



Guidelines for the use of the EFCNI World Prematurity Day 2024 collage and frame

For this year's World Prematurity Day, we are happy to provide you with a collage as well as a frame for your own pictures. We kindly ask you to respect EFCNI's copyright and ownership of these materials. Below you will find a few guidelines on how to use these graphics. We wish you great World Prematurity Day celebrations!

- Feel free to use the material to **raise awareness** in hospitals, for your event, press and media, or on social media.
- Use the material **only for raising awareness, providing information, or fundraising** for your non-profit organisation.
- **Do not alter the layout and design of the collage and frame** (e.g. colour, type, composition) – it is what makes us recognisable around the world.
- Feel free to add the logos and names of your individual supporters and partners, but **do not remove or change the EFCNI and GLANCE logos**.

Tips and advice when using the frame

- Use **positive depictions showing a best practice situation. Avoid showing babies in stress or undignified situations.** Signs for stress include
 - arched back,
 - arms and legs rigidly in air,
 - frowning or raised eyebrows,
 - spread fingers and toes (stop sign),
 - changed body colour (red, mottled, white etc.).
 - **Avoid showing nudity.**
- Some audience members are illiterate. Your chosen picture should **illustrate the slogan** to be inclusive.
- Please respect the **copyright and privacy policies** regarding the people in the images, and make sure to have written consent that you can use them. The photographer(s) and all other relevant organisations should be acknowledged on the images themselves.
- Images must be **high resolution** (300 dpi) and **colour** photographs.

In case of any doubts about the correct use of our material, **please share with us in advance a draft and/or preview of your designed material** before printing or publishing, and plan ahead for a possible exchange and approval process.