

# EUROPEAN LABORATORY DAY 2025 TOOLKIT





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CELEBRATING EUROPEAN  
LABORATORY DAY





# **INTRODUCTION TO EUROPEAN LABORATORY DAY**

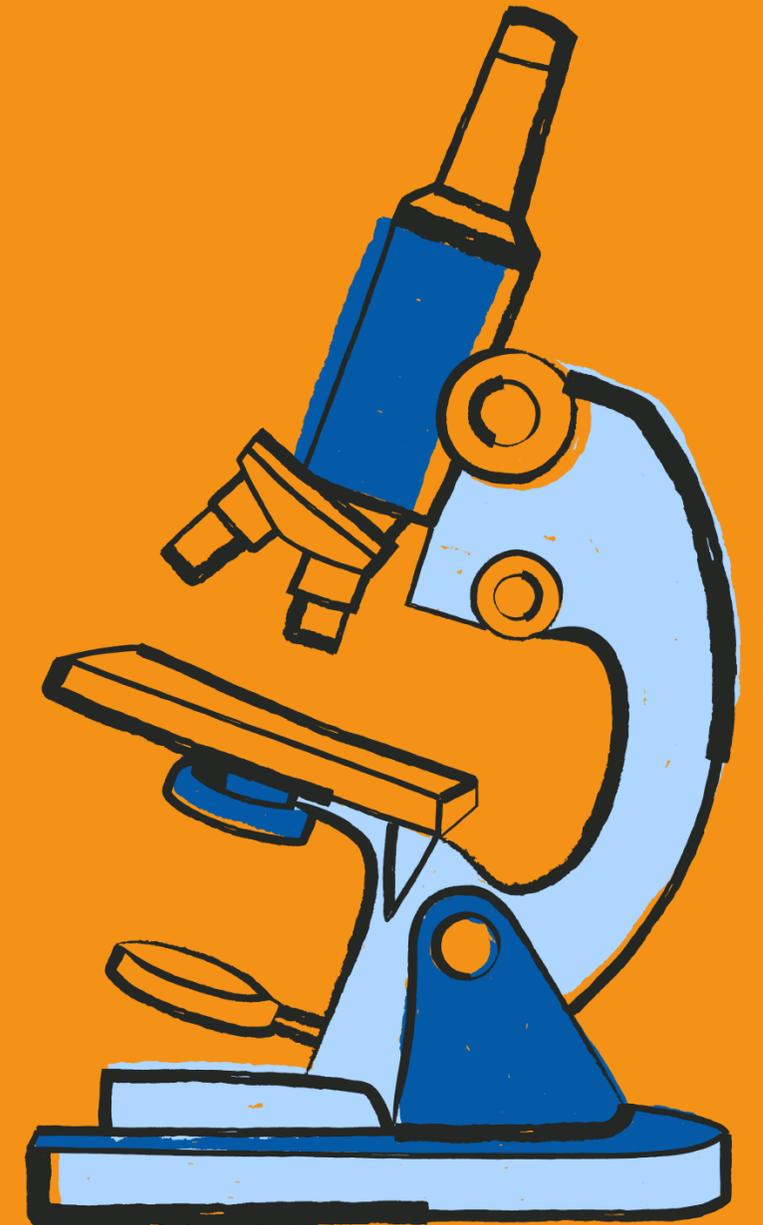
**On November 5th, 2025, the European Federation of Clinical Chemistry and Laboratory Medicine (EFLM) will proudly celebrate European Laboratory Day. This annual event is dedicated to recognising the indispensable contributions of laboratory medicine professionals throughout Europe.**

**Healthcare remains a top priority for Europe, as demonstrated by the EU4Health programme (2021-2027), which aims to strengthen health systems and enhance crisis preparedness. Laboratory professionals are integral to these efforts, driving innovation, ensuring accurate diagnostics, and supporting critical research that leads to improved patient outcomes.**

**Despite most global medical decisions relying on laboratory test results, laboratory medicine - and its professionals - remain a mystery to the public, with many not realising the crucial role they play in saving lives.**

**European Laboratory Day aims to change this by shining a light on the skills, diversity, and resilience of those behind these key healthcare decisions. From diagnostics to disease monitoring, this day hopes to open everyone's eyes to the pivotal role in strengthening Europe's healthcare systems, advancing medical innovation, and safeguarding public health.**

# LOGO, BANNERS AND HASHTAGS



# CAMPAIGN LOGO



## WHAT?

The design of the logo incorporates a flask and barcode, symbolising the precision and accuracy of laboratory processes. Barcodes play a critical role in uniquely identifying patient samples, ensuring the right sample is matched with the correct patient at the right time, guaranteeing accurate and reliable lab results.

## HOW?

Use the logo across digital platforms, print materials, and event banners to visually align the campaign with its mission of highlighting laboratory contributions to healthcare.

# HEART OF HEALTHCARE LOGOS



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## WHAT?

The illustration features two hands gently holding a heart, symbolising the vital role of laboratory medicine professionals at the very heart of healthcare decision making. Just as the heart sustains life, our expertise and precision sustain the flow of accurate, timely information that guides diagnosis and treatment.

## HOW?

Use the logo across digital platforms, print materials, and event banners to visually align the campaign with its mission of highlighting laboratory contributions to healthcare.

# BANNER IMAGES

## WHAT?

The banner image visually highlights European Laboratory Day, using bold text and vibrant visuals to serve as a reminder of the event and its importance.



## HOW?

Use the banner across social media, website and presentations for a unified visual presence, engaging key stakeholders and reinforcing the campaign message.

# CAMPAIGN HASHTAGS



Increase visibility and showcase the critical role of laboratory professionals by using our official campaign hashtags in all your posts. These hashtags will help amplify our message, making it easier for stakeholders and the general public to engage and understand the vital contributions of the laboratories and laboratory medicine professionals behind key healthcare decisions.

**#EULabDay2025**

**#EFLM**

**#HeartOfHealthcare**

# SOCIAL MEDIA ACTIVATION



# **SPOTLIGHT ON OUR PROFESSION: SOCIAL GRAPHICS FOR EUROPEAN LABORATORY DAY**

Social media is a key tool for amplifying the impact of European Laboratory Day.

We encourage you to use the following social graphics to help shine a spotlight on our profession. These visuals are designed to capture attention and convey the vital contributions of laboratory professionals to healthcare.

By sharing these graphics across your social media platforms, you can enhance engagement and foster a greater appreciation for the critical work laboratories and laboratory medicine professionals.



# PROMOTIONAL VIDEO



# SAVE THE DATE



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↓ DOWNLOAD



↓ DOWNLOAD



↓ DOWNLOAD

# COUNTDOWN TO LAUNCH



# CELEBRATING EUROPEAN LABORATORY DAY



# EUROPEAN LABORATORY DAY LEAFLET

## WHAT?

This leaflet highlights the importance of European Laboratory Day, detailing its objectives and offering meaningful ways for you to get involved in celebrating the vital contributions of laboratory medicine professionals.

## HOW?

Use this leaflet for ideas and inspiration on how to get involved with European Laboratory Day and to understand the significance and objectives of celebrating the vital contributions of laboratory professionals.



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# SNAP, SHARE, SHOWCASE

## LET THE WORLD SEE YOUR LAB IN ACTION

Whether you're passionate about demonstrating the capabilities of your laboratory, showcasing what you do, or simply just excited to engage with the public - We'd love to hear about your participation.

Share your experiences with photos, videos, and reports, and let the world see what makes your profession so special.

Make sure to send your content to [eflm@eflm.eu](mailto:eflm@eflm.eu) by **19 November 2025**. The best entries will be published in the December issue of the EuroLabNews.

**Let's Make European Laboratory Day  
Bigger and Better Together!**



# CONTACT US

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# EFLM

EUROPEAN FEDERATION OF CLINICAL CHEMISTRY  
AND LABORATORY MEDICINE





**EFLM**

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