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ADHD 1982 is not just an organization.
It's a club. A community created with the
sole purpose of evoking team spirit and

empowering every person with the
diagnosis – to be proud of being born
into movement.

Typography & Colors

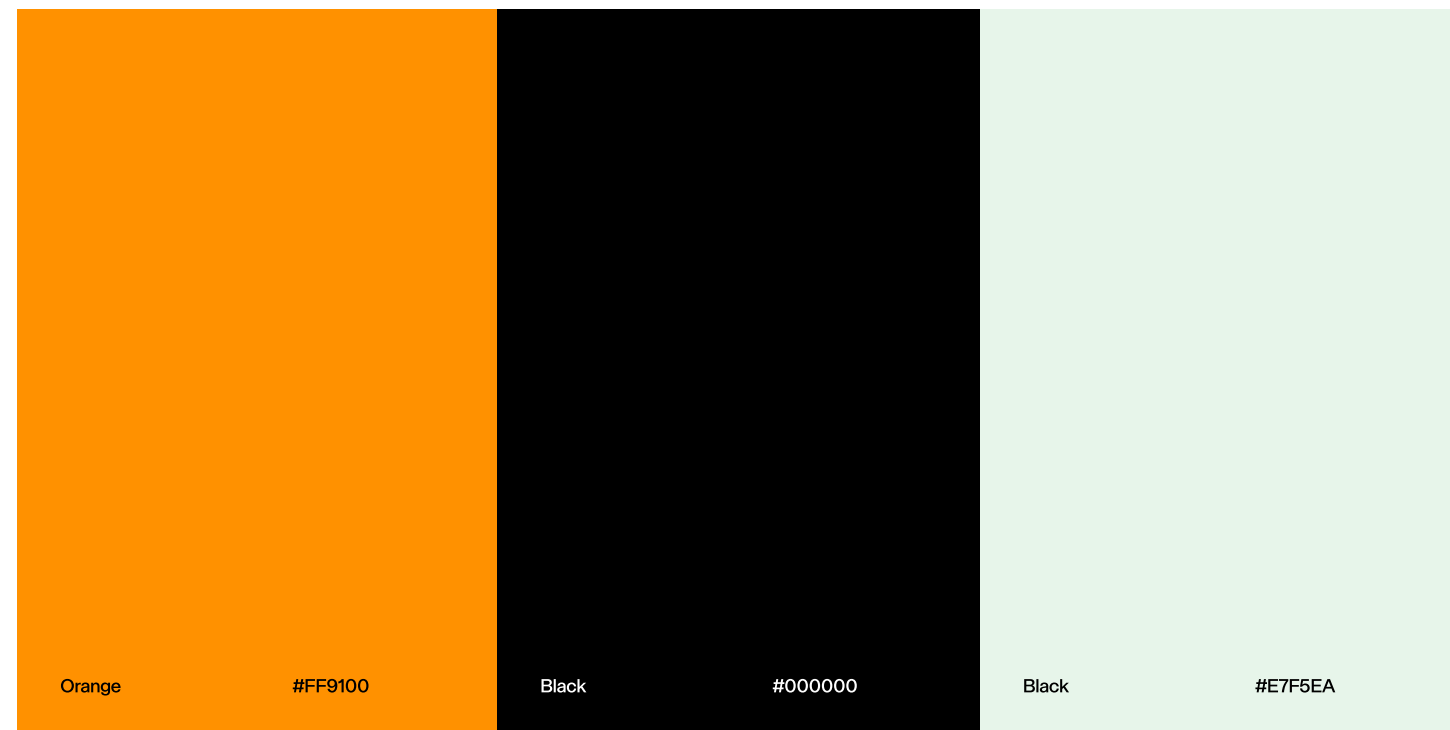
Italian Plate No. 2 Bold Italic is our display typeface. It evokes movement and has a dynamic look.

Our second typeface is StudioTec, a simple and clean sans-serif used for body text and accents.

BORN INTO MOVEMENT

The ADHD association's local branches organize membership activities for children, young people and adults with ADHD.

ALWAYS IN MOTION



Dynamic Logo

Inspired by sports clubs, the logo is a simple lock-up with the ADHD letters and the start date of the foundation.

The logo is dynamic, the letters are always moving and they create a diamond-like shape which is used as a fifth element.

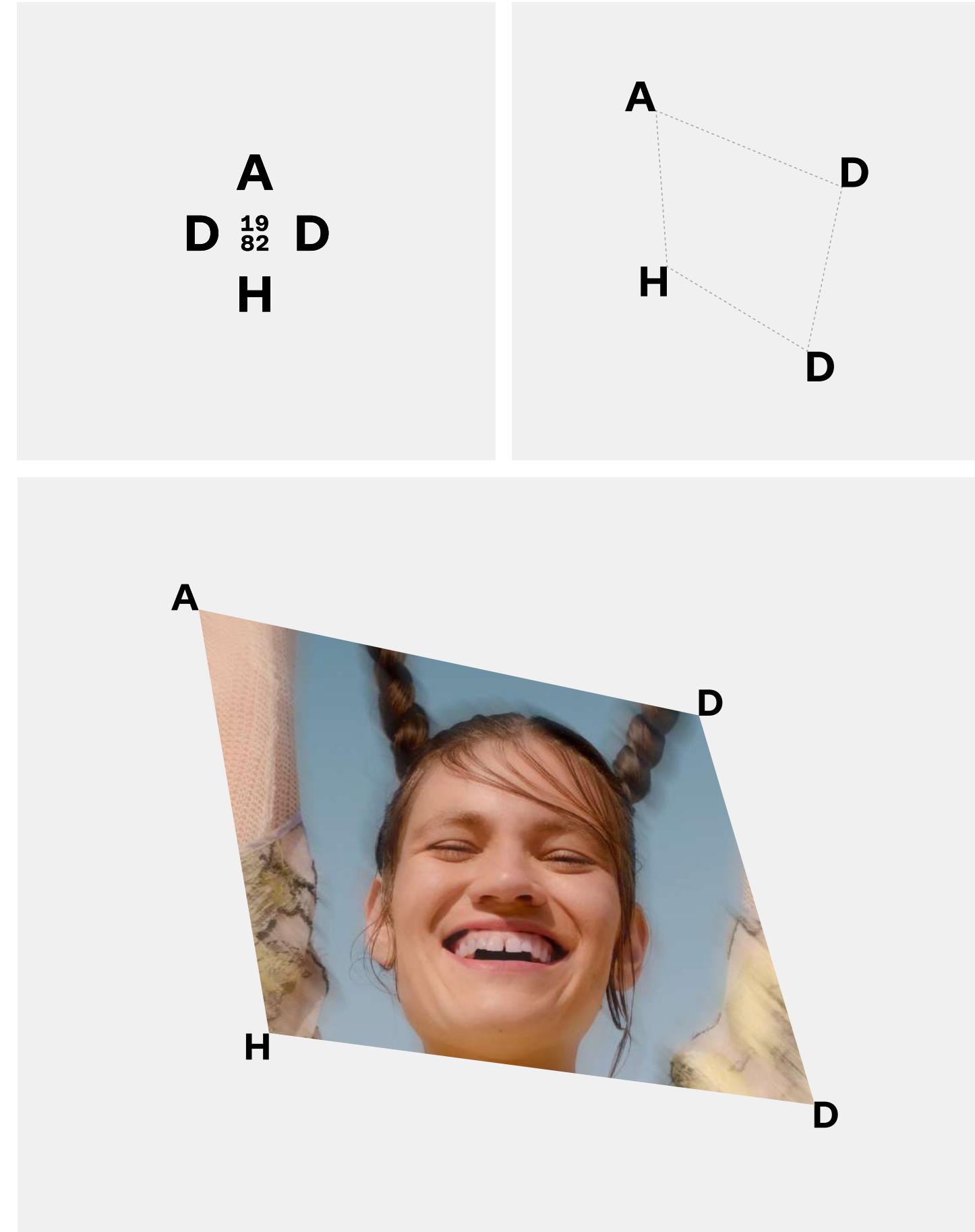
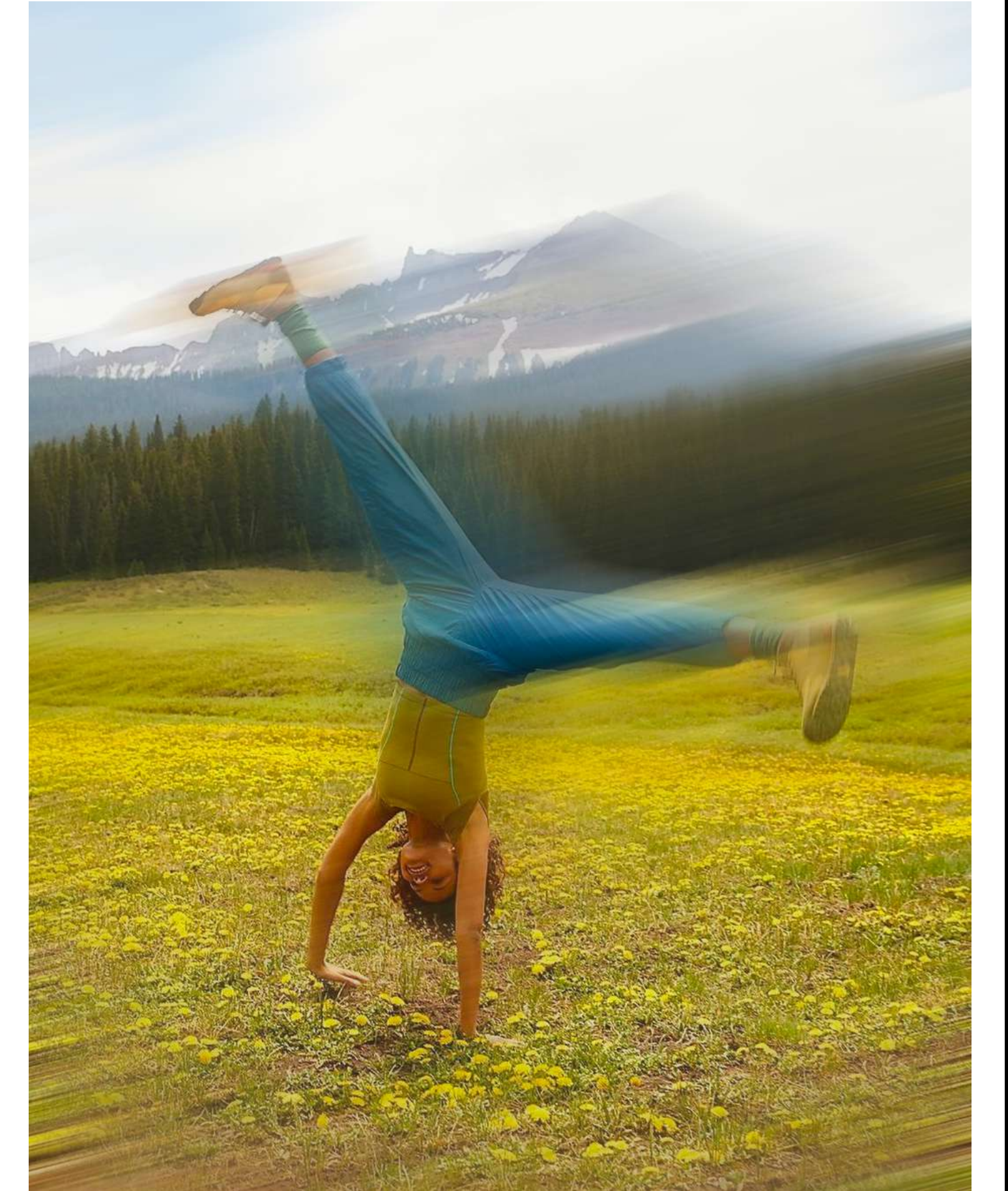
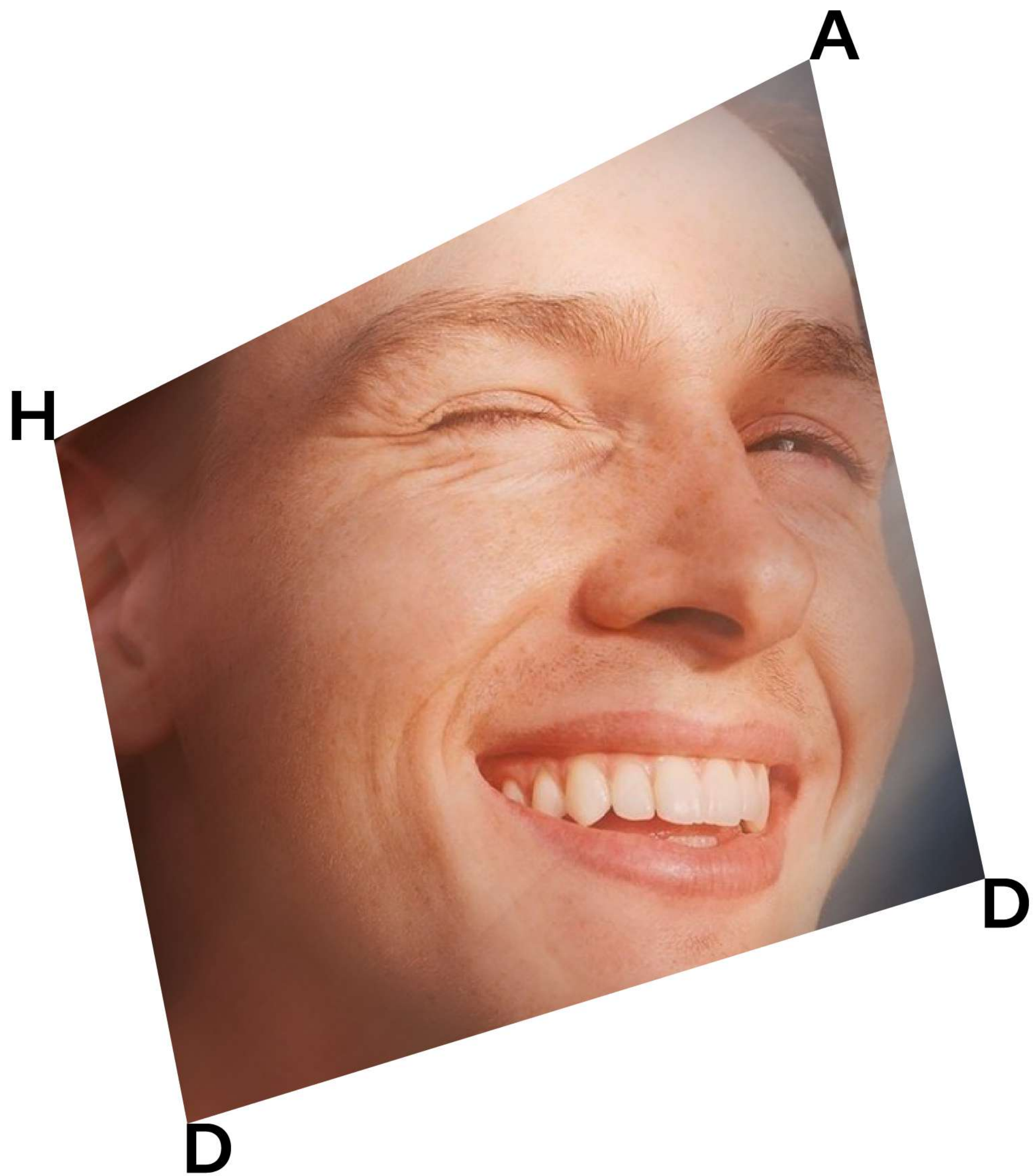


Image style and treatment

The idea of the brand is based on movement, the images are in motion, natural and active.

Our image treatment includes motion blur and a slight glow to the images.





BORN INTO MOVEMENT

With the right knowledge, tools and treatment, there are plenty of people with ADHD who live good lives measured in terms of both quality of life, health and income.

Read more at adhd.dk

**ONE...
TWO...
GO!**

**A
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BORN INTO MOVEMENT

BORN INTO THE TEAM

**A
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TURN INTO MOVEMENT

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