



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"

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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 Creator and Founder of ColorADD



ColorADD

COLOR IS FOR ALL | INTRODUCTION

The ColorADD code is a color identification system developed by the Portuguese designer, Miguel Neiva, recognized and awarded by the most diverse sectors of society.

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 (e.g. Signage and Maps), Cities & Municipal Administration (e.g. Tourism 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), Digital Communication (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.





ColorADD

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 know more about ColorADD.Social in: www.coloraddsocial.org

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. the identification of needs and Technical assistance and validation of the Code project development.

For more information, contact us: coloradd@gmail.com



ColorADD

AWARDS AND DISTINCTIONS



MIGUEL NEIVA, ASHOKA FELLOW,

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

www.ashoka.org/fellow/miguel-neiva



“Gold Medal Award”, commemorating the “50th Anniversary of the Universal Declaration of Human Rights”

Awarded by the Portuguese Parliament to Miguel Neiva, Master of Design, Communication and Marketing.



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



Social Innovation Tournament 2017 | European Investment Bank Institute

ColorADD won the second prize of the Social Innovation Tournament (SIT) 2017, the flagship initiative of the Social Program of the EIB Institute. The SIT is organized every year to reward and sponsor European entrepreneurs whose primary purpose is to generate social, ethical, or environmental impact.

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



ZERO PROJECT, FOR A WORLD WITHOUT BARRIERS

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:

<http://zeroproject.org/practice/color-identification-system-for-the-colorblind/>



CERTIFICATION B – CORPORATION

A "B Corp" company redefines the business success concept. Accomplishing with a demanding multidimensional evaluation of the business, valuing, apart from the economic perspective, the impact dimensions on the environment, relationships with collaborators and communities. A company "B Corp" has no ambition to be just for the World, but for the World!": www.bcorporation.net



GOOD PRACTICE AWARDS 2014 | INTERNATIONAL DESIGN FOR ALL FOUNDATION

ColorADD has been selected as a Good Practice, 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>



BOEHRINGER INGELHEIM | "MAKING MORE HEALTH"

"Miguel is currently applying his tool in four major sectors: transportation, health care, education and commerce.



SOCIAL & BUSINESS CO-CREATION 2014

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



INCLUDE 2011 – ROYAL COLLEGE OF ARTS.

The role of Inclusive Design in Making Social Innovation

ColorADD - "Best Poster Award" at Include 2011



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

"High Potential Social Entrepreneurship Initiative".



ColorADD



**Vodafone Foundation
Mobile for Good**

GOOD AWARDS EUROPE 2013

VODAFONE FOUNDATION MOBILE FOR GOOD AWARDS

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



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

UN AWARD FOR BEST PRACTICES | WORLD SUMMIT AWARDS 2014

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

 **CHIVAS**

THE VENTURE

CHIVAS - THE VENTURE, 2016 - 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: <https://www.theventure.com/global/pt/finalists/coloradd>



LIONS HEALTH 2016, Cannes.

“The Color Alphabet” video was awarded with a SILVER LION in the 2016 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/>





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EL OJO DE IBEROAMÉRICA 2016. “The Color Alphabet”

“The Color Alphabet” video was awarded with a SILVER MEDAL in the in the Health category of the 18th edition of the El Ojo de Iberoamérica, the largest Latin American Advertising Festival. “The Color Alphabet” was co-created by the McCann Worldgroup Spain and ColorADD. See the video in:

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



CITY MEDAL OF MERIT - SILVER DEGREE,

Miguel Neiva, author of the ColorADD code has been awarded by the City of Oporto, acknowledgment of the scientific excellence of the Code, highlighting its importance in the social economy and cultural policy, as a leading innovation icon of the City.



IMTT 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.





ColorADD



DISTINGUISHED BY CTT, CORREIOS DE PORTUGAL

CTT Correios de Portugal (Portuguese Post institution), has distinguished ColorADD with the Code being part of philatelic / stamp collection entitled - "**COMMUNICATING IN COLORS**".



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"

"We have been studying your code and we have found it very interesting, fulfilling one of the objectives of our association."



ColorADD

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#tEOCtwTMuMjcetYv.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 people worldwide. The 42 years old designer is the inventor of a code system that translates colors into symbols. Easy to remember, the colorblind can now identify subway lines or move in a hospital... "

<http://lci.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





ColorADD

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>



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



Programe "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>

**icograda
IDA**

In ICOGRADA, a World reference in Graphic Design:

“Reinventing the colour wheel”





ColorADD

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#.Tt1hjPrqc6DDGV>

GALILEU

In Galileu, a leading Brazilian magazine:

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

Mashable

'UNO' INTRODUCES A COLORBLIND VERSION AFTER 46 YEARS

In the UNO game knowing the Color of a card is just as important as knowing its Number, which means colorblind players can be at a serious disadvantage. But now Mattel is fixing it - the company just announced a new accessible version of UNO with ColorADD - referencing the colors of each card. For the new version of this classic card game, Mattel partnered with ColorADD - a global organization for colorblind accessibility and education - to add internationally recognized Symbols – the Code, to UNO, aimed to help people with colorblindness identify the colors. Accessibility features like ColorADD are extremely important for companies like Mattel to be aware of because, otherwise, large numbers of people could be inadvertently left out of playing games like UNO, which came out 46 years ago:

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





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TESTIMONIALS | PARTNERS

MATTEL | UNO® (CARD GAME):



MATTEL integrates the ColorADD Color alphabet on UNO®

“Porto, 6th September 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:

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





ColorADD

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:

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

www.metroporto.pt/PageGen.aspx?WMCM_Paginald=16779¬iciald=24662&pastaNoticiasReqId=15503





ColorADD

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



Activity Sector: Metropolitan Area Management and Coordination
“Social investment – ColorADD in the AMP.”

The ColorADD system has been identified and recognized as a social entrepreneurship accessibility design innovation raising competitiveness 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, AMP is 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

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/>





ColorADD

HOSPITAL DE SÃO JOÃO, E.P.E, Porto



Activity Sector: Health Care Systems and Hospitals.

“The Hospital São João, in Porto, protocoled the use of the ColorADD code, notably in the Wayfinding Signage System and the Manchester Triage Bracelets (used by patients in urgency). The importance, and social impact, of this project is so big that we recognize the 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”, about 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



ColorADD

EVERLUX / SINALUX - ERTECNA Lda,



Activity Sector: Safety Sign Industry

“By adopting the ColorADD system the Everlux signs and catalogue allows now the color-blind people to fully comprehend all the components of a safety sign. A safety sign communicates its message by using a combination of pictorial graphics, shapes and colors. Color should be for everyone!

The ColorADD is a CODE was developed with the goal to allow color blind people to correctly identify color, thereby making communication more intuitive, effective and inclusive. ColorADD is a 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

KEY INDICATORS

- **Partnership with more than 300 Companies and Entities.**
- **More than 35 different Implementation Scopes.**
- **More than 75 Countries in direct contact with the Code.**
- **More than 100 million ColorADD Labels in clothing.**
- **Over than 6 million Color Pencils Box with the Code.**
- **More than 75.000 Recycle Bins with the Code in signage.**
- **Over than 10 million Tourist Maps with the Code.**
- **More than 30 Cities Administrations using the Code.**
- **Over than 950,000 Security Signage Supports.**
- **8 Hospitals Centers and Healthcare Systems using the Code.**
- **ColorADD App: downloaded in 5 Continents.**





ColorADD

- **More than 1500 different Food Products with the Code.**
 - **More than 3,5 million National Exams - Secondary Grade.**
 - **More than 900,000 Textbooks with the Code.**
 - **More than 480 Municipal and School Libraries with the Code.**
 - **More than 1500 Schools with Color Blindness Awareness actions.**
 - **More than 36.500 Vision Screen Tests - Early Diagnosis of Colorblindness - Primary School (by ColorADD.SOCIAL)**
 - **More than 3,5 million Google References to ColorADD and 21,400 followers on Facebook** - from 150 different countries.
 - **€ 135,872, NET AVE, achieved in Spain, by the "ZIPPY".**
(15 days after launching the Brand "ColorADD" campaign*).
 - **€ 257,426 NET AVE achieved in Portugal, by "VIARCO".**
(After the campaign brand in 5 media*)
- AVE (Advertising Value Equivalency) - Studies developed by the "*Universidade Católica do Porto*"





ColorADD

TESTIMONIALS - COLORBLIND, 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!"

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. "

F. – Colorblind.

"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. A. – Colorblind.

"I am 100 % colorblind. (...) I have a big problem to buy clothes because I can't distinguish any color. Thanks! The design idea is very good because it's something universal, otherwise the brands would have to translate the names of colors it into several languages."





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A. G.

"My father is color blind and has difficulty distinguishing colors in eco points: yellow-green-blue. It's something that makes him too sad. My suggestion is to propose local authorities place symbols."

G. F. – Colorblind

This is very good for us who are colorblind. Thanks!

E. S.

It's great to see the project "spread" in this way! The colorblind thank you! ;)

P. A.

If I congratulate you whenever ColorADD takes another step towards the 'conquest of the universe', I fear I will become repetitive! Go ColorADD!

P. G. - Colorblind

Most of the time I distinguish the color by the position of the lamp! but it happened to me at a toll booth in Spain that they were laid out horizontally and got mixed up!

T. A. – Colorblind Parent

Congratulations to Viarco and ColorADD, I was very happy and I will certainly be a regular customer of this product, as this way I will be able to give my son a better quality of study... it will avoid the embarrassment of asking colleagues for help to identify the correct color to his works...

G.M. - Colorblind

"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. "





ColorADD

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... ”

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 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 that no one was going to do anything to facilitate certain aspects of everyday life of a color-blind, here comes a brilliant mind surprising everyone and everything. I can only thank and congratulate you off so an excellent work!”

N.S. – Teacher

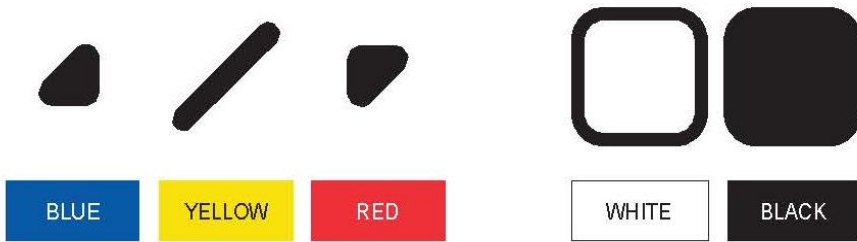
“A fantastic project, with an excellent presentation and a captivating host that can communicate with true simplicity! We dream all one day to be able to create something that would cause such an impact on humanity, without being defeated before, by the trappings of the "system"!”



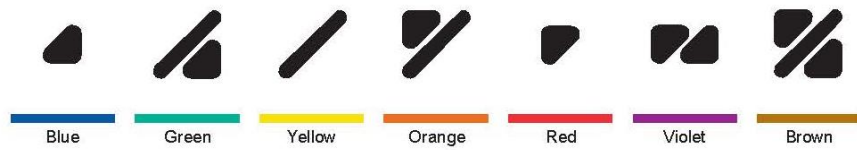
ColorADD

The ColorADD CODE

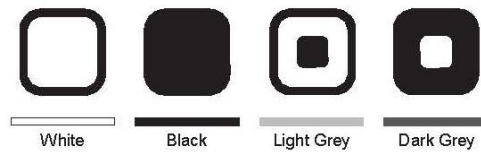
PRIMARY COLORS | WHITE AND BLACK



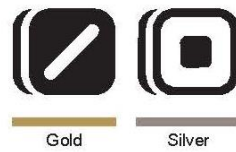
COLORS | SYMBOLS



WHITE | BLACK | GREY TONES



METAL TONES



LIGHT TONES



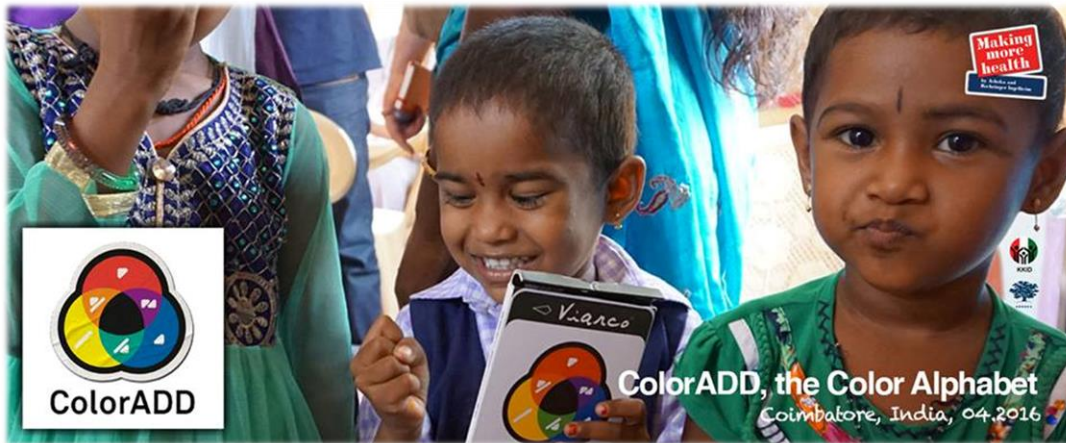
DARK TONES





ColorADD

VIDEOS AND SOCIAL NETWORKS



McCann World group - ColorADD, The Color Alphabet | <https://www.youtube.com/watch?v=UpXLg6T07vU>

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

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