



dis



ordinary

People with ADHD are often met with a wide range of prejudices. Dis-ordinary for adhd.dk is an identity that challenges what ordinary is and highlights that ordinary can come in many forms. We incorporated a vibrant color palette with bold and distorted design elements making the imperfections perfection. The identity celebrates the uniqueness and power of ADHD.



dis – ordinary

**Energy**

#C8ED01

RGB 200 237 1

CMYK 15, 0, 93, 7

**Hyper focus**

#FF9F02

RGB 255 159 2

CMYK 0, 38, 99, 0



dis – ordinary

**Spontaneous**

#9FBAF9

RGB 159 186 249

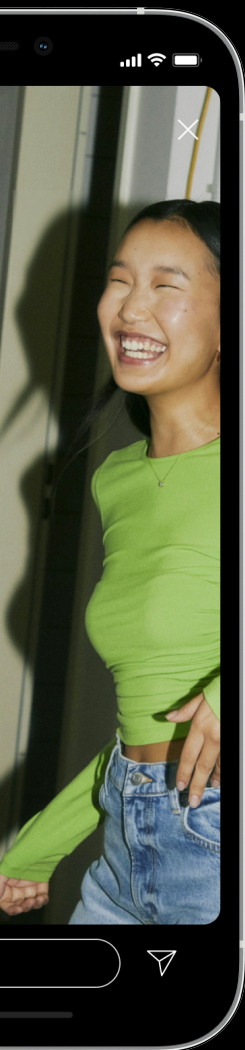
CMYK 35, 25, 0, 2

**Clarity**

#FAAFF9


RGB 250 175 249

CMYK 0, 29, 0, 2



9:41

adhdforeningen Sponsored



My ordinary is


Having 5 people talking to you at the same time in my head, all the time

Send message

This smartphone screen displays a sponsored post from 'adhdforeningen'. The background is a solid light purple color. At the top, the time is 9:41. Below the profile name, there is a black scribble drawing of a person with multiple heads. The text 'My ordinary is' is centered above the main text: 'Having 5 people talking to you at the same time in my head, all the time'. At the bottom, there is a 'Send message' button with a camera icon and a share icon.

9:41

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My ordinary is

Starting a new hobby then quitting after a week

Send message

This smartphone screen displays a sponsored post from 'adhdforeningen'. The background is a photograph of a woman with her hair in a bun, wearing purple glasses and a light purple shirt, smiling. At the bottom, there is an orange wavy graphic. The text 'My ordinary is' is centered above the main text: 'Starting a new hobby then quitting after a week'. At the bottom, there is a 'Send message' button with a camera icon and a share icon.

9:41

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My ordinary is

Easily adapting to changing circumstances



Send message

This smartphone screen displays a sponsored post from 'adhdforeningen'. The background is a bright yellow-green color. At the top, the time is 9:41. Below the profile name, the text 'My ordinary is' is centered above the main text: 'Easily adapting to changing circumstances'. Below the text is a photograph of a man's face with a beard and a grey beanie, with a black sunburst graphic behind him. At the bottom, there is a 'Send message' button with a camera icon and a share icon.

9:41

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My ordinary is

Knowing a movie's ending before anyone else

view

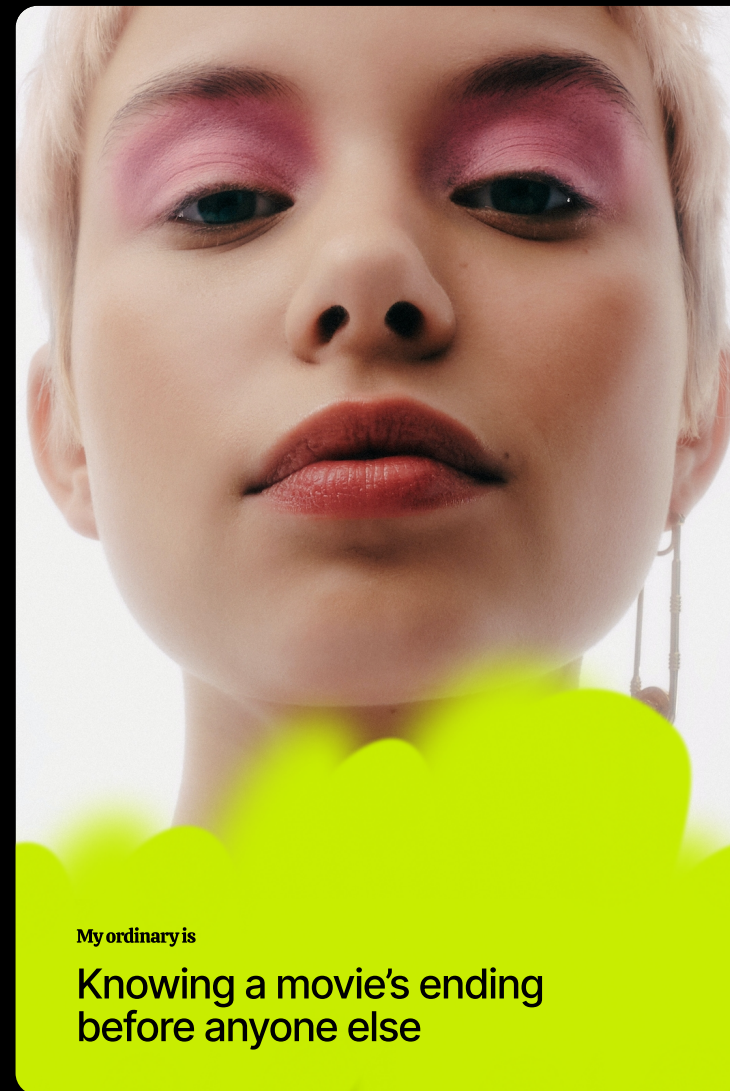
Send message

This smartphone screen displays a sponsored post from 'adhdforeningen'. The background is a photograph of a man's face. At the bottom, there is a blue wavy graphic. The text 'My ordinary is' is centered above the main text: 'Knowing a movie's ending before anyone else'. Below the text, the word 'view' is partially visible. At the bottom, there is a 'Send message' button with a camera icon and a share icon.

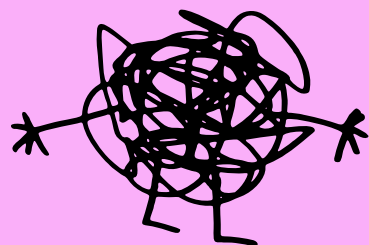
My ordinary is  
Easily adapting to  
changing circumstances



My ordinary is  
Having 5 people are  
talking to you at the  
same time in my head,  
all the time



My ordinary is  
Knowing a movie's ending  
before anyone else



My ordinary is

My ordinary is  
embracing unexpected moments  
that make life more vibrant

lhd

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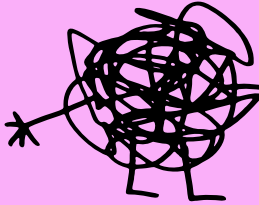
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Ordinary can come  
in many forms

ordinary

 adhd



Contact

Get in touch