

Disrupting Harm: Branding and Communications Guide for External Use

Background

Consistent use of the **Disrupting Harm** brand and messaging helps reinforce the project's credibility and leadership in evidence generation on technology-facilitated child sexual exploitation and abuse. This guide supports partners and organizations who wish to reference or share findings from Disrupting Harm.

Purpose and users

This branding guide is designed to ensure consistent, aligned, and ethical branding and communication by organizations that are independently amplifying the findings of the Disrupting Harm project.

It applies to all **external communication outputs** including materials, campaigns or promotional content for events that refer to Disrupting Harm, use Disrupting Harm findings or data, and are developed independently without the involvement or sign-off of any of the Disrupting Harm implementing partners (ECPAT International, INTERPOL, UNICEF Innocenti) or funder (Safe Online).

This guide is intended for **organizations or individuals producing content that references Disrupting Harm findings but are not directly affiliated with, or overseen by, any of the implementing partners.**

Key branding and usage guidelines

1) Project description: When referencing the project, always include:

The full project name: **Disrupting Harm** (avoid abbreviations).

- The implementing partners: **ECPAT International, INTERPOL, and UNICEF Innocenti.**
- The funder: **Safe Online**

2) Branding and logo: Use the **Disrupting Harm secondary logo**, which includes the tagline “**informed by Disrupting Harm.**” This version is intended for third-party use when referencing the project’s findings.

See example of secondary logo usage below



- Do not alter the logo in any way (e.g., changing colours, stretching, rotating, applying effects).
- Please [download the secondary Disrupting Harm logo here](#)
- If you wish to include implementing partner logos, you must obtain **prior written approval** from each organization and funder.
 - » ECPAT International [communications@ecpat.org]
 - » INTERPOL [press@interpol.int]
 - » Safe Online [Serena@safeonline.global]
 - » UNICEF Innocenti [scurran@unicef.org]

3) Official webpage and social media:

The Disrupting Harm project is hosted on the Safe Online website. Please include the following link in all materials: <https://safeonline.global/disrupting-harm-2/>

Social media posts:

- Should include a link to the official Disrupting Harm webpage.
- Where possible, **tag** the implementing partners and **Safe Online** (see handles below).
- Always use the hashtag #DisruptingHarm.

Instagram:

@ecpat
@interpol_hq
@safeonlinefund
@unicefinnocenti

LinkedIn:

ECPAT International
INTERPOL
Safe Online
UNICEF Innocenti

X (Twitter):

@INTERPOL_HQ
@SafeOnlineFund

Bluesky:

@ecpat.bsky.social
@interpol.int
@unicefinnocenti.bsky.social
@safeonlinefund.bsky.social

Need support or have questions?

For questions regarding branding, approvals for implementing partner logos, or additional communications guidance, please contact:

- » Safe Online [Serena@safeonline.global]
- » UNICEF Innocenti: [scurran@unicef.org]