SID Monitor

Status Is Down and Status Is UP Introduce Mascots Sid and Siu, With Daily Puzzles, Stickers and an Animated Series

Sid now guides visitors, starts conversations and appears in outage alerts on Status Is Down. Siu guides website owners on Status Is UP. Both characters star in new daily puzzles for iPhone and Android, come as stickers for Telegram and WhatsApp, have their own fan pages and will lead a short animated series from 18 November.

Press release · 16 November 2026



Sid, the red Status Is Down mascot, and Siu, the green Status Is UP mascot
Official Sid and Siu launch illustration. Image: Status Is Down.

Two characters give downtime and uptime a recognisable face

SINGAPORE — 16 November 2026 — SID Monitor today introduced Sid and Siu, the mascots of its two consumer platforms. Sid represents Status Is Down, which helps people find out whether a service or website is down. Siu represents its sister platform, Status Is UP, which helps website owners prepare for launch day and stay ready after it. Both characters are now live on the platforms' websites, and both appear in new daily puzzles in the Status Is Down and Status Is UP apps for iPhone and Android. Fans can also send them as stickers, visit their new fan pages and, from 18 November, follow them in a short animated series.

The two characters are designed as mirror images. Sid is wide at the top and narrows towards the bottom, like an arrow pointing down, with a metallic orb floating beneath him that forms an exclamation mark. Siu is wide at the base and narrow at the top, like an arrow pointing up, with a pyramid floating above his head. A visor face with LED eyes lets each character show a range of moods, from calm to worried to celebrating. Status Is Down currently monitors more than 14,300 services and tracks more than 2 million websites, and the characters are intended to make that information easier to read at a glance.

Sid appears across the Status Is Down website and in outage alerts

On the Status Is Down homepage, Sid introduces himself to first-time visitors and offers a short tour of five features: live outage reports, service search, free outage alerts, the Status Is Down app and the chat assistant. Sid is also the new face of the chat assistant across the site, where visitors can check whether an app or website is down, set up alerts, see live outages, get the app or contact the team.

On service and website pages, Sid appears in the prompt that asks visitors whether a service is down for them. The question and the way answers are counted are unchanged. Website pages now use the same prompt design as service pages.

Outage alerts also feature Sid. Push notifications and alert emails include an illustration that matches the situation: a melted Sid for most outages, a composed Sid for services where an outage can be serious, such as banking, payments, health, government services, energy, telecoms and travel, and a curious Sid when Status Is Down asks whether a service is back up. The illustrations appear on Android and, with the latest Status Is Down app update, on iPhone.

Siu guides website owners on Status Is UP

On statusisup.com, Siu sits in the homepage hero, greets first-time visitors and offers a quick tour of the site's toolkits, launch board, mobile app, service index, and readiness and wiki guides. When visitors scroll, Siu moves to the corner of the screen. On the website launch checklist, Siu moves up through five stages as an owner marks tasks ready, finishing with a full celebration when every task is complete. The statusisup.com edition of Siu uses a matte paper style that matches the site's illustrations, while the metallic version remains the official character elsewhere.

Daily puzzles bring Sid and Siu to the mobile apps

The Status Is Down and Status Is UP apps now include one new puzzle a day, built around what each product does.

In **Root Cause**, the Status Is Down puzzle from Monday to Saturday, players use Sid's orbs to trace crowd-reported problems on a small dependency map back to the one upstream provider or platform that failed. In **Failover**, the Status Is UP puzzle from Monday to Saturday, players lay cable from Siu's server so that every home stays online even if any one storm cable fails. On Sundays, both apps share **Up & Down**, a crossover in which one set of swipes moves both characters, with up and down mirrored so that Siu rises while Sid falls.

Each puzzle is checked by a solver before release and has a par score. Players keep a daily streak by finishing the puzzle, whether or not they solve it, and earn a streak shield every seven days, holding up to two, to cover a missed day. Results can be shared without revealing the answer. No account is needed, and progress is stored on the player's device.

Stickers, fan pages and an animated series

The first Sid and Siu sticker pack has 24 stickers: 13 of Sid, 7 of Siu and 4 of the pair together. The full pack can be added to Telegram in one tap, and Status Is Down app users on iPhone and Android can add the stickers to WhatsApp from the app's settings. All 24 are also on the Status Is Down GIPHY channel. An emoji pack for Slack, Microsoft Teams and Discord, and high-resolution images, can be downloaded from statusisdown.com/stickers. The stickers are free for personal use.

Each character now has a fan page. Sid's page at statusisdown.com/sid introduces him as the little red lookout of Packet City, with a mood dial that shows his seven moods and a quiz that asks visitors whether they are more Sid or Siu. It is also home to the Sid & Siu Fan Club, a board where fans can post with a nickname and no account, and where posts are checked for spam. Siu's page at statusisup.com/siu introduces him as the green builder of Packet City and lets visitors power him up through five levels, each linked to a Status Is UP tool.

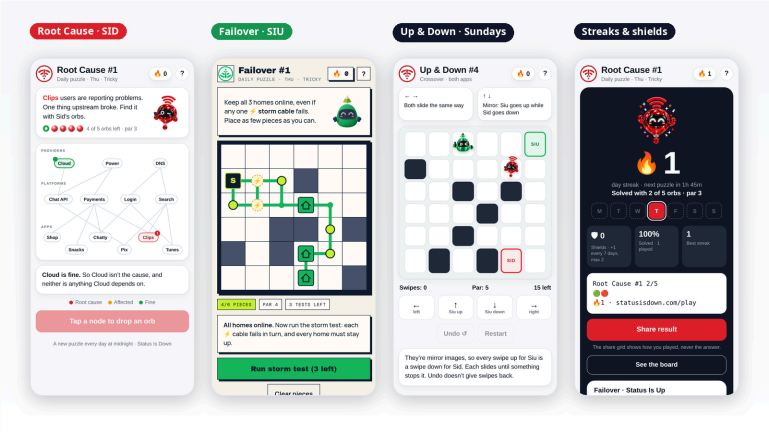
A short animated series, *Sid & Siu*, follows the two characters in Packet City. Five short introductory clips will be released from 18 to 22 November, and the first episode, "Welcome to Packet City", premieres on 23 November at 2 p.m. ET. The series will appear on Status Is Down's Facebook, TikTok and X accounts and on Status Is UP's X account. It is produced with AI video tools from the official character designs.



Some of the 24 Sid and Siu stickers
Some of the 24 Sid and Siu stickers. Images: Status Is Down.

Designed to stay helpful during an outage

Both platforms apply the same rules to their mascots. Only one Sid or one Siu is visible on a page at any time, so the character does not compete with the information a visitor came to find. Movement is subtle and stops for visitors whose devices are set to reduce motion. Sid's homepage guide and greetings are available in all 20 languages supported by Status Is Down, including Arabic.



Four phone screens showing the Root Cause, Failover and Up & Down puzzles and the streak screen
The new daily puzzles in the Status Is Down and Status Is UP apps. Screenshots: Status Is Down and Status Is UP.

About SID Monitor

SID Monitor owns Status Is Down, which provides differentiated outage intelligence through service-status and community-signal context. Its sister platform, Status Is Up, supports Uptime Enablement through recognition of steady uptime and verified recovery performance. Together, the products help teams understand disruption signals and work toward more reliable digital services.

Meet Sid and Siu

Visit Status Is Down to meet Sid, or Status Is UP to meet Siu. The daily puzzles are available in the Status Is Down and Status Is UP apps on the App Store and Google Play.

Visit Status Is Down · Visit Status Is UP
https://statusisdown.com/

https://statusisup.com/

Further information

Read SID's official launch article

https://statusisdown.com/en/articles/introducing-sid-and-siu-mascots-daily-puzzles

Fan pages: Meet Sid · Meet Siu
https://statusisdown.com/sid

https://statusisup.com/siu/

Stickers: Telegram · GIPHY · Downloads
https://t.me/addstickers/StatusIsDown

https://giphy.com/channel/statusisdown

https://statusisdown.com/stickers/

Status Is Down app: App Store · Google Play
https://apps.apple.com/us/app/status-is-down/id6790587622

https://play.google.com/store/apps/details?id=com.statusisdown.app

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