



COLORadd[®]
COLOR IDENTIFICATION SYSTEM

Oscar Ballabriga, Presidente Asociación "Daltónicos No Anónimos"

"HEMOS ESTADO ESTUDIANDO TU CÓDIGO Y NOS HA PARECIDO MUY INTERESANTE, ADEMÁS DE CUMPLIR UNO DE LOS OBJETIVOS DE NUESTRA ASOCIACIÓN. SI PUEDO DECIRTE QUE TIENES NUESTRO APOYO PARA TODO Y, SI FUERA POSIBLE, NOS GUSTARÍA QUE REDACTARAS UN ARTÍCULO PRESENTANDO TU SISTEMA PARA NUESTRA PÁGINA."

In Galileu, a leading Brazilian magazine:

"ONE OF THE 40 IDEAS THAT ARE GOING TO MAKE A BETTER WORLD"

In ICOGRADA, a World reference in Graphic Design:

"REINVENTING THE COLOR WHEEL";



COLORadd[®]
COLOR IDENTIFICATION SYSTEM

ColorADD, color identification system INNOVATION AND SOCIAL RESPONSIBILITY

ColorADD, COLOR IS FOR ALL!

ColorADD is a unique, universal, inclusive and non-discriminative language that allows the colorblind to identify colors, with a wide infinite spectrum of use on companies/entities whenever color is a factor of identification, orientation or choice. It is estimated that 350 million people (about 10% of the male population worldwide) are Colorblind!

ColorADD, SIMBOLS THAT INCLUDED COLORS!

The ColorADD code is based on three graphic symbols representing the three primary colors. Through the acquired knowledge of the "Color Addition Theory" taught in the early scholar years, the symbols can be related and the entire color pallet graphically identified. Black and White appear to indicate dark and light tones. Symbols that include colors, becomes "a mental game" easy to memorize and apply in daily.

ColorADD, UNIVERSAL & CROSS-SECTOR

Each and every implementation is for everyone not specifically towards colorblind. ColorADD born for all, allowing integration while keep the privacy of colorblind - *including without discriminating*. ColorADD creates added economic and social value to companies or entities that use the code, by offering to their consumers an innovative product with a strong social footprint. ColorADD is already implemented in several areas such as Clothing, Textiles and Shoes (labeling and catalogs), Pencils, Textbooks Publishers, Transports (Subway maps), City Administration (e.g. Maps, Signage, Accessibility, Selective Garbage, Schools), Health (Accessibility and pharmaceutical labeling), Food Retailers (Traffic light nutrition label), Photo luminescent Safety Signs, Didactic Games, Solid Waste Industry, General Industry (Products and Catalogs), Information Technology (APP, Color WEB Picker) among others, achieving expertise through strong partnerships and creating replicable clusters fundamental to deploy the code, cross sector at a global scale.

ColorADD SOCIAL | EDUCATION

Education is a strategic activity of our mission and consequently is included in our Pro-bono Licensing System. The Code became an integral part of Schools Communities, an unequivocally tool at the service of Teachers and Students, objectified in a protocol signed with the Portuguese Ministry of Education and Science, establishing an social responsible example to the World! (<http://www.portugal.gov.pt/pt/os-ministerios/ministerio-da-educacao-e-ciencia/mantenha-se-atualizado/20130327-mec-comunicado-coloradd.aspx>).

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ColorADD, LICENSING THE CODE

The code can be implemented and use through a "license acquisition", for companies or institutions.

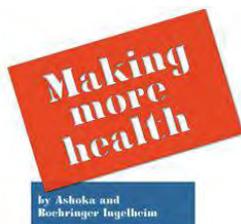
License fees are adapted to each partner dimension (turn-over) and a pro-bono model is delivered for schools and universities. For more info, please contact: info@coloradd.net.

ColorADD, VISIBILITY AND RECOGNITION (main news in the media)



Boehringer Ingelheim, (about ColorADD in "Making more Health") | Germany:

"Miguel is currently applying his tool in four major sectors: transportation, health care, education and commerce. In Portugal, Miguel (ColorADD) has been invited by the government to design a national law for the implementation of the code."



About "Making More Health" ...

"Making More Health (MMH) is a long-term initiative, driven by Boehringer Ingelheim, to identify new and better ways of improving health globally. Since MMH started in 2010, a huge number of MMH initiatives have been launched by sourcing social innovation to provide more health in the future."

<http://www.makingmorehealth.org/search.html?query=coloradd>



"In Porto, a graphic designer adds color to the colorblind people"

"Another key area: Health! In the hospitals pharmacy, the potential is also huge, especially for drug labeling." www.lemonde.fr/sante/article/2012/06/22/a-porto-un-graphiste-redonne-des-couleurs-aux-daltoniens_1720249_1651302.html#EOctwTMuMjctYv.99



"Hospital São João adopts ColorADD code, for colorblind people"

"The protocol that allows the ColorADD code adoption by "Hospital São João" is signed on Monday, December 6, in the Hospital Atrium, in the 1st floor. At the proper time, the ColorADD applications will appear in the Space Accessibility signage (color guide lines on the floor) and on the Manchester triage bracelets."

www.min-saude.pt/portal/conteudos/a+saude+em+portugal/noticias/arquivo/2010/12/joao+coloradd.htm

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Miguel Neiva & Associados - design gráfico, lda. | capital social 10.000 euros | N.ºM / NIF 509382614



“2012/13 Academic year already includes the ColorADD, for colorblind students”

"The School national exams, in 2012/13, whenever color is a determining communication factor, will include the ColorADD code, following a protocol signed today between the Educational Exams Evaluation Office, the Education General Office and ColorADD, and approved by the Secretary of State for Basic and Secondary Education; <http://www.portugal.gov.pt/pt/os-ministerios/ministerio-da-educacao-e-ciencia/mantenha-se-atualizado/20130327-mec-comunicado-coloradd.aspx>



Programme "30 Minutes" (Radio Televisão Portuguesa)

The ColorADD system was prime time news in the "30 Minutes" program, broadcast on Portuguese public television RTP 1. <https://www.youtube.com/watch?v=UcYVebD76qQ>

GALILEU

In Galileu, a leading Brazilian magazine:

"ONE OF THE 40 IDEAS THAT ARE GOING TO MAKE A BETTER WORLD".



ASOCIACIÓN DALTÓNICOS NO ANÓNIMOS

Oscar Ballabriga, Presidente Asociación "Daltónicos No Anónimos" | España:

"We've been studying your code and have found it very interesting and in addition it fulfills one of the objectives of our association. ... You have our support for everything you need and, if possible, we would like to post an article presenting our system in our site. "



Colour Blind Awareness, UK:

"...aware of the ColorADD code some time ago...we think it is a fantastic idea! We agree that there is a definite need for the ColorADD code to be applied in way-finding strategy to help colour deficient people easily around hospitals and transportation systems. "

icograda
IDA

In ICOGRADA, a World reference in Graphic Design:

"Reinventing the color wheel"

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COLOR INFORMATION BETWEEN

EL PAÍS

EL PAÍS. "Hybrid chains value arrive in Spain to remain"

"Five years ago, Bill Drayton, founder of Ashoka, coined the term "Hybrid Chains Value" (HCV) and said: "The time for collaboration (between traditional business and social enterprise) is mature, as the two sectors are equally innovative" ...

One of the companies that has managed to create hybrid networks is ColorADD."

http://elpais.com/elpais/2015/05/04/planeta_futuro/1430752062_634753.html

ABC.es

"Mobile for Good Europe Awards, by The Vodafone Foundation"

"The Vodafone Foundation celebrated this Thursday, December 5, in Brussels the final of the "Mobile for Good Europe Awards" and in the 'Accessibility' category the ColorADD app was awarded ..."

<http://www.abc.es/tecnologia/20131204/abci-vodafone-finalistas-premios-201312032330.html>

LA RAZÓN

LA RAZÓN. "Mobile for Good Europe", by The Vodafone Foundation.

"In the Accessibility category the jury decided to award the ColorADD App, helping people with color blindness to better understand the colors and ensuring accessibility for all";

<http://www.larazon.es/sociedad/apps/dos-apps-espanolas-ganadoras-de-los-premios-mobile-for-good-europe-MF4676349#.Ttt1hjPrGc6DDGV>

The ColorADD project has been presented in several worldwide Social, Academic & Scientific events:

AIC2009 - 11th Congress of the International Color Association (Australia), **IX Congresso dell'Associazione**

Internazionale di Semiotica Visiva (Italy), **WCCA** - World Congress of Communication and Arts (Portugal), **CNC2010**

- Conference Nazionale del Colore (Italy), **AIC2010** - Color and Food (Argentina). **ARTEC 21**, Portugal - THE AWARD FOR REVELATION DESIGN; **INCLUDE 2011** - Royal College of Arts, UK - THE AWARD FOR BEST POSTER.

Delivering utility & innovating projects, in more than 15 Countries and 75 different areas, ColorADD ensures today an international visibility and recognition of the markets, the scientific and academic communities and the general media - *Le Monde, France Press, El País, ABC, La Razón; Vouge, Folha de São Paulo, TV Globo, RTP, BBC*, among others.

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ColorADD, MOST IMPORTANT AWARDS AND DISTINCTIONS



ColorADD has been selected as a **Good Practice 2014 in the International Design for All Foundation Awards 2015**. Examples of good practice provide the clearest representations of how design for all can improve quality of life for everyone, as they are the result of identifying a need or issue and they satisfy the requirements and expectations of clients and/or users". See more in:

<http://designforall.org/morecandidate.php?id=139>



**ZERMATT
SUMMIT**
HUMANIZING GLOBALIZATION

SOCIAL & BUSINESS CO-CREATION 2014

“Social & Business Co-Creation: collaboration for impact” - Finalist Projects.

Ashoka, the Zermatt Summit Foundation, Fondation Guilé, DPD and Boehringer Ingelheim announced ColorADD as a finalist's project of the European competition in 2014. See more in: www.changemakers.com/discussions/entries/coloradd-it%E2%80%99s-social-responsible-solution-enables-color



INNOVATIVE PRACTICE 2014

“Zero Project, for a world without barriers” “...is proud to certify, that ColorADD was selected as one of 54 Innovative Practices by Zero Project's selection committee or renowned disability and accessibility experts. Exemplary in the areas of innovation, impact, chances of long-term growth and success, and scalability, ColorADD is outstanding in providing a practical solution to improve accessibility for persons with disabilities”. In ZERO PROJECT's diploma, see more in:

<http://zeroproject.org/practice/colour-identification-system-for-the-colourblind/>



**Vodafone Foundation
Mobile for Good**

GOOD AWARDS EUROPE 2013

“Vodafone Mobile Awards” In last December, the ColorADD APP, won the first prize of the “Vodafone Foundation Mobile for Good Europe Awards 2013”, in the Accessibility Category. See more in: <http://www.mobileforgoodeuropeawards.com>



UN AWARD FOR BEST PRACTICES
World's Best in Inclusion & Empowerment Product

“World Summit Awards” ColorADD APP has been awarded as Best World APPs in 2014, in the category Inclusion & Empowerment by United Nations - UN (World Summit Awards). See more in: <http://www.publico.pt/tecnologia/noticia/duas-aplicacoes-portuguesas-premiadas-pela-onu-1674496>

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**ZERMATT
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HUMANIZING GLOBALIZATION

SOCIAL & BUSINESS CO-CREATION 2014



INNOVATIVE PRACTICE 2014



UN AWARD FOR BEST PRACTICES
World's Best in Inclusion & Empowerment Product



**Vodafone Foundation
Mobile for Good**

GOOD AWARDS EUROPE 2013



Boehringer
Ingelheim



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“Certified B - Corporation”, ColorADD was certified by B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. We’ve evaluated how our practices impact our team, our community, the environment, and our customers. Today, there are over 1.000 Certified B Corps around the globe. See more in: www.bcorporation.net



“Gold Medal Award”, commemorating the “50th Anniversary of the Universal Declaration of Human Rights”, awarded by the Portuguese Government to Miguel Neiva, Master of Design, Communication and Marketing.



Distinguished by IES, *Investigação em Empreendedorismo Social* and INSEAD, “The Business School for the World” as:

“High Potential Social Entrepreneurship Initiative”.



“Ashoka Fellow”, In October 2013, Miguel Neiva author of the Code was named as the first Portuguese "Fellow of Ashoka", integrated in the program "Making more Health", by "Boehringer Ingelheim". Ashoka, is the World largest network organization of Social Entrepreneurs, supporting socially innovating ideas with "potential to change the world". Please see more in:

www.ashoka.org/fellow/miguel-neiva.



City Medal of Merit - Silver Degree, awarded by the city of Oporto, to the ColorADD code author - Miguel Neiva. A major acknowledgment of the scientific excellence of the Code, highlighting its importance in economic policy, social and cultural, as a leading innovation and development icon of the City.



“Transport Accessibility Award 2011/2012”, promoted by *IMTT, Instituto de Mobilidade e dos Transportes Terrestres*, recognizing the Metro do Porto implementation of the ColorADD code system.

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COLORadd
COLOR TECHNOLOGICAL SYSTEM



“**Good Practice Merit Diploma**” – “Promoting Accessibility” by **ICVM, Instituto de Cidades e Vilas com Mobilidade**, in partnership with the **JPC, Jornal Planeamento e Cidades**, recognizing the ColorADD system as one of the 50 best practices in promoting Universal Accessibility.



Honorable Mention awarded by **APMP, Associação para a Promoção do Multimédia e da Sociedade Digital**, under the "8th edition of the National Multimedia Award. The" ColorADD App ", based on the code, allow colorblind people to understand color through mobile devices in real time.



Distinguished by CTT, Correios de Portugal (Portuguese Post institution), with a philatelic / stamp collection entitled -“**Communicating in Colors**”.



INCLUDE 2011 – Royal College of Arts.
The role of Inclusive Design in Making Social Innovation happen
ColorADD - “Best Poster Award” at Include 2011

ColorADD, VIDEOS:

Miguel Neiva, "ASHOKA" Fellow | <https://www.youtube.com/watch?v=qBB-htBrhpl>

Animation ColorADD - University of Buenos Aires | www.youtube.com/watch?v=NMUfNmRvk_Q

Conference TEDx Oporto, March 2011 | www.youtube.com/watch?v=rYBeM07kcuo

Conference TEDx S. Paulo - Brazil, September 2011 | www.youtube.com/watch?v=apT4qG6muEY

RTP1 - "30 Minutos" - 01 de May | www.youtube.com/watch?v=UcYVebD76gQ

ColorADD, SOCIAL NETWORKS:



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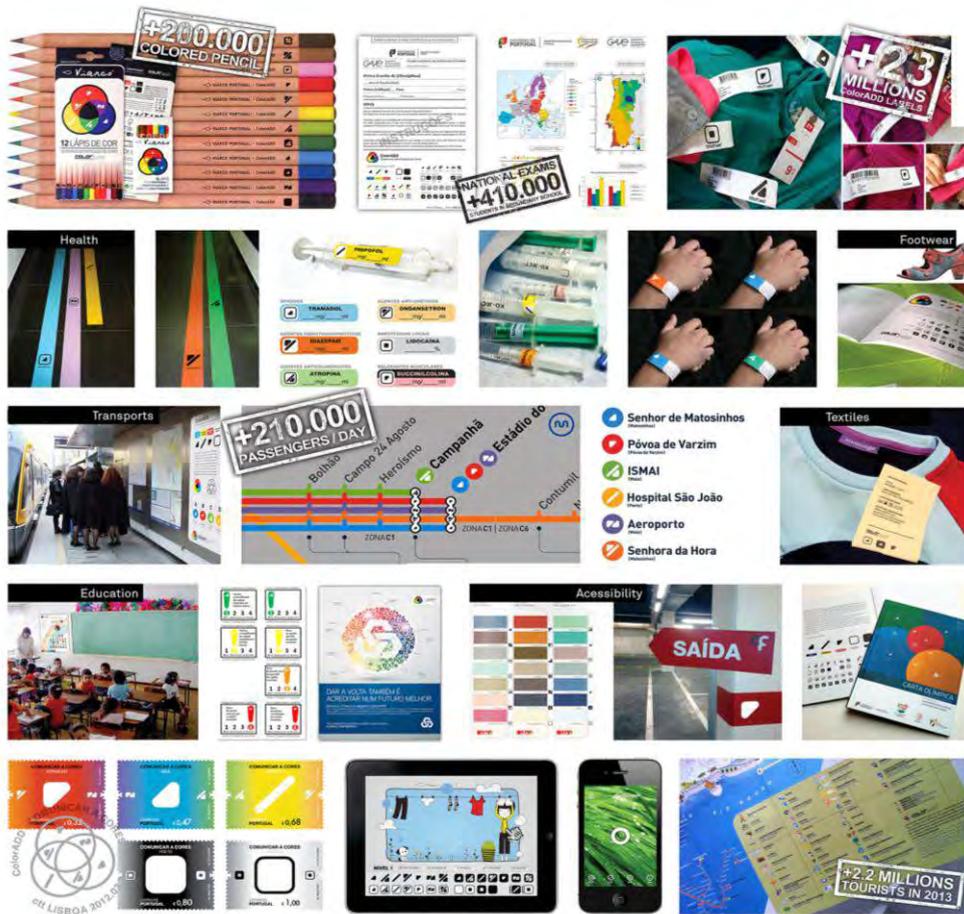




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COLOR ADDITION IN VISION

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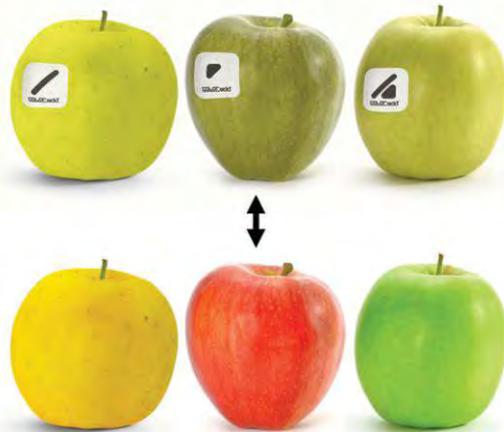
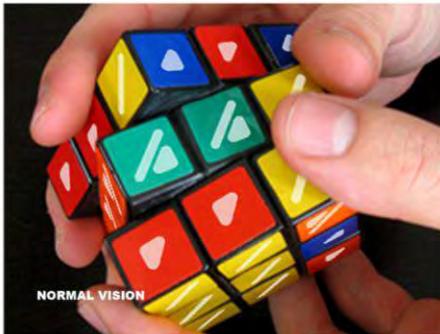




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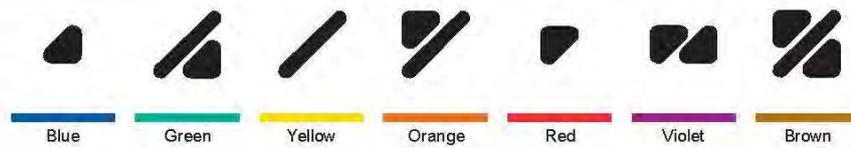


COLORADD
COLOR ADDITION DESIGN

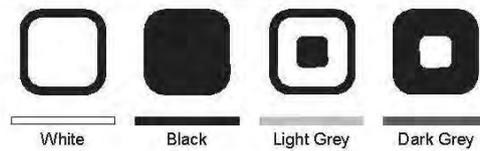
PRIMARY COLORS | WHITE AND BLACK



COLORS | SYMBOLS



WHITE | BLACK | GREY TONES



METAL TONES



LIGHT TONES



DARK TONES



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