DEBRA EB awareness campaign – Style Sheet
Sample logos with different taglines:

Make sure the tagline lines up precisely with the last letter of „DEBRA”

Logo
The letters „eb” and the butterfly are highlighted by using a darker colour. The other letters should be in a second lighter colour.

Tagline
The tagline must not be changed.

Please send a request to office@debra-international.org if you wish to have a translated version.

Any exceptions must be approved.
Country names
You should use either the country name or a tagline in one logo, not a combination of both. You may request/ create two logo versions, of course - one with country name, and a second one with tagline.

Colour
The letters „eb“ and the butterfly are highlighted by using a darker colour. The second, lighter colour contains 50 percent of the same colour value. It is not possible to switch the darker and lighter colour or to use the same colour for the whole logo and tagline.
Style Sheet Examples

For any advertising material, make sure the minimum logo size is adhered to. When space is limited, the tagline may be omitted.

The minimal logo dimension is a font size of 6 pt.

Colour schemes

A number of colour options are available to choose from. After making a choice, the opted-for colour scheme should be followed consistently.

Generally, the style of DEBRA visuals is always light-coloured. Therefore, the background of the logo should always be light-coloured and even.
This is how life feels to butterfly children.

Their skin is as fragile as a butterfly's wing. They have Epidermolysis Bullosa, a painful and currently incurable skin blistering condition. Please donate. Account name and number. www.debra-xyz.org
This is how life feels to people with EB.

They have Epidermolysis Bullosa, a painful and currently incurable skin blistering condition. Please donate. Account name and number. www.debra-xyz.org
For a number of DEBRA-associated organisations and initiatives, DEBRA-style logos have been created.

**Samples**

- EB Handbook Logo
- EB-CLINET Logo
- Emergency Logo