

# STARS EU Physical Campus Common Signage System

Deliverable D5.2



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# Preamble

We, the universities of the STARS EU Alliance, united in our mission to co-create a future-oriented European campus, commit to strengthening the sense of belonging across our institutions. With the design and implementation of a common campus signage system, we aim to ensure visibility, accessibility, and inclusivity for all members of our community – students, staff, researchers, and visitors.

Guided by the principles of sustainability, diversity, and European values, the signage system reflects the STARS EU visual identity and supports the creation of welcoming and inspiring spaces. It provides clarity and orientation for local and international users, taking into account persons with special needs, and contributes to the establishment of a shared identity across our alliance.



# Executive Summary

This report outlines the concept, strategic background, and implementation roadmap for a unified physical signage system across the STARS EU campuses. Developed under Task 5.4, the signage initiative is a key element of the alliance's broader ambition to create a transnational, inclusive, and future-proof Co-Creation Campus.

The main objective of the signage system is to visually express the shared identity of the STARS EU Alliance, enhance user orientation, and foster a sense of belonging across nine diverse partner institutions. Rather than replacing local wayfinding solutions, the system is designed as a flexible add-on that can be seamlessly integrated into existing campus infrastructures. This ensures local adaptability while promoting transnational coherence and recognition.

By embedding core branding elements—such as the STARS EU logo, colours, and typographic principles—into strategic campus locations, the signage system supports intuitive navigation and marks spaces dedicated to co-creation, mobility, innovation, and inclusion. It also reflects the alliance's values as articulated in the STARS EU Campus Charter and aligns with visual identity guidelines developed in Work Package 8 (WP8).

The signage system contributes to the operationalisation of the physical campus strategy, connects to the sustainability goals in WP7, and supports the user experience on the ground. Its long-term impact lies in strengthening alliance-wide visibility, fostering cross-institutional identity, and serving as a replicable model for other European University Alliances.

The report presents the conceptual framework, current conditions across partner campuses, design principles, stakeholder involvement processes, and an implementation and evaluation plan—including pilot testing, monitoring mechanisms, and sustainability considerations. Together, these components ensure that the signage system is not only visually coherent but also operationally viable and future-oriented.

# 1. Introduction

*This chapter introduces the context of the STARS EU Alliance and outlines the objectives of Task 5.4 within Work Package 5. It explains the role of the Physical Co-Creation Campus, the specific aims of the signage system, and the added value it brings to cohesion, accessibility, and recognition across the alliance.*

## 1.1 Background of the STARS EU Project

The STARS EU Alliance unites a network of engaged universities with the ambition to co-create a forward-looking European University. It seeks to educate a new generation of future-ready students and to establish resilient, challenge-driven systems for learning and research. Through its joint efforts, STARS EU aims to serve as a benchmark for collaborative European higher education.

The STARS EU Co-Creation Campus—both physical and digital—is envisioned as a dynamic environment where alliance partners, industry, business, and civil society actors come together to co-design, experiment, and implement innovative solutions. The development of this campus model is tightly linked to core alliance structures such as the Regional Transition Accelerator, the Curriculum and Challenge Labs, and the Future Lab.

By reimagining the campus as a pan-European hub for innovation and collaboration, STARS EU fosters inclusive, interdisciplinary, and lifelong learning—open to all sectors of society and grounded in regional and European transformation processes.

## 1.2 Purpose and objectives of Task 5.4

This task focuses on the development of the STARS EU Physical Co-Creation Campus—an inclusive, inspiring, and environmentally sustainable campus concept. It translates the alliance’s values into tangible environments that promote openness, innovation, and regional engagement.

### **Implementation will be guided by four interlinked objectives:**

Create and implement STARS EU Style Campus Improvement Plans  
Assess each partner campus based on the STARS EU Campus Charter (M21), emphasizing impactful visual elements and the development of “places to be” that embody co-creation and openness. Develop short-, medium-, and long-term roadmaps aligned with the Green Impact Plan (T7.3), Sustainable Funding Plan (T7.4), and future investment strategies (M27).

### **Design and test a common STARS EU Campus Signage System (short-term priority)**

Develop a signage system reflecting the STARS EU visual identity to strengthen the sense of belonging (M24). Conduct tests with two partners at different site types (city centre and peripheral campus) (M32). Evaluate results via focus groups and surveys (M35) and make rollout recommendations (M36).

### **Initiate campus transformation – Step 1 (medium-term)**

Launch the first phase of transformation using insights from benchmarking and signage testing. Use signage not just for navigation, but to identify and highlight STARS EU-aligned spaces (e.g., labs, co-creation areas). Implement the signage at all partner sites (M42) and evaluate progress (M46).

### **Initiate campus transformation – Step 2 (long-term)**

Based on Charter findings and earlier activities, partners will adapt campus strategies to foster modern, inclusive, and sustainable environments for STARS EU communities. In the long term, the alliance will explore flagship initiatives that embody these values and provide strong regional impact. Concrete concepts are currently under development and will evolve as the alliance progresses (M48).

### **Describe the role of this specific task and its contribution to the alliance's vision**

This task plays a pivotal role in realising the STARS EU vision by strengthening inter-university collaboration. It brings together expertise and resources to build shared, future-proof campus infrastructures that foster regional engagement and European

integration. Through dedicated physical and digital spaces, the alliance provides a framework for long-term academic cooperation and societal impact

## 1.3 Added value of a unified physical signage system

The development and implementation of a unified physical signage system across all STARS EU campuses offers significant added value by strengthening the alliance’s cohesion, visibility, and identity. As an early and visible outcome of the interuniversity Physical Co-Creation Campus initiative, this system serves as both a practical tool and a symbolic expression of STARS EU’s shared values and vision.

### **Cohesion Across the Alliance:**

A common signage system physically manifests the integration and collaboration among partner universities. By creating a consistent spatial and visual experience across diverse campus environments, it visibly expresses the alliance’s joint commitment to building a truly European, transnational campus. Recognizable elements—such as the logo, colour palette, and typography aligned with WP8 branding guidelines—provide subtle but clear orientation cues that communicate: “This is a STARS EU space.” This cohesion reinforces a sense of unity and cooperation while allowing each institution to maintain its unique architectural, cultural, and regional characteristics.

### **Enhanced Recognition and Belonging:**

A unified signage system ensures that students, staff, researchers, and visitors can intuitively identify spaces associated with STARS EU — whether innovation labs, mobility offices, or shared learning zones — regardless of national or local context. It fosters a sense of belonging to a broader European university community, connecting physical environments to the alliance’s shared values as articulated in the STARS EU Campus Charter (Article 2.4). By embedding the signage through a modular “add-on” approach, the initiative integrates seamlessly into local systems, respecting diversity while promoting alliance-wide unity.

### **Accessibility and Inclusivity:**

Designed with input from Task 5.1 and guided by principles of universal design, the system addresses diverse user needs—including those of international students and individuals with special needs. In this way, it reflects STARS EU's commitment to inclusion, user-centred design, and accessibility for all.

### **Strategic and Functional Value:**

Beyond wayfinding, the signage system designates and highlights STARS EU compliant co-creation spaces, innovation hubs, and learning environments. It signals strategic investment in transformation, helping users quickly and intuitively locate shared resources and priority spaces. Over time, it will contribute to building collective memory and symbolic value, strengthening STARS EU identity in everyday campus life.

### **Scalability and Replicability:**

The system will be tested in different campus contexts (urban, rural, peripheral), allowing refinement and adjustment before broader implementation. Once evaluated and recommended for rollout, it can serve as a transferable model for other European University alliances seeking to promote cross-campus cohesion, recognition, and identity.

## 2. Strategic Framework and Requirements

*This chapter situates the signage system within the strategic foundations of STARS EU. It links the work to the Campus Charter, summarises the findings of the MS11 needs report, outlines the relevance of the branding guidelines from Work Package 8, and highlights the importance of coordination with Task 7.3 (Campus Operations) and Task 7.4 (Sustainability Frameworks).*

### 2.1 STARS EU Campus Charter

The STARS EU Campus Charter defines the common values, principles, and requirements for the design and implementation of the STARS EU Campus as a transnational, inclusive, and innovative university space. It serves as a strategic framework for collaboration across the alliance, with a particular focus on shared visibility and identity, as reflected in Article 2.4 on common signage.

The Charter was adopted by the Rectors of the STARS EU Alliance universities and is considered a living document, subject to revision and updates as the alliance evolves. It emphasises sustainability, accessibility, inclusivity, and flexibility as guiding principles for the development of physical and digital campus environments.

Of particular relevance to this Deliverable is **Article 2.4**, which explicitly commits partners to “promote the visibility of STARS EU through common signage, branding, and shared physical identity.” This provision provides the normative basis for developing a unified signage system as an early, visible outcome of the physical Co-Creation Campus initiative.

*For reference, the full text of the STARS EU Campus Charter, including the Preamble and key Articles, is included in Annex 10.5 of this report.*

### 2.2 MS 11 Needs and Requirements

This section summarises the key findings from the MS11 report, which analysed the needs and requirements for the development of a joint STARS EU Campus, both

physical and digital. The analysis covered infrastructure, digital tools, hybrid teaching practices, and user expectations across the nine partner institutions.

The report highlighted a significant diversity in campus infrastructure and digital readiness. While some universities have invested in modern facilities, others lack standardised approaches, particularly with regard to signage, hybrid classrooms, and accessibility measures. This heterogeneity presents challenges for implementing shared solutions across the alliance and underscores the need for a common layer of identity and visibility.

A major challenge identified was the fragmentation of digital platforms. Most institutions rely on MS Teams and Zoom for video conferencing, but a wide range of Learning Management Systems (LMS) is in use, including Moodle, Blackboard, ILIAS, and institution-specific tools. Teachers and students therefore expressed a clear need for a unified, user-friendly LMS and consistent video platforms across the alliance.

Feedback from academic staff pointed to the potential of hybrid teaching for international collaboration, while also highlighting difficulties related to technical quality, engagement, and support. Students valued the flexibility of digital formats but noted platform inconsistency, unclear instructions, and technical limitations as major issues.

### **Across both groups, there was strong consensus on the need for:**

- common technical standards for hybrid classrooms,
- simplified administrative procedures (e.g. enrolment, login),
- a unified digital campus identity, and
- interoperability of systems and tools across institutions.

Although many findings focused on digital infrastructures, the analysis also provided valuable insights for the development of the physical Co-Creation Campus. In particular, the consultation confirmed the importance of **visibility, recognisability, and accessibility** across all campus spaces. This forms the conceptual bridge to the physical signage system presented in Deliverable D5.2: common visual markers that

support orientation, inclusivity, and the creation of a shared identity. For reference, the detailed findings are documented in MS11.

## 2.3 Brand identity and communication strategy

The STARS EU physical signage system is fully aligned with the alliance’s branding guidelines developed in Work Package 8 (WP8). These guidelines provide the foundation for a consistent and recognisable visual identity that enhances the visibility of STARS EU across all partner campuses, while respecting local institutional contexts.

Key elements of the STARS EU brand book have been incorporated into the signage system:

### Logo:

The STARS EU logo consists of an emblem and a wordmark, which must always be used as a complete unit. For small-scale applications, such as pins or icons, the emblem may be used on its own. The minimum clear space around the logo is defined by the height of the letter “E” in “EU”.

### Colour Scheme:

The brand defines four primary colours — Orange (#eb7d00), Light Blue (#019ee3), Red (#c81919), and Dark Blue (#144191). In the signage system, these colours are used systematically, for example to mark wayfinding zones, identify building types, or create multilingual layers.

### Typography:

Helvetica (Light, Regular, Bold, Oblique) has been selected as the official typeface. Its use across all signage ensures clarity, legibility, and coherence in both indoor and outdoor environments.

### Graphic Elements:

The STARS Constellation is used as a symbolic visual motif, representing the interconnectedness of the alliance’s partner institutions. It can be adapted locally to highlight individual universities while remaining recognisable as part of the shared

identity. A colour bar element complements the constellation and may be applied along edges of panels, posters, or maps.

### **Layout Principles:**

Following the structures outlined in the brand book (e.g. 50/50 or 100% blocks), signage layouts are designed to be clear, intuitive, and flexible. These principles can be applied across formats, including entrance signs, orientation maps, wall panels, and digital displays.

By applying these visual identity standards, the signage system becomes a natural extension of the STARS EU brand into the physical environment. At the same time, the modular “add-on” approach ensures that local institutional branding remains visible and respected. Through this dual strategy, the signage system contributes to transnational coherence without erasing local diversity.

The close collaboration between WP5 (Campus Development) and WP8 (Branding and Communication) has been essential to ensuring both functionality and consistency. The signage system therefore not only supports navigation and orientation, but also strengthens the visibility of STARS EU as a distinctive European University Alliance.

## **2.4 Coordination with Task 7.3 and Task 7.4**

The development and implementation of the STARS EU signage system is closely coordinated with Work Package 7, in particular Task 7.3 on Campus Operations and Task 7.4 on Sustainability Frameworks. This collaboration ensures that the signage initiative is not only visually consistent but also embedded in the long-term operational and sustainability strategies of the alliance.

From an operational perspective, Task 7.3 provides guidance on integrating signage into existing campus management and facility processes. This includes planning for installation, ensuring compatibility with local infrastructure, and developing maintenance routines. Embedding signage into campus operations is essential for

long-term functionality and for avoiding the perception of signage as a temporary or isolated intervention.

From a sustainability perspective, Task 7.4 supports the selection of materials, production methods, and lifecycle approaches that meet environmental standards. The signage system has therefore been designed to prioritise durability, recyclability, and energy efficiency (where digital components are involved). Aligning with the Green Impact Plan and Sustainable Funding Plan, the system contributes to the broader goals of reducing environmental impact and ensuring cost-effective implementation.

By coordinating with Work Package 7 through Task 7.3 and Task 7.4, the signage system is positioned as an integral part of the alliance's physical campus transformation. It goes beyond branding to become a functional and sustainable infrastructure element that supports inclusivity, visibility, and resilience. This alignment strengthens the long-term impact of the signage system and ensures that it can be maintained and scaled across all partner universities beyond the lifetime of the project.

## 3. Existing Signage Systems and Integration Approach

*A core step in the development of the STARS EU physical signage system was the review of existing practices across the alliance universities and beyond. This benchmarking exercise provided insights into the diversity of institutional approaches and helped to define how a common “add-on” system could be integrated without replacing local identities.*

### 3.1 Overview of existing signage systems at partner universities

The analysis of partner universities revealed a wide spectrum of visual and wayfinding systems. Some institutions have well-developed branding guidelines and standardised campus signage, while others operate with more decentralised or ad-hoc-solutions. A structured template was distributed to all partners to collect information about logos, colours, typography, and existing wayfinding systems. This inventory provides the baseline for understanding where STARS EU elements can be most effectively introduced.

### 3.2 Principle of “add-on” integration for STARS EU

*This section explains the core principle behind the STARS EU signage system: it is not designed to replace existing university signage, but to complement it. The add-on model allows for flexible and modular integration across diverse campus environments while preserving local identities.*

The STARS EU signage system follows the principle of add-on integration. Rather than replacing local branding or existing orientation systems, the alliance signage is conceived as an additional visual layer that can be applied in a modular and unobtrusive way.

STARS EU elements – such as the logo, constellation graphic, colour palette, and typography – are introduced selectively to highlight areas with direct relevance to the alliance, including mobility offices, co-creation spaces, challenge labs, and event areas. This ensures that users can easily identify “STARS EU spaces” while still recognising the local university environment.

By adopting this approach, the signage system provides:

- Flexibility to adapt to a wide range of campus sizes and layouts,
- Cohesion by ensuring that key STARS EU locations are recognisable across all partner universities,
- Respect for local autonomy by allowing institutional branding and architectural contexts to remain dominant, and
- Scalability by enabling gradual implementation from minimum to maximum levels depending on local readiness and resources.

In this way, the add-on principle creates a consistent transnational identity without imposing uniformity. It ensures that STARS EU is visible and recognisable across all partner campuses while maintaining the diversity and individuality of each institution.

### **3.3 Overview of current signage systems at partner universities**

The review of partner universities revealed a wide diversity of approaches to corporate identity and campus signage. While some institutions have comprehensive manuals that include explicit rules for signage and wayfinding, others rely on basic visual identity guidelines or ad-hoc solutions. This heterogeneity underscores the need for a common STARS EU add-on system that ensures visibility and cohesion across the alliance while respecting local contexts.

#### **3.3.1 Hanze University of Applied Sciences (The Netherlands)**

Hanze provides a professional and detailed brand portal with clear corporate identity guidelines. The portal regulates logo usage, colours, and typography, and includes

digital templates. While signage is not extensively detailed, the strong CI framework allows for easy integration of STARS EU elements.

### **3.3.2 Hochschule Bremen – City University of Applied Sciences (Germany)**

HSB has a well-established visual identity with coordinated logos and colours. Templates for communication and signage-related visuals are in place, but there is no centralised signage handbook. Signage is therefore more decentralised, but STARS EU elements can be integrated as overlays to existing structures.

### **3.3.3 University of La Laguna (Spain)**

ULL has a comprehensive corporate identity manual with strict rules on logo use, colours (dominant violet and white), and typography (Argentum Sans). The manual also includes guidance on signage applications, minimum sizes, and contrast rules. This provides a strong foundation for incorporating STARS EU branding into physical environments.

### **3.3.4 Polytechnic Institute of Bragança (Portugal)**

IPB has an established corporate identity framework with defined rules for logo usage, colour palette, and typography. Campus signage is less extensively standardised and mainly focused on basic orientation and identity elements. This leaves room for targeted enhancement through the integration of STARS EU components. Nevertheless, the existing CI structure provides a solid basis for incorporating and visibly positioning STARS EU elements across the campus.

### **3.3.5 Silesian University in Opava (Czechia)**

SUO has a detailed visual identity system that includes logo variants (Orlice symbol), faculty-specific colour schemes, and defined typefaces (Ladislav, Enriqueta, Calibri, Times). The manual provides structured application rules, which can easily accommodate STARS EU add-on signage elements.

### 3.3.6 Cracow University of Technology (Poland)

The university has a corporate identity system defined in its design manual, covering logo usage, colour palettes, and typography. While campus-wide signage is less standardised, the existing visual identity provides a framework for developing consistent orientation elements in combination with STARS EU guidelines.

### 3.3.7 University West (Sweden)

University West has a highly structured graphic manual that includes logotype placement rules, colour codes, and accessibility standards (WCAG 2.1). The manual explicitly addresses pictograms and signage applications, offering a clear basis for integrating STARS EU elements into both physical and digital wayfinding systems.

### 3.3.8 Université Marie & Louise Pasteur (France)

The university provides both a graphic charter and a specific signage charter. The latter includes precise rules for campus signposting, typography, colour coding, and layout for both interior and exterior signage. This makes the integration of STARS EU elements straightforward, as signage is already a central component of the institution's identity.

### 3.3.9 Aleksandër Moisiu University of Durrës (Albania)

UAMD has a basic corporate identity with defined logo usage (EB Garamond and Nexa fonts, colours blue/white/black). However, a formal signage system is not yet established. Current signage is functional and limited to door plaques and building names, usually only in Albanian. This highlights the added value of the STARS EU system, particularly in terms of bilingual or multilingual accessibility.

*In conclusion, across the nine partner universities, existing identity and signage systems vary widely. To guarantee cohesion, all partners will implement the mandatory minimum signage package, including the STARS EU logo, colour palette, and standard typography, as a visible layer at key campus locations. The medium and maximum levels remain voluntary and scalable in line with institutional resources. Technical*

*specifications and comparative overviews of colours, logos, and fonts are provided in Annex 10.4*



## 4. Methodology and Approach

*This chapter describes the methodology used to design and develop the STARS EU signage system. It outlines the phases of the process and highlights how stakeholders across the alliance were actively involved to ensure that the solution is inclusive, practical, and aligned with the alliance's strategic objectives.*

### 4.1 Development process

The development of the STARS EU physical signage system followed a structured, iterative, and collaborative process. Six key phases were defined:

#### **Strategic framing and input collection (Jan 2024 – Jun 2025):**

The first phase aligned the signage initiative with the STARS EU Campus Charter, the findings from MS11 (Needs Report), and the branding guidelines developed under WP8. Inputs from Task 5.1 (Accessibility), Task 7.3 (Campus Operations), and Task 7.4 (Sustainability Planning) were integrated to ensure consistency with broader alliance strategies.

#### **Co-design and internal alignment (Apr – Jun 2025):**

The conceptual basis for the signage system was developed by WP5, making use of the branding guidelines and visual identity standards provided by WP8. Core design elements such as logo placement, modular formats, multilingualism, and accessibility were aligned with the STARS EU brand book. Ideas were discussed internally and translated into draft designs to ensure that both functionality and branding coherence were addressed.

#### **Partner mapping and data collection (Jun – Sep 2025):**

A structured template was distributed to all partner universities to collect information on existing signage and campus contexts. This mapping exercise enabled a comparative analysis and helped identify where and how the STARS EU signage system could be integrated into diverse environments.

### **Iterative concept development (Jul – Sep 2025):**

Based on partner inputs, a model for the signage system was structured around three levels (minimum, medium, maximum). Draft versions and prototypes were created and refined as preparation for pilot implementation starting in late 2025. The system also provides examples for possible application variants (e.g. door signs placed beside, on, or above the door). These examples serve as guidance for partner universities. While visual identity rules—typography, colours, logo placement—are standardised across the alliance, the exact positioning will be determined locally to reflect architectural conditions and functional requirements.

### **Stakeholder feedback and pilot testing (Oct – Dec 2025):**

Pilot installations will be carried out at Hochschule Bremen – City University of Applied Sciences (HSB) and the University of La Laguna (ULL). Feedback will be collected via surveys, walkthroughs, and focus groups with students, staff, and inclusion officers.

### **Finalisation and rollout recommendations (Jan – Mar 2026):**

Following the pilot phase, the final signage package will be prepared, including design templates, technical standards, and practical guidelines. These will serve as the basis for the alliance-wide rollout scheduled to start in M42 (March 2027).

## **4.2 Stakeholder involvement**

*This section outlines how stakeholders across the alliance were involved in the development of the STARS EU signage system. Their contributions ensured that the process was participatory, inclusive, and aligned with both user needs and institutional strategies.*

The development of the signage system has been characterised by strong cooperation among work packages, partner universities, and user groups.

## **WP8 (Branding and Communication):**

Provided expertise to align the signage with the STARS EU brand identity and communication strategy. Their input ensured consistency of design elements such as colours, typography, and logos.

## **WP5 partners:**

Shared insights into local campus contexts, provided examples of existing signage and branding practices, and contributed to the comparative mapping exercise. This helped identify both differences and commonalities across the alliance.

## **Inclusion and accessibility officers (Task 5.1):**

Reviewed early design drafts and advised on universal design principles, including multilingual text, high-contrast colour use, tactile elements, and compliance with ISO/EN standards for wayfinding and accessibility.

## **Students and staff:**

Consulted during the concept phase through informal discussions and will be systematically engaged during the pilot phase (Oct–Dec 2025). Planned formats include focus groups, surveys, and on-site walkthroughs to evaluate usability, clarity, and the sense of belonging generated by the signage system.

The involvement of these stakeholders ensures that the signage system is not only technically coherent but also user-centred, accessible, and widely accepted. Their contributions guarantee that the STARS EU signage system supports navigation, visibility, and identity while reflecting the alliance's values of inclusion, openness, and co-creation.

## 5. Design Concept and Principles

*This chapter presents the conceptual framework and design principles of the STARS EU signage system. It explains how the system translates the alliance's visual identity into the physical campus environment, integrates accessibility and inclusivity standards, ensures adaptability across diverse contexts, and strengthens the sense of belonging. The chapter also defines the three levels of implementation (minimum, medium, maximum), with the minimum level established as mandatory for all partners.*

### 5.1 Visual identity guidelines







*The signage system builds directly on the STARS EU visual identity developed in WP8. Its purpose is to translate the alliance's branding into the physical environment of the campuses while ensuring local adaptability. By applying consistent rules for logos, colours, typography, graphic elements, and layout principles, the system establishes a coherent and recognisable presence across all partner universities. At the same time, flexibility is preserved so that the signage can be combined with existing institutional identities. The following subsections outline the key components of the visual identity as applied in the signage system.*

#### Logo

The STARS EU logo, consisting of emblem and wordmark, must always be used as a complete unit. For small-scale applications, such as pins, stickers, or digital icons, the emblem alone may be applied. Minimum clear space and size requirements are defined in the STARS EU brand book and apply equally to signage applications. Correct and consistent logo use is essential to ensure recognition and maintain brand integrity across all contexts.

#### Colour palette

The signage system applies the four primary colours defined in the STARS EU Brand Book:

Colour		RGB	CMYK	HEX	Notes
STARS EU Orange		235   125   0	0   60   100	#EB7D00	Primary alliance colour
STARS EU Light Blue		1   158   227	75   25   0   0	#019EE3	Primary alliance colour
STARS EU Red		200   25   25	15   100   100   10	#C81919	Primary alliance colour
STARS EU Dark Blue		20   65   145	100   80   0   0	#144191	Primary alliance colour
STARS EU Midnight Blue		0   31   71	100   70   0   70	#001F47	Supporting / background colour
STARS EU White		255   255   255	0   0   0   0	#FFFFFF	Supporting / background colour

In addition, one supporting colour is introduced: a very dark blue (HEX #001F47), inspired by night-sky imagery and the constellation theme of the alliance. This colour serves as a background element to enhance contrast, ensure readability, and convey a sense of seriousness. It is particularly useful in contexts where STARS EU signage must be combined with partner logos or multiple institutional identities, as it provides a neutral and coherent base. The introduction of this supporting colour has been developed in coordination with WP8, ensuring full consistency with the alliance's branding and communication strategy. This supporting colour is not part of the primary palette but serves as a complementary tone to enhance contrast and accessibility.

## Typography

Helvetica (Light, Regular, Bold, Oblique) is the official typeface for all signage applications. It was selected for its high legibility and neutral character, ensuring consistency across indoor and outdoor settings. As a sans-serif typeface with a minimalist and highly legible design, Helvetica ensures clarity and neutrality. Its balanced geometry and unobtrusive form allow it to harmonise easily with other design systems and the diverse typographic styles used in partner universities' logos and

identities. Its restrained appearance avoids visual conflict with more expressive local typefaces, maintaining a calm, professional, and coherent visual impression. The use of Helvetica guarantees that all signage remains accessible, recognisable, and aligned with the alliance's professional image.

## Graphic elements

The STARS Constellation is a key visual motif symbolising the network of universities. It may be adapted to highlight individual campuses while remaining part of the shared identity. A colour bar element can be used as a framing device along the edges of signage panels, maps, or digital screens to reinforce recognition. These elements provide visual continuity and strengthen the symbolic link between local campuses and the shared STARS EU identity.

## Layout principles

Clear, modular layouts ensure usability and coherence across different signage formats. The system applies standardised design structures (e.g. 50/50 split blocks, full-width blocks) as defined in the Brand Book. These principles allow for consistent alignment of text, logos, and icons across diverse media—from freestanding signs and wall-mounted panels to posters and digital displays.

*Together, these elements create a recognisable and professional visual layer that seamlessly extends the STARS EU identity into the physical campus environment. They ensure that the signage system is not only functional, but also a visible and symbolic expression of the alliance's shared values.*

*Full technical specifications, including detailed colour codes, typography rules, and logo usage standards, are provided in Annex 10.3.*

## 5.2 Accessibility and inclusion

*Accessibility and inclusion are not treated as optional features but as central design principles of the STARS EU signage system. In line with the alliance's commitment to openness, diversity, and equal opportunities, the system ensures that all users—students, staff, researchers, and visitors—can navigate campuses with ease and*

*confidence. The approach follows international accessibility standards and integrates universal design principles from the earliest stages of development.*

### **Multilingual communication**

All signage is designed to include the local language and English as standard. This bilingual approach guarantees accessibility for international students and staff while respecting local cultural and linguistic contexts. Additional languages may be included where relevant, for example in regions with strong minority languages or high numbers of incoming students.

### **High contrast and pictograms**

The colour palette is applied with a focus on contrast and readability. Dark and light combinations ensure visibility in diverse lighting conditions, while intuitive pictograms provide quick orientation independent of language skills. This visual clarity benefits all users, particularly those with limited proficiency in the local language.

### **Tactile and Braille elements**

To support users with visual impairments, tactile features are integrated into the signage design. This includes Braille inscriptions in accordance with ISO 17049 and tactile ground surface indicators following ISO 23599 and DIN 32984. Placement of these elements is carefully coordinated with building accessibility routes to provide coherent guidance.

### **Standards and compliance**

The system aligns with international and European accessibility standards, including EN 17210 and ISO 21542 on inclusive wayfinding. By embedding these requirements, the signage system not only ensures compliance but also sets a benchmark for accessibility across European university alliances.

Through these measures, the STARS EU signage system contributes to an inclusive, barrier-free campus environment. It supports equitable participation for individuals with diverse needs and strengthens the alliance's commitment to user-centred design and social responsibility.

## 5.3 Modularity and scalability

*The STARS EU signage system has been designed as a modular add-on that can be flexibly applied across very different campus contexts. This approach ensures adaptability to local infrastructures, scalability according to resources, and consistency across the alliance without imposing a rigid one-size-fits-all solution.*

### **Adaptability**

The system can be implemented in diverse settings, including urban campuses, small peripheral sites, historic buildings, and modern facilities. Its flexible design allows signage elements to be adjusted in scale, material, and placement while maintaining the core visual identity.

### **Scalability**

The modular structure enables gradual implementation according to institutional capacities. Universities with limited resources can begin with a small set of elements and expand over time, while larger campuses may choose a more comprehensive rollout.

### **Consistency**

Although applied in different environments, the signage elements follow the same visual principles. This guarantees that STARS EU spaces are recognisable at all partner universities, creating a sense of unity and belonging across the alliance.

*By combining adaptability, scalability, and consistency, the modular design ensures that the signage system can be deployed effectively in every partner university. It respects local identities while delivering a coherent and visible STARS EU presence. This modular structure is operationalised through three defined levels of implementation (see Section 5.5), which allow all partners to guarantee a baseline of visibility while enabling voluntary expansion depending on resources.*

## 5.4 Strengthening identity and belonging

*Beyond its practical function of orientation, the signage system plays an important symbolic role. It makes the STARS EU alliance visible in daily campus life and fosters a sense of belonging to a shared European university community.*

### Visibility at key points

Consistent placement of signage at entrances, mobility hubs, and transition points ensures that STARS EU is immediately recognisable when students, staff, and visitors arrive on campus. As defined in the mandatory minimum level, entrance signage at the main university building and interior branding in entrance areas provide a consistent baseline of visibility across all campuses.

### Highlighting shared spaces

The system identifies and marks STARS EU-specific areas such as co-creation labs, challenge labs, mobility offices, and innovation hubs. This strengthens the symbolic value of these spaces and links them directly to the alliance's mission. Through the minimum requirement to mark all institutional STARS EU offices (e.g. Mobility Office, International Office, Co-Creation Labs) with co-branded plaques or door signs, these spaces become clearly identifiable as part of the alliance.

### Communicating values

Through design choices—such as openness in layouts, inclusivity in accessibility features, and recognisability of the constellation motif—the signage system conveys the values of collaboration, diversity, and innovation that define STARS EU. The introduction of at least one community spot (such as a branded table in the canteen or a “STARS EU Meeting Point”) further strengthens belonging by embedding the alliance into everyday campus life.

### Building a transnational identity

By appearing across nine different institutions, the signage system creates a coherent visual thread that connects local campuses to the broader European vision. It

reinforces the idea of “One Campus” and helps students and staff feel part of a larger academic community beyond national borders.

*In this way, the signage system goes beyond functionality to become a tangible expression of the STARS EU identity. It creates both practical orientation and emotional resonance, strengthening cohesion and belonging across the alliance.*

## 5.5 Levels of Implementation

*To ensure both alliance-wide cohesion and local flexibility, the signage system is structured into three levels of implementation. This tiered model ensures that all universities provide a visible STARS EU presence at the minimum level, while offering pathways for deeper integration at the medium and maximum levels, depending on institutional resources and ambitions. Implementation of all signage elements—across all levels—must be coordinated with local design and facility teams, WP5 / Task 5.4, and WP8; any adaptations must comply with the WP8 visual identity guidelines.*

### Minimum level (mandatory)

The minimum level defines the essential baseline of visibility that every partner university must implement. It ensures a consistent and recognisable STARS EU presence across all campuses, using simple, low-cost but high-impact measures. The package includes:

- Entrance signage at the main building, presented as a text-first affiliation line (“University X — a proud member of the STARS EU Alliance”). Where appropriate, this may be combined with the STARS EU logo and/or the university logo.
- Interior visibility in entrance areas, through banners, roll-ups, floor graphics, or carpets placed directly inside main entrances.
- Co-branded plaques or door signs marking institutional offices linked to STARS EU (e.g. International Office, Mobility Office, Co-Creation Labs). Nameplates of individual staff may also indicate STARS EU affiliation.

- At least one communication spot, such as a branded table, counter, or designated “STARS EU Meeting Point” in a frequented space.

These elements provide an immediate and recognisable STARS EU presence across all campuses as a common baseline.

### **Medium level (voluntary)**

The medium level is voluntary and expands the alliance’s visibility across campus environments. It adds mobile and event-related elements that increase presence, create recognisable contact points, and extend STARS EU into everyday campus life.

Possible elements include:

- Additional interior and exterior signage modules in buildings where STARS EU activities take place.
- Mobile wayfinding cubes, either with arrows for guidance or as eye-catching markers for STARS EU-related spaces.
- A dedicated STARS EU information desk or table providing brochures and materials about alliance activities.
- Merchandise and small-scale promotional items (stickers, postcards, keychains) distributed at information desks, canteens, or events.
- Event branding such as banners, roll-ups, portable stands, indoor flags, and mobile flags (e.g., beach/feather flags) for temporary use.

Institutions may select from these elements according to resources and strategic priorities to increase recognition in everyday campus life.

### **Maximum level (voluntary)**

The maximum level builds on the minimum and medium packages and acts as an add-on layer; it does not replace existing university signage systems. It embeds STARS EU visibility into maps, routes, and key spaces across the campus.

- Comprehensive/extended wayfinding system connecting main entrances with STARS EU offices, labs, and shared spaces; may include wall signage, floor/window graphics, freestanding signs, or modular cubes, and

should integrate accessibility features (e.g., tactile markings and Braille) in line with local standards.

- Campus overview maps (print or digital) highlighting STARS EU rooms and points of interest.
- Temporary wayfinding and event signage (*short-term visibility; e.g., hanging banners, freestanding displays, foldable boards, modular cubes*) to support conferences, workshops, and project meetings.
- Permanent exterior flags on flagpoles at main entrances or central squares to signal alliance membership long-term.
- Portable seating cubes used as functional furniture and high-visibility markers (QR codes optional).
- Information spot (interactive, optional) for modular, participatory content in central locations.

Taken together, these measures provide long-term, integrated visibility across key routes and spaces without replacing existing university signage systems.

*By defining the minimum level as mandatory, the signage system ensures a consistent alliance-wide presence. The medium and maximum levels remain voluntary, allowing each university to adapt implementation to its context. After reaching the minimum level, partners may freely choose additional elements from either the medium or maximum packages, depending on their needs and available resources. The levels are not sequential but modular – for example, a university may decide to install STARS EU exterior flags (maximum level) even without having implemented all medium-level elements. This approach balances cohesion with flexibility, creating a recognisable yet adaptable STARS EU identity across diverse campuses.*

*As this represents Phase 1 (Pilot Implementation), the outlined elements are subject to testing and refinement during the pilot installations. The evaluation will indicate*

*which measures are most effective, which require adjustment, and whether additional elements should be considered before the final rollout across the alliance.*

## 6. Implementation Plan

*This chapter outlines the practical steps for implementing the STARS EU signage system. It describes the pilot locations, phases of implementation, required resources, and the timeline for alliance-wide rollout. The plan ensures that the signage system moves from concept to practice in a structured, scalable, and sustainable manner.*

### 6.1 Pilot locations and timeline

*To test and evaluate the STARS EU physical signage system in diverse campus environments, two pilot locations have been selected:*

**Hochschule Bremen (HSB, Germany):** a city-centre campus with high urban density and public accessibility.

**University of La Laguna (ULL, Spain):** a peripheral campus with a strong regional profile and a high share of international students.

*These pilots represent contrasting geographic and institutional contexts, allowing the signage system to be tested under different conditions. Pilot installations will focus on STARS EU-related areas such as:*

- Co-creation spaces and challenge labs,
- Student mobility and welcome desks,
- Shared learning or innovation environments.

#### Pilot Implementation Phases and Timeline

Phase	Activity	Suggested Timeframe	Linked Milestone
Concept finalisation	Deliverable D5.2 submitted; design ready for production	October 2025	M24
Local preparation	Selection of signage type, procurement coordination	Oct – Nov 2025	–
Installation	Physical signage installed at pilot sites	Dec 2025 – Feb 2026	–

<b>First dissemination</b>	Presentation of the pilot concept and preliminary results at the STARS EU Annual Conference in Opava	March 2026	–
<b>User testing</b>	Surveys, walk throughs, and feedback sessions	Mar – May 2026	M32
<b>Evaluation</b>	Summary of results and recommendations	Jun – Aug 2026	M35
<b>Final rollout planning</b>	Alliance-wide implementation strategy	Sep 2026	M36

## Local Implementation Teams for Pilot Sites

Institution	Task 5.4	Design / Communication	Facility Management
<b>HSB</b>	Janina Ebner <i>janina.ebner@hs-bremen.de</i>	Janina Ebner / RKM <i>janina.ebner@hs-bremen.de</i>	Helge Ellwart <i>Helge.ellwart@hs-bremen.de</i>
<b>ULL</b>	Cintia Hernandez Sanchez <i>chernans@ull.edu.es</i>	Beatriz Medina Fuentes <i>bmedinaf@ull.edu.es</i>	Carla García Hernández <i>officer@ull.edu.es</i>

Each institution is asked to confirm the names and contact details of their local team to ensure coordinated planning, smooth implementation, and meaningful evaluation of the signage system.

*Detailed design templates and technical specifications for the pilot signage elements are provided in **Annex 10.2** and **Annex 10.3***

## 6.2 Integration strategy

*The STARS EU signage system is designed to complement, rather than replace, the existing orientation systems of partner universities. It follows the principle of an add-on model, ensuring that the alliance becomes visible across campuses without interfering with local visual identities. This approach provides both flexibility for local adaptation and cohesion for transnational recognition.*

## Core principles of integration

- **Co-branding:** STARS EU logos and colour palette are applied alongside institutional identities, ensuring visibility without diminishing local brands.
- **Strategic placement:** Implementation focuses on STARS EU-relevant spaces such as mobility desks, co-creation labs, international offices, and challenge labs.
- **Flexible formats:** A mix of freestanding, wall-mounted, and temporary signage (e.g. stickers, plaques, event signage) allows adaptation to different architectural and logistical contexts.

## Levels of implementation within the integration strategy

- **Mandatory minimum:** All partner universities are required to implement the minimum package, which includes weather-resistant entrance signage at the main building, visible interior branding in entrance areas (banner, roll-up, or floor graphic), co-branded plaques or door signs for institutional STARS EU offices (e.g. Mobility Office, International Office, Co-Creation Labs), and at least one community spot such as a canteen table or a “STARS EU Meeting Point”. These elements guarantee a consistent baseline of visibility across all campuses.
- **Medium level (voluntary):** Institutions wishing to expand presence may add further signage modules in additional buildings, temporary or mobile elements for event branding (e.g. roll-ups, counters, poster walls), dedicated STARS EU information stands with brochures and materials, or branded indoor elements such as seating areas and wall graphics. This level remains optional but significantly increases everyday visibility and user engagement.
- **Maximum level (voluntary):** Full-scale integration includes campus overview maps (printed or digital) identifying STARS EU-related spaces, advanced accessibility features (Braille, tactile maps, digital signage), and integration of the STARS EU visual identity into university-wide wayfinding systems. Innovative elements such as QR codes, interactive displays, or modular

branded cubes may also be introduced. This level is voluntary and resource-intensive, representing the most comprehensive visibility and user experience.

In conclusion, the integration strategy ensures that STARS EU is recognisable across all partner universities while fostering transnational coherence and recognisability and at the same time respecting the diversity of local systems. By requiring the minimum package and offering voluntary scaling at the medium and maximum levels, the alliance secures both cohesion and flexibility in implementation.

## 6.3 Required resources

*The implementation of the STARS EU signage system requires only limited resources at the minimum level, ensuring feasibility for all partner universities. Additional investments may be made at the medium and maximum levels, depending on institutional ambition and capacity.*

### Human resources

Each pilot and later each partner university is expected to establish a small local implementation team (see also Section 6.1). This team typically consists of three roles:

- **A Task 5.4 coordinator**, managing local planning and liaising with WP5
- **A design and communication contact**, ensuring alignment with institutional branding and visual identity
- **A facility or infrastructure contact**, overseeing procurement, installation, and maintenance

The time commitment at the minimum level remains limited, while higher levels of implementation may require more extensive involvement.

### Materials and tools

- **Minimum level:** weather-resistant entrance signage (plaque, acrylic, or glass application), one interior branding element (banner, roll-up, or floor graphic), co-

branded plaques for STARS EU offices (e.g. Mobility Office, International Office, Co-Creation Labs), and a community spot (e.g. branded table or meeting point).

- **Medium level:** additional banners or stands, modular event signage, information desks, branded furniture or wall graphics, and temporary elements such as stickers or posters for events.
- **Maximum level:** campus maps, tactile signage, digital displays, QR codes, and advanced accessibility features.

## Budget and funding

The minimum package is designed to be feasible for all partner universities, relying on visible and durable elements such as plaques, banners, and office door signs. The responsibility for covering these costs lies with each institution, usually managed within existing infrastructure budgets.

Medium- and maximum-level implementations may involve additional investments, depending on local ambition and capacity, but remain voluntary. Over time, signage maintenance and renewal will be integrated into regular campus operations to ensure sustainability (see Chapter 8).

*In conclusion, the resource model balances affordability with scalability: the minimum ensures feasibility across all partners, while the medium and maximum levels offer pathways for institutions that wish to expand visibility and user experience. This approach guarantees that resource requirements do not become a barrier to participation.*

## 6.4 Coordination

The successful implementation of the STARS EU signage system is coordinated within **Task 5.4**, under the framework of WP5. While the conceptual design and pilot testing are led by Task 5.4, the rollout and long-term sustainability require collaboration with other work packages and local teams:

- **WP8 (Branding and Communication):** ensures that all signage applications are fully aligned with the STARS EU brand identity and communication strategy. This includes approval of colours, logos, and design templates before production.
- **WP7 (Sustainability and Campus Operations):** supports the integration of signage into local operational frameworks, ensuring that materials, procurement, and maintenance comply with sustainability standards and long-term campus strategies.
- **Local implementation teams (see Sections 6.1 and 6.3):** are responsible for on-site coordination, procurement, and installation. They act as the interface between Task 5.4/WP5 and the university's internal structures, and liaise with WP7 and WP8 where relevant.

To streamline coordination, Task 5.4 will provide a central implementation package including design templates, technical specifications, and maintenance guidelines. Each partner university adapts these resources locally in consultation with WP8 and WP7. Progress will be monitored through regular WP5 meetings, where local teams can report on status, challenges, and best practices.

This coordination model ensures that signage implementation is not only visually consistent, but also operationally feasible and sustainable across all partner campuses.

## 7. Quality Assurance and Evaluation Concept

*This chapter outlines how the STARS EU signage system will be tested, validated, and continuously improved. Evaluation plays a central role in ensuring that the system is not only visually coherent but also functional, accessible, and meaningful for users across all partner campuses. The approach combines structured pilot testing with iterative feedback loops, ensuring that the final rollout is based on evidence and user experience.*

### 7.1 Planned evaluation approach after implementation

A mixed-methods evaluation is envisaged following the pilot implementation of the STARS EU physical signage system. The aim would be to assess both the functional usability of the signage and its contribution to a shared STARS EU identity.

At this stage, possible approaches include user surveys, on-site walkthroughs, and focus groups or interviews with key stakeholders. Additional tools such as photo documentation or QR-code feedback could also be considered.

The precise scope and methodology of the evaluation will require further discussion within the Task 5.4 framework, as some partners may favour a simpler approach. The pilots at Bremen and La Laguna are expected to provide the basis for refining both the evaluation method and the signage design before a broader rollout across the alliance.

### 7.2 Methods for subsequent evaluation

*The evaluation of the STARS EU signage system will follow an iterative approach to capture both short-term impressions and long-term usability. This ensures that the system is continuously refined and adapted before the alliance-wide rollout.*

## Planned methods include:

- **Follow-up surveys:** conducted a few months after installation to measure sustained user satisfaction, clarity of wayfinding, and symbolic recognition of STARS EU.
- **Iterative walk throughs:** repeated observational studies at pilot sites to verify whether signage remains visible, functional, and accessible in daily campus use.
- **Feedback loops with local teams:** structured debriefings to assess practical aspects such as maintenance, placement, and material durability.
- **Optional QR-code feedback tools:** enabling users to provide quick, real-time comments on specific signage elements in high-traffic areas.

## Evaluation cycles

The evaluation will be structured into two main cycles:

1. **Initial evaluation (M25, Autumn 2025):** immediately following pilot installations, focusing on visibility, clarity, accessibility, and first impressions from users.
2. **Refinement phase (M30, Spring/Summer 2026):** after adjustments based on early findings, assessing longer-term usability, symbolic value, and contribution to a shared STARS EU identity.

*By embedding these iterative cycles, the evaluation process ensures that the signage system evolves in response to real user needs. This adaptive approach provides a solid evidence base for the final rollout strategy at M36.*

## 7.3 Evaluation topics and indicators

The evaluation will focus on three key dimensions that reflect both the strategic goals of the signage system and the practical needs of campus users.

## 1. Identity

The signage system should visibly strengthen the shared identity of the STARS EU Alliance. Indicators include:

- Integration of the STARS EU logo, colours, and constellation graphic according to WP8 guidelines.
- Recognition of the STARS EU identity by students, staff, and visitors (measured via surveys).
- Perceived professionalism and coherence of the signage system.

## 2. Orientation

Signage must support clear and intuitive navigation across campuses. Indicators include:

- Clarity and readability of directions, icons, and maps.
- Logical placement of signs along actual navigation paths.
- Time taken to find key destinations (e.g. mobility office, co-creation labs).
- User confidence and ease of navigation as reported in surveys.

## 3. Accessibility

In line with universal design standards, the signage system must be inclusive and usable by all. Indicators include:

- Presence of tactile and high-contrast elements in line with EN 17210 and ISO 21542.
- Usability for people with visual, cognitive, or mobility impairments.
- Availability of bilingual or multilingual information.
- Feedback from inclusion officers and students with accessibility needs.

By structuring the evaluation around these three dimensions, the process captures both the functional effectiveness of the signage and its symbolic role in fostering a shared European campus identity.

## 7.4 Timeline for evaluation phases

The evaluation of the STARS EU signage system is closely aligned with project milestones, ensuring that pilot results are systematically integrated into the final rollout.

- **M24 (October 2025)** – Submission of Deliverable D5.2: concept finalised and design ready for production.
- **M25 (Autumn 2025)** – *Initial evaluation*: pilot installations at Bremen and La Laguna are assessed through surveys, walkthroughs, and focus groups. Focus on visibility, clarity, and first user impressions.
- **M30 (Spring/Summer 2026)** – *Refinement phase*: adjustments made based on pilot feedback, followed by a second evaluation round. Focus on long-term usability, symbolic value, and accessibility.
- **M35 (Summer 2026)** – *Evaluation summary*: consolidation of results from both evaluation cycles, with recommendations for improvements and rollout.
- **M36 (September 2026)** – *Final rollout planning*: results feed into the alliance-wide implementation strategy, ensuring readiness for adoption across all partner universities.

This staged evaluation process ensures that the signage system evolves iteratively and is fully tested before the alliance-wide rollout. The evaluation will be coordinated by **Task 5.4**, in close collaboration with local implementation teams and with input from **WP7 (Sustainability and Campus Operations)** and **WP8 (Branding and Communication)**.

## 8. Sustainability and Outlook

*This chapter highlights how the STARS EU signage system will be sustained beyond the project lifetime and how it can be further developed in the future. Sustainability is understood both in terms of materials and organisational responsibility, ensuring that the system remains functional, recognisable, and adaptable over time.*

### 8.1 Sustainable implementation and maintenance

The signage system will be embedded into the daily operations of partner universities. This includes:

- Clearly defined responsibilities for maintenance within local facility or infrastructure units.
- Use of durable and environmentally friendly materials wherever possible.
- Financing through existing institutional budgets, complemented where relevant by alliance-level resources.
- Regular monitoring of wear, visibility, and accessibility to keep signage effective over the long term.

The mandatory **minimum level** ensures that a consistent and affordable baseline is maintained at every partner institution. Medium and maximum levels allow for expansion but remain optional, depending on local resources and ambitions.

### 8.2 Perspectives for further development and international expansion

The modular design of the signage system allows for continuous improvement and adaptation. Potential developments include:

- Integration of **digital signage components** (e.g., interactive displays, QR-code navigation, or mobile apps).

- Inclusion of **advanced accessibility features** as standards evolve.
- Extension to **new alliance partners** or external stakeholders.
- Serving as a **reference model** for other European University alliances seeking to enhance transnational visibility and cohesion.

Through this combination of long-term maintenance and forward-looking adaptability, the STARS EU signage system will remain relevant and functional well beyond the project timeline, strengthening both the alliance's identity and its visibility across Europe.

## 9. Conclusion

The development of the STARS EU signage system marks an important step in translating the alliance's shared values into tangible physical environments. By establishing a mandatory minimum package, all partner universities ensure consistent visibility and recognition of STARS EU, while the optional medium and maximum levels provide pathways for deeper integration and innovation.

The pilot phase at the University of Bremen and the University of La Laguna will validate the system in diverse contexts, generating evidence on functionality, accessibility, and user perception. Iterative evaluation (M25–M35) will ensure that feedback is systematically incorporated, leading to a robust and adaptable solution.

### **In the long term, the signage system will:**

- strengthen cohesion and a sense of belonging across the alliance,
- improve orientation and accessibility for all campus users,
- create a replicable model for other European University alliances,
- and contribute to the sustainability and continuity of the STARS EU Co-Creation Campus.

*In conclusion, the signage system is more than a technical tool: it is a visible expression of STARS EU's ambition to create a shared, inclusive, and future-oriented European campus, fostering a strong sense of belonging across all partner universities.*

# 10. Annexes

*The appendices provide supplementary material that supports the main report. They include technical specifications, visual examples, and documentation of the collaborative process.*

## 10.1 References and bibliography

- **STARS EU Project Work Plan.** Horizon Europe Grant Agreement, 2023.
- **STARS EU Campus Charter.** Adopted by the Rectors of the Alliance Universities, 2024. *Full text provided in Annex 10.5.*
- **MS11 Report: Inventory and Analysis of Needs for the STARS EU Campus.** Deliverable D5.1, 2024.
- **WP8 Brand Book.** STARS EU Branding and Communication Guidelines, 2024.
- **EN 17210:2021.** Accessibility and usability of the built environment – Functional requirements.
- **ISO 21542:2011.** Building construction – Accessibility and usability of the built environment.
- **DIN 32984:2020.** Bodenindikatoren im öffentlichen Raum.

## 10.2 Draft designs and visualisations of the STARS EU signage system

This annex provides draft visual examples of how the STARS EU signage system may be applied on partner campuses. The designs illustrate the practical use of corporate identity elements – colours, typography, logo combinations, constellation, and colour bar – across different formats such as entrance signage, roll-up banners, floor graphics, door signs, communication spots, and mobile wayfinding cubes.

The signage concept has been developed under WP5 – Task 5.4 (Signage System) in close cooperation with WP8 (Communication and Dissemination). All visual examples are based on the official visual identity and design templates developed by WP8 and will be implemented in close coordination with local design and facility-management

teams. Existing WP8 designs (e.g. for outdoor flags, roll-ups, or banners) may be used or locally adapted as needed – for example, to achieve better integration with the university’s corporate design, local spatial conditions, or cultural context – provided that any adaptations remain consistent with the WP8 visual guidelines and are agreed with the responsible design team and WP5 / Task 5.4.

The visuals are intended as illustrative mock-ups for **Phase 1 of the pilot implementation**. They show possible applications but are not prescriptive. The exact realisation will depend on the specific facilities, infrastructures, and budgets of each partner university and will be defined after testing at the pilot sites (University of Bremen and University of La Laguna). The insights gained from these pilots will inform generic templates and alliance-wide recommendations, while the final implementation will always be adapted to local conditions.

*Reference document:* The full set of draft design examples is attached as **Annex 10.2 – STARS EU Signage System (Phase 1, Pilot Implementation)**.

## 10.3 Technical specifications and overview of standards

The STARS EU signage system is based on the alliance’s shared visual identity, ensuring recognisability, cohesion, and accessibility across all partner campuses. It includes specifications for:

- **Colours** (primary palette, supporting colours, and their application in signage)
- **Typography** (official typefaces and office substitutes)
- **Logo usage** (clear space, minimum sizes, positive/negative versions, prohibited manipulations)
- **Graphic elements** (Constellation and Colour Bar, supporting visuals)

Together, these standards guarantee that STARS EU signage maintains a consistent and professional appearance while allowing for local adaptation.

**Reference document:** The full technical specifications are provided in the *STARS EU Brand & Signage Guide Book* (attached as Annex 10.3). This document contains detailed colour codes (RGB, CMYK, HEX, Pantone), typographic hierarchies, logo applications, and examples of graphic elements. In addition, **Midnight Blue** has been defined as a supporting background colour for signage, ensuring strong contrast and accessibility.

## 10.4 Partner university overviews

This annex compiles the contributions from all partner universities regarding their existing corporate identity and signage systems. Each overview describes the institution's current practices in the use of logos, colours, typography, and wayfinding, as well as the degree of standardisation already in place.

The purpose of this section is to provide a comparative foundation for the development of the STARS EU signage system. By mapping the diversity of approaches across the alliance, it becomes clear where common add-on elements can be easily integrated and where more adaptation may be required.

The overviews are presented in alphabetical order of partner institutions, followed by a comparative matrix that highlights differences and commonalities.

### 10.4.1 Hanze University of Applied Sciences

#### Logo and Variants



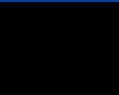


The Hanze logo consists of the flame symbol (beeldmerk) and the wordmark (woordmerk). These elements must always be used together, except for specific applications (e.g. social media profile pictures) where the symbol may appear alone with prior approval.

- **Primary version:** Orange symbol + black wordmark.
- **Variants:** White or black wordmark where background contrast requires; symbol always in orange, black, or white (never other colours).

- **Descriptor:** The logo with the addition “*University of Applied Sciences*” is used in international contexts, especially where the institution is not yet well known.
- **Clear space:** Based on the height of the capital “H” in the wordmark, applied around all sides.
- **Minimum size:** Defined in proportion to readability; must never be reduced to compromise legibility.
- **Payoff (slogan):** *share your talent. move the world.* Always used with the logo in one- or two-line versions, in orange/black or orange/white, aligned to the logo. Other variants or playful adaptations are strictly prohibited.
- **Positioning:** In communication materials, the logo is usually placed top left, with the payoff in the opposite corner (top right or bottom right) for consistency.

## Colour specifications

Colour	RGB	CMYK	Pantone	RAL	HEX	Notes
Hanze Orange	235   125   0	0   60   100   0	158	2000	#EE7F00	Primary brand colour
Hanze Dark Green	98   140   95	70   25   70   0	555	—	#628C5F	Secondary colour
Hanze Light Blue	177   206   222	30   10   10   0	651	—	#B1CEDE	Secondary colour
Hanze Purple	158   102   151	50   70   10   0	258	—	#9E6697	Secondary colour
Hanze Light Green	156   196   137	50   5   50   0	345	—	#9CC489	Secondary colour
Hanze Dark Blue	87   132   148	70   40   35   0	5415	—	#578494	Secondary colour
Hanze Grey Green	196   198   177	0   0   10   30	400	—	#C4C6B1	Secondary colour

<b>Hanze Yellow</b>		222   196   55	20   20   90   0	612	—	#DEC437	Secondary colour
<b>Hanze Pink</b>		224   182   206	10   30   5   0	686	—	#E0B6CE	Secondary colour
<b>Hanze Black</b>		0   0   0	0   0   0   100	—	—	#000000	Supporting colour
<b>Hanze White</b>		255   255   255	0   0   0   0	—	—	#FFFFFF	Supporting colour
<b>Hanze Grey</b>		various	various	—	—	various	Greyscale (supporting) from 10 % – 90 %

## Typography

- *Helvetica Neue* – primary font family, used in various weights:
  - **Medium** for titles, headings, and introductions.
  - **Regular** for body text.
  - **Bold** for subheadings.
- *Arial* – system/office font, used for screen display and in exams (12 pt for dyslexic students).
- *Georgia* – serif typeface, used for long texts (books, reports) when improved readability is required.

## Usage rules

- Text is always black, white, or orange (depending on background and context).
- Secondary colours must never be used for text.
- Web addresses are always written in full, without “http://” and in **bold**.
- No word-breaking: words are never split across lines.
- Text is always left-aligned.
- Line spacing at least equal to body size, letter spacing optical, tracking -10.

## 10.4.2 Hochschule Bremen – City University of Applied Sciences

### Logo and Colours





The visual identity of HSB is intentionally multicoloured. The two primary colours are HSB Blue (Pantone 7692 C) and HSB Turquoise Blue (Pantone 631 C). Together with six secondary colours – HSB Green (Pantone 340 C), HSB Light Green (Pantone 7737 C), HSB Yellow (Pantone 7408 C), HSB Orange (Pantone 158 C), HSB Red (Pantone 200 C), and HSB Violet (Pantone 7676 C) – they form the basis of the brand palette.

Gradients are a key design element of HSB's corporate identity; eight defined variants combine the primary colours with selected secondary tones. Gradient 1 is even integrated into the official wordmark. In addition, the *Kaleidoscope* is used as a playful design element, generating dynamic visual compositions based on the HSB colour palette.

Black is primarily used for body text and the wordmark, while white serves as a neutral background.

### Colour specifications

Colour	RGB	CMYK	Pantone	RAL	HEX	Notes
HSB Blue	10   85   140	95   50   10   25	7692 C	5010	#0A558C	Primary brand colour
HSB Turquoise Blue	50   180   200	70   5   20   0	631 C	5018	#32B4C8	Primary brand colour
HSB Green	0   145   90	100   0   80   5	340 C	6029	#00915A	Secondary colour
HSB Light Green	110   165   60	60   0   90   10	7737 C	6018	#6EA53C	Secondary colour
HSB Yellow	250   190   0	0   30   95   0	7408 C	1023	#FABE00	Secondary colour
HSB Orange	240   120   35	0   65   90   0	158 C	2000	#F07823	Secondary colour

<b>HSB Red</b>		195   5   50	5   100   70   15	200 C	3031	#C30532	Secondary colour
<b>HSB Violet</b>		120   100   165	60   65   0   5	7676 C	4005	#7864A5	Secondary colour
<b>HSB Black</b>		0   0   0	0   0   0   100	—	—	#000000	Supporting colour
<b>HSB White</b>		255   255   255	0   0   0	—	—	#FFFFFF	Supporting colour

## Typography

The official typeface of HSB is *Brix*, including the font families Brix Slab and Brix Sans. Brix Slab is primarily used for headlines, while Brix Sans is used for body text. For Office applications, Calibri is recommended, with Arial as a fallback if Calibri is not available.

## Logo Usage Rules

The HSB logo must always be applied in its original proportions and colours, ensuring clear contrast and readability. It may appear in full colour, black, or white, depending on the background. Distortion, rotation, or the use of effects such as shadows or gradients outside the official identity system is not permitted. The logo symbol and wordmark must always appear together as a unified element.

## Signage system

Responsibility for signage and visual orientation lies jointly with the Corporate Communications Department (for design and branding consistency) and the Facilities Management team (for implementation and maintenance). Indoor and outdoor signage currently differ in execution due to building requirements and legacy systems, but updates are gradually being aligned with the overall HSB design system.

The signage system is mainly analog and bilingual (German and English). Tactile and digital components (e.g., braille or interactive screens) are not yet widely implemented but are under consideration for future updates.

### 10.4.3 University of La Laguna (Spain)

#### Logo and Colours

The corporate identity of Universidad de La Laguna is centred on a simple and recognisable logo, preferably used in its horizontal configuration. Vertical and centred alternatives are allowed when space is limited. The logo must always be applied using the official digital files provided by the university.

The primary corporate colour is ULL Violet (Pantone 2597 C), which is complemented by white. Depending on the application, violet or white can serve as the background, with the contrasting colour used for the logo.

#### Colour specifications

Colour	RGB	CMYK	Pantone	RAL	HEX	Notes
<b>ULL Violet</b>	87   6   140	82   100   0   0	2597 C	—	#5C068C	Primary brand colour
<b>ULL White</b>	255   255   255	0   0   0   0	—	9010	#FFFFFF	Neutral background colour

*Additional specifications are provided for vinyl, paint and fabric applications (e.g. Oracal, 3M, NCS, Madeira).*

## Typography

The official typeface of ULL is *Argentum Sans*, a free licensed evolution of Montserrat. Main weights used are Light and Semibold, complemented by Regular, Medium and Bold where needed. For Google applications, Montserrat may be used as an equivalent.

## Logo Usage Rules

- A minimum clear space (“reserva”) must surround the logo to ensure readability.
- Minimum size: 5.5 mm for the full logo; in very small formats the symbol alone may be used (minimum 3 mm).
- The symbol requires visual, not geometric, centring when used alone (e.g. in icons).
- Black-and-white versions are allowed only when colour printing is not possible.
- Incorrect uses include rotation, distortion, applying effects (shadows, 3D), changing colours, or placing on low-contrast backgrounds.

## Signage System

ULL integrates its corporate identity consistently in campus signage. General design rules apply: use of Argentum Sans typography, corporate violet and white as background colours, and production in high-durability cut vinyl rather than printed vinyl. For signage backgrounds, light grey is sometimes used instead of pure white to avoid reflection and improve legibility.

Signage categories include location panels, building façade signs, external plaques, directional signs, building directories, and photocall backdrops. Colour references for signage production include: Violet (Oracal 404 Purple), White (Oracal 010 White), Light Grey (Oracal 109 Hull White), Dark Grey (Oracal 072 Light Grey), and Orange Red (Oracal 047).

## 10.4.4 Polytechnic Institute of Bragança (Portugal)

### Logo and Colours

The Polytechnic Institute of Bragança (IPB) maintains an established corporate identity with defined rules for logo usage, colour palette, and protected areas. The logo combines the wordmark *Instituto Politécnico de Bragança* with a distinctive typographic design developed specifically for the institution, reflecting its modern and forward-looking identity. The official IPB logo exists in three approved versions: full-colour (red and black), black, and white. These are applied depending on background contrast and context to ensure maximum legibility.

### Colour specifications

Colour	RGB	CMYK	HEX	Notes
IPB White	255   255   255	0   0   0   0	#FFFFFF	Primary Colour
IPB Black	0   0   0	91   79   62   97	#000000	Primary Colour
IPB Red	140   11   46	28   100   66   33	#8C0B2E	Primary Colour
IPB Dark Red	127   0   25	30   100   84   41	#7F0019	Secondary Colour
IPB Off White	250   247   235	3   2   10   0	#FAF7EB	Secondary Colour
IPB Light Grey	204   204   204	23   17   18   1	#CCCCCC	Secondary Colour
IPB Medium Grey	153   153   153	41   32   32   11	#999999	Secondary Colour
IPB Dark Grey	102   102   102	56   45   45   33	#666666	Secondary Colour

### Typography

The Polytechnic Institute of Bragança applies a proprietary, custom-developed typeface for its institutional logo and official visual identity. For general communication and signage applications, *Open Sans* (Medium, Semibold, and Bold) is used as the

secondary typeface, ensuring clarity and legibility across print and digital formats. *Arial* serves as the designated office substitute for internal and administrative use.

## Logo Usage Rules

The IPB logo must always be applied in its original proportions and colours, ensuring sufficient contrast and legibility in all contexts. It may appear in full colour, black, or white, depending on background and application. Distortion, rotation, or the use of effects is not permitted. The logo symbol should not appear without the wordmark except in explicitly approved small-scale applications.

## Signage System

Campus signage is currently less extensively standardised and focuses on basic orientation and identity elements. This provides room for targeted enhancement through STARS EU add-on components (logo layer, colour accents, and typography alignment). The existing CI framework offers a solid basis for integrating the alliance's elements visibly and coherently across interior and exterior signage.

### 10.4.5 Silesian University in Opava (Czechia)







#### Logo and Colours

The official logo of SUO consists of a stylised eagle placed on a coloured circle, accompanied by the wordmark. The eagle symbol is derived from the historical Silesian eagle and adapted into a modern geometric form. The main logo is used in the dominant variant (symbol on circle + name aligned lower left), while horizontal and vertical variants are reserved for specific applications.

The primary university colour is **SU Red (Pantone 7427 C)**. Each faculty uses its own distinctive colour circle with the eagle symbol (e.g. blue for Philosophy and Science, teal/green for Business Administration, violet for Public Policies, gold for Mathematics, orange for Physics).

#### Colour specifications

Colour	RGB	CMYK	Pantone	HEX	Notes
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<b>SU Red</b>		152   30   58	22   100   70   12	7427 C	#971E39	Primary university colour
<b>Philosophy &amp; Science Blue</b>		57   89   144	90   60   10   12	2728 C	#385890	Faculty of Philosophy & Science
<b>Business Admin Teal</b>		48   120   113	90   8   50   30	329 C	#307871	School of Business Administration
<b>Public Policies Violet</b>		101   84   129	65   70   20   12	668 C	#655480	Faculty of Public Policies
<b>Mathematics Gold</b>		169   152   41	30   30   100   12	619 C	#A99729	Mathematical Institute
<b>Physics Orange</b>		223   103   33	0   78   99   0	172 C	#DC6723	Institute of Physics

## Typography

The university uses several typefaces in its visual system:

- *Ladislav* – decorative headline font for titles and emphasis.
- *Enriqueta* – used in the official logo and statutory documents.
- *Calibri* – default office and presentation font.
- *Times New Roman* – used in administrative documents and correspondence.
- *Usual* – professional graphic font available in Adobe Creative Cloud for external presentation.

## Logo Usage Rules

- A clear space equal to half the diameter of the eagle symbol must be kept around the logo.
- Minimum size: 20 mm in print.
- Variants include full colour, greyscale (with grey chest), or monochrome.
- Inverse variants (white eagle or symbol taking the background colour) may be used for engraving, embossing, or single-colour applications.
- Prohibited manipulations: distortion, rotation, colour changes outside the official palette, 3D effects, shadows, or placing the logo on low-contrast/structured backgrounds.

## Signage System

The SUO visual style is intended to extend to signage and orientation systems across campuses. Each faculty applies its specific colour in the circular eagle symbol, ensuring both unity and distinctiveness. Outdoor and indoor signage should use durable materials and respect the minimum clear space rules. The eagle element may be used decoratively (e.g. on walls, directories) only when the full logo is also present in the same context.

## 10.4.6 Cracow University of Technology (Poland)

### Logo and Colours

The university symbol (PK mark) combines a fragment of a fortress wall with the initials “PK”. It has been legally protected since 1998. The primary colour of the symbol is an **intense dark blue (Pantone 288)**. Other permitted variants include black, white (negative), and grey (Pantone 423). Special colour versions (Pantone 877 silver, Pantone 871 gold) are reserved for ceremonial and rector’s materials.

### Colour specifications

Colour	RGB	CMYK	Pantone	HEX	Notes
PK Blue	0   53   113	100   89   6   30	288 C	#003571	Primary university colour
PK Black	0   0   0	0   0   0   100	Process Black	#000000	Standard permitted version
PK Grey	134   134   134	0   0   0   60	423 C	#868686	Permitted alternative version
PK White	255   255   255	0   0   0   0	—	#FFFFFF	Negative version
PK Silver	—	—	877 C	—	Special ceremonial version
PK Gold	—	—	871 C	—	Special ceremonial version

## Typography

- *Fieldwork* (Regular, Bold) – primary typeface used in logotypes, stationery, internal and external identification.
- *Arial* (Regular, Italic, Bold, Bold Italic) – office font for electronic documents, presentations, e-mails.
- *Questa Grande* (Light, Regular, Italic, Bold, Bold Italic) – complementary typeface for decorative uses (diplomas, invitations).

## Logo Usage Rules

- Minimum size: 7.8 mm in print, 64 px in digital.
- Only proportional scaling is permitted; distortion is prohibited.
- A protective area equal to  $\frac{1}{4}$  of the symbol's height must be kept free around the logo.
- White (negative) logo to be used on dark backgrounds; black or blue logo on light backgrounds.
- Misuse includes distortion, colour changes, adding effects (shadows, 3D), or placing on low-contrast backgrounds.

## Faculty Colours

Each faculty and the Doctoral School has its own designated colour for sub-branding.

Examples:

- **Faculty of Architecture**  
Pantone 801 (RGB 0/158/227)
- **Faculty of Civil Engineering**  
Pantone 7682 (RGB 129/146/201)
- **Faculty of Environmental Engineering and Energy**  
Pantone 7690 (RGB 0/110/170)
- **Faculty of Materials Engineering and Physics**  
Pantone 7737 (RGB 119/164/63)
- **Faculty of Mechanical Engineering**  
Pantone 7583 (RGB 211/104/43)

- **Faculty of Computer Science and Telecommunications**  
Pantone 3282 (RGB 0/139/139)
- **Faculty of Electrical and Computer Engineering**  
Pantone 7678 (RGB 113/70/150)
- **Faculty of Chemical Engineering and Technology**  
Pantone 241 (RGB 175/10/127)
- **Doctoral School**  
Pantone 288 (RGB 0/53/113)

## Signage System

Signage elements are included as part of the unified visual identity. Internal and external signs use PK Blue and faculty colours where applicable, with typography based on Fieldwork. Signs maintain protective margins ( $\frac{1}{4}$  height of PK symbol) and follow a modular grid.

### 10.4.7 University West (Sweden)



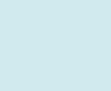









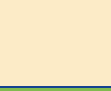

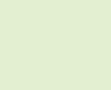
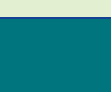
#### Logo and Colours

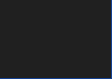

The primary logo consists of the blue dot-grid symbol with the black wordmark *Högskolan Väst* (or *University West* in international contexts). Alternative versions include a white logo for dark backgrounds, a black logo for non-colour use, and a gold version reserved for ceremonial occasions. A rainbow logo variant may be used during Pride week or in contexts highlighting equality and diversity.

- Clear space: one third of the logo's height around all sides.
- Minimum size: 15 mm in print.
- The symbol must never appear alone without the wordmark.

#### Colour specifications

Colour	RGB	CMYK	Pantone	HEX	Notes

<b>HV Dark Blue</b>		0   59   91	100   50   20   55	303 U	#003B5B	Primary Colour
<b>HV Blue</b>		19   128   164	77   25   13   18	633 U	#1380A4	Primary Colour
<b>HV Light Blue</b>		209   234   238	22   0   87   0	290 U	#D1EAEE	Primary Colour
<b>HV Black</b>		32   32   32	60   40   40   100		#202020	Text colour
<b>HV Violet</b>		89   51   123	80   95   15   0		#59337B	Secondary colour
<b>HV Light Violet</b>		227   217   230	9   13   2   0		#E3D9E6	Supporting background colour
<b>HV Red</b>		198   28   44	10   100   90   15		#C61C2C	Secondary colour
<b>HV Light Red</b>		249   222   218	1   14   9   0		#F9DEDA	Secondary background colour
<b>HV Magenta</b>		212   9   127	10   100   10   5		#D4097F	Secondary colour
<b>HV Light Magenta</b>		247   220   234	1   16   0   0		#F7DCEA	Supporting background colour
<b>HV Yellow</b>		253   191   0	0   20   100   0		#FDBF00	Secondary colour
<b>HV Light Yellow</b>		252   235   199	0   4   23   0		#FCEBC7	Supporting background colour
<b>HV Green</b>		129   186   79	50   0   88   7		#81BA4F	Secondary colour
<b>HV Light Green</b>		227   239   209	10   0   20   0		#E3EFD1	Supporting background colour
<b>HV Teal</b>		0   117   126	97   23   38   23		#00757E	Secondary colour
<b>HV Light Teal</b>		228   241   248	9   0   0   0		#E4F1F8	Supporting background colour

<b>HV Black</b>		32   32   32	60   40   40   100		#202020	Text colour
<b>HV Gold</b>		181   163   108	20   25   60   20	PMS 871	#B5A36C	Special ceremonial colour

## Typography

- *Scout* (Bold, Regular, Extra Light, Italic, Thin) – main typeface.
- *Scout Condensed* (Bold, Thin) – secondary headline font.
- *Adobe Garamond Pro* (Regular) – serif body text font for longer texts.
- Internal substitute fonts: Arial (for Scout), Times New Roman (for Garamond).

## Logo Usage Rules

- Always use the official logotype files provided.
- No additional internal logos permitted, except in external collaborations.
- The symbol may never be used on its own.
- Gold logo versions are strictly limited to academic ceremonies and graduation events.
- Rainbow logo variant is used during Pride week or in diversity contexts.
- Incorrect use includes distortion, low-contrast backgrounds, adding effects or separating the symbol.

## Signage System

University West signage integrates the corporate colours and typographic standards. Outdoor and indoor signage use the HV Dark Blue and supporting colours to ensure strong contrasts and compliance with accessibility standards (WCAG 2.1). Gold is reserved for ceremonial signage, and rainbow applications may be used for equality events.


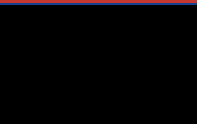

## 10.4.8 Université Marie & Louise Pasteur (France)

### Logo and Colours

The UMLP logo combines black typography with dynamic red circular accents and square dots, symbolising creativity and academic rigour. The isotype (smile) reinforces the identity and may also be used independently at small sizes or in signage applications.

- Clear space: defined by the height of the word “Pasteur”.
- Minimum size: 15 mm (full logo), 4 mm (isotype alone).
- Permitted variants: full colour (red + black), black-and-white, negative (white on colour background).

### Colour specifications

Colour		RGB	CMYK	HEX	Notes
UMLP Red		199   54   47	0   90   85   0	#C7362F	Primary brand colour
UMLP Black		0   0   0	0   0   0   100	#000000	Primary brand colour
UMLP White		255   255   255	0   0   0   0	#FFFFFF	Background / contrast

## Typography

- *Love* – headline typeface (free license).
- *Poppins* (Regular, Medium, Bold) – secondary typeface for text and signage (free license).
- *Gotham* – professional typeface (licensed, provided by Communication Department).
- *Arial* – office substitute font.

## Logo Usage Rules

- Do not modify colours, proportions, or typography.
- Avoid distortion, effects (shadows, 3D), or placement on low-contrast backgrounds.
- Minimum sizes: 15 mm (full logo), 4 mm (isotype).
- The isotype may be used as a stand-alone symbol only for small-scale applications (icons, pictograms, signage elements).

## Signage System

UMLP has a dedicated signage manual that integrates the isotype into architectural elements. The system includes:

- **Entrance signage:** site identification with logo + component name.
- **Totems/monoliths:** vertical structures with component logos.
- **Directional signage:** wayfinding panels using Poppins Bold/Medium.
- **Vitrophanies:** window graphics with isotype and pictograms in white.
- **Pictograms:** set of custom icons derived from the isotype (e.g. library, auditorium, restrooms, accessibility).
- **Special rules:** Red background for strong visibility, white for compositional logos, black for contrast.

### 10.4.9 Aleksandër Moisiu University of Durrës (Albania)

#### Logo and Colours

The official UAMD logo exists in a monoline and a gradient variant, combining the university name with a distinctive blue symbol.

#### Colour specification

Colour	RGB	CMYK	HEX	Notes
UAMD Blue	96   114   215	55   47   0   16	#6072D7	Primary brand colour
UAMD White	255   255   255	0   0   0   0	#FFFFFF	Background / contrast
UAMD Black	0   0   0	0   0   0   100	#000000	Supporting colour

#### Typography

- *EB Garamond* – used in the logo.
- *Nexa* – used for text, subheadings, and paragraphs.

#### Logo Usage Rules

Official logo files (monoline and gradient) are to be used consistently. The logo must always be applied in its original proportions and colours, ensuring clear contrast and

legibility. No specific rules on minimum size or clear space have been formalised yet, but use of the institutional colours is expected for outdoor signage.

**Signage System**

At present, UAMD has no comprehensive or formal wayfinding strategy. Signage is applied as needed, focusing primarily on functional orientation: building identifiers, room numbers, and basic directional markers.

- **Indoors:** Door plates, room numbers, and internal directions, kept simple and functional.
- **Outdoors:** Building names and main campus entrance markers, usually including the logo and brand colours.
- **Languages:** Mostly Albanian, with limited English (international offices, main entrances).
- **Accessibility:** No tactile (Braille) or digital systems currently in place, though these are being considered for the future.

**Responsibility**

Signage design and maintenance is managed by the Directorate of Administration and Student Services – Career, Alumni and Communication Sector.

**10.4.10 Comparative Matrix**

To complement the individual overviews provided above, the following comparative matrix highlights similarities and differences across the partner universities’ corporate identity and signage systems. This overview demonstrates the diversity of existing approaches in colours, typography, logo variants, and signage practices, underlining the need for a unified STARS EU signage framework.

University	Primary colour(s)	Typography (official)	Office substitute	Logo variants	Notes on signage system
Hanze (NL)	Orange, Dark Green, Light Blue, Purple, Light Green, Dark Blue,	Helvetica Neue	Arial, Georgia	Full colour (orange + black); white/black variants; descriptor for	No symbol alone; rainbow logo during Pride; flexible but

	Grey Green, Yellow, Pink (+ Black, White, Greyscale)			international use; payoff slogan mandatory	standardised positioning
<b>HSB Bremen (DE)</b>	Blue, Turquoise (+6 secondary colours; gradients are key design element)	Brix Slab / Brix Sans	Calibri, Arial	Full colour; gradient; one-colour version; B/W	Analog, bilingual (DE/EN); tactile and digital signage under development; kaleidoscope element in use
<b>La Laguna (ES)</b>	Violet, White (+ Oracal colours for signage)	Argentum Sans	Montserrat (Google)	Violet/white primary; B/W alternative	High-durability vinyl signage; light grey backgrounds to avoid reflection; categories include totems, directories, façades
<b>Braganca (PT)</b>	White, Red, Black	Open Sans	Calibri, Arial	Positive/negative versions depending on background; proportional scaling mandatory; symbol not used without wordmark except in small-scale applications	Basic, decentralised signage; CI framework allows integration of STARS EU elements
<b>Silesian (CZ)</b>	SU Red + faculty colours (Blue, Teal, Violet, Gold, Orange)	Ladislav, Enriqueta	Calibri, Times New Roman	Full colour, greyscale, monochrome, inverse	Eagle symbol colour-coded per faculty; signage extends identity across campuses
<b>Cracow (PL)</b>	PK Blue, Black, Grey, White (+ special Silver & Gold for	Fieldwork	Arial, Questa Grande	Positive, Negative, Monochrome, Metallic	Faculty-specific colour system; signage grid and protective

	ceremonial use)				margins defined
<b>University West (SE)</b>	Dark Blue, Violet, Red, Magenta, Yellow, Green, Teal (+ supporting tints)	Scout, Scout Condensed, Adobe Garamond Pro	Arial, Times New Roman	Positive, Negative, Gold (ceremonial), Rainbow (diversity)	Signage system WCAG 2.1 compliant; rainbow used for equality contexts
<b>UMLP (FR)</b>	Red, Black, White (+ extended palette)	Lovelo, Poppins, Gotham	Arial	Full colour, B/W, Negative	Dedicated signage manual with pictograms, totems, directional signage, vitrophanies
<b>UAMD (AL)</b>	Blue, White, Black	EB Garamond, Nexa	—	Monoline and gradient logo	No formal wayfinding system; basic indoor/outdoor signage; Albanian + limited English

## 10.5 Campus Charter

*The following reproduces the full text of the STARS EU Campus Charter, adopted by the Rectors of the Alliance Universities as part of Milestone MS21.*

### STARS EU Campus Charter

*Adopted by the Rectors of the STARS EU Alliance Universities*

#### Preamble

We, the universities of the STARS EU Alliance, united in our shared mission to co-create a future-oriented European campus, commit to fostering excellence in

education, research, and innovation in line with European values and the European Commission's priorities.

Guided by the principles of academic freedom, human dignity, democracy, the rule of law, equality, and respect for human rights, we aim to build an inclusive, green, and digital European campus. We embrace the European Strategy for Universities and the European Education Area as strategic frameworks for our collaboration. Through this Charter, we declare our joint commitment to developing a cohesive, accessible, and innovative campus that spans borders and serves our students, staff, and wider communities.

## Article 1: Alliance Commitment and Campus Framework

1.1. The STARS EU Campus is conceived as a shared, dynamic, and evolving ecosystem that enables learning, research, innovation, and community engagement across physical and digital spaces.

1.2. Our mission is to co-develop a transnational campus that promotes inclusivity, sustainability, creativity, resilience, education, and well-being. This campus will serve as a catalyst for academic excellence, societal impact, and regional development.

1.3. We jointly commit to coordinating our efforts, pooling resources, and harmonizing policies and practices to enable seamless collaboration and mobility for all campus users.

1.4. The STARS EU Campus encompasses:

- Physical spaces (campuses, laboratories, libraries, common areas);
- Digital environments (platforms, tools, services);
- Human networks and resources (students, staff, alumni, partners);
- Support services (mobility, student life, administration).

## Article 2: Development of Physical Campuses

2.1. We commit to developing and enhancing our physical infrastructures in a coordinated manner that reflects our shared values.

2.2. We will prioritize:

- Sustainability, including energy efficiency and biodiversity;
- Accessibility for all, including people with disabilities;
- Inclusivity, creating welcoming and safe spaces;
- Flexibility, allowing multi-use and collaborative settings.

2.3. We aim to identify opportunities for shared or joint-use spaces and equipment across institutions, such as research hubs, innovation labs, and student residences.

2.4. We will promote the visibility of STARS EU through common signage, branding, and shared physical identity.

## Article 3: Development of the Digital Campus

3.1. The digital campus is central to our vision of a borderless and inclusive European university.

3.2. We commit to develop interoperable, user-friendly, and accessible digital environments that enable:

- Online and blended learning, including joint programmes and micro-credentials,
- Virtual research collaboration and open science practices,
- Digital mobility experiences.

The partners establish a list of digital equipment that can be shared between them. For each equipment, using rules and legal uses must have been clearly defined.

3.3. The digital campus will adhere to EU standards on data protection, cybersecurity, and digital sovereignty.

3.4. We aim to foster a digital culture of collaboration, co-creation, and continuous innovation.

## Article 4: Campus Management System

4.1. We commit to establishing a Campus Management System that documents and aligns key academic and administrative processes across partner institutions to support a seamless student journey and efficient cooperation.

4.2. We aim to build a shared understanding of institutional procedures by mapping each partner's practices in Governance, Education, Research, and Mobility. These will include tasks such as course creation, programme coordination, research funding applications, and mobility workflows.

4.3. We will coordinate this effort through STARS EU Officers at each institution, involving administrative and academic staff to ensure accuracy and relevance.

4.4. We will treat the Campus Management System as an evolving part of the Digital Campus, expanding it progressively and harmonizing procedures to meet alliance-wide goals.

## Article 5: Concluding Provisions

5.1. This Charter affirms our shared responsibility and joint ownership of the STARS EU Campus.

5.2. It is a living document, subject to periodic review and adaptation as our alliance evolves.

5.3. We will develop accompanying roadmaps and implementation plans to translate this Charter into tangible actions.

5.4. By signing this Charter, we reaffirm our commitment to building a truly European campus that reflects the diversity, unity, and ambition of our alliance.