



ColorADD

The Color Alphabet

- ABOUT US -

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 © Copyright 2016



COLORadd
COLOR IDENTIFICATION SYSTEM

SOCIAL ENTREPRENEUR MESSAGE

In 2000, when I proposed myself to create a color identification system for Colorblind, I confess that if someone asked me if I had an idea of the impact it would have all around the world, the answer would simply be: No! I had no idea.

But I was sure that the challenge I was ready to start was an ambitious one. I tried to always follow a sustainable, transparent path, made side-by-side with those who could see their lives eased by a tool capable of "including without discriminating"!

And it was based on these assumptions that the ColorADD code gained dimension, through its capacity of only making sense if globalized and through the emerging wish of serving All... and with all this, our ambition grew stronger, always supported by the Partners who, on their daily activity, use this support, giving life and brightness to the colors they communicate.

The ambition created the need for finding a path (or several) to reach all those that, besides being spread all around the world, speaking different languages, living different cultures and praying to different Gods, may not identify colors, whenever they are an essential element of identification, guidance or choice, without having to assume their limitation before society.

Promoting and spreading the implementation of this tool, of an almost "childish" simplicity, in a universal and transversal context to all society, is allowing, step-by-step, the appearance of a more inclusive and accessible world for all!

I am now certain that, one day, this will be another colorful story that we will remember as a legacy left from Portugal to the Mankind. Color is for ALL was my motivation!

Miguel Neiva President and Founder of ColorADD





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COLOR IDENTIFICATION SYSTEM

COLOR IS FOR ALL | INTRODUCTION

The ColorADD code is a color identification system developed by the Portuguese designer, Miguel Neiva, awarded with the "Gold Medal of the Universal Declaration of Human Rights Commemoration".

ColorADD is an innovation tool that seeks to ensure the full integration of the colorblind people "whenever color is an identification, orientation or choice factor". It's estimated that 350 million people (about 10% of the male and 0,5% of the female population) are colorblind!

ColorADD, The Color Alphabet | HOW THE CODE WORKS

ColorADD is a universal language, representing the three primary colors (blue, yellow and red) per simple graphic symbols. Through the acquired knowledge of the "Color Addition Theory", Symbols can be related and the entire color pallet identified. Black and White appear to indicate dark and light tones. ColorADD becomes "a mental game" easy to memorize and apply in daily situations.

UNIVERSAL & CROSS-SECTOR | SCOPE OF USE

Each implementation is for everyone not specifically towards the colorblind people.

ColorADD is for all, therefore it allows the integration while keeping privacy of the colorblind people - *including without discriminating*. ColorADD add economic and social value to companies or entities that implement and use the Code, offering their consumers an innovative solution/product with a strong social footprint. ColorADD is already implemented in several areas such as Clothing, Textiles and Shoes (labelling and catalogues), Pencils, Textbooks Publishers, Transports Systems (eg. Signage and Maps), Cities & Municipal Administration (e.g. Truism maps, Events and Public Accessibility, Selective Garbage, Beach Flags, Schools, Libraries, among several others), Health Care & Hospitals (Accessibility and pharmaceutical labelling), Food Retails (Nutrition Traffic light label), Football & Sports (Wayfinding & Safety Signs), Didactic Games, General Industry (Products and Catalogues), IT & WEB (APP, Color Web Sites & color picker) among others achieving expertise through strong partnerships and creating replicable clusters fundamental to deploy the code at a global scale.

EDUCATION & SCHOOLS | ColorADD.SOCIAL (School Program)

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 and protocolled its use with the Portuguese Ministry of Education and Science, establishing a social responsible example to the World, implemented in the National School Exams! You can see more about ColorADD.Social in: <http://coloraddsocial.com/coloraddsocial>





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COLOR IDENTIFICATION BETWEEN

HOW CAN THE CODE BE USED | LICENSING MODEL

The ColorADD code can be implemented and use through a "license acquisition". The license fee is adjusted to the partner's dimension (business turnover) ensuring an affordable and fair cost for everyone! When licensing the code, each partner is contributing to the "ColorADD.Social" mission to avoid the early social exclusion of the Colorblind, in the school.

ColorADD issues pro-bono licenses to elementary schools and non-profit institutions. ColorADD allows the Code use, free of charge, by individual users (with non-commercial or profitable intentions). All intended uses of the Code must be previously communicated to ColorADD.

With Licensing, ColorADD provides the following technical support in the implementation phase:

- A Pack of learning and implementation tools and supports of the ColorADD Code (in digital format);
- Availability of the ColorADD technical team to participate and support in the implementation phase, e.g. Needs diagnosis and Technical follow and validation of the Code project development.

For more information please see the "ColorADD Licensing Information" or contact us: info@coloradd.net.



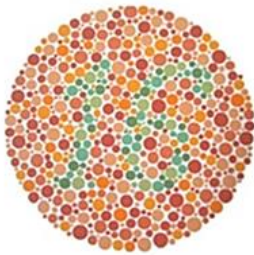


COLORadd
COLOR ADDITION FOR THE BLIND

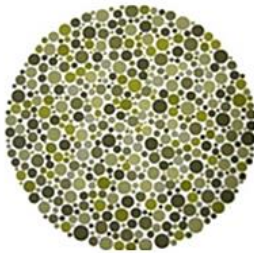
COLORBLIND VISION SIMULATIONS | TYPES

The most common types of Colorblindness are:

- DICHROMACY (DEUTERANOPIA; PROTONOPIA; TRITANOPIA) and MONOCROMACY.



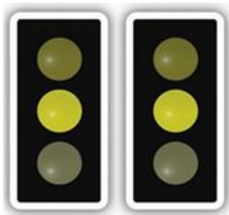
Original Image



Deuteranopia Vision



Original Image



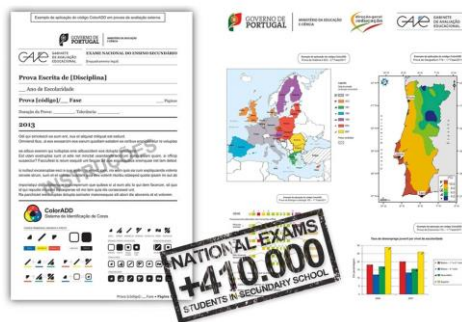
Deuteranopia Vision





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COLOR IDENTIFICATION SYSTEM

ColorADD CODE USE | EXAMPLES



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

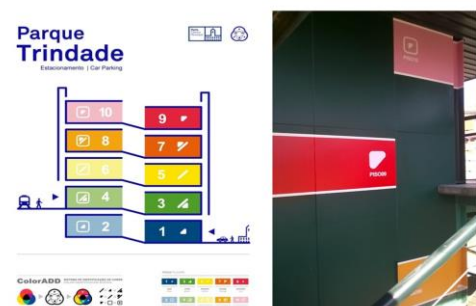
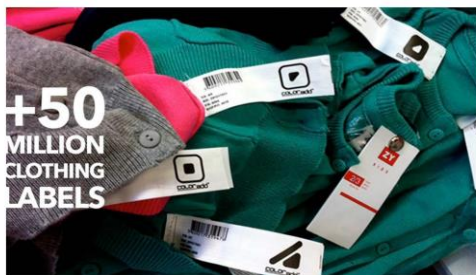
ColorADD® Copyright MIGUEL NEIVA © 2012





COLORadd
COLOR ADDITION FOR EVERYONE

ColorADD CODE USE | EXAMPLES





COLORadd
COLOR ADDITION FOR ALL

ColorADD CODE USE | EXAMPLES

... A COR é para TODOS!
... COLOR is for ALL!

Plantas de Emergência para pilas, corredores e áreas comuns
De acordo com a Norma Técnica nº 23 (Sinalização de Segurança de SISE)

ColorADD Sinlux
Uma pintura muito colorida!
Very colorful painting!

+200.000 SUPPORTS SECURITY SIGNAGE
+60 COUNTRIES SECURITY SIGNAGE

PLANTA DE EMERGENCIA



THE COLOR RUN

O AZUL FAZ-ME SONHAR
O LARANJA AQUECE-ME O DIA
VAIS ENTRAR NOS TEUS SONHOS COR-DE-ROSA
VIVEMOS TODOS NUMA ZONA AMARELA



CIN
THERMOCIN

Vinyl Vinyl Vinyl

CIN



Vodafone Foundation

COLORADO APP
FINALISTS IN THE ACCESSIBILITY CATEGORY
THE VODAFONE FOUNDATION MOBILE FOR GOOD EUROPE AWARDS 2013
TROPHY'S DECMBER 2013 - BRUSSELS

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

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KEY INDICATORS

- ✓ **More than 300 Companies and Entities**
(public and private, with Use Licenses active in the World);
- ✓ **More than 25 different Implementation Scopes**
(cross sector uses of the Code uses worldwide);
- ✓ **More than 15 Countries with the Code in use**
(code licensed);
- ✓ **More than 75 Countries in direct contact with the code**
(via exports of the licensed companies);
- ✓ **More than 60 Million ColorADD Labels in clothing**
(present in more than 40 countries);
- ✓ **More than 25 Cities Administrations using the Code**
(in areas such as Tourism, Culture, Education, Mobility, Environment, Civil Protection ...);
- ✓ **More than 42.000 Recycle Bins (Eco points) with the Code in signage**
("Ponto Verde", in Portugal);
- ✓ **Over than 5,000,000 Tourist Maps with the Code**
(produced by Portuguese Municipalities);
- ✓ **Over than 750,000 Security Signage Supports**
(in implementation worldwide, by partners as - "Sinalux /Everlux");
- ✓ **7 Hospitals Centers and Health Care Systems using the Code**
(in Pharma, Management, Manchester Triage and Hospital Orientation);
- ✓ **More than 1500 different Food Products with the Code**
(in Nutritional Light Labeling, by partners as, "Continent – SOANE");
- ✓ **Over than 1,000,000 Color Pencils Box with the Code,**
(exported to over than 35 countries);





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- ✓ **More than 1,200,000 National Exams - Secondary Grade,**
(in subjects such as Geography, Biology or Geology - Protocol by Portuguese Government);
- ✓ **More than 500,000 Textbooks with the Code**
(such as "Altamira" integrating the "Mackenzie Education System" in Brazil);
- ✓ **More than 120 Municipal and School Libraries with the Code**
(complementing the UDC - Universal Decimal Classification, Color code, by UNESCO);
- ✓ **More than 320 Schools, with Color Blindness Awareness actions**
(carried out with the Code presentation and uses in a classroom environment);
- ✓ **More than 18.000 Vision Screen Tests - Early Diagnosis of Colorblindness within the Primary School**
(delivering to All kids a ColorADD School Kit);
- ✓ **More than 1,000,000 Google References to the ColorADD Code,**
(searching for Colorblindness);
- ✓ **More than 20,400 followers on Facebook**
(from 150 different countries);
- ✓ **€ 135,872, NET AVE, achieved in Spain, by the "ZIPPY" brand**
(15 days after the launch of the campaign "ColorADD" in this country *);
- ✓ **€ 257,426, NET AVE achieved in Portugal, the "VIARCO" brand**
(after the campaign brand in 5 media *)

* AVE (Advertising Value Equivalency)

- Studies developed by students of the "Catholic University - Economics Faculty of Porto"





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COLOR ADDITION + DESIGN

AWARDS AND DISTINCTIONS



Social Innovation Tournament 2017 | European Investment Bank Institute

ColorADD won the second prize of the “Social Innovation Tournament 2017” which took place on 21 September in Riga, Latvia. The Social Innovation Tournament (SIT) is the flagship initiative of the Social Programme of the EIB Institute. The SIT is organized every year in a different country to reward and sponsor European entrepreneurs whose primary purpose is to generate a social, ethical or environmental impact.

Ver more in: <https://institute.eib.org/2017/09/sit-2017-and-the-winners-are/>



LIONS HEALTH 2016, Cannes.

“The Color Alphabet” video was awarded with a SILVER LION in this year's edition of the CANNES LIONS ARCHIVE, in the Health category. “The Color Alphabet” was co-created by the McCann Worldgroup Spain and ColorADD.

See the video in: www.youtube.com/watch?v=6MmQ0nLZD_c

<http://www.canneslionsarchive.com/winners/entries/lions-health/pharma/>



EL OJO DE IBEROAMÉRICA 2016. “The Color Alphabet”

The Color Alphabet campaign, held in partnership with McCann (Madrid) and ColorADD, won a Silver Medal in the 2016 edition of “El Ojo de Iberoamérica”, the largest Latin American Advertising Festival, in Buenos Aires. See more in:

www.elojodeiberoamerica.com/finalistas-y-ganadores-2016/ganadores-el-ojo-sustentable-2016/



CHIVAS - THE VENTURE, 2016 - ColorADD finalist in global competition

The competition organized by Chivas Regal whiskey brand aims to find innovative projects that promote positive social or environmental change in society. At stake is an investment fund of one million dollars. One of the 27 selected is Portuguese and is called ColorADD, See more in:

<https://www.theventure.com/global/pt/finalists/coloradd>



Boehringer Ingelheim | “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.





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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>



ColorADD has been selected as a **Good Practice 2014 in the International Design for All Foundation Awards 2015**, a 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>



"Social & Business Co-Creation: collaboration for impact"
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



"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/color-identification-system-for-the-colorblind/>



"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>





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COLOR ADDITION BETWEEN



“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>



“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 - 50th Anniversary of the Universal Declaration of Human Rights, awarded by the Mayor of Porto City 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, social and cultural policy, as a leading innovation icon of the City.





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COLOR IDENTIFICACION EMBLEM



“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, as a Good Practice.



“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, promoting Universal Accessibility.



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



COLOUR BLIND AWARENESS (<http://www.colourblindawareness.org>)
“...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. “



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 lo que necesites y, si fuera posible, nos gustaría que redactaras un artículo presentando tu sistema para nuestra página.”





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COLOR IDENTIFICATION SYSTEM

VISIBILITY AND RECOGNITION | MEDIA

Le Monde
M Santé

“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#tEOCtwTMuMjctYv.99



TF1 NEWS: “When a designer shows all colors for colorblind”

“He cannot believe: Every day, the designer Miguel Neiva receives messages of encouragement, from Colorblind worldwide. The 42 years old designer is the inventor of a code system that translates the colors into symbols, easy to remember. Colorblind can identify subway lines or move in a hospital... ” <http://ici.tf1.fr/science/sante/quand-un-designer-fait-voir-toutes-les-couleurs-aux-daltoniens-7032231.html>

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>

GALILEU

In Galileu, a leading Brazilian magazine:

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





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RTL INFO – the 1st news website in Belgium.

“With a great idea, Miguel becomes the hero of colorblind, worldwide”

Choosing crayons, identifying metro lines or to be oriented in hospitals, has become easier for Colorblind people in Porto, thanks to the code created by the designer Miguel Neiva, who wants to expand it to the whole world.

www.rtl.be/info/monde/international/avec-son-idee-geniale-miguel-pourrait-devenir-le-heros-des-daltoniens-du-monde-entier-278237.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>



In ICOGRADA, a World reference in Graphic Design:

“Reinventing the colour wheel”



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#.Ttt1hjPrqc6DDGV>



'UNO' INTRODUCES A COLORBLIND VERSION AFTER 46 YEARS

In the game of Uno, knowing the color of a card is just as important as knowing its number, which means some colorblind players can be at a serious disadvantage. But now Mattel is fixing that – the company just announced a new accessible version of Uno, made with ColorADD cards. For the new version of the classic card game, Mattel partnered with ColorADD, a global organization for colorblind accessibility and education, to add internationally recognized symbols to Uno cards, aimed to help people with colorblindness identify the colors of the cards. Accessibility features like the ColorADD symbols is extremely important for companies like Mattel to be aware of, because otherwise large numbers of people could be inadvertently left out of playing classic games like Uno, which first came out 46 years ago. See more in:

<http://mashable.com/2017/09/08/uno-colorblind-accessibility/#QVkwSTodmOgg>





COLORadd
COLOR ADDITION DESIGN

ColorADD 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 25 Countries and 75 different areas, ColorADD ensures today an international visibility and recognition of the markets, scientific and academic communities and general media:

- **Le Monde, France Press, El País, ABC; Vouge, Folha de São Paulo, Globo, RTP, BBC**, among others.



ColorADD | The Color Alphabet & Achromatopsia – Awareness in Germany, by Selbsthilfe e.V. - Farben sind für Alle da!!!





COLORadd
COLOR ADDITION FOR ALL

TESTIMONIALS | PARTNERS

MATTEL | UNO ® (CARD GAME):



MATTEL integrates the ColorADD Color alphabet on UNO ®

“Porto, 6 de setembro 2017 - “The Colorblind Awareness Day”

Mattel is the first global gaming brand to implement the ColorADD universal color alphabet and today launches the new edition of the UNO universal game, a worldwide pioneer! You can see the interview with Mr. Ray Adler, Senior Director - Global Games, Mattel, where this partnership is announced <https://www.haystack.tv/v/uno-uno-mattel-makes-card-game-color-blind>



SOCIEDADE PONTO VERDE:



Activity Sector: Selective Waste / Garbage Management

“Sociedade Ponto Verde includes the ColorADD code”.

Because recycling is important whatever are the colors that each person sees the world, SPV is including the ColorADD code in its communication materials, such as brochures and all signage. The success of selective collection and recycling of packaging waste requires a commitment from everyone. By using ColorADD on our communication materials, we want to ensure that everyone, without exception, can recycle more and better.

In SPV site, Luís Veiga Martins, Managing Director of SPV. See more in:

http://www.pontoverde.pt/en/noticias_detalhe.php?id=37&pagina=1





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ZIPPY | MODA ALFA (SONAE Group):



Activity Sector: Textile and Retail Industry

“Zippy is the first children’s retail company worldwide to implement the ColorADD code. To easily choose what to wear is very relevant to the daily lives of all, and color is the basis of our collections. On the other hand, it is another differentiating factor in a brand that has the ambition to be a global one. In this sense, we have been working with the ColorADD team , in all the countries where Zippy is currently present, contributing to the mass spread of this system reflecting our commitment to stand alongside our customers in the various countries and markets where we operate, with the highest quality and attentive to everyone. **In an interview with Store Magazine**, Edgar Ferreira, ZIPPY Director. See more in:

<http://www.storemagazine.pt/entrevistas/196-zippy-coloradd-diferencia-uma-marca-que-quer-ser-mundial.html>

METRO DO PORTO, SA.



Activity Sector: Public Transportation

“Metro do Porto, being connoisseur of the problems faced by citizens with color blindness, opted for a dual identification of its lines, using for this purpose the color and letter for each. However, recognition of ColorADD as a communication tool with potential universal and intuitive to use, took the Metro do Porto to embrace it in your information. Thus it was given another important step for the inclusion of your network.” **In Metro do Porto:**

www.metroporto.pt/PageGen.aspx?WMCM_Paginal=16779¬icial=24662&pastaNoticiasReql=15503

AMP – METROPOLITAN AREA OF OPORTO (Constituted by 17 Cities):



Activity Sector: Metropolitan Area Management and Coordination

“**Social investment – ColorADD, Color Identification System, in the AMP.**

The ColorADD system has been identified as internationally recognized design Innovation and Social Entrepreneurship, and a competitiveness factor in economic terms. We are currently implementing the Code in the 17 Municipalities that constitutes the AMP in three strategic areas: Education, Culture and Tourism. With this project, the AMP is assumed as the first region in the world “inclusive through color”, positioning itself at the forefront of the strategic guidelines of 2020” **In AMP website:**

http://portal.amp.pt/pt/2/temab/132#FOCO_2





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VIARCO – INDÚSTRIA DE LÁPIS, Lda.



Activity Sector: Crayons and Didactic Industry

“Viarco is the first inclusive pencil box for color-blind. Result of a partnership with the designer Miguel Neiva, Viarco provides since September 2010 a product line with the addition of ColorADD code, a project developed towards the correct colors identification without constraints. The Code is an extremely intuitive Color language, based on the primary colors. For Viarco it’s a great honor to participate in this 100% Portuguese project, which has a direct impact, improving the life quality of many people.” **In Viarco website:** <http://www.viarco.pt/>

HOSPITAL DE SÃO JOÃO, E.P.E, Porto



Activity Sector: Health Care Systems and Hospitals.

“The Hospital São João, protocolled the use of the ColorADD code, notably in all signage system has in color, a major factor of identification and differentiation, including bracelets used by patients in urgency (Manchester Triage) and in the color orientation guidance schematic that drive to the various Hospital Services, improving spatial accessibility of this equipment of its users. The importance and social impact of this project is so large that we recognize the great importance of enhancing its influence at international scale. **In HSJ, Recommendation Letter**, signed by: Prof. Doctor António Ferreira, Chairman of the Board of Directors of the Hospital de São João, E.P.E.

DGE IAVE – PORTUGUESE EDUCATION EXAMS OFFICE



Activity Sector: Education, State Governance

the National Jury Examinations (JNE), together with the Editorial of the Ministry of Education and Science (EMEC) ... provides instructions and guidelines referred in the document NORMA Special Application Conditions in exams and tests realization ... with the ColorADD code, whenever applicable by evidence of color interpretation, so it can be carried out indiscriminately by Colorblind students.”

In DGE website:

www.dge.mec.pt/sites/default/files/JNE/2014_infconjunta1_iave_dge_provasadapt.pdf





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COLOR ADDITION FOR ALL

EVERLUX / SINALUX - ERTECNA Lda,



Activity Sector: Safety Sign Industry

“By adopting the ColorADD system, the Everlux signs and catalogue now allows color blind people to fully comprehend all the components of safety sign. A safety sign communicates its message by using a combination of pictorial graphics, shapes and colors. Color should be for everyone! ColorADD is a CODE which was developed with the goal of allowing color blind people to correctly identify each color, thereby making communication more intuitive, effective and inclusive. ColorADD is an extremely intuitive symbolic language that uses the primary colors in combination to create the full color/code palette.”

In **Everlux website:** <http://uk.everlux.eu/en/products/coloradd/>

ROCK IN RIO, LISBOA 2016 – “One of the major Music Event in the World!”



Activity Sector: Music Events

“ROCK IN RIO LISBON, COLOR IS FOR ALL. The seventh edition of the Rock in Rio Lisbon, adopted the ColorADD code, a universal and accessibility good practice innovation ... Because color is an important factor in communication, the tickets for Rock in Rio Lisbon now have the ColorADD code, so All, without no exception, can identify the days of the Rock. To ensure the full integration of the public in the City of Rock, inside or outside the enclosure, the ColorADD system will be implemented not only in the daily tickets, as also in the VIP area access bracelets, bracelets attesting to the age to inform about the alcoholic liquors and signs associated with waste separation. In **Rock in Rio Lisbon website:**

<http://rockinriolisboa.sapo.pt/blog/rock-in-rio-lisboa-e-coloradd-na-cidade-do-rock-a-cor-e-para-todos/>





COLORadd[®]
COLOR IDENTIFICATION SYSTEM

TESTIMONIALS | COLORBLIND PEOPLE, PARENTS AND TEACHERS

M.R. – Colorblind.

"The world is made for most, but the fact is that we all, in some way, we participate in some minority and we must all contribute to make the world better and more enjoyable for everyone!"

A. C. – Colorblind Parent

"I'm A.C., mother of Javier. Last week, in a medical review found that our 6-year-old son was color-blind. The principle does not seem anything serious, I guess with something on our part, and the part of the teachers would be easy to continue with their education. But what was our surprise to realize that blindness is not something that interests a lot of people, and only find information on the Internet. After spending hours in front of the computer thought it would help label colors with the name of Javier color we saw the not color blind, but find ColorADD, and now we are very interested. I have seen your color code and want to know how we would have done q to apply at their school. Thank you very much."

G. F. – Colorblind Parent

"I met through the web, the Color ADD code you have designed for color-blind. At first I congratulate you, and I appreciate that there are people like you who care about making life easier for others. I have a 6-year-old with color blindness, which is beginning its primary school cycle. As a mother, I would like to facilitate everyday life and have pleasant experiences in their interpersonal relationships. "

C.P. – Colorblind Parent

"I would like to use ColorADD to help my son, probably color-blind, to learn his colors (he's 3 years old)! My son is probably Colorblind (no doctor want to confirm but I recognize my father problems while confusing green/grey and red/brown and his 2 cousins are confirmed Colorblind too). How can you provide me since I live in France?"

R.R. – Colorblind.

"I'm delighted with this page (ColorADD).

My name is R. R., I'm 27, I realized, still young, my Colorblindness and feel alone when everyone makes fun of it... kind of embarrassing. I try, in most cases, take a joke, but the gaffes I make and some opinions really make me upset. I like to shoot in black and white, even as a form of protest against the failure to discern the colors correctly. very happy with this page (ColorADD). "





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COLOR ADDITION FOR THE BLIND

F. – Colorblind.

"I am 37-year-old and a color-related problem. I do not know if I'm color-blind, but everything leads me to believe so. In the world we live this secret I and three other people who depend on me to make sure that color is same ... that color. I've done dozens of online tests, but rarely different tests give the same results and that's why I do not know if I'm color blind or just do not know the names of colors. In elementary school, as was always the best student, maybe this question has been memorized. As there was no diagnosis at that time, I have lived with this problem in the best way I can and I was arranging schedules so that no one found out. In fact, this is even more serious when my profession is linked to visual communication, graphic design in particular. Over time, I was memorizing dozens of Hex codes, RGB and CMYK. I must tell you that no one even suspects that, for me, a color pink can be a soft red or gray, a pink to orange can be red, red can be brown, a purple is just a dark blue, light green is yellow, dark yellow is pink-orange. However, I need expert help in this area, once and for all, to diagnose this problem. Follow the ColorADD long and I'm watching with great satisfaction the growing implementation of this system in various sectors of society. No, today, does more for color blind than ColorADD! "

G. R. – Colorblind.

"Hello, very nice this project. I'm a woman and have a sever, 90% of Color Blindness. My world is limited in black, white and purple. I'm glad to know that there are tools that help in the lives of people like me. Congratulations!"

G.M.

"Hello everyone, how are you? I come from a game development studio, called B.S. ... I am color blind here on the team and encouraged everyone to use ColorADD system for our next game. "

B.C. – Colorblind

"the purpose of transit traffic lights. For me, the yellow and red are the same! Only one of them flashes and the other does not! I also change the green ("water") light with the street lighting! It's really difficult, but I can manage myself because it's the go ahead light! The most difficult and confusing of all are the new LED traffic lights, that have a green lettuce, that to me is much like the yellow and red!! Should be banned!"

O.V. – Colorblind

"... I'm not sure if the shirt goes with the tie or pants ..! So? It's some of my daily Colorblind doubts... I love this kind of research that helps minorities... Hopefully if they lead and set up for the 2016 Olympic Games... "





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COLOR IDENTIFICATION SYSTEM

A.M. – Colorblind

“Dear Sir, Thanks for your work and personally i hope to see your system rapidly implemented in France. I have had difficulties for years and years, for instance when I read some road signs or traffic indications at the TV: red = hard traffic, green = free traffic, there is no difference for me, it is absolutely invisible. Obviously there are so many difficulties we face, people cannot imagine. Again, I hope your system will be implemented/adopted by our country. If can provide any help, please let me know. Best regards”

P.S. – Colorblind

“After so many years thinking than anyone was going to do anything to facilitate certain aspects of everyday life of a color-blind, here comes a brilliant mind to surprise everyone and everything, showing that after all there are a few that recognize the need and help of this project. I can only thank and congratulate you off so an excellent work!”

N.S. – Teacher

“A fantastic project, with an excellent presentation and a captivating host that can communicate with true simplicity! We dream all one day to be able to create something that would cause such an impact on humanity, without being defeated before, by the trappings of the “system”!”

Carla Gomes - Psychologist

“I would like to congratulate you for the excellent contribution, provided to this (Color blind) minority, by ColorADD.

I'm Carla Gomes, Clinical Psychologist and Health and I am currently working in a college (nursery, kindergarten, ATL, Centre for Studies and temporary childcare) in Vila Nova de Famalicão. After a few reviews and off-tracking, I found that at least 2 children (5 years) had a marked deficit in the identification and appointment of some colors. I did some research and found your project, I intend therefore ask your permission so you can use the scheme and the respective symbolism of colors, both in the context of psychological counseling either in the classroom context.

This development early stage, this approach is surely an asset for children with or without deficit, since from the beginning will have a fluent and natural learning, to associate color color-symbol (visually and verbally).

I wish you many successes. ”





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COLOR REINFORCEMENT SYSTEM

Vanessa Balsinha – Teacher

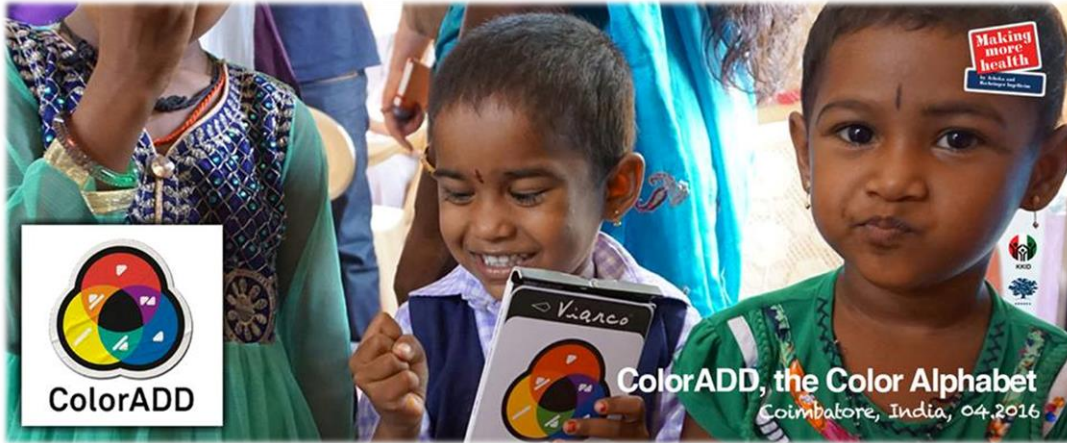
"I am a teacher of Visual and Technological Education and Technological Education in Lisbon (an inclusive school with teaching experience for students with visual impairment, from the garden for children to 9 years) and in the Master in Teaching EVT (ESE, IPS), I am studying the Artistic Expression, with particular interest in plastic activity, as illustration - can it promote the inclusion of blind and low vision students?? In my research on color, central content in the illustration, I found your site. In an attempt to effectively include my blind students and low vision in learning that is part of the national basic education curriculum and the daily life of everyone (including those who do not see!), Together with colleagues Support Braille, we studied as we could adapt the code for relief. Using the existing signs and a printer reliefs (Piaf), we reproduce the code reliefs and taught it to all our students, including the blind. I must say I learned a very natural way and even facilitated the learning of mixtures of primary colors, to obtain secondary. At that time, the blind students realized that this code could mean their autonomy in the expression of their creativity (to paint with gouache, felt pens ... activity that many like to accomplish, especially if they are carriers of blindness or low vision but all groups, even though in some cases only a part activity in common with the sighted remaining peers). When I was asked if we could identify their chromatic materials that did not need to ask the colleague next to them indicate the blue pen to paint the sky ... At that time, with fellow Braille support (who is also blind) think a more practical use system that could stick to these materials. Dymo use tape, but the original symbols need to be adapted. It is at this stage that we are in and we have reached a solution that seems to work. In this sense and if there is interest on the part of ColorADD, we would like to explain in more detail our research. "





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COLOR ADDITION PROGRAM

VIDEOS AND SOCIAL NETWORKS



McCann Worldgroup - ColorADD, The Color Alphabet | <https://www.youtube.com/watch?v=UpXLq6T07vU>

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

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=UcYVebD76qQ

ColorADD nos 27 Finalistas do "CHIVAS, The Venture": www.theventure.com/global/en/finalists/coloradd

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

ColorADD.Social, Matosinhos Fev 2016 | www.youtube.com/user/ColorADDvideos

ColorADD.Social, Associação | www.youtube.com/watch?v=mi4y9vtanBc&list=PLW-gLLGgMwJ1CIHYIX0IXf0etFuyCYzCe&index=7

ColorADD.Social, Moçambique Fev2017 | www.youtube.com/watch?v=NL_v_1HRicQ&index=6&list=PLW-gLLGgMwJ1CIHYIX0IXf0etFuyCYzCe

ColorADD.Social, Índia2016 | www.youtube.com/watch?v=KmbOiboMjDw&list=PLW-gLLGgMwJ1CIHYIX0IXf0etFuyCYzCe&index=13

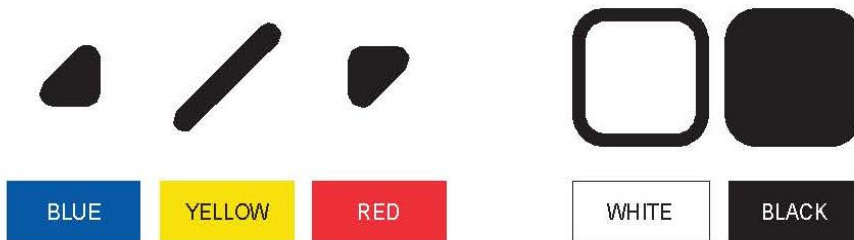




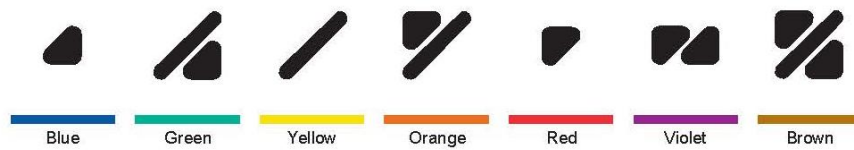
COLORadd
COLOR ADDITION FOR ALL

THE ColorADD CODE

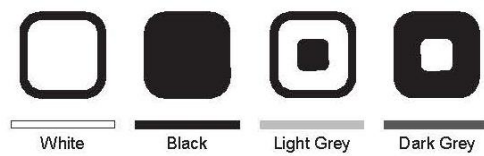
PRIMARY COLORS | WHITE AND BLACK



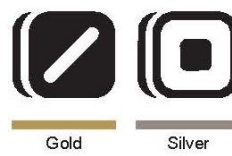
COLORS | SYMBOLS



WHITE | BLACK | GREY TONES



METAL TONES



LIGHT TONES



DARK TONES

