



COLORedd[®]
COLOR IDENTIFICATION SYSTEM

ColorADD, Color Identification System *INNOVATION AND SOCIAL RESPONSIBLE*

ColorADD, COLOR IS FOR ALL!

ColorADD is a unique, universal, inclusive and non-discriminative language that enables 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, SYMBOLS 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), Pencils, Textbooks Publishers, Transports (Subway maps), City Administration (e.g. Maps, Accessibility), Health (Accessibility and pharmaceutical labeling), Food Retails (Traffic light nutrition label), Photo luminescent Safety Signs, Didactic Games, Solid Waste Industry, General Industry (Catalogs), Information Technology (APP, Color WEB Picker) among others, achieving expertise through strong partnerships and creating replicable clusters fundamental to deploy the code 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>).

ColorADD, LICENSING THE CODE

The code can be implemented through licensing for companies where license fees are adapted to its dimension and a pro-bono model for schools and universities. For more info, please contact: info@coloradd.net.

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COLOR DEFICIENCY DESIGN

ColorADD, INTERNATIONAL VISIBILITY AND RECOGNITION

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 CODIGO 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 GUSTARIA QUE REDACTARAS UN ARTICULO PRESENTANDO TU SISTEMA PARA NUESTRA PAGINA."

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";

The ColorADD project has been presented in several worldwide Social, Academic & Cientific 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 35 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, Vogue, Folha de São Paulo, Globo TV, among others.

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ColorADD, MOST IMPORTANT AWARDS AND DISTINCTIONS



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: <http://www.mobileforgoodeuropeawards.com>



UN AWARD FOR BEST PRACTICES
World’s Best m-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).

Certified



Corporation

“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.

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SOCIAL & BUSINESS CO-CREATION 2014



INNOVATIVE PRACTICE 2014



UN AWARD FOR BEST PRACTICES
World’s Best m-Inclusion & Empowerment Product



GOOD AWARDS EUROPE 2013





COLORadd[®]
COLOR ADDITION SYSTEM



Medalha da 50ª Aniversária da
"50ª Aniversária da Declaração Universal dos Direitos do Homem"
"50th Anniversary of the Universal Declaration of Human Rights"

"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 **INSEAD** and **IES**, *Investigação em Empreendedorismo Social* 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.

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

"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.

- **"One of the 40 Ideas that are going to make a Better World"**, Considered by the Brazilian Magazine **"Galileu"**, a leading Brazilian magazine:

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

-**Best Poster Award at Include 2011** – Royal College of Arts.

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COLOR COMPOSITION SYSTEM

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

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

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