

LOGO

The logo can be used in positive & negative on the different color backgrounds as shown.

ADHD •
FOREN
INGEN

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COLORS

A mix of strong and mild colors have been chosen.
Each powerfull in their own way in order to focus on the
brand's identity, as well as show the nuances of ADHD.

Only the permitted color combinations (shown in right top
corner) can be used for text. This does NOT count for
graphic elements.



DEEP
#30283C

sRGB: 48 / 40 / 60
CMYK: 160 / 165 / 235 / 185

CREAM
#F6F0EB

sRGB: 246 / 240 / 235
CMYK: 35 / 0 / 200 / 0

MILD PURPLE
#ECCDFF

sRGB: 236 / 205 / 255
CMYK: 25 / 65 / 0 / 0

ATTENTION ORANGE
#F56B1D

sRGB: 245 / 107 / 29
CMYK: 5 / 175 / 230 / 0

HYPER BLUE
#1790FF

sRGB: 23 / 144 / 255
CMYK: 190 / 115 / 0 / 0

IMPULSIVE GREEN
#56DE89

sRGB: 86 / 222 / 137
CMYK: 160 / 0 / 145 / 0

TYPOGRAPHY

The chosen font, Quasimoda, is strong but calm. It is versatile, readable and with many cuts. As a display font, it must be written in capitals.

HEAVY FOR THE DISPLAY FONT

Regular for the body
& informative text

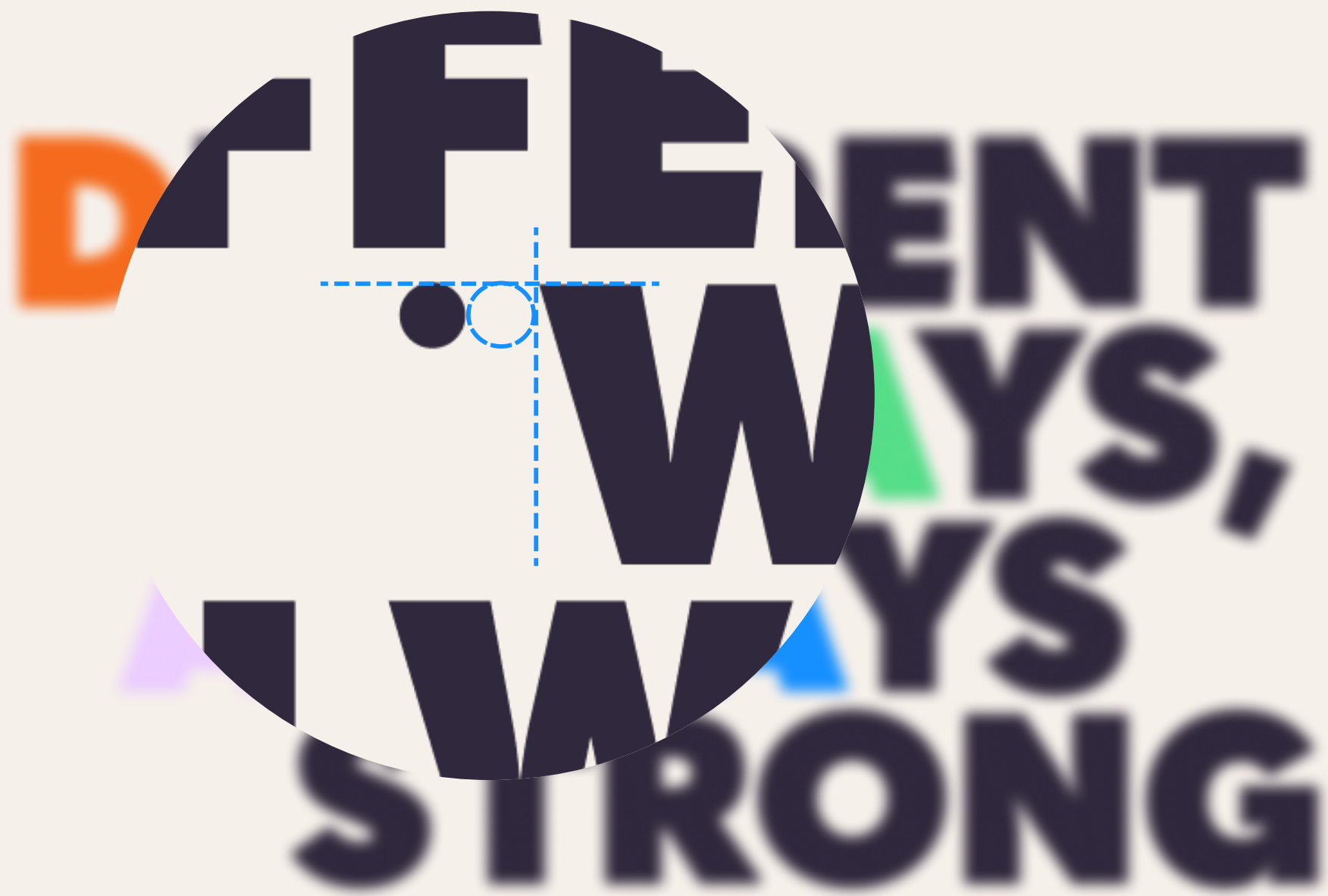
QUASIMODA

GRAPHIC ELEMENT

A dot. An individual. One with something relevant to say.
This little detail shows up in display texts and in the logo.

Colorful letters. Powerful nuances, empowers the word. It
gives positive energy, and craves attention in the best way.

DIFFERENT
• **WAYS,**
ALWAYS
STRONG



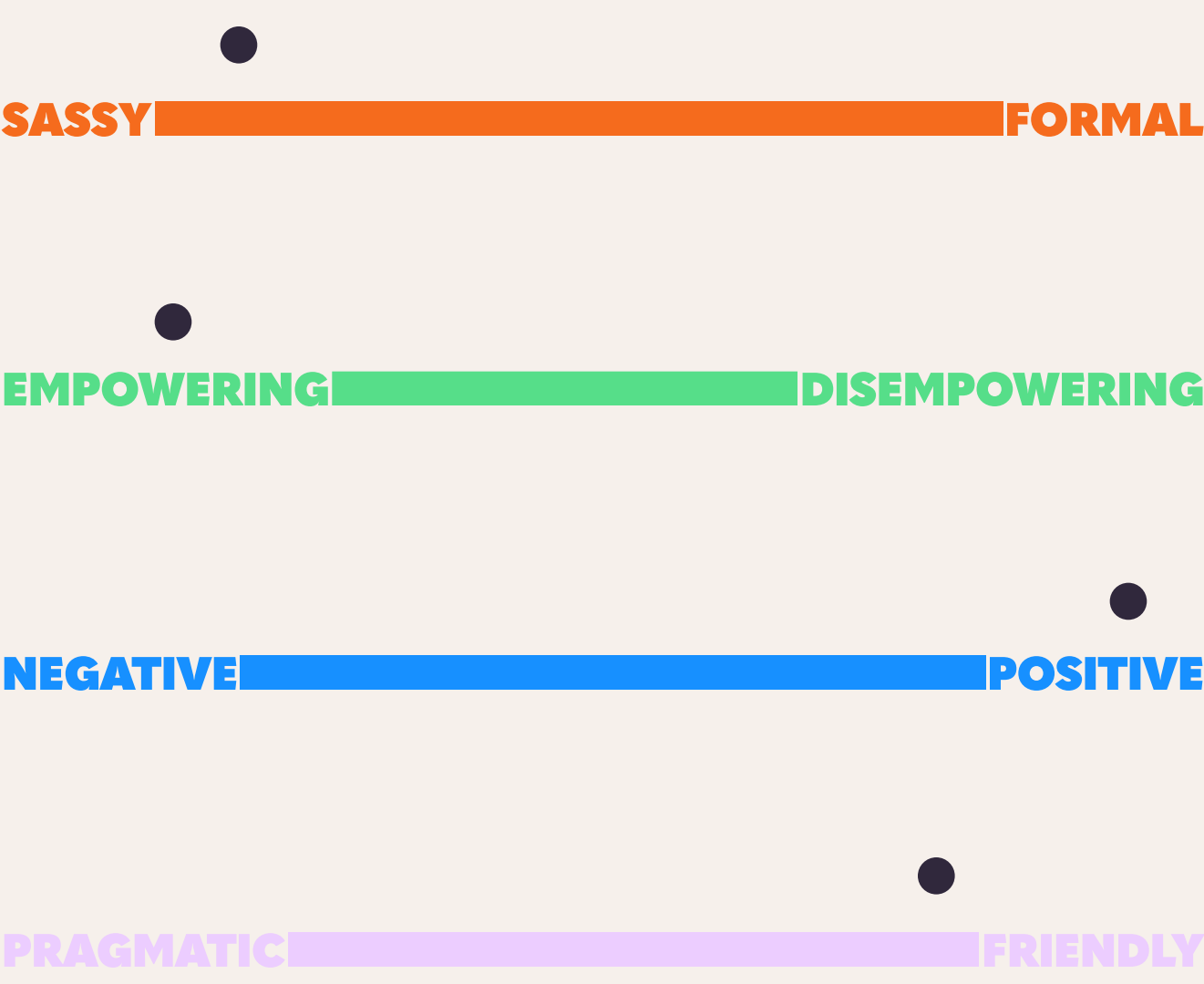
A**D****H****D**

The letters A, D & H shall be highlighted in display texts
with these 4 colors. The remaining letters are colored light
or dark depending on the background. See color page.

The rule of space between the dot and a display word is
the dots own size. The dot is always placed by the top of
the letter. Never the bottom. It can be placed by the end
or by the start of a word.

Out Of Home

Four posters showing of the new visual identity.
The tone of voice is stating that it should feel normal to have ADHD, and come as a matter of course and not a taboo. It's positive and not something you should feel excluded by. It is not a diagnosis, it's a strength.



DIFFERENT WAYS, ALWAYS STRONG

ADHD isn't only one way of doing. Everybody thinks differently, and that's a strenght.

Read more at adhd.dk

ADHD*
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TOO MUCH? I SAY NEVER ENOUGH

ADHD isn't only distractibility, it's also hyperfocus. A boost of productivity and creativity, that you can never get enough of.

Read more at adhd.dk

ADHD*
FOREN
INGEN

TRADES OF AN ABSOLUTE WINNER

ADHD creates a passion-driven focus unlike no other, that makes one an absolute winner in every aspect of life.

Read more at adhd.dk

ADHD*
FOREN
INGEN

HYPO AND HYPER IT'S ME AND I OWN IT

ADHD gives the ability of hypo- and hyperactive focus, and both can be cherished as a part of ones unique skills.

Read more at adhd.dk

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STATEMENT PIECES

The statements can also be used on clothes, merchandise etc. to brand out and create awareness of the association.

