

## INFORMATION ON THE USE OF THE 2026 ACTION PACKAGE OF SOS CHILDREN'S VILLAGES

You can use the campaign package shown here free of charge for your communications – no matter how large or small the donation is. Inspire your customers and employees with your commitment to SOS-Children's Villages and communicate your social engagement for vulnerable children and families!

We provide a limited number of layouts for your use in English and German. Please understand that we cannot always fulfil special requests for other formats.

### Web Banners



60 x 600 px (png)



300 x 250 px (png)



728 x 90 px (png)



## Social Media Posts



Instagram 1080 x 1080 px (png)

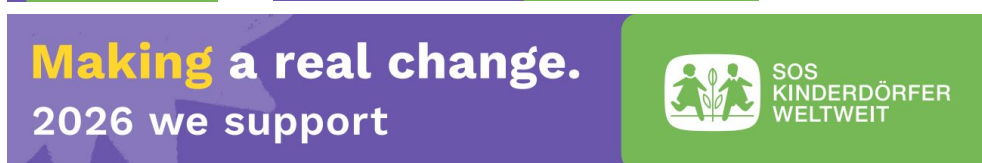


Facebook 1200 x 630 px (png)

## Promotional Logo



Email signature 270 x 150 px (png)



RGB/CMYK (eps/ai/pdf) scalable, also  
175 x 353 px (png) and 340 x 189 px (png)



## Terms of Use

### **Please observe the following guidelines when using the promotional package:**

SOS Children's Villages dissociates itself from websites or content with pornographic, xenophobic, sexist or violence-glorifying content. We therefore reject the placement of our campaign materials on websites with such content.

Companies operating in the following sectors or selling products / services from the following sectors are prohibited from using the promotional materials:

- Drugs (alcohol, tobacco and cannabis);
- Defence equipment and weapons;
- Political parties;
- Religious groups or organisations;
- Games of chance and video games that are not suitable for children under the age of 16;

The use of the campaign materials is also prohibited for companies against which enforcement proceedings have been initiated or proven,

- that they are involved in child labour, sex-related products and services and abusive or exploitative labour practices;
  - that they are involved in harmful behaviour in the areas of the environment and climate, corruption and money laundering or human rights violations.
- The materials provided by us may not be altered in size, colour or shape without the permission of SOS Children's Villages.
  - These materials may not be used to create the impression on your own website that it is an SOS Children's Villages website or a website operated in cooperation with SOS Children's Villages. To the proportionality between the placement of these promotional materials and the prominence of your own company logo or the title of your own website must be ensured to avoid giving this impression.



- The use of our promotional materials for advertising or marketing purposes on or in connection with your products or services is not permitted without our written consent (text form is sufficient). Such use is considered to be sponsoring (commercial business operations), which means that issuing a donation receipt is not legally permissible. If you are interested in such use, please contact us.
- SOS Children's Villages worldwide reserves the right to revoke the authorisation of use at any time or to prohibit the use of the campaign materials in individual cases.

### **Contact**

If you have any queries, please contact us directly at

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