundraising@cybersmile.org

Events: events@cybersmile.org

Stop Cyberbullying Day: stopcyberbullyingday@cybersmile.org

U.S. WEST
530 Lytton Avenue
2nd Floor
Palo Alto
CA 94301

U.S. EAST
99 Hudson Street
5th Floor
Tribeca
New York, NY 10013

U.K. AND INTERNATIONAL
3 London Bridge Street
3rd Floor
London
SE1 9SG