

Let's change the way we talk about ADHD

Each person's experience with ADHD is unique. That is what the ADHD-foreningen's visual identity aims to reflect. By breaking away from the conventional static logo design, we've created a variety of unique logos that highlight the diversity within the ADHD community.

A key feature of the new identity are scribbles, a nod to behavior commonly associated with ADHD. With the use of scribbles, the prevailing narratives and misconceptions about ADHD are overwritten with a new perspective on the diagnosis.

In line with the theme of seeing things from a new perspective, the organization's campaign features creatively designed billboards. These billboards extend beyond their usual boundaries, drawing attention and symbolizing a shift in how ADHD is perceived. It serves as a visual metaphor for 'reframing' the understanding of ADHD, consistent with the organization's goal to change perceptions and encourage new way of thinking about the diagnosis. This campaign also plays an educational role. It aims to educate the public and debunk myths, fostering a more inclusive and supportive environment for those with ADHD.

Overall, this new visual identity is as dynamic and multifaceted as the ADHD community itself. It challenges conventional approaches and reflects the unique characteristics of individuals with ADHD.



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His ADHD symptoms include forgetfulness and inattention.

spontaneity
hyperfocus



Misconceptions about ADHD contribute to increased stigma and discrimination in school and work life.

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Those who have ADHD tend to think in a ~~slow and limited~~ way. *outside the box.*

Understanding and appreciating the diverse ways in which people with ADHD think leads to a more inclusive and supportive environment, both in personal and professional settings.

Let's reframe the way we see ADHD

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
XYZ

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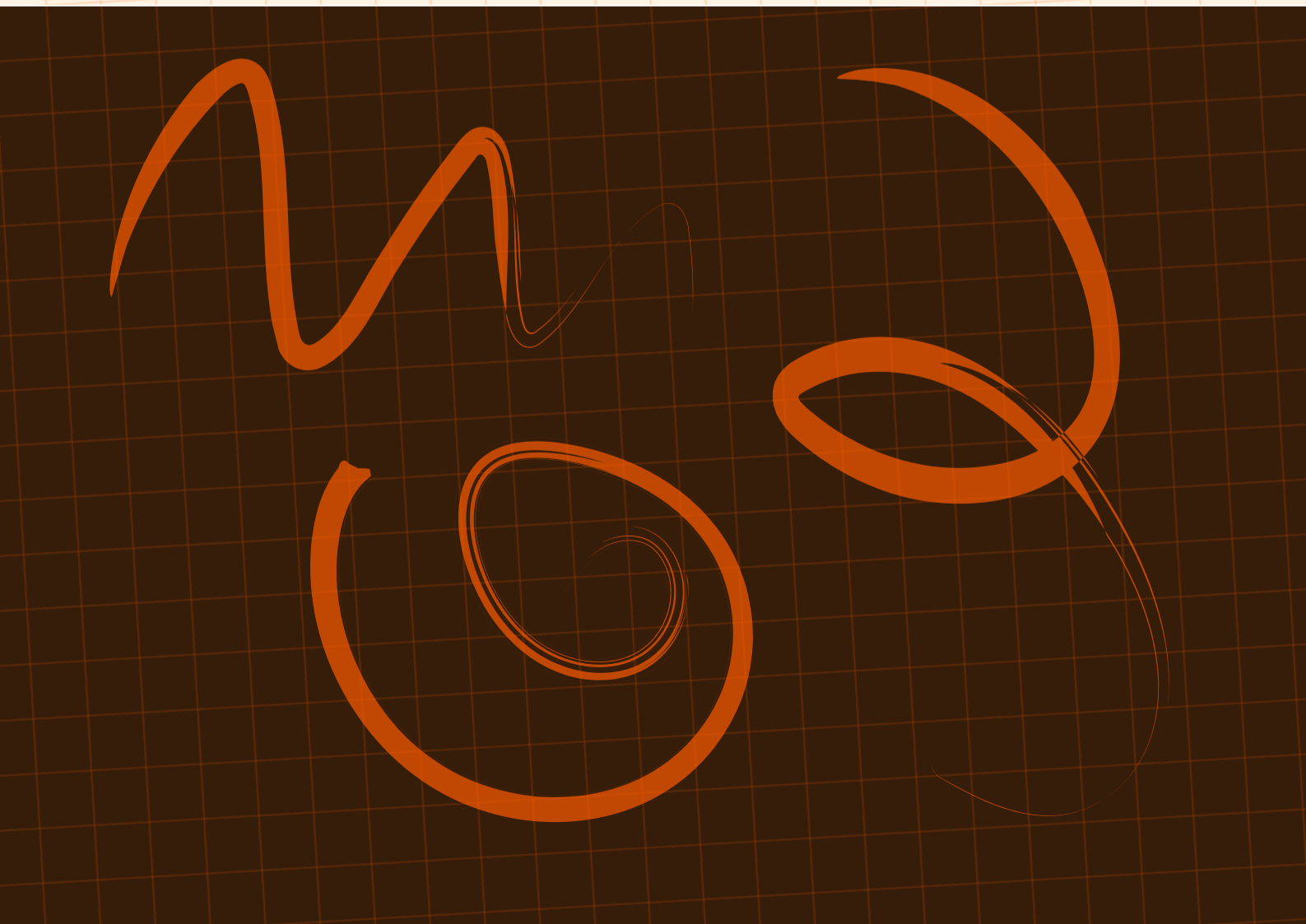




IMAGE: RITZAU SCANPIX

