



World PI Week 2025

Community-generated content briefing guide

Together, bringing about change for primary
immunodeficiency patients worldwide

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You're invited to the World Primary Immunodeficiencies Week 2025 Campaign

This is **your** story to tell, and we want to do it justice. We kindly ask you to share your photograph and experiences to, together, design a campaign that tells real stories and makes a meaningful difference – now and in the future.

This guide has been written to help capture powerful, authentic content that is fit-for-purpose across our communication plans. Please read through each section carefully and please don't hesitate to reach out should you have any questions.

We thank you in advance for being a part of something special.



Eye contact & expression

Express confidence, resilience, or hope

Choose whatever feels most
natural to you.

Look into the camera directly

This will create a strong,
personal connection with the
audience.

Avoid exaggerated expressions

We want authentic, powerful
imagery.

Two images required

One portrait (vertical)

One landscape (horizontal)

Framing

Ensure your face and upper

body are visible

Mid-chest and above works best

Orientation & framing



Background & lighting



Background

Use a simple, uncluttered background – neutral walls or soft natural settings work well.

Lighting

Soft natural light (such as near a window) is best. If outside, aim for morning or late afternoon light to avoid harsh shadows.

Avoid

Strong shadows or direct overhead lighting that creates unflattering contrast.

Comfort is key

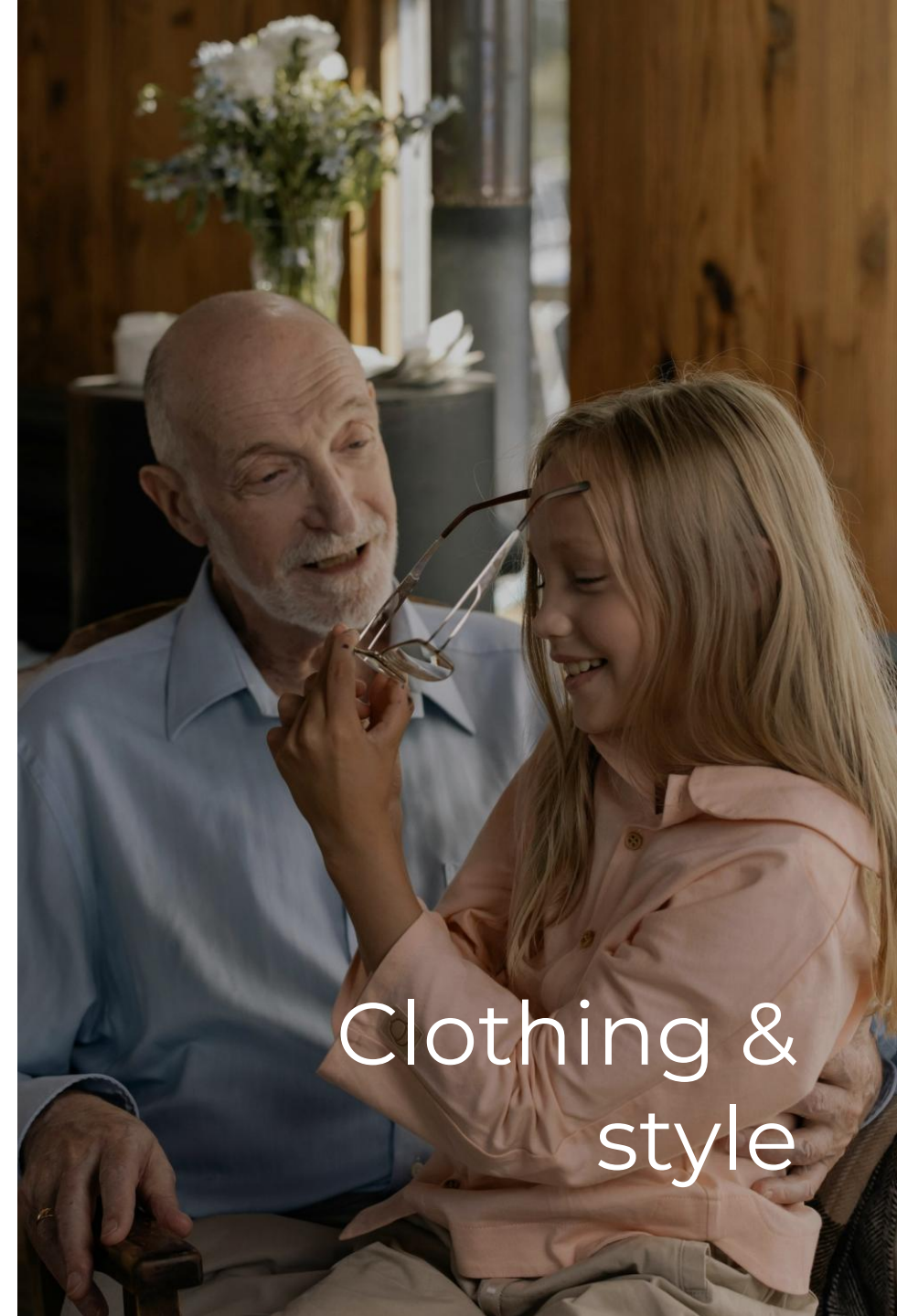
Wear what makes you feel comfortable and represents you – something simple and non-distracting is best.

Avoid distractions

Avoid loud patterns, logos, or text-heavy clothing as they can distract from your face and expression.

Your choice

If you wear medical devices, you may choose to include them if you feel comfortable.



Clothing &
style



Technical specifications

High resolution

Use a smartphone or camera with the highest possible resolution.

Image quality

Make sure the image is sharp (not blurry or pixelated).

No edits

Send the original, unedited photo (no filters, no added text or graphics).

Questions?

Reach out to Miriam Ferreira, IPOPI NMO Programmes Manager
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