



Practical Toolkit

Resources, templates and
strategies for real impact.



www.unitedagainstonlineabuse.com/uaoa-day 



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What is UAOA Day?



United Against Online Abuse in Sport Day, marked on 7 July, is a global awareness and action moment led by FIA's UAOA Coalition to mobilise the sport ecosystem against online abuse.



It brings together athletes, fans, clubs, federations, media, institutions and partners around one shared message: **online abuse has no place in sport**, and everyone has a role to play in creating safer and more respectful digital spaces.



UAOA Day is not a standalone campaign. It is an activation moment within the broader UAOA initiative, helping translate long-term coalition work into visible, practical and collective action.



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How to Take Part in UAOA Day



1. Download

Download the campaign assets using the links provided at the bottom of each dedicated page.



2. Customize

Customize the editable materials with your organization's logo and adapt them for your audience.



3. Share

Share them across your channels **in the lead-up to 7 July**, the official UAOA Day celebration, and help amplify the message: safer online spaces in sport start with all of us.



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UAOA Day Logos

MAIN LOGO



CO-FUNDER LOGOS



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[Access the logos here](#)

UAOA Day Branding



COLOR PALETTE

White

Blue

Orange

HEX: #002F67

HEX: #F1A01F

Sky Blue

Purple

HEX: #FFFFFF

HEX: #21B7CB

HEX: #7E559E

Our visual identity reflects the energy, inclusivity and unity of the UAOA Day movement.

Use these colors and typography to create a **consistent and impactful** brand experience.

TYPOGRAPHY



Cerebri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()



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Official Hashtags

Use the official hashtags to be part of the global conversation and help amplify the message: **online abuse has no place in sport.**



#UAAOA Day

#UnitedAgainstOnlineAbuse

#WordsMatterInSport



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Key ^{EN} Messages

Copy, adapt and share these messages across your channels to help amplify UAOA Day.



Long caption

Today, we stand with @UAOA and the motorsport community to say NO to online abuse in sport.

Words have power. Together, we can create a safer, kinder digital space for athletes, fans, and everyone in between.



Short caption

Sport is about passion, unity, and respect. Online abuse threatens all three. On UAOA Day, we're taking a stand. Will you join us?



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Key ^{FR} Messages

Copiez, adaptez et partagez ces messages sur vos différents canaux afin de contribuer à amplifier la portée de l'UAOA Day.



Légende longue



Aujourd'hui, nous nous joignons à @UAOA et à la communauté du sport automobile pour dire NON aux abus en ligne dans le sport.

Les mots ont un pouvoir. Ensemble, nous pouvons créer un espace numérique plus sûr et bienveillant pour les athlètes, les fans et tous ceux qui les entourent.

Légende courte



Le sport incarne la passion, la solidarité et le respect. Pourtant, les insultes en ligne menacent ces valeurs fondamentales.

À l'occasion de l'UAOA Day, nous prenons position.
Rejoignez-nous !



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Key ^{ES} Messages

Copia, adapta y comparte estos mensajes en tus canales para ayudar a amplificar el alcance del UAOA Day.



Texto largo



Hoy alzamos la voz con @UAOA y la comunidad del automovilismo para decir NO al acoso en línea en el deporte.

Las palabras tienen poder. Juntos podemos crear un espacio digital más seguro y respetuoso para los deportistas, los aficionados y todos aquellos que los rodean.

Texto corto



El deporte es sinónimo de pasión, solidaridad y respeto. Sin embargo, los insultos en Internet amenazan estos valores fundamentales. Con motivo del UAOA Day, mostramos nuestro compromiso. ¿Te unes a nosotros?



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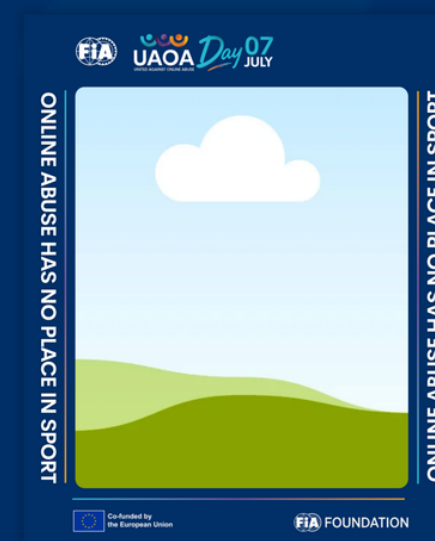
Social Media Assets



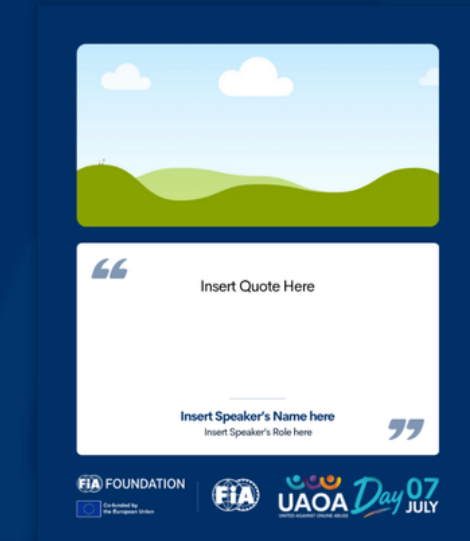
"We stand with UAOA Day"



UAOA Day frame



UAOA Day Quote card



Available in 3 formats



LinkedIn post
Adapted format for professional networks

[↓ Access the visuals here](#)



Instagram story
Vertical format for story sharing

[↓ Access the visuals here](#)



Instagram post
Square format for feed publication

[↓ Access the visuals here](#)



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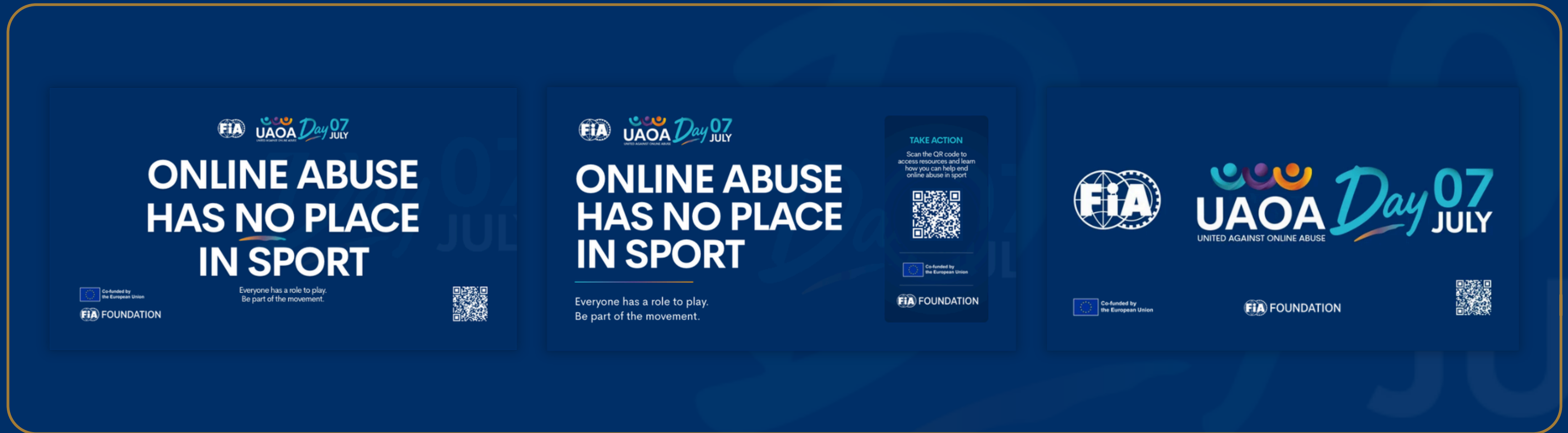
Email Banner



Editable and ready-to-share templates are available via the link below.

[↓ Access the visuals here](#)

Digital Screen



Editable and ready-to-share templates are available via the link below.

[↓ Access the visuals here](#)



Poster



Ready-to-share templates are available via the link below.

 [Access the visuals here](#)



Contacts

For requests/questions relating to the campaign, **please contact:**



For Visuals/Design related questions

Ms. Ella Hirsbunner
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OR



For UAOA Project related questions

Ms. Erin Bourke
(uaoa@fia.com)



TOGETHER, WE CAN END ONLINE ABUSE IN SPORT.



Your voice matters.

By joining us, you send a powerful, united message:
abuse has no place in sport.

www.unitedagainstonlineabuse.com/uaoa-day 

Stronger Together. Committed to Action



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