

C O n i

**Communication for Universities.
Brand Development.**

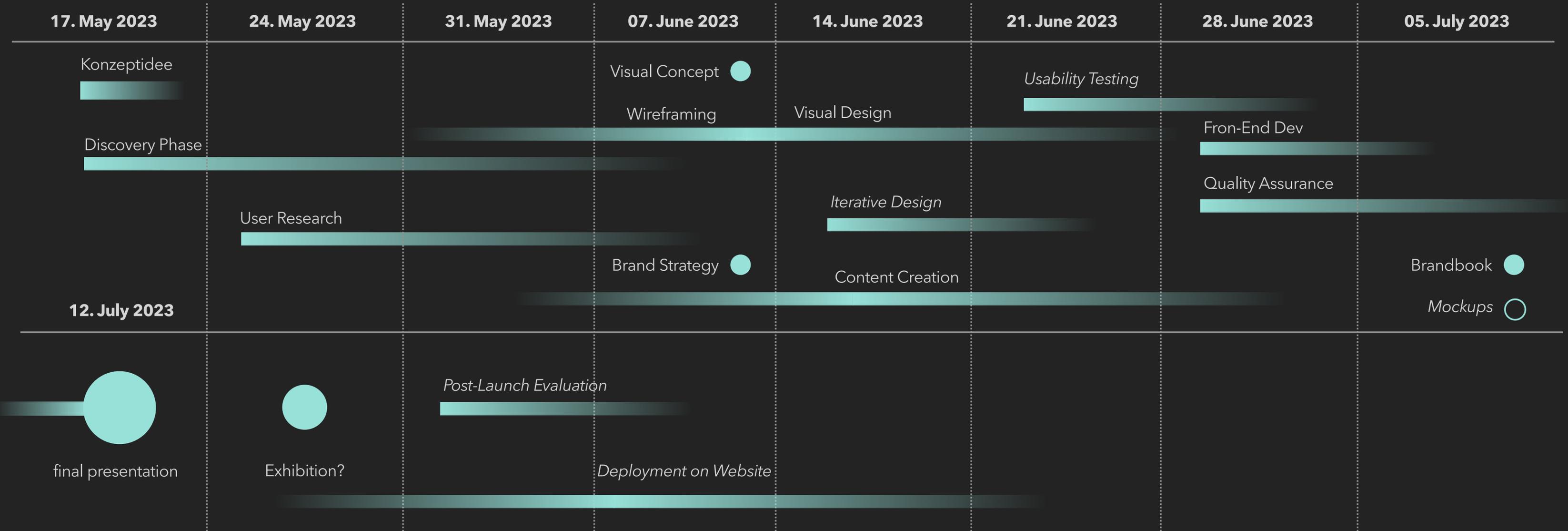
1 // milestones

Design Management

SoSe 23



Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences
H M K W



2 // schedule

//discovery_phase

- This involves conducting research, defining project goals and objectives, and understanding the target audience and their needs.
- Define Goals and Objectives: project goals and objectives, including the desired outcomes, target audience and key performance indicators (KPIs) for measuring success.
- User Personas: Create user personas that represent the target audience segments and develop user stories to understand their needs, motivations, and pain points.
- Competitive Analysis: Analyze the strengths and weaknesses of competitors' UI and UX designs, identify opportunities for differentiation and understand trends.
- Market Research: Information about the market landscape, user behavior, and emerging technologies that may impact the project's UI and UX decisions
- Content Audit: Assess existing content assets to determine what can be reused, improved or discarded and identify any content gaps
- Information Architecture: Develop the structure and organization of the interface, including site maps and navigation systems, to ensure content is logically arranged and easily accessible.
- Functional Specifications: Define the functional requirements and features that the UI and UX design should encompass, ensuring alignment with the project's goals and user needs.

//user_research

- Schedule time for user interviews, surveys, and usability testing to gather insights and feedback that will inform the design process.

//wireframing_and_prototyping

- Allocate time for creating wireframes and interactive prototypes to visualize the layout and functionality of the user interface.

//visual_design

- Designing the visual elements of the interface, including color schemes, typography, and graphical assets.

//iterative_design

- Plan for multiple design iterations based on user feedback and testing results to refine and improve the user experience.

//front-end_development

- Final UI design and ensure its functionality across different devices.

//usability_testing

- Evaluate the usability and effectiveness of the interface and make necessary adjustments.

//content_creation

- Creating or updating the content that will be incorporated into the user interface, such as text, images, and multimedia.

//quality_assurance

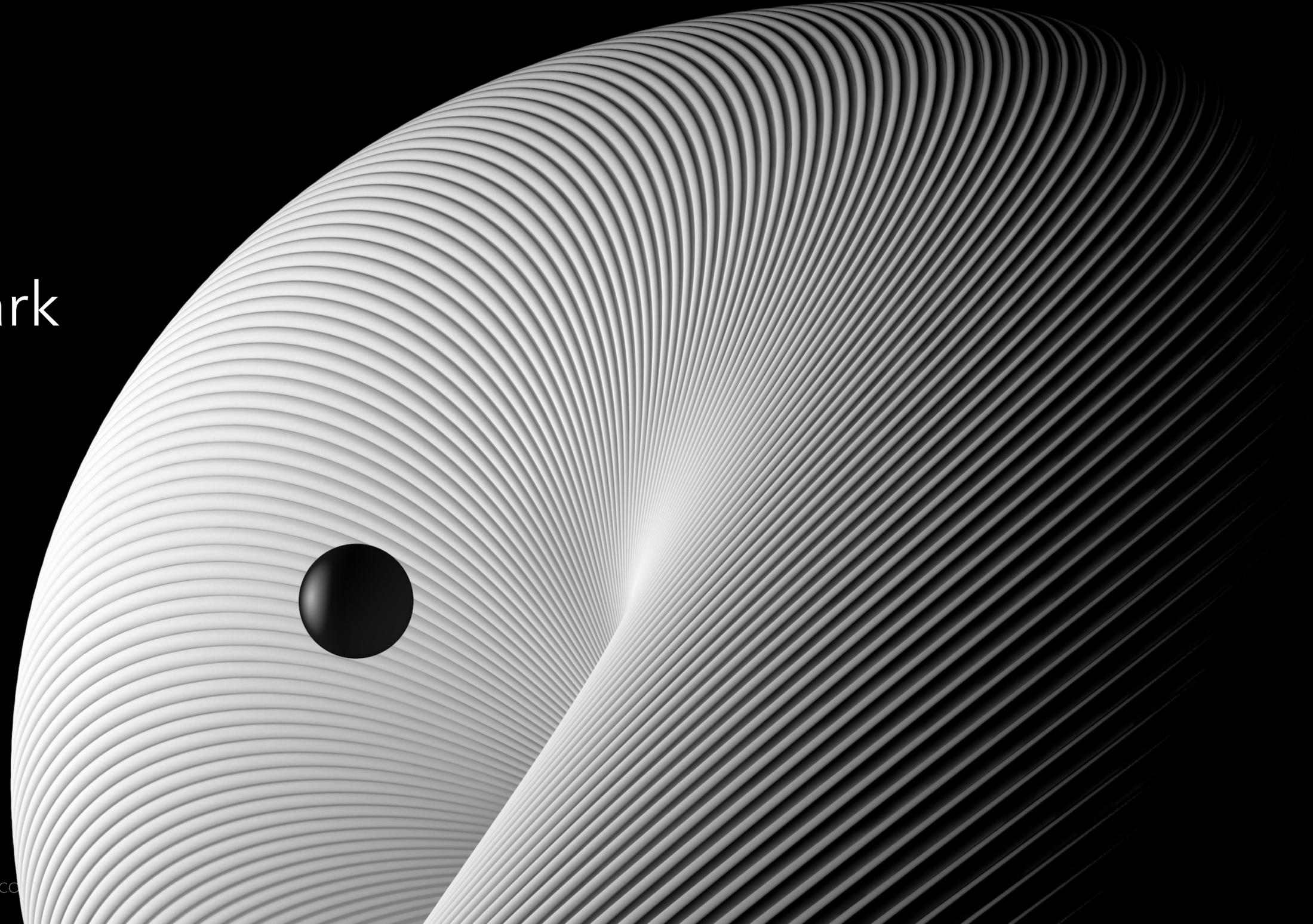
- Testing and debugging to identify and resolve any issues or bugs in the interface.

(//deployment_and_launch)

- Plan for the final implementation of the UI and UX design, including any necessary server configurations or deployment processes.

(//post-launch_evaluation)

- Allocate time to gather user feedback and metrics after the launch to assess the success of the project and identify areas for improvement.



3 // benchmark

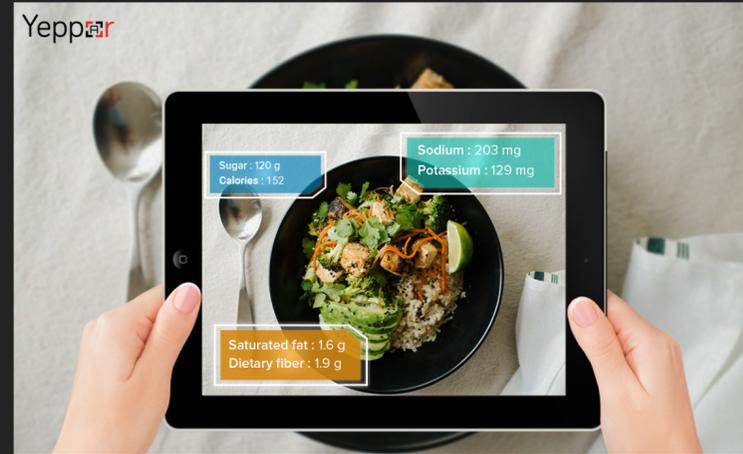
-> [pinterest.de/maxwdhs/digitaler-kiosk](https://www.pinterest.de/maxwdhs/digitaler-kiosk)



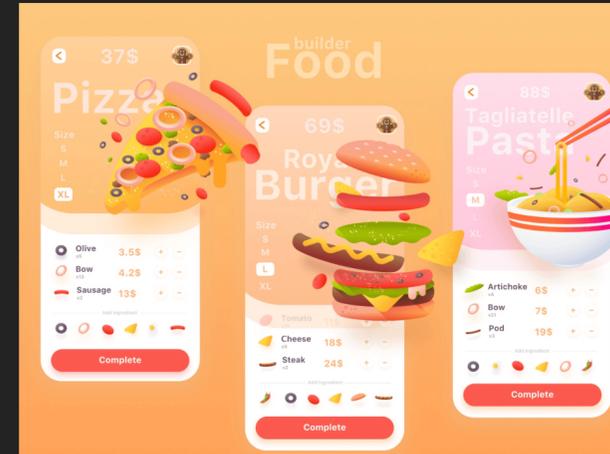
4 // mood collection



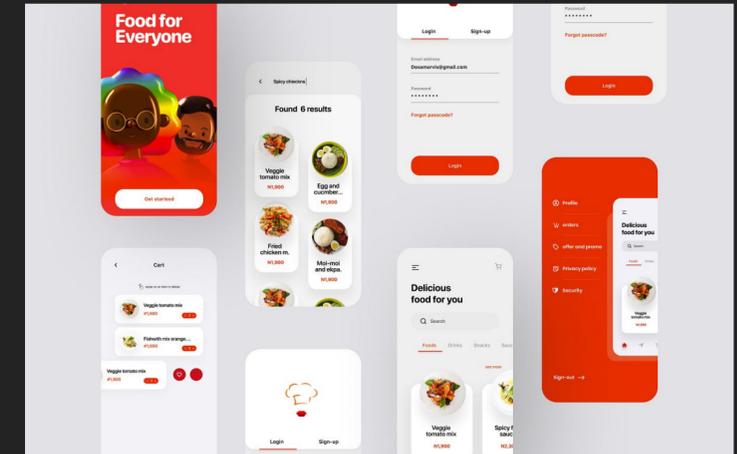
show what's up



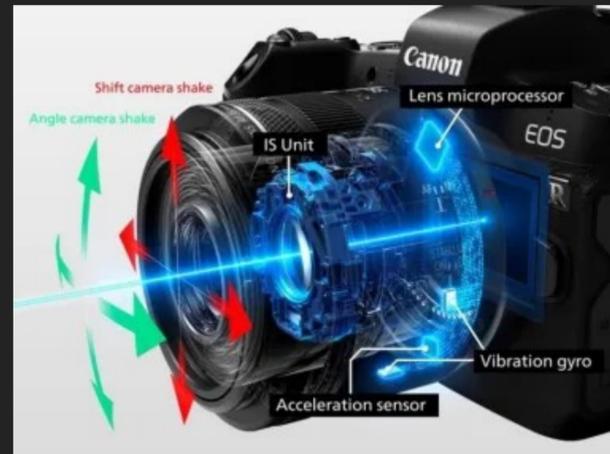
and what's inside of it



decide on it



make it interactive



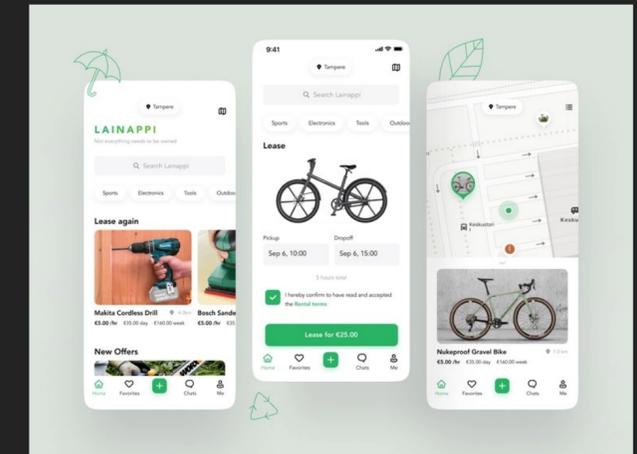
you teach. we teach.



from pre to post



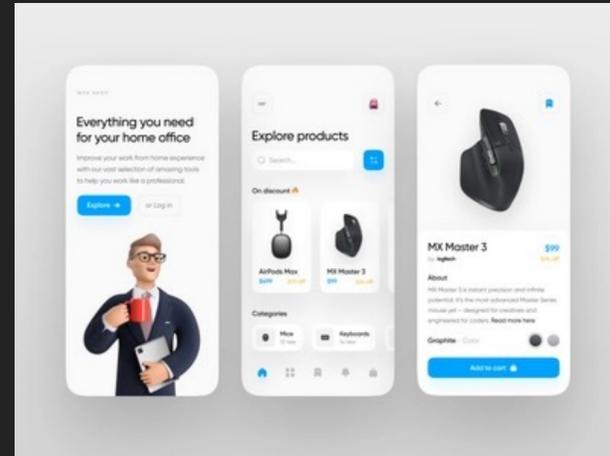
what a good save



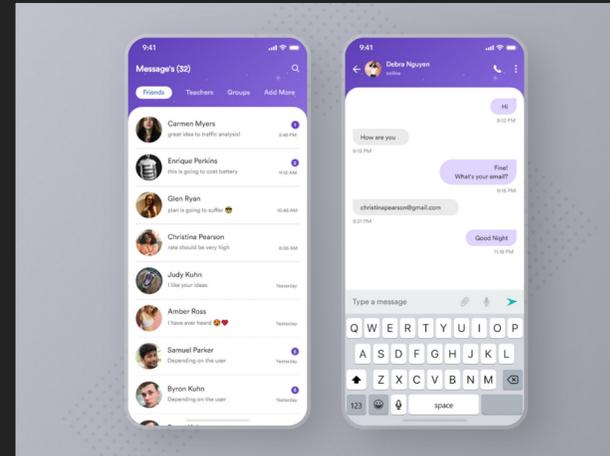
sharing is caring



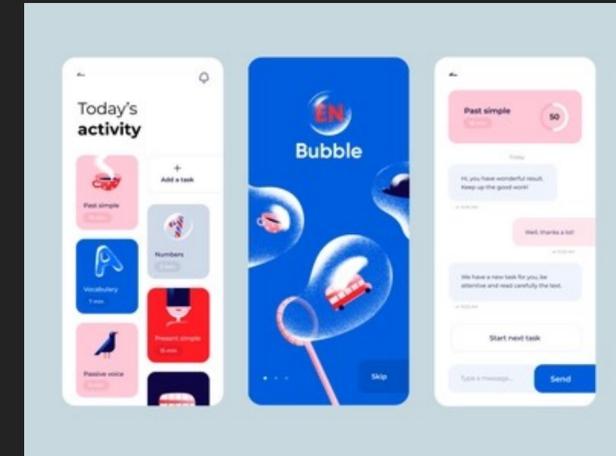
minimalist interaction



clean highlights



not any group chat



focus.



control is better



what you got?



home sweet home



just a glance

5 // brief first version.

ΕΛΛΑΣ	ΕΛΛΑΣ
ΙΩΑΝΝΙΝΑ	139 km
ΤΡΕΣΕΝΑ	36 km
ΟΡΕΥΕΝΑ	13 km
ΣΙΑΤΙΣΤΑ	64 km

//brief

brand foundation

The brand foundation is built on three core values:

exceptional customer service, **constant innovation**,
and a **commitment to sustainability**. We believe in
creating **meaningful connections** with our users and
delivering products and services that make a **positive
impact on their lives** and the world around them and
us.

//brief

user

Our users and clients are **university students** and **administrators** who are seeking solutions to **optimize campus operations** and **enhance student experiences**. They are passionate about creating a positive impact on their campus. As a brand, we thrive to **understand** our **user's** needs and work in **collaboration** with them to achieve such success.

//brief

relevancy of product for user

Our services are specifically designed to meet the **versatile needs of university life** and everyone participating. This makes them highly relevant and valuable to our users. We are **working closely** together with our users to ensure that our **solutions remain relevant and effective** over time.

//brief

goal of product

Our goal is to empower universities to create a **supportive and inclusive environment** where every student can thrive. Through our innovative solutions, we aim to **improve campus operations, enhance the learning experience**, and **maintain a sense of community and belonging**.

//brief

design principle

Our brand prioritizes **personalized** and **intuitive** design in everything we create, so that users feel empowered and **in control**. Our **AI-powered services** are designed to be seamlessly integrated into the user experience, providing a level of personalization that goes beyond what's expected. We believe that design should be more than just beautiful - it should be **functional**, intuitive, and tailored to the needs of our users.

- Intuitive
- Seamless
- Efficient
- Enjoyable
- Personalized
- Intelligent
- Responsive
- Dynamic
- Adaptiv
- Predictiv
- Collaborative
- Insightful
- Engaging

- AI-powered Interface
- Clean and minimalist
- Bold colors
- Communicative iconographie
- User centered

//brief

overview of possible applications

Our solutions transform universities by **enhancing the learning experience, promoting student engagement and retention**, and **streamlining administrative tasks**. They are **versatile, customizable**, and designed to meet unique needs. With our commitment to building a better future for university students, we empower universities to take their operations to the next level and create a **vibrant, inclusive community** where students can truly thrive.

- Facility management
- Food service optimization
- Financial management
- Student engagement
- Administrative task automation
- Enhanced efficiency powered by AI
- Sustainability effort
- CMS for administration and students
- Scheduling
- Student accounts
- Meal planing
- Inventory management
- Personalized recommendations

//brief

motivation instead of ordering

Our motivation is driven by our passion to make a positive impact in the world. We believe that our solutions can **transform the university experience** and create a better future for students. We are constantly **pushing the boundaries of innovation and technology to offer the best possible services** to our clients. Our mission is not just to provide a product but to inspire universities to embrace change and **grow towards their full potential**. We are dedicated to empowering our clients to create a more **supportive, inclusive, and engaging community** for students. Together, we can make a real difference and build a brighter future for the next generation.

//brief
allow for creative freedom



6 // validation



Validation Process

//differentiation. + //relevancy. + //functionality. + //design principles. + //goal.

=customer loyalty!

Cafeteria | Tech Equipment | Money Management

//differentiation.

- The differentiation lies in our modern and intuitive user interface, personalized user experience, and dedication to innovation. By prioritizing simplicity, tailoring experiences to individual needs, and embracing emerging technologies, we set ourselves apart from other brands, providing a unique and impactful solution for university students.

//relevancy.

- The relevancy of our products and services lies in their ability to enhance the student experience, centralize essential information and services, and empower students in decision-making processes. By addressing their needs, streamlining processes, and promoting engagement, our offerings become highly relevant and valuable tools that contribute to a more efficient, satisfying, and student-centric university environment.

//functionality.

- The functionality of our products and services is characterized by comprehensive information access, streamlined processes and transactions, and interactive engagement and feedback. By providing users with easy access to information, simplifying tasks, and fostering active participation, our offerings enhance the overall user experience and contribute to a more efficient and engaging university environment.



Cafeteria | Tech Equipment | Money Management

//design principles.

- The design principles of our products and services are characterized by a user-centric approach, a simplified user interface, and a focus on personalized and engaging experiences. By prioritizing user needs, simplifying the interface, and creating personalized and captivating experiences, we ensure that our designs are intuitive, delightful, and tailored to enhance the user experience.

//goal.

- The goal of our products and services is to empower student success, enhance efficiency and convenience, and foster engagement and community within the university environment. By providing tools, resources, and features that support academic pursuits, streamline processes, and cultivate a sense of belonging, we aim to create a positive and impactful experience for students throughout their university journey.



Cafeteria | Tech Equipment | Money Management

//Features.

- One central control center every student can use
- Get informations about available tech
- Manage your subscriptions
- See available food
- Universal for every student

//Needs!

- Personal identification card, already in use
- Data maintenance, optional: automatic

//Possible?

- Ratings
- Suggestions
- Preorder your food
- Save your equipment
- Login via qr code on phone



7 //discovery

desired experience _seamless and engaging digital ecosystem_

Intuitive Interface

User-friendly and intuitive interface that allows users to navigate and interact with the system effortlessly. Minimize complexity and provide a visually appealing experience.

Modern Design

Modern and visually appealing design. Contemporary design principles that align with current user expectations.

Convenience and Efficiency

Easily access and manage various aspects of university life, such as cafeteria food ordering, equipment rentals and student account management, all in one central location.

Personalization

Features that allow users to customize their experience. Preferences for food options, equipment recommendations and tailored suggestions based on their past usage and interests.

Artificial Intelligence

AI could provide personalized recommendations, optimize resource allocation and enhance the overall user experience.

8 // goal

goal of product

Our goal is to create an emotional connection with university students, enhancing their entire experience. Through digital, interactive kiosks and displays, we aim to infuse joy, convenience, and empowerment into their lives. From pre-ordering cafeteria meals to exploring and influencing tech equipment choices, we strive to make every interaction delightful. By simplifying tasks, providing a platform for student voices, and embracing innovation, we create a memorable and transformative journey. Welcome to a world where technology meets emotions, redefining your university experience.

9 // personas

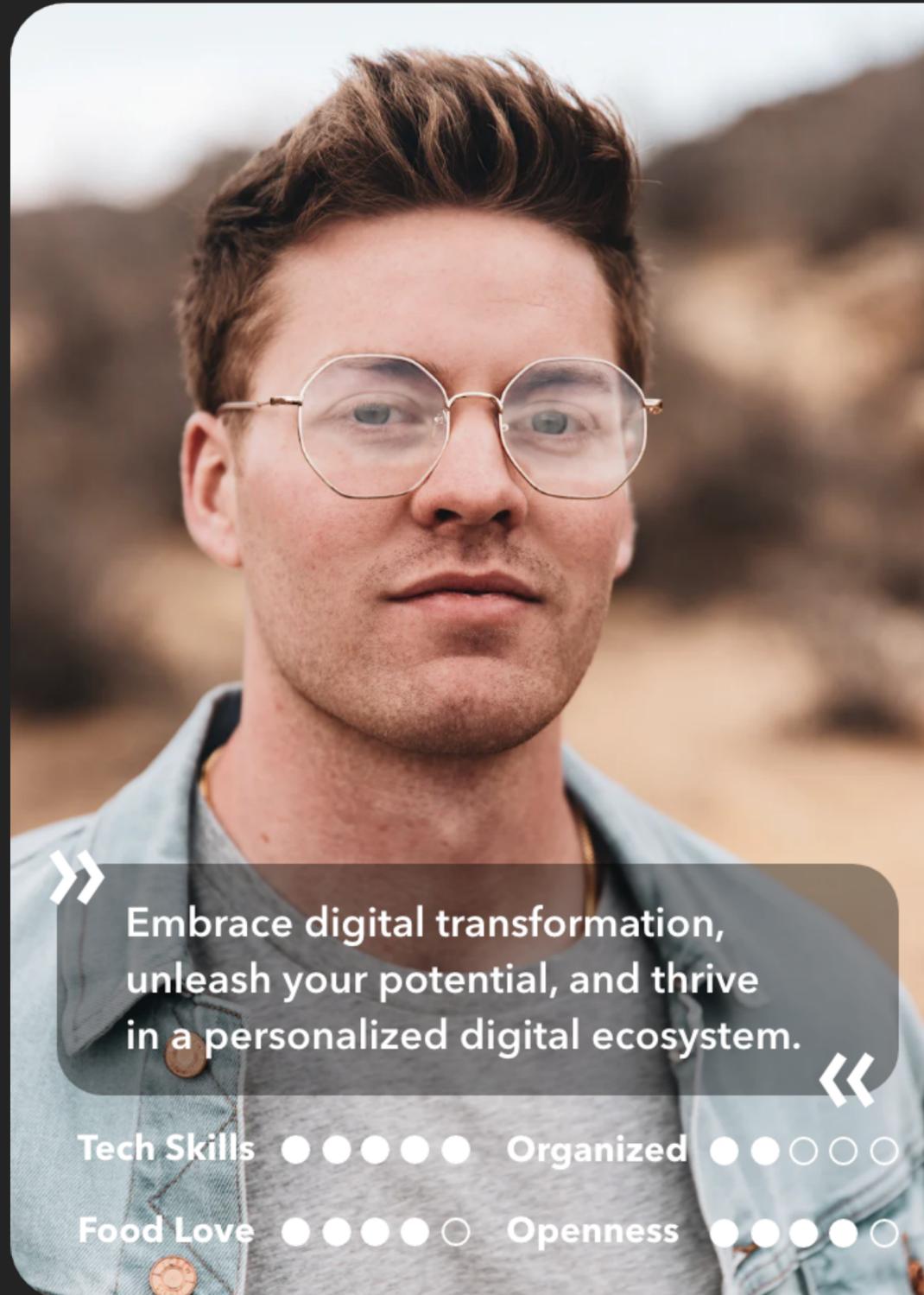
main target audience

The primary target audience are university students, specifically those enrolled in the universities where the services are implemented.

The main target audience can be described as tech-savvy, digitally engaged students who value convenience, efficiency, and a modern user experience. They are accustomed to using technology in their daily lives and expect seamless interactions with digital platforms.

Second Target Audience

everyone providing input data and in the need to be interacting with the displays such as administrative persons or workers from the cafeteria.



Leon Lieblich

 24 years  Köln, Ehrenfeld  B.A. Design

Bio

With a passion for technology and a focus on wellness, Mirco is driven by innovation. Embracing the digital world, he seeks to make a meaningful impact, combining technical expertise with a dedication to a healthy lifestyle. Through his studies and personal pursuits, he is poised to shape the future and contribute to the ever-evolving digital landscape.

Motivations

- Take full advantage of digital solution to improve career prospects
- Make day-to-day studying easier
- Optimize digital experience and focus efficiently own time and energy on what matters most

Wants & Needs

- Quickly accessible informations for effective searching and finding of relevant data
- User-friendly, intuitive platform for organization purpose

Frustrations

- Spending too much time on repetitive and time-consuming tasks
- Digital platforms and tools are confusing and difficult to use so they will reduce efficiency

Brands



Apps





Fiona Fein

21 years Köln, Zollstock B.A. Journalism

Bio

Coming from a background with limited exposure to modern technology, she finds herself navigating university life and campus culture with a sense of curiosity and a steep learning curve. While not naturally inclined towards modern tech, she is open to exploring new concepts and tools. She just started her journey of studying journalism.

Motivations

- Seeks guidance and support to navigate the new environment effectively
- motivation to stay informed and up-to-date aligns with the kiosk's ability to provide a central information point on campus
- eager to explore and understand how modern technologies can enhance her journalistic endeavors

Wands & Needs

- Help to conduct online research, utilizing cms using social media
- values face-to-face interactions rather than relying solely on digital platforms

Frustrations

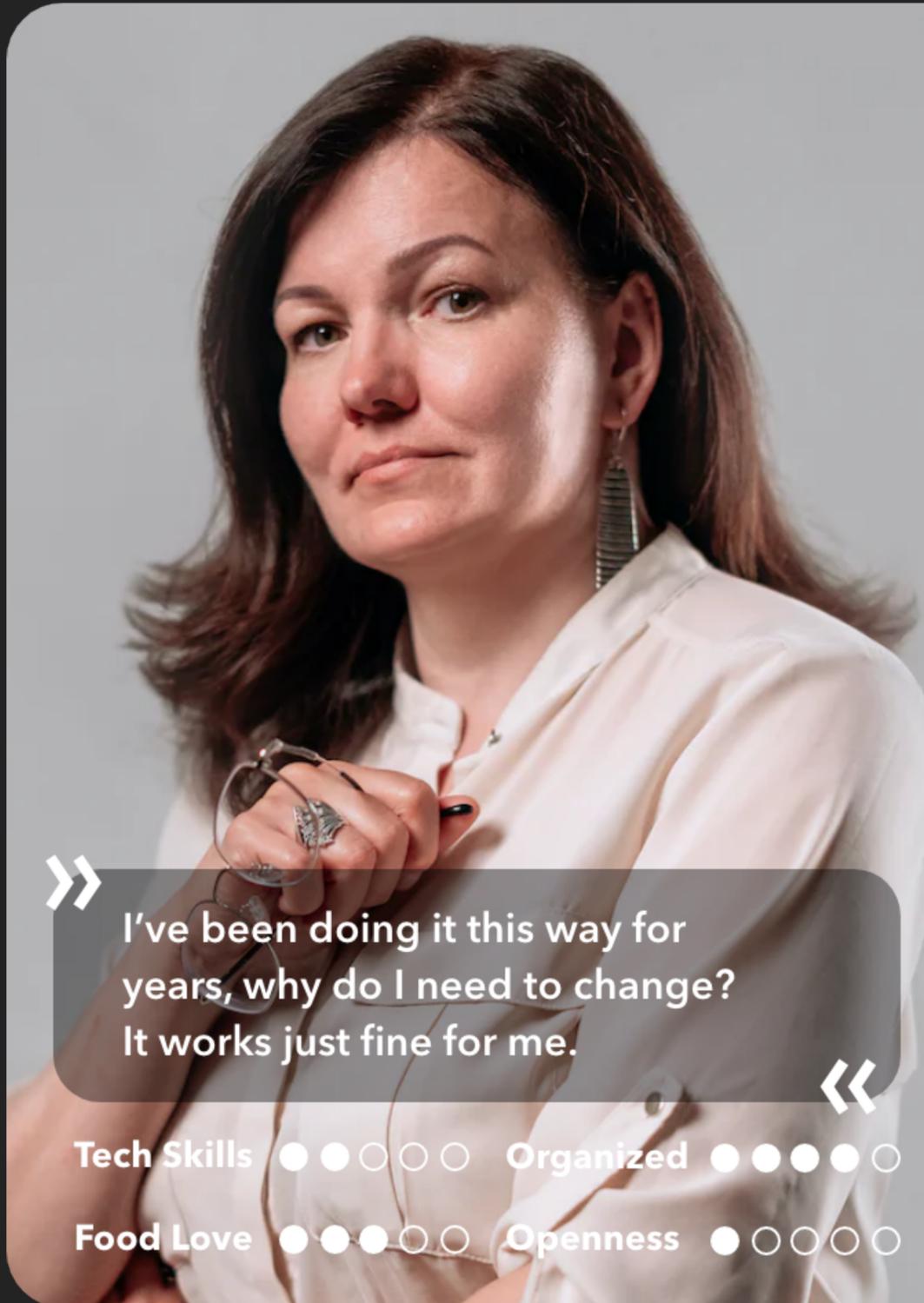
- Juggling multiple courses, assignments, and extracurricular activities can be overwhelming
- lack of familiarity with modern technology may frustrate her when required to use digital tools

Brands



Apps





»» I've been doing it this way for years, why do I need to change? It works just fine for me. ««



Tatjana Trocken

45 years Bonn, Beuel -

Bio

With years of experience in her role as administrative staff, she has become resistant to change and new technologies. Karen prefers traditional methods and is hesitant to embrace digital advancements. She lacks motivation to explore or utilize modern digital solutions, seeing it as an unnecessary addition to her already established routines and processes.

Motivations

- desire to preserve established workflows and routines
- Satisfied with their current level of knowledge
- efficiency and effectiveness of her tried-and-tested methods

Wants & Needs

- needs support to navigate the digital aspects of her role
- seeking a work environment where established processes and methods are respected and valued

Frustrations

- efficiency and convenience offered by digital platforms are unnecessary or overly complex
- overwhelmed by the expectation to adapt to new technologies

Brands

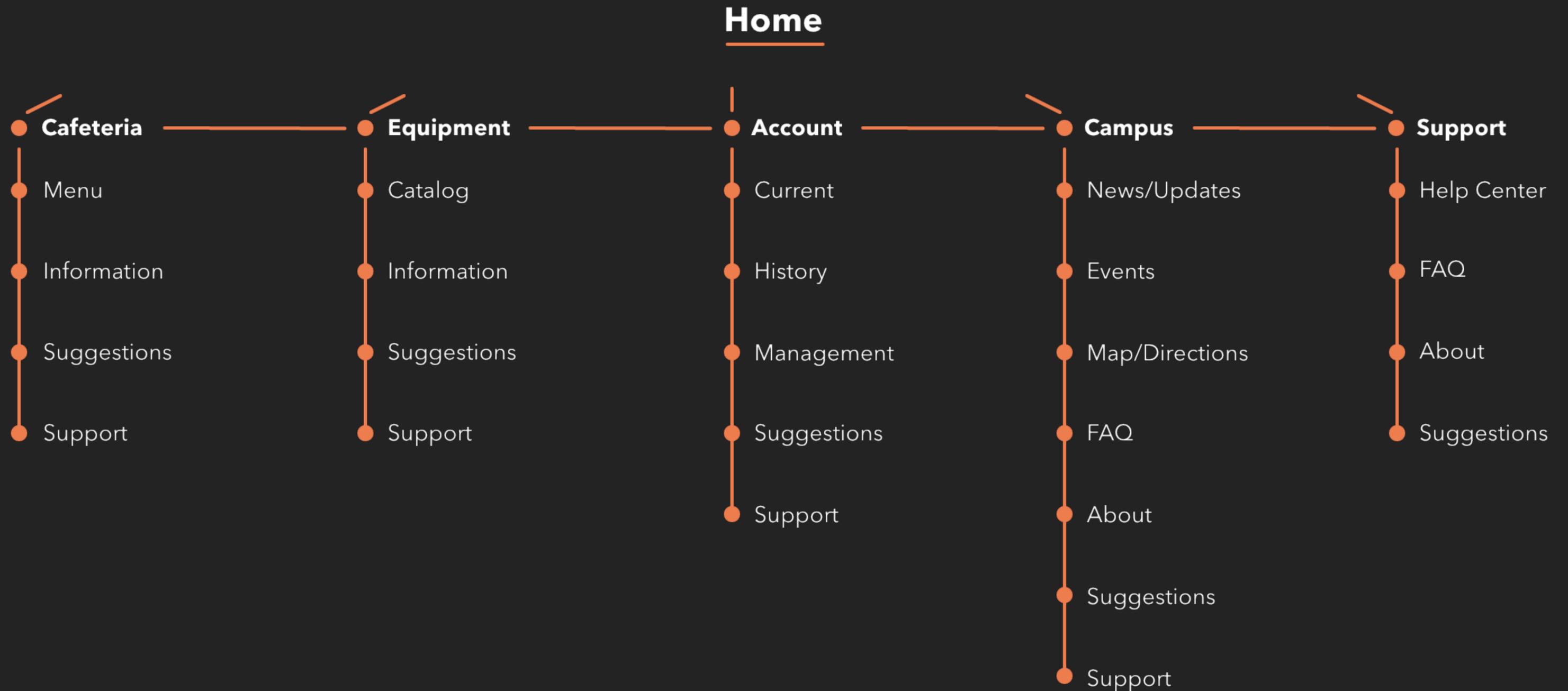


Apps



10 // sitemap & content

sitemap v1



content v1

Home

overview and welcome message
quick links to key features and sections

Cafeteria

menu and food options, pre-ordering functionality, nutrition
information, customization, suggestions, support

Equipment

catalog with content, different options like reservation, personal history,
suggestions, ability to get „how-to“ information, availability, personal equipment

Account

balance, transactions, subscriptions, management, preferences, profile,
language and accessibility, suggestions, support

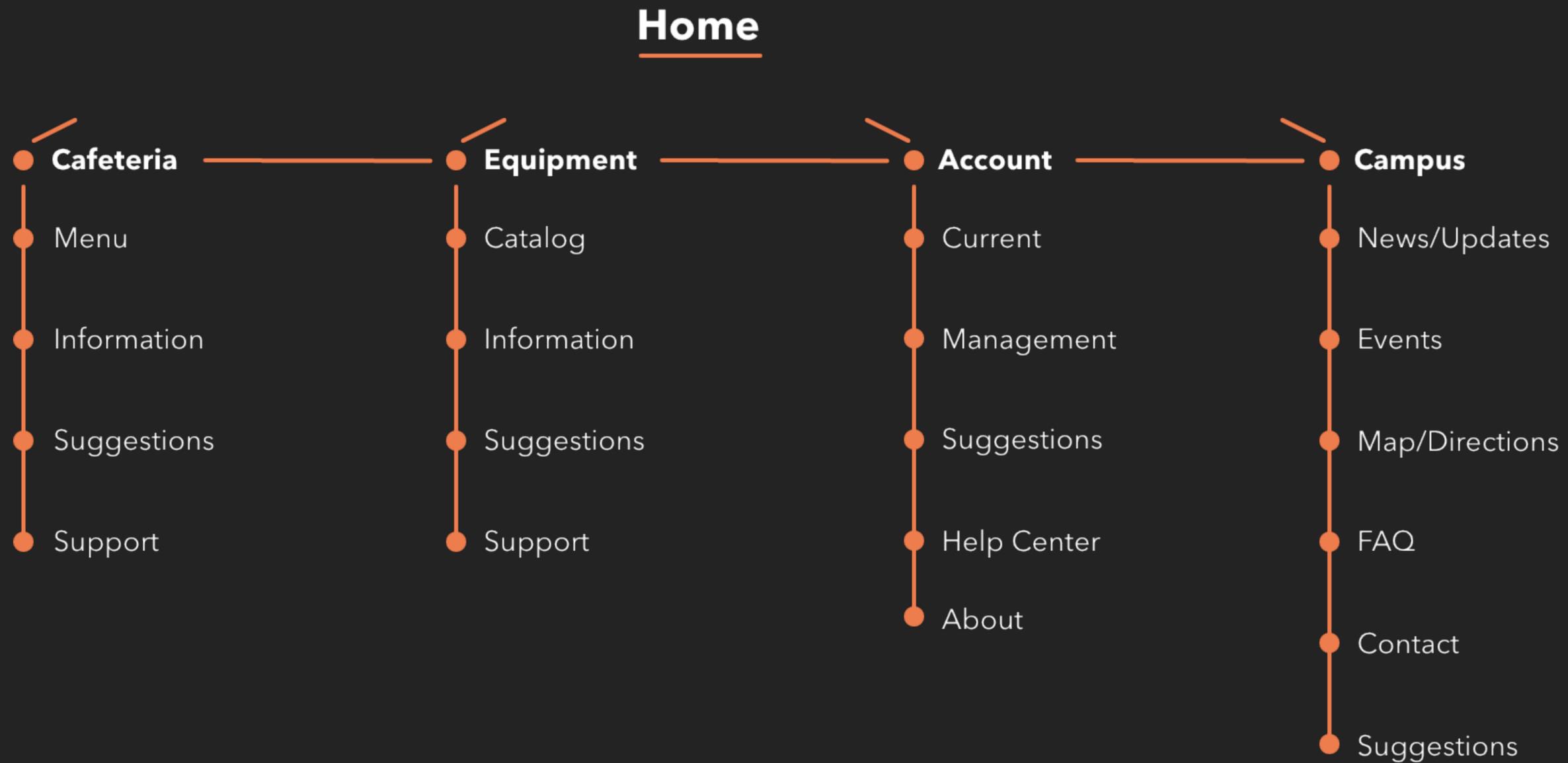
Campus

News, updates, events, map and directions, faq, support, suggestions

Support

Contact Information, Help Center, FAQ, Suggestions

sitemap v2



content v2

Home

overview and welcome message
quick links to key features and sections

Cafeteria

menu and food options, pre-ordering functionality, nutrition
information, customization, suggestions, support

Equipment

catalog with content, different options like reservation, personal history,
suggestions, ability to get „how-to“ information, availability, personal equipment

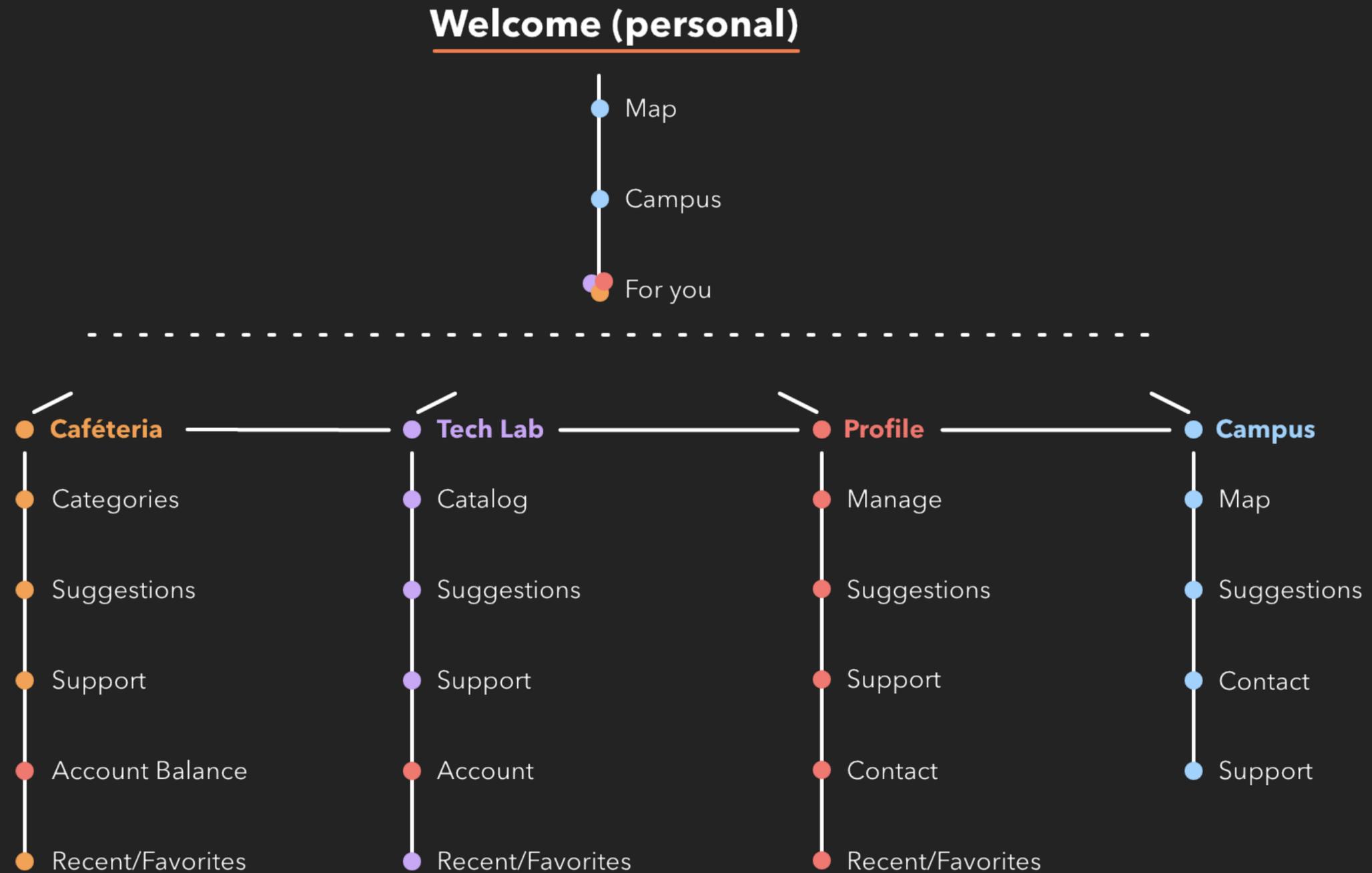
Account

balance, transactions, subscriptions, management, preferences, profile,
language and accessibility, suggestions, help center (includes now: faq,
contact information), about

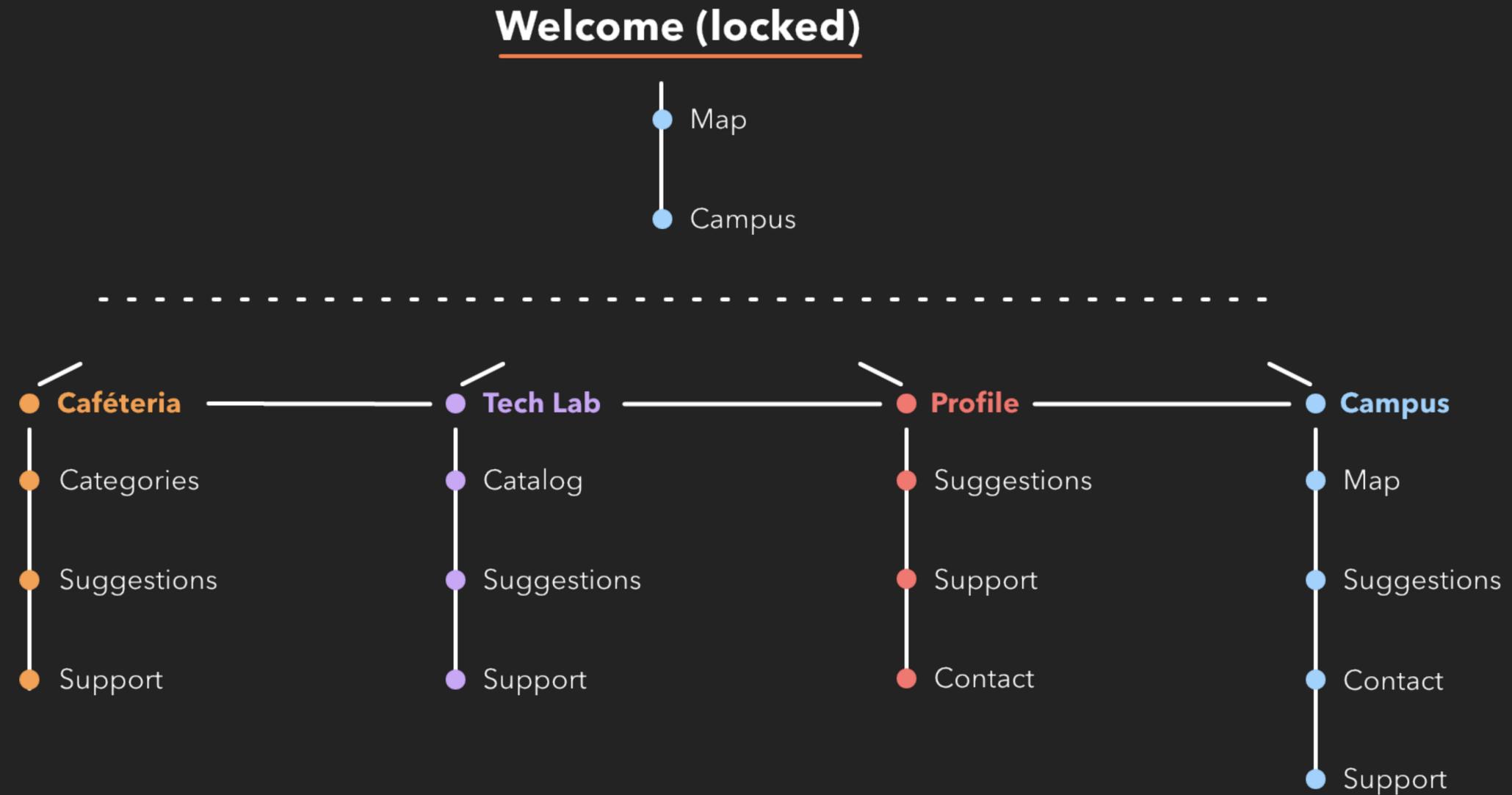
Campus

News, updates, events, map and directions, faq, contact, suggestions

sitemap final



sitemap final



content final

Welcome

next up events, quick access - map & campus, sign in, for you access
overview and welcome message, quick links to personal features and sections

Cafeteria

categories, quick access - suggestions & support & account balance & recent/favorites
food options, pre-ordering functionality, nutrition information, customization

Tech Lab

catalog, quick access - suggestions & support & your account & recent/favorites
reservation, ability to get „how-to“ information, availability, personal equipment

Profile

manage account, for you, quick access - suggestions & support & contact & recent/favorites
balance, transactions, subscriptions, preferences, language and accessibility, help center

Campus

news, upcoming events, quick access - map & suggestions & contact & support,

11 // approach
data gathering by using an adaptive UI.

//artificial intelligence

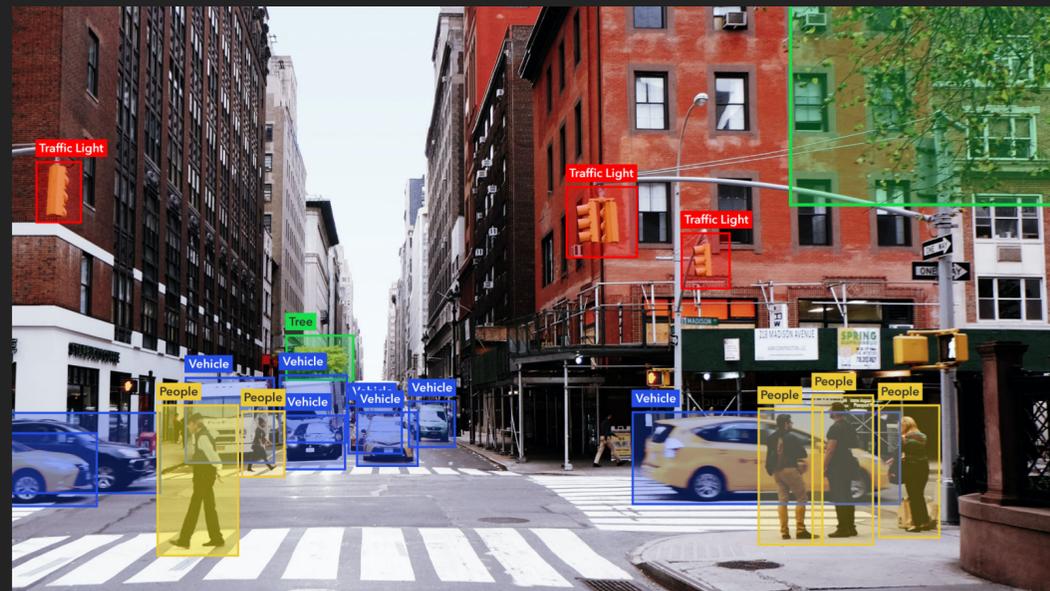
supervised learning vs. unsupervised learning

In supervised learning, the algorithm is given a set of labeled data to learn from, meaning the program is told the correct answer for each input it receives. The program then tries to learn the patterns or rules that will enable it to predict the correct answer for new, unseen inputs.

In unsupervised learning, the algorithm is not given labeled data. Instead, it is tasked with finding patterns or structure in the input data on its own, without any guidance on what the correct output should be. This can be useful for tasks like clustering, where the program tries to group similar inputs together without knowing what those groups should be ahead of time.

//artificial intelligence

supervised learning vs. unsupervised learning



© https://www.taskus.com/wp-content/uploads/2022/01/Street_Tag-1024x537-new.png



//empowering a personalized experience **analyzing the users interaction and surroundings**

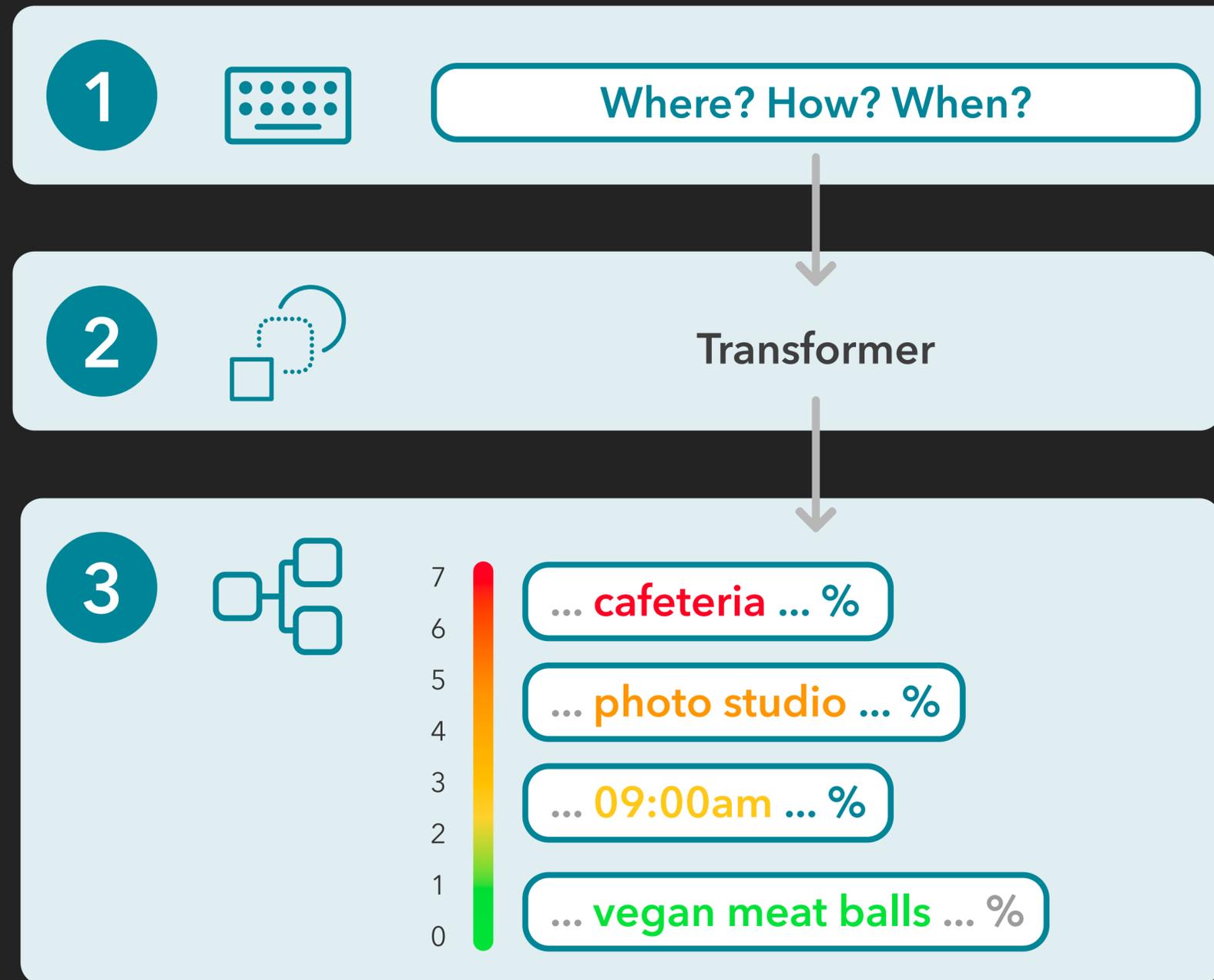
- generating new UI layouts
- providing color schemes
- automate backend processes
- highlighting what's important

//how?

improving user satisfaction and engagement

- **Personalization**: analyzing user data to **personalize the interface** for specific **needs** and **preferences**
- **Predictive Analytics**: anticipate user needs and provide **relevant information or services in advance**
- **Voice Recognition**: interact with the interface to make it **easier and more convenient** to use
- **NLP** (Natural Language Processing): enables the interface to **understand and respond** to users more **human like**
- **Intelligent Automation**: **automate repetitive tasks** for users to focus more on decision-making and problem-solving

//how?



Where can I get the cameras?
Which cameras do we need?
What do students want to eat?
...

Find your perfect match 🤖

12 // logo design

simple text logo

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C O n i

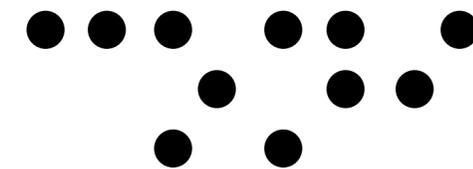
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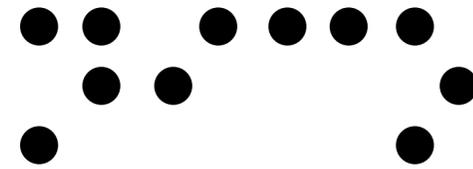
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inclusive braille language

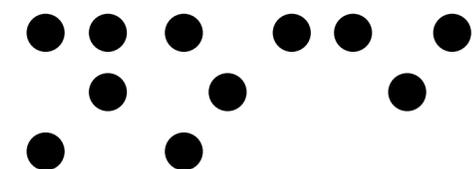
coni



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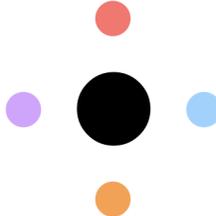
noci



highlight color logo

C  ni

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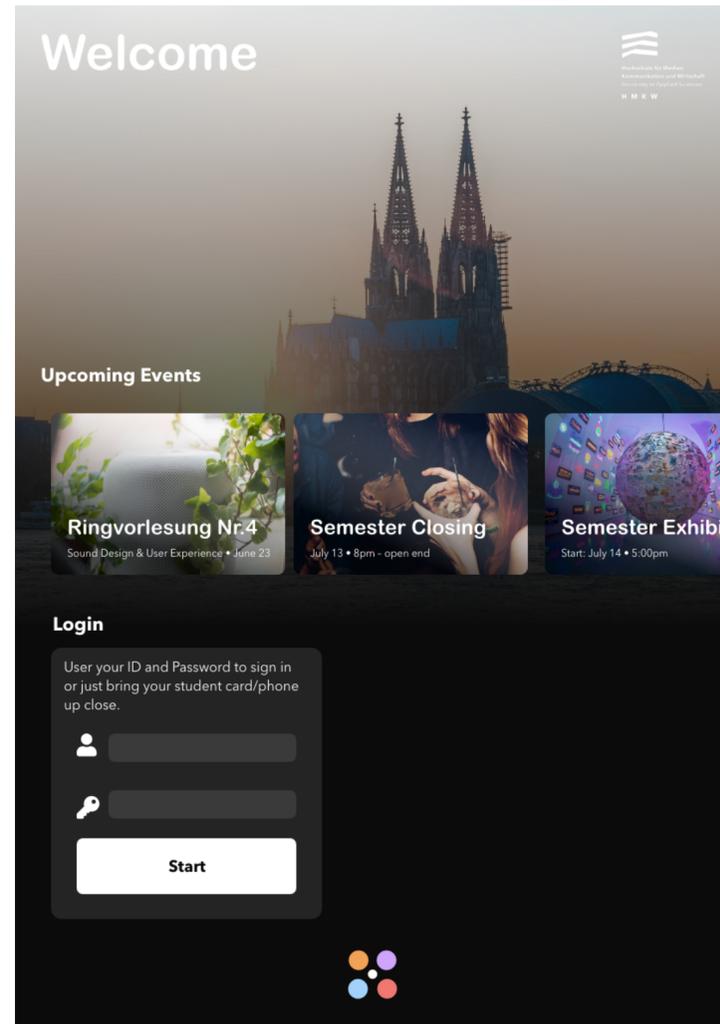
C   ni 

final logo

C O n i

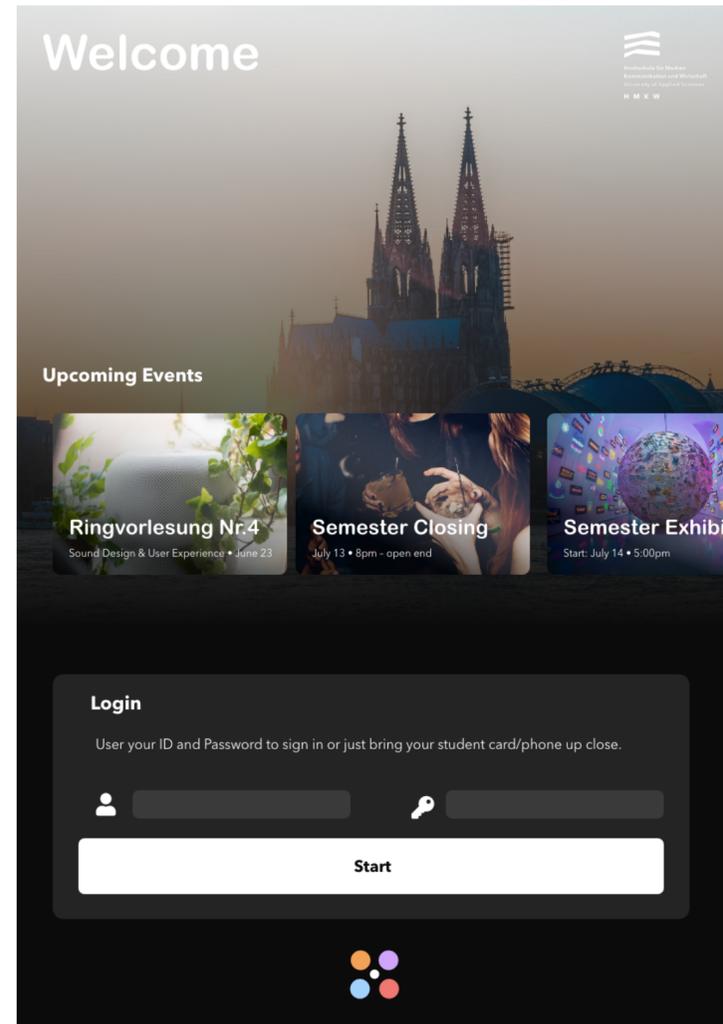
13 //ui/ux design

first approaches



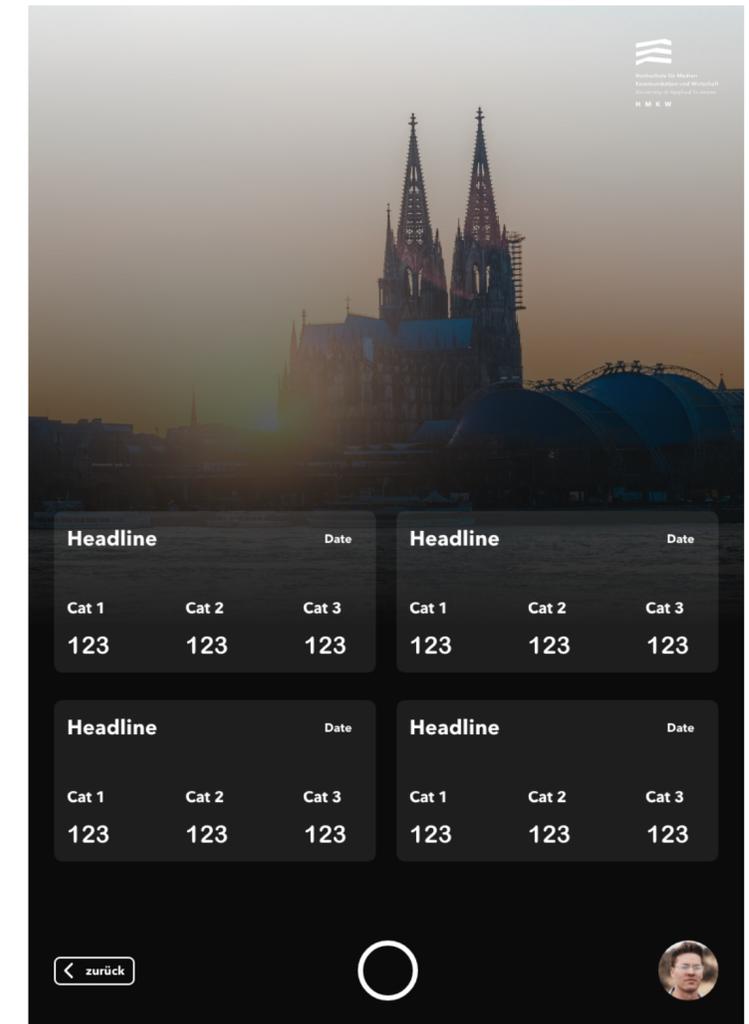
Login

Represent current location, show upcoming events, small login area, first color code integration



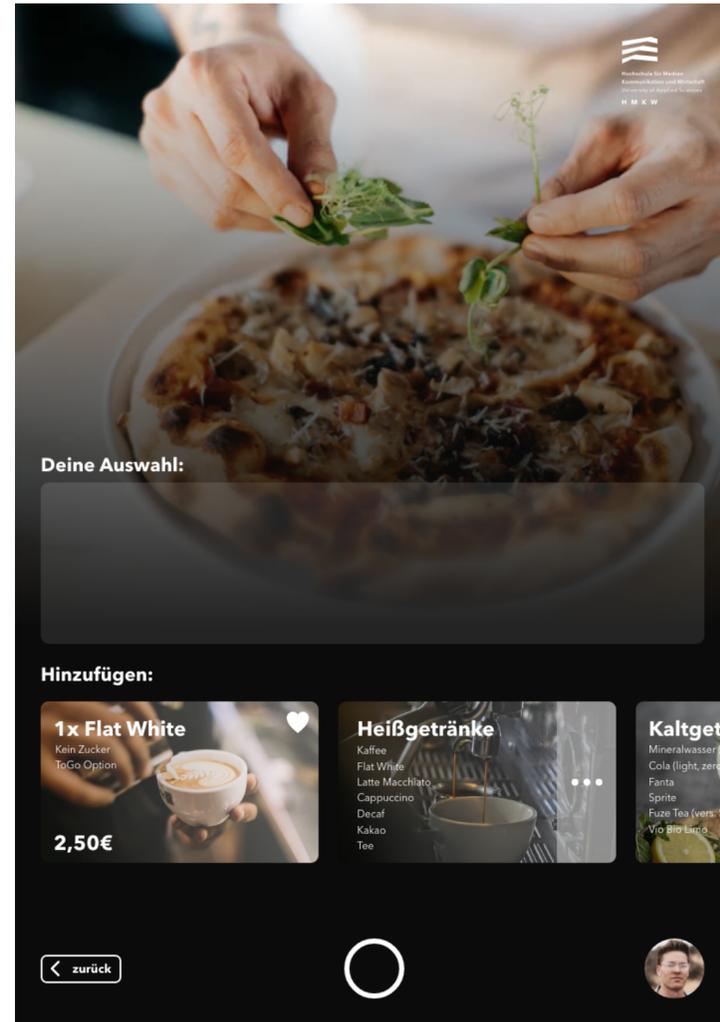
Login

Represent current location, show upcoming events, large login area



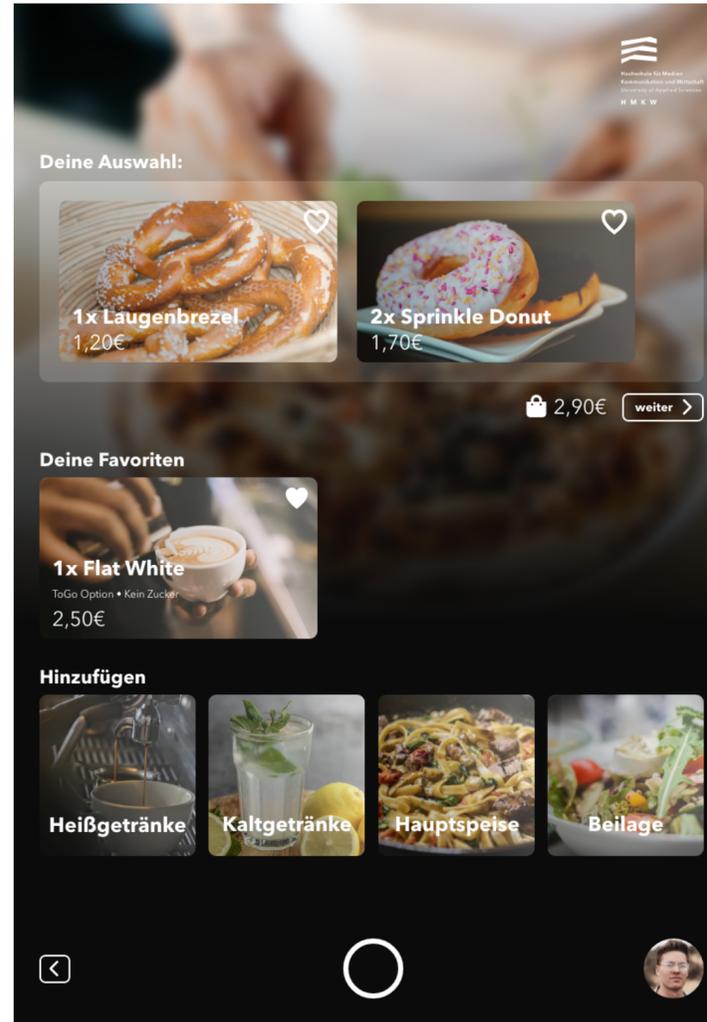
Dashboard

Represent current location, show upcoming events, back button, home button, profile



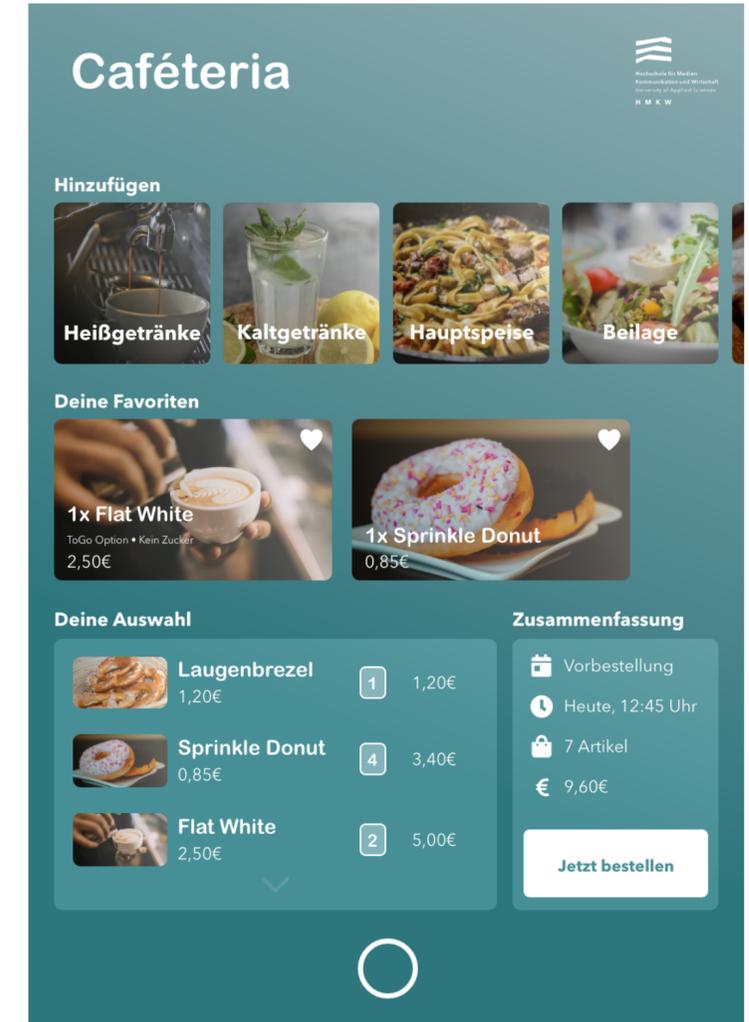
Cafeteria

Represent category, currently selected, all different options



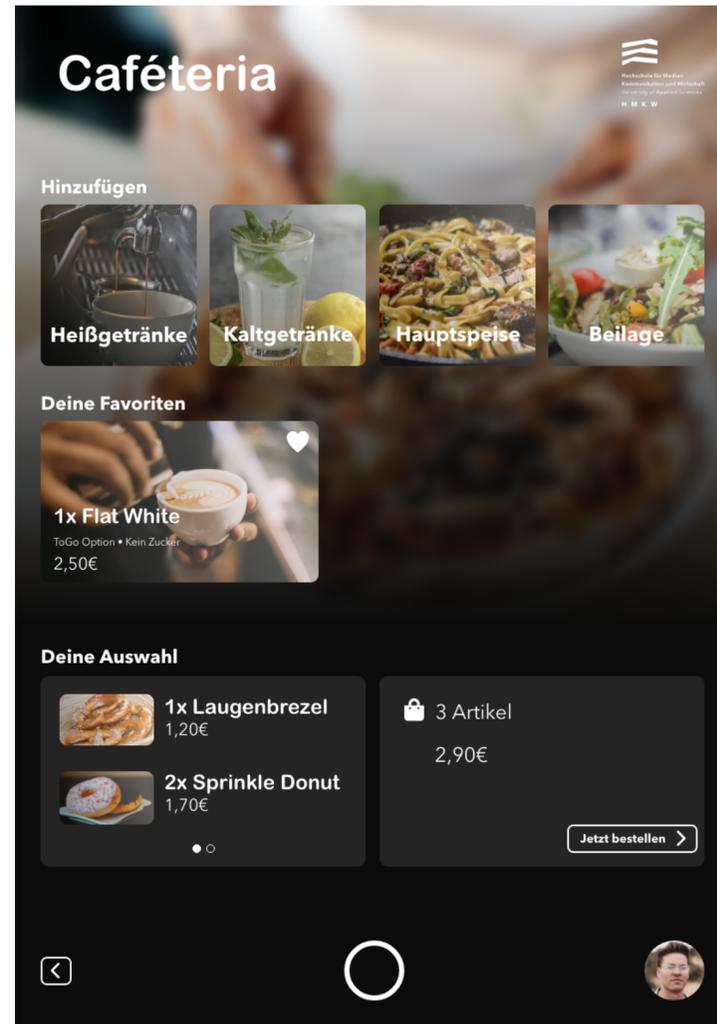
Cafeteria

More space for options, see order price, smaller back button



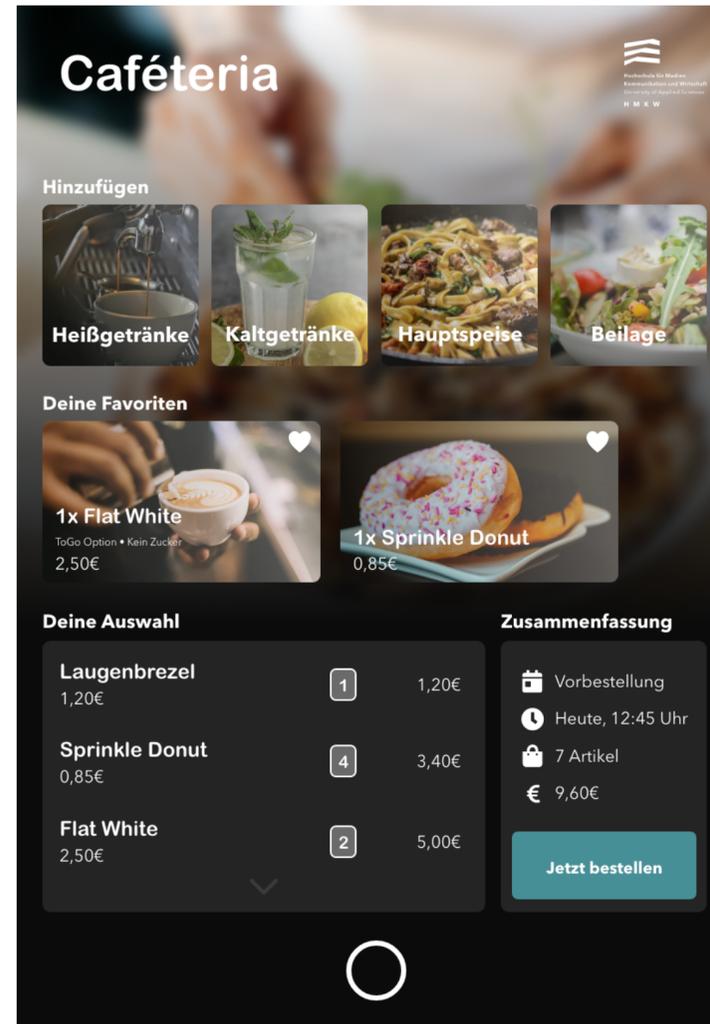
Cafeteria

Integrate HMKW colors, better visualization for current selection, overview for order



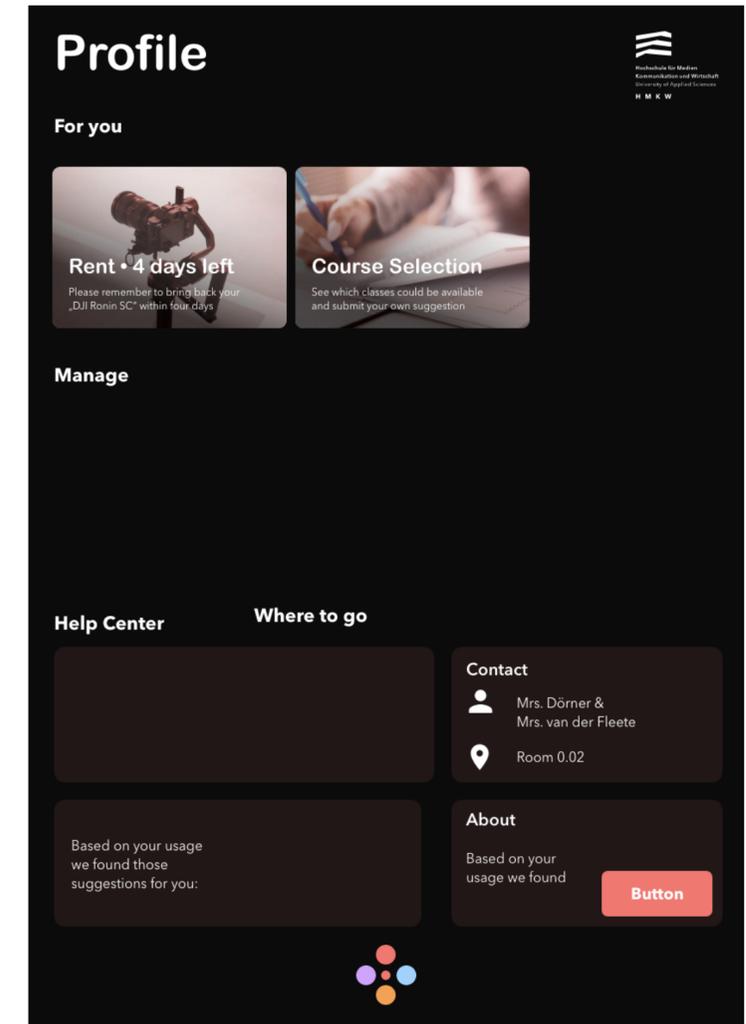
Cafeteria

Slideable selected options, new order



Cafeteria

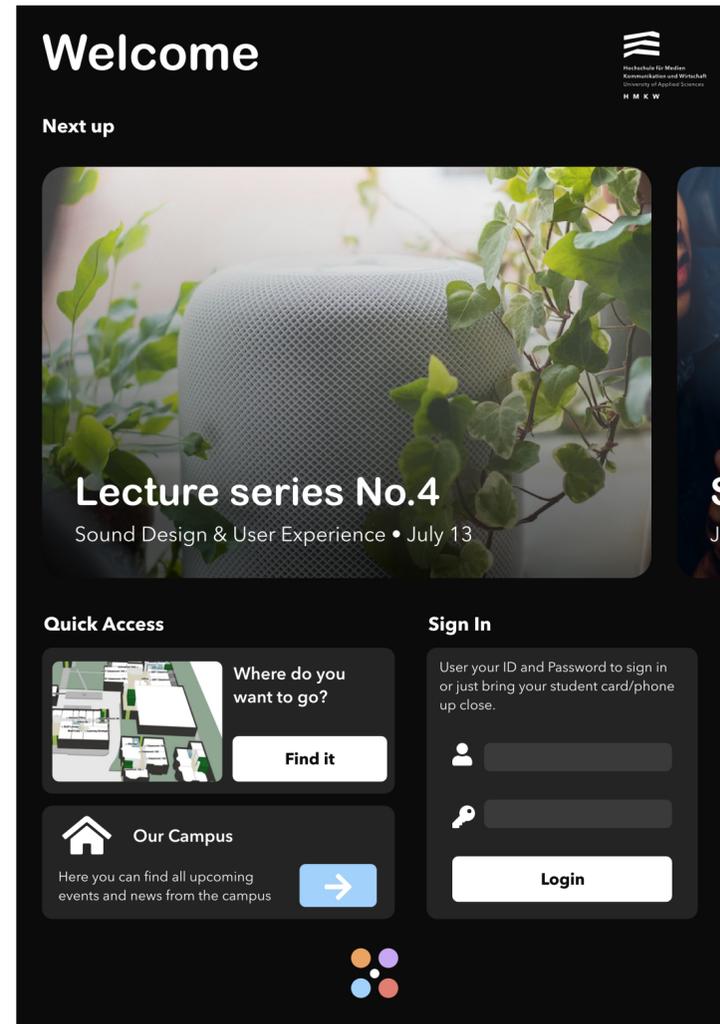
Better overview for each section, colored button



Profile

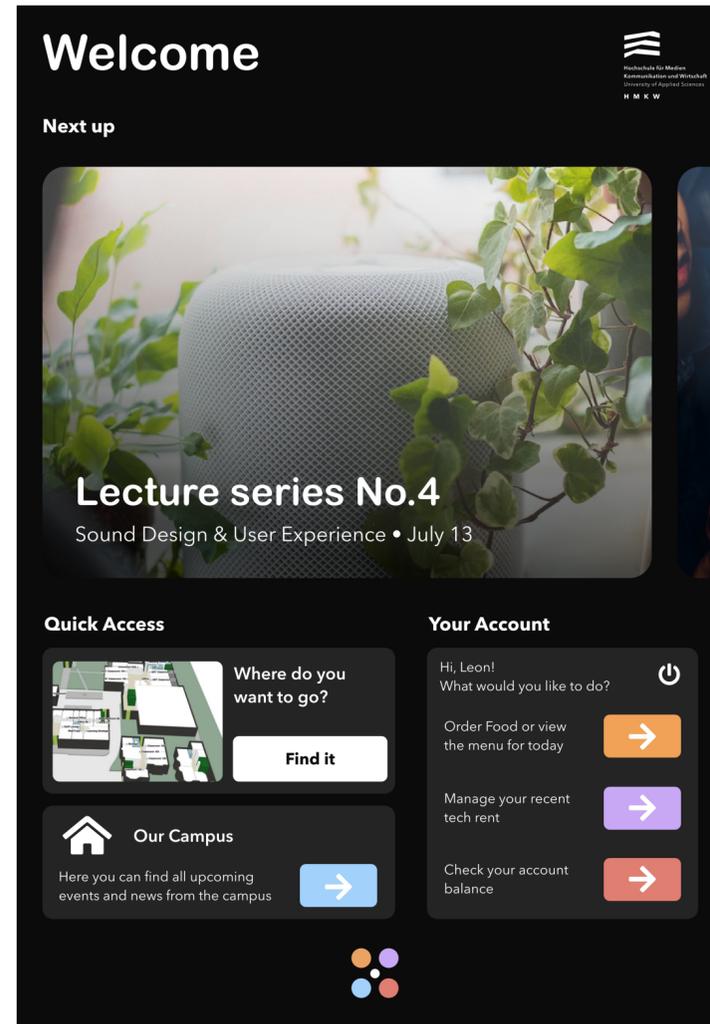
Layout applicable to other pages, new sorting, color code representation with menu

final screens



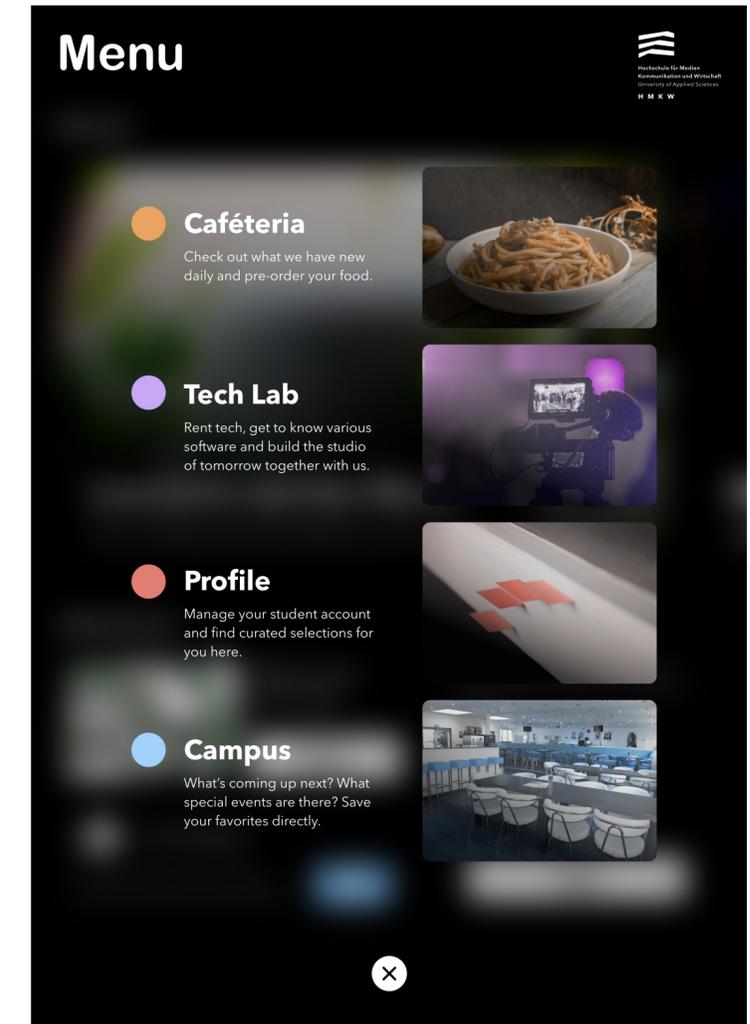
Welcome (locked)

Next up slide for upcoming events, quick access for important campus interaction, color coded menu circle, color coded buttons, sign in area, darkmode for environmentally conscious design



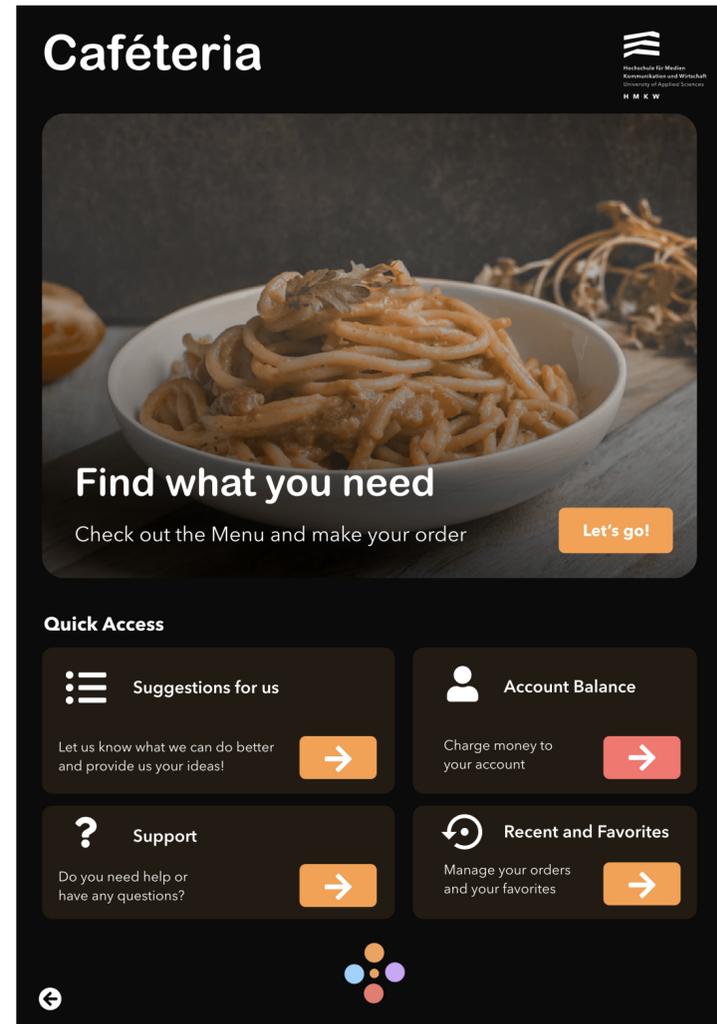
Welcome (personal)

Added personal recommendations, color coded buttons, log out option



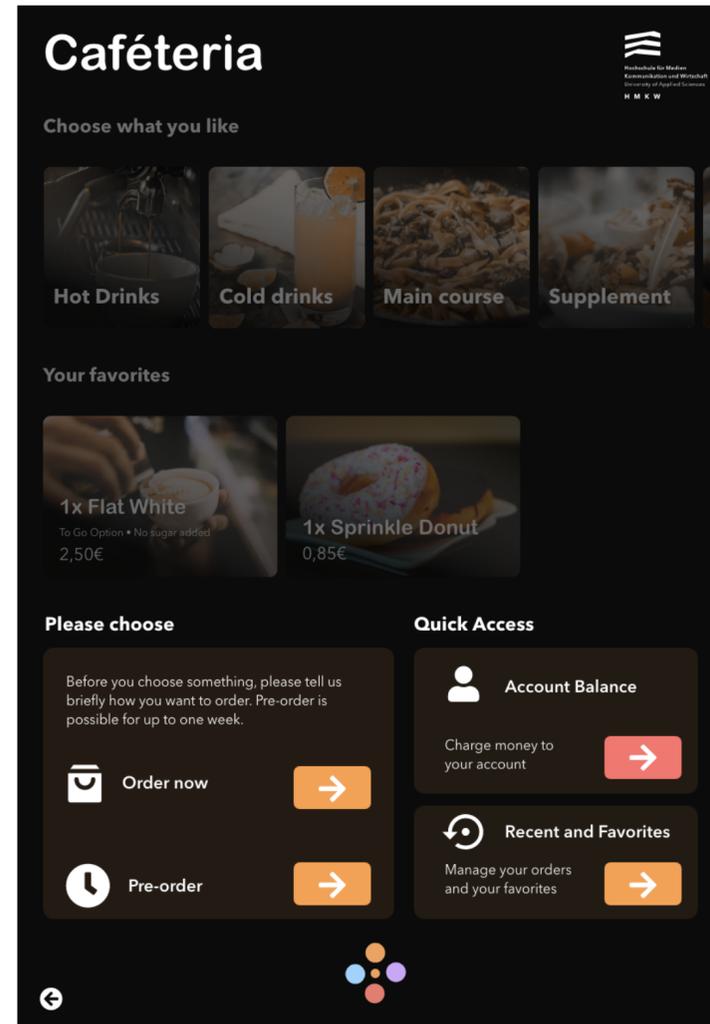
Menu Overlay (Welcome)

color coded menu, close button



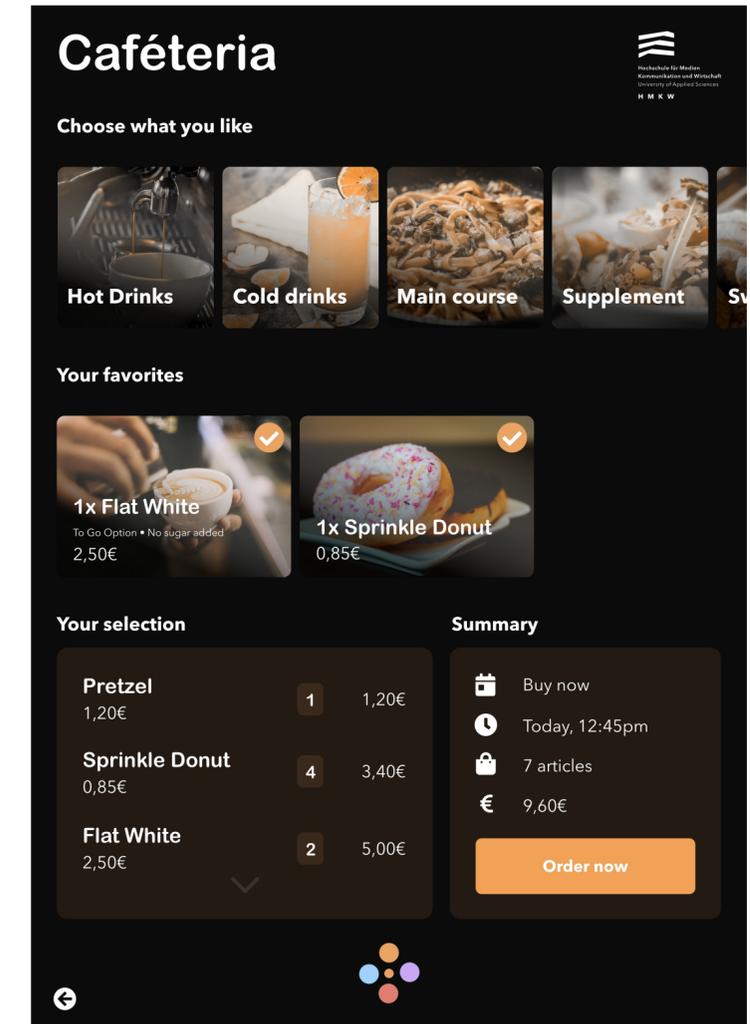
Cafeteria (main)

Hero area for representation, Quick access for essential options, link to profile, color coded buttons, back button



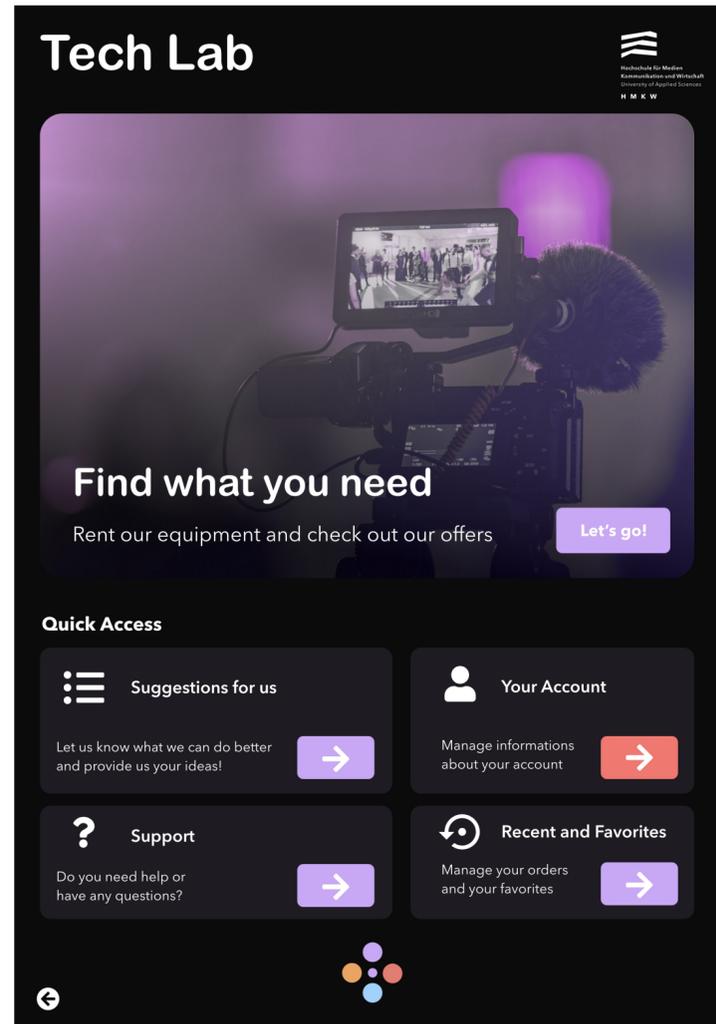
Cafeteria (selection)

Greyed out categories, highlighted order tile, reduced quick access area



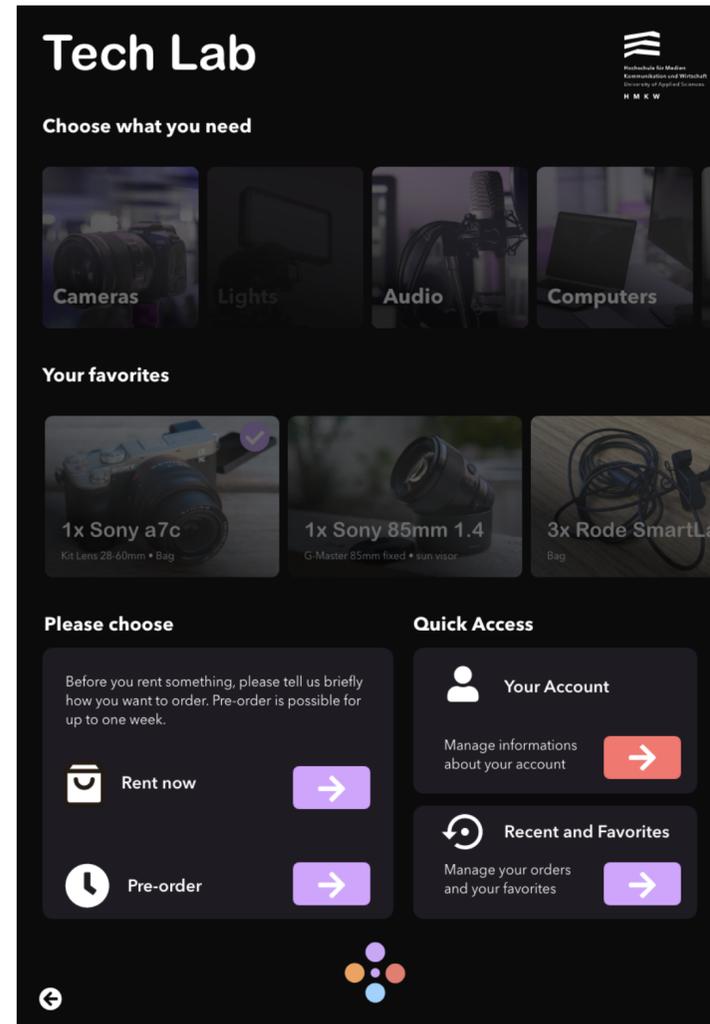
Cafeteria (order process)

Available categories, saved favorites, order selection, order summary, order button



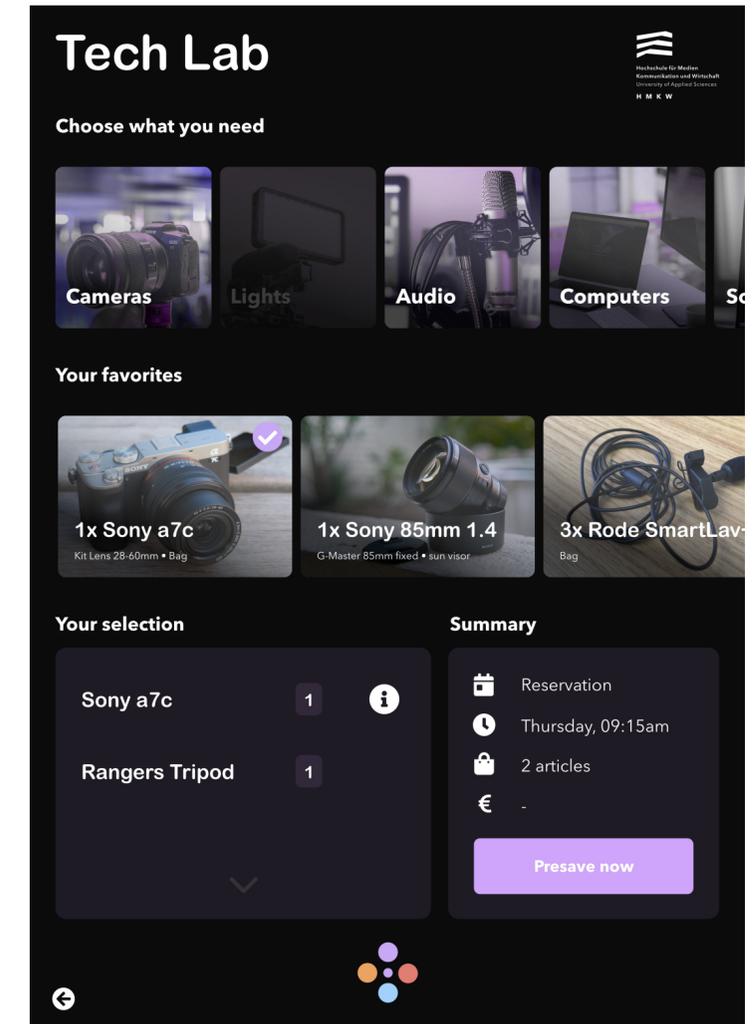
Tech Lab (main)

Hero area for representation, Quick access for essential options, link to profile, color coded buttons, back button



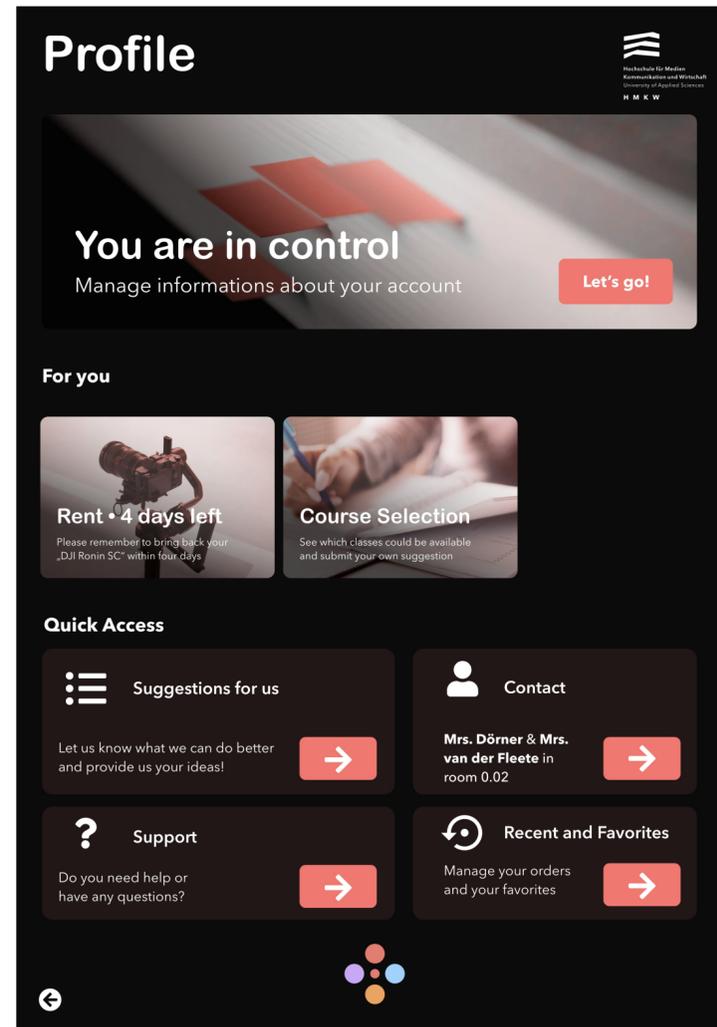
Tech Lab (selection)

Greyed out categories, highlighted rent tile, reduced quick access area



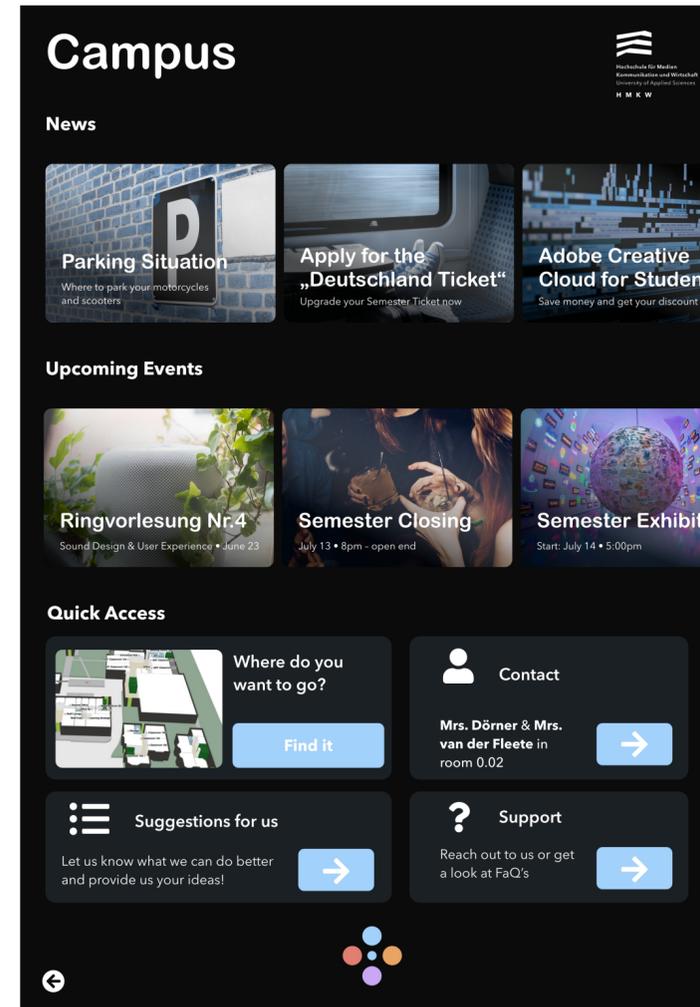
Tech Lab (rent process)

Available categories, saved favorites, rent selection, rent summary, rent button



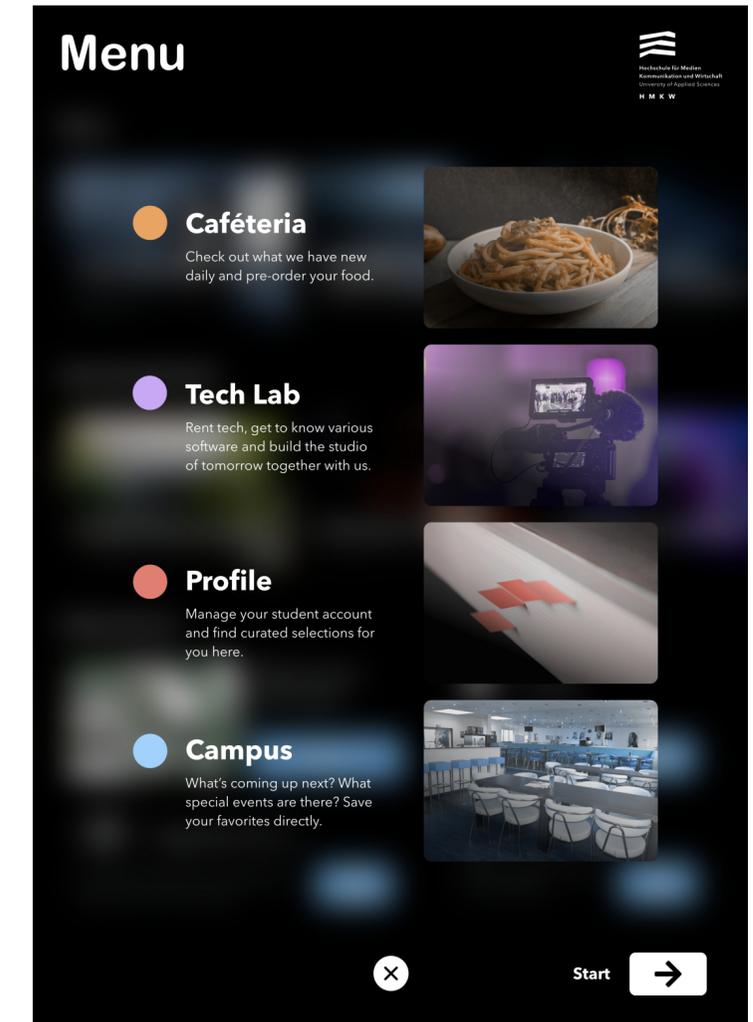
Profile (main)

Hero area for representation, for you area with selected notifications, Quick access for essential options



Campus (main)

Current news about the campus, planned events upcoming, quick access for essential options



Campus (menu overlay)

„Back to start“ Button included

14 // application
ai generated.

Design Management

SoSe 23

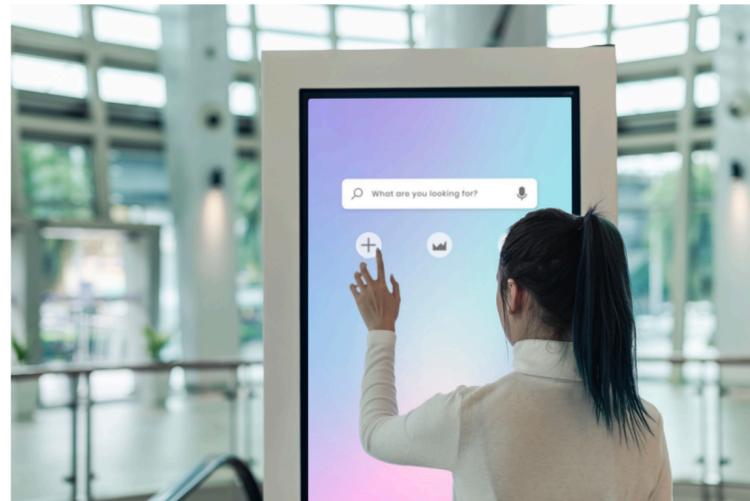


applied content



15 // application photoshop

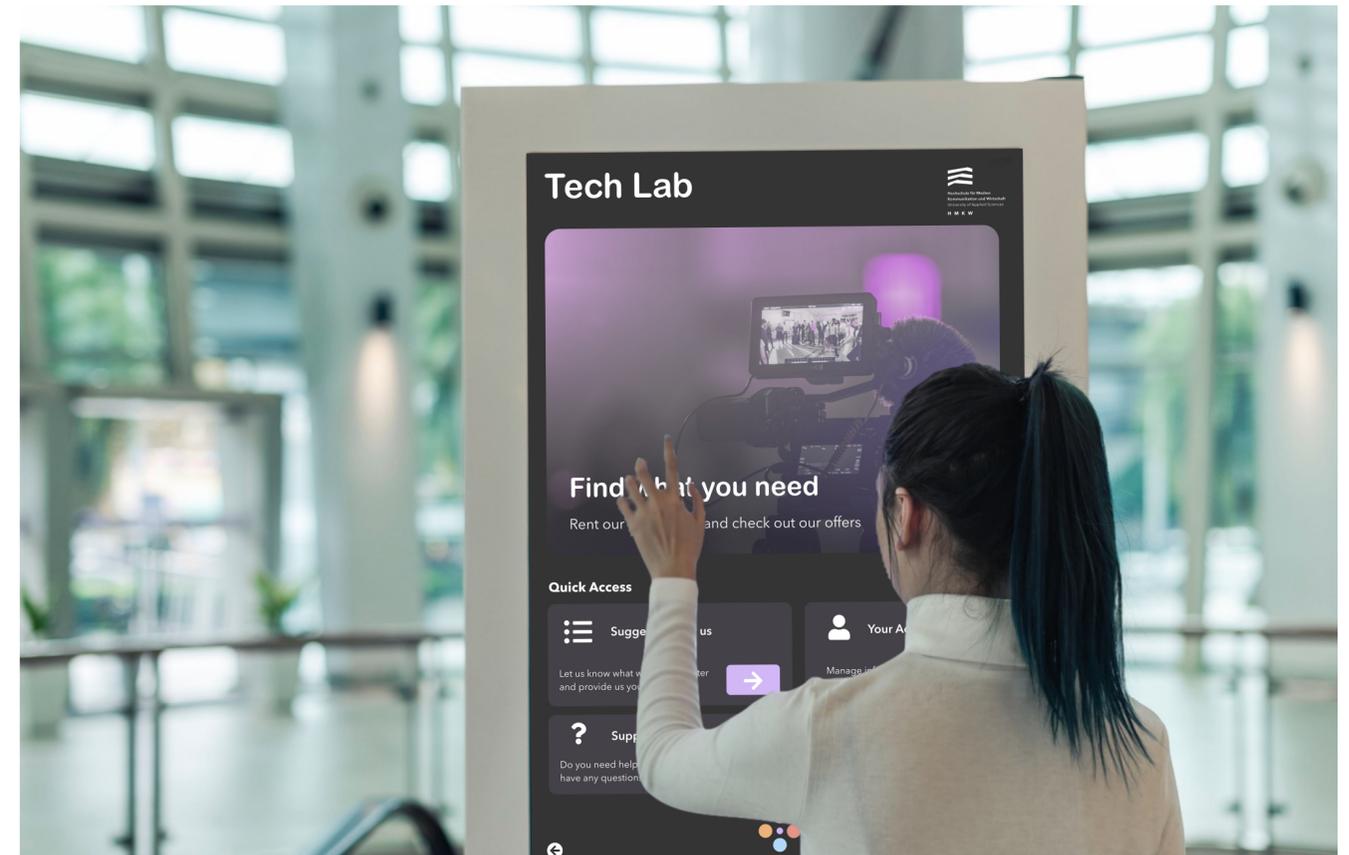
Original image



Applied „Welcome“



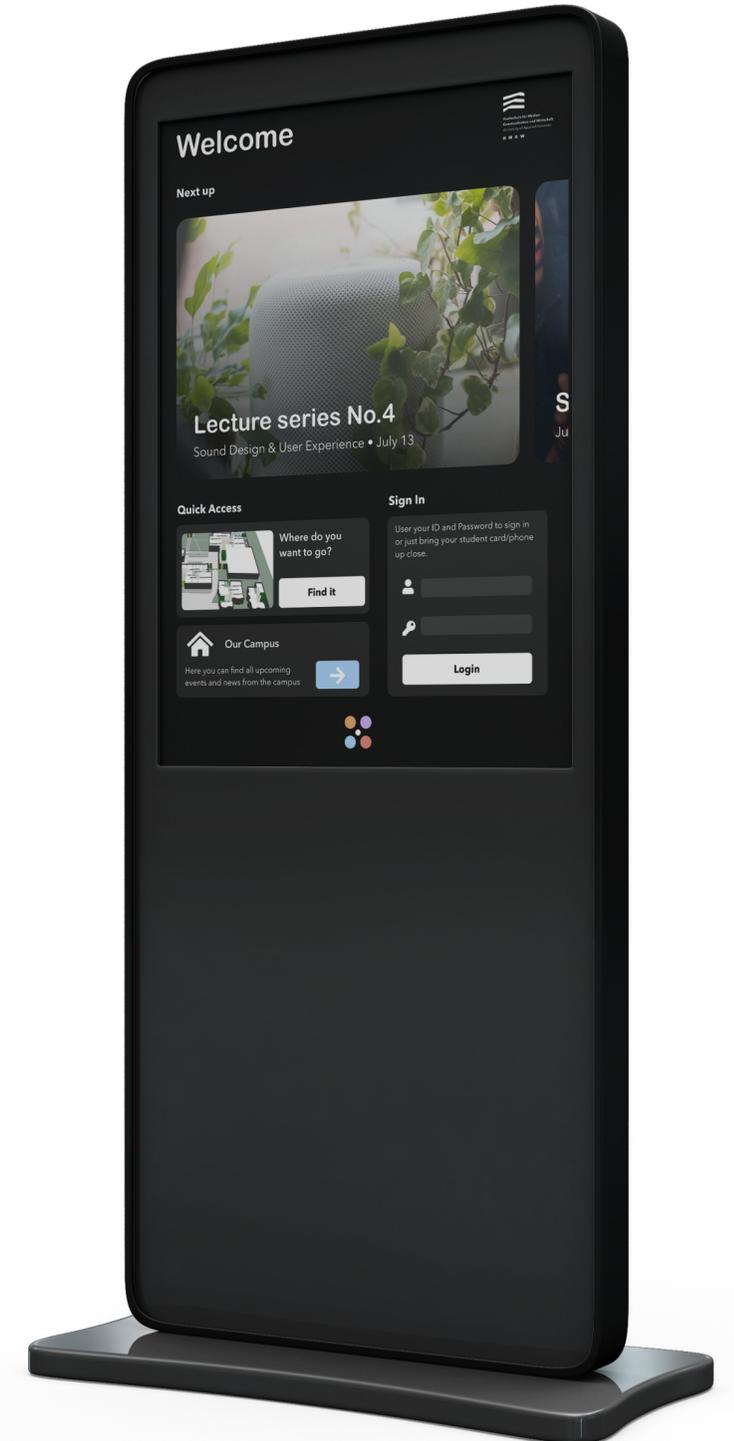
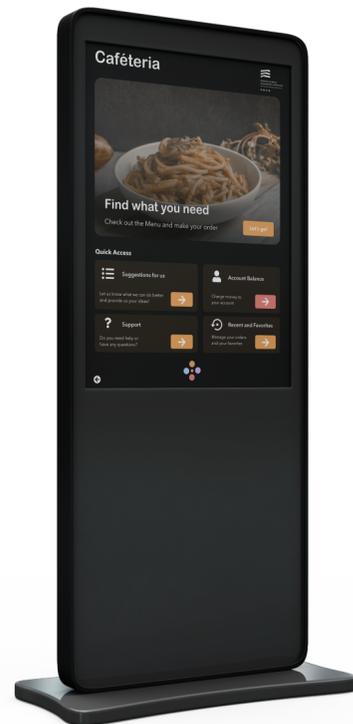
Applied „Tech Lab“



Original image

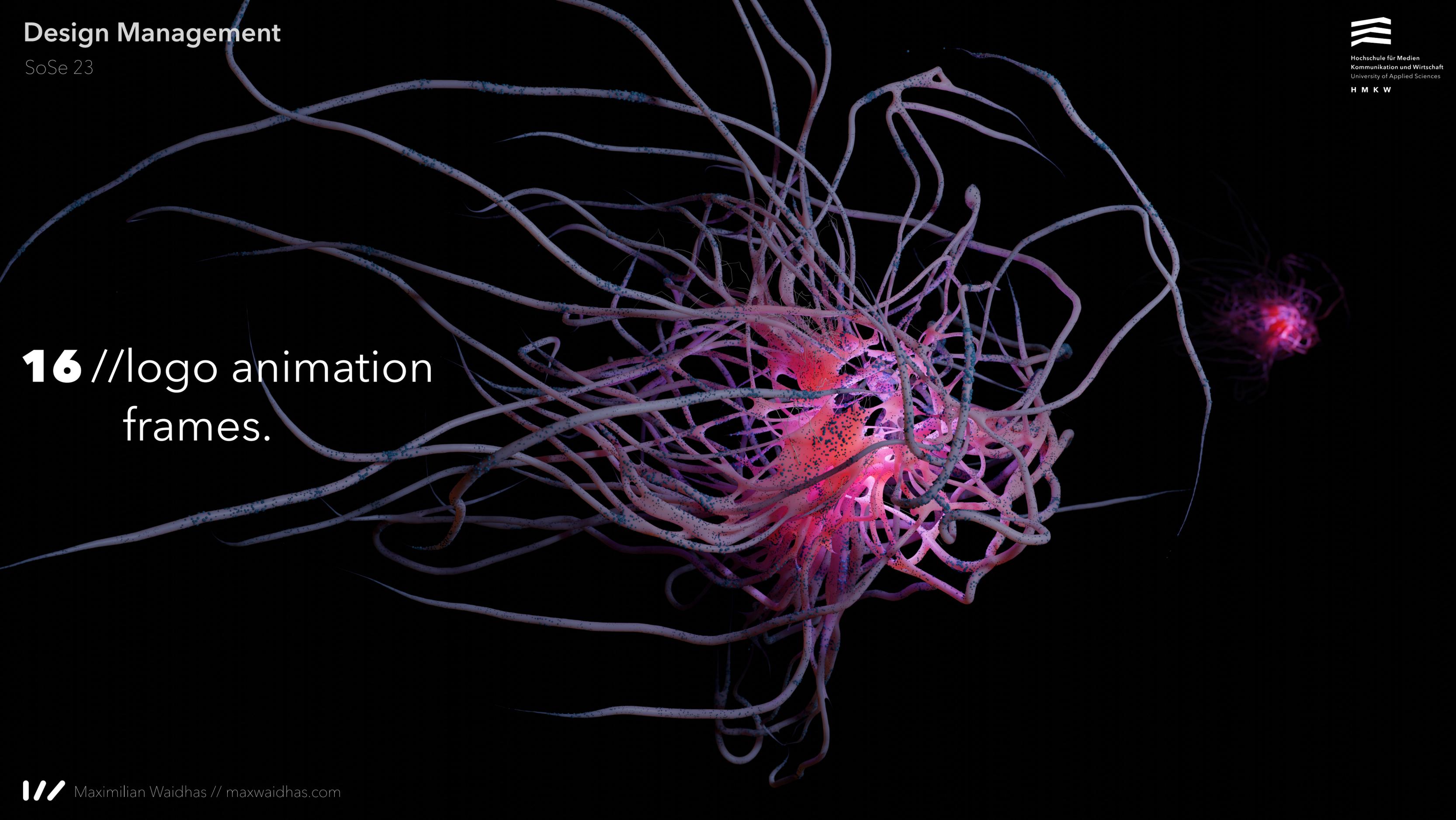


Applied content



Color coded kiosk with applied content



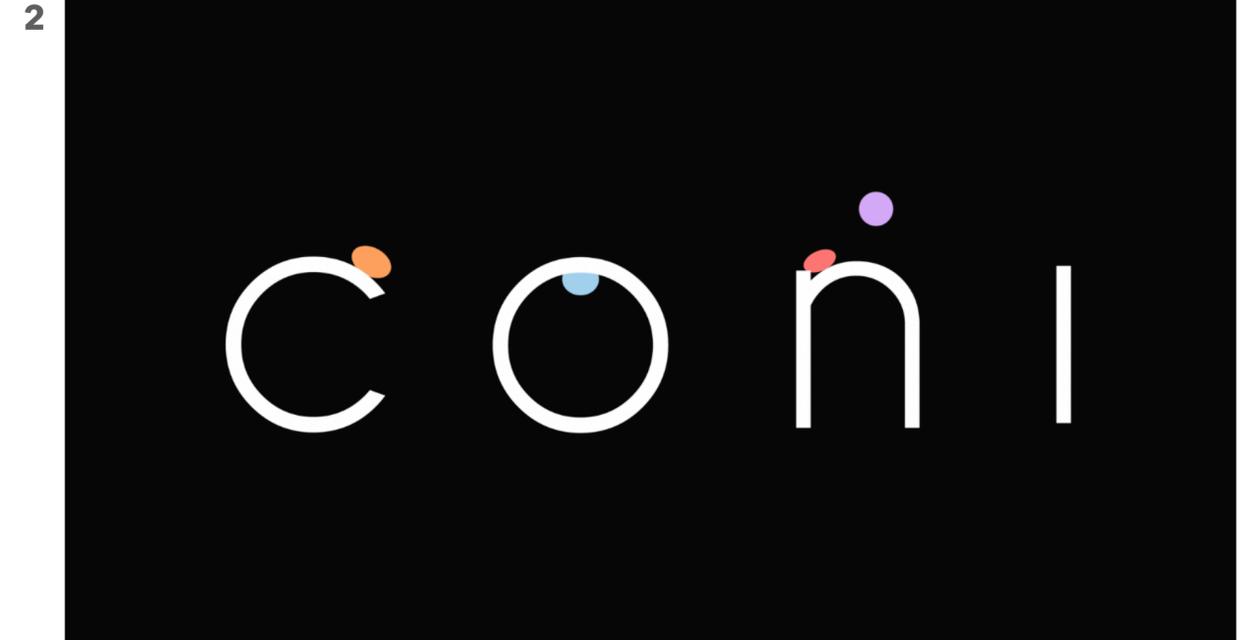


16 //logo animation
frames.

first approach.



All dots are falling down from the center onto the o and start bouncing away



Dots are reaching the letters and are compressed



Dots are bouncing inside and outside of letters



Dots are reaching destination



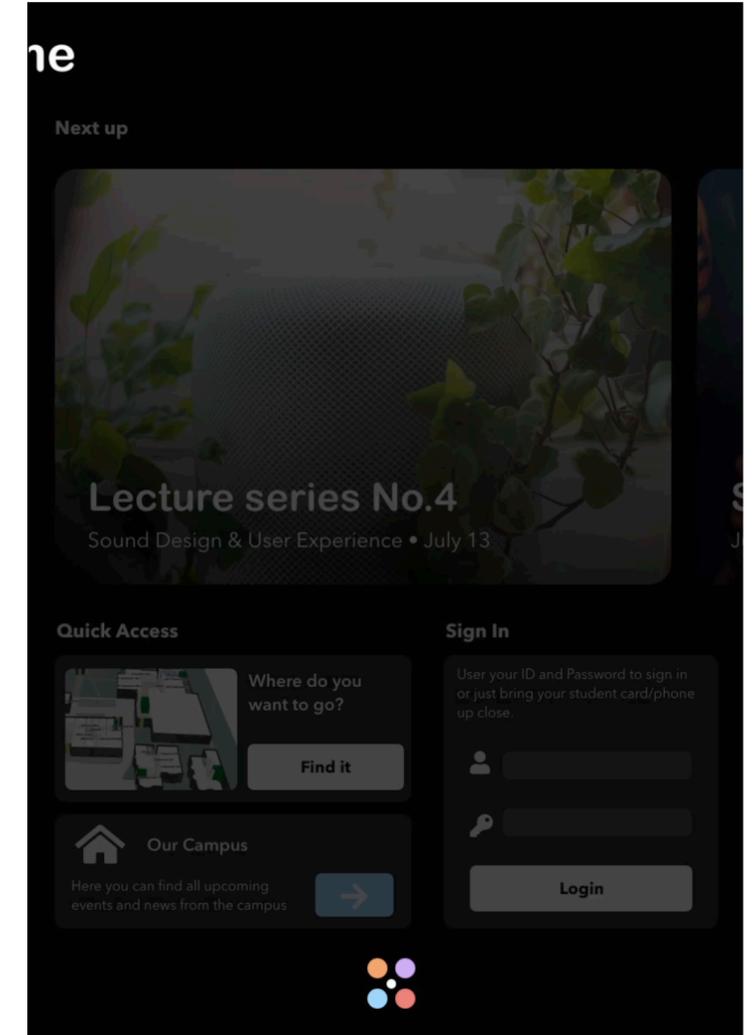
Letters are scaling in from middle



Dots are appearing (slightly grow)



Dots are appearing (slightly grow)



Letters are scaling back (middle) and dots are floating to the bottom to form the menu

17 //brand guidelines
final.

Brand Guideline

users. foundation. relevancy. goal. motivation.
design principle. offer. validation.

OUR USERS

Main Target Audience:

The primary target audience are university students, specifically those enrolled in the universities where the services are implemented.

The main target audience can be described as tech-savvy, digitally engaged students who value convenience, efficiency, and a modern user experience. They are accustomed to using technology in their daily lives and expect seamless interactions with digital platforms.

Second Target Audience:

Everyone providing input data and in the need to be interacting with the displays such as administrative persons or workers from the caf eteria.

OUR FOUNDATION

The brand foundation is built on three core values: exceptional customer service, constant innovation, and a commitment to sustainability. We believe in creating meaningful connections with our users and delivering products and services that make a positive impact on their lives and the world around them and us.

PRODCUT RELEVANCY

Enhanced Information Access:

By providing a central hub for accessing information, the products empower students to make informed decisions about their university experience. Whether it's pre-ordering cafeteria food, managing student accounts, or exploring available tech equipment, the kiosks ensure that vital information is easily accessible and readily available.

Streamlined Processes:

The products significantly streamline various processes that students encounter on a daily basis. For example, students can pre-order food from the cafeteria, saving time and avoiding long queues. They can also conveniently manage their student accounts, check balances, and even create or cancel contracts for equipment rentals. These streamlined processes enhance efficiency and contribute to a smoother university experience.

Empowerment and Personalization:

The products empower students by giving them control over their university experience. They can make suggestions for the cafeteria menu, recommend equipment purchases for the university, and even receive personalized recommendations based on their preferences and usage history. This level of empowerment and personalization fosters a sense of ownership and engagement among the users.

Innovation:

By incorporating a modern and intuitive user interface, the products encourage active engagement from the users. The innovative approach to information access and management creates a dynamic and vibrant university environment. Furthermore, the potential integration of artificial intelligence (AI) holds the promise of further enhancing the user experience and driving innovation in the future.

OUR PRODUCT GOAL

Our goal is to create an emotional connection with university students, enhancing their entire experience. Through digital, interactive kiosks and displays, we aim to infuse joy, convenience, and empowerment into their lives. From pre-ordering cafeteria meals to exploring and influencing tech equipment choices, we strive to make every interaction delightful. By simplifying tasks, providing a platform for student voices, and embracing innovation, we create a memorable and transformative journey. Welcome to a world where technology meets emotions, redefining your university experience.

OUR MOTIVATION

Our motivation is driven by our passion to make a positive impact in the world. We believe that our solutions can transform the university experience and create a better future for students. We are constantly pushing the boundaries of innovation and technology to offer the best possible services to our clients. Our mission is not just to provide a product but to inspire universities to embrace change and grow towards their full potential. We are dedicated to empowering our clients to create a more supportive, inclusive, and engaging community for students. Together, we can make a real difference and build a brighter future for the next generation.

DESIGN PRINCIPLE

Simplified User Interface:

Minimalism: Embrace a clean and clutter-free interface, focusing on essential elements and reducing visual noise. Keep the design simple and intuitive, enabling users to navigate effortlessly.

Clear Hierarchy: Establish a clear information hierarchy, ensuring that important features and functions are easily accessible and prominent. Use visual cues such as size, color, and placement to guide users' attention.

Consistency: Maintain consistency throughout the interface, with standardized design patterns, icons, and terminology. This consistency helps users develop familiarity and confidence in interacting with the system.

- Intuitive
- Seamless
- Efficient
- Enjoyable
- Personalized
- Intelligent
- Responsive
- Dynamic
- Adaptiv
- Predictiv
- Collaborative
- Insightful
- Engaging

Personalized User Experience:

Tailored Recommendations: Leverage user data and preferences to provide personalized recommendations and suggestions. Offer relevant food options, equipment choices, and other services based on individual preferences and usage history.

Customization: Allow users to customize their experience, enabling them to set preferences, select themes, or personalize certain aspects of the interface. This personal touch enhances user ownership and engagement.

Contextual Awareness: Develop an interface that adapts to users' context and needs. Provide relevant information and options based on the user's location, time of day, or specific circumstances, creating a more relevant and efficient experience.

- AI-powered Interface
- Clean and minimalist
- Bold colors
- Communicative iconographie
- User centered

OUR OFFER

Centralized Information Hub: Our products serve as a central information point, providing students with instant access to vital university-related information. From campus news and events to academic calendars and resources, students can easily stay informed and up to date.

Cafeteria Management: Our products enable students to interact with the cafeteria in a seamless and convenient manner. They can pre-order meals, explore menus, provide feedback and suggestions, and even check nutritional information. This streamlines the food ordering process and enhances the overall dining experience.

Personalized Recommendations and Services: By leveraging data and user preferences, our products can offer personalized recommendations for various university services. Whether it's suggesting food options based on dietary preferences or recommending relevant resources and events, the aim is to enhance the overall experience and cater to individual needs.

Student Account Management: Our products provide a user-friendly interface for students to manage their financial accounts and transactions. They can view their account balance, make payments, and even create or cancel contracts for services or equipment rentals, all in one place.

Equipment Rental: Students can use our products to browse and reserve tech equipment available for rent. Additionally, they can offer suggestions on new equipment to be acquired by the university, helping shape the university's technology offerings based on their needs and interests.

Integration of AI: As a potential future application, the integration of AI holds exciting possibilities. AI algorithms can be employed to provide advanced personalized recommendations, optimize resource allocation, and even offer predictive analytics to enhance decision-making processes within the university ecosystem.

OUR VALIDATION

//differentiation. + //relevancy. + //functionality. + //design principles. + //goal.

=customer loyalty!

18 //brand design manual
final.

Brand Design Manual

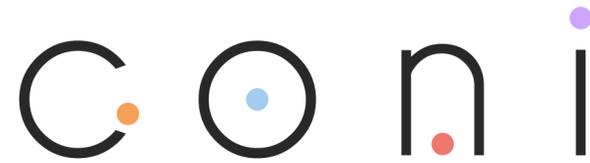
logo. distance. colors. typography. buttons. icons. tiles.

LOGO

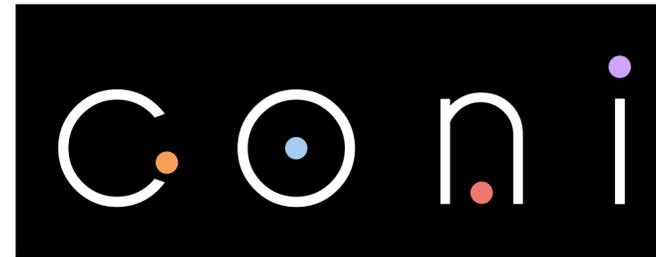
The word and image mark is available in several versions.
The file naming reflects the color variant:

b: black | cb: color & black | w: white | cw: color & white

coni_cb



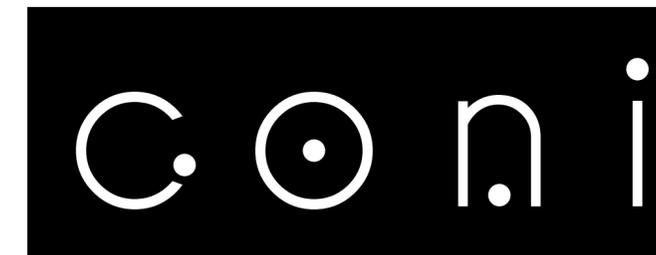
coni_cw



coni_b



coni_w



LOGO

The logo cannot be changed in any way. The placement is not predetermined. However, it should generally be placed at the top left or right. The proportions of the word and image marks must not be changed. The logo must not be compressed or distorted.

No distortion

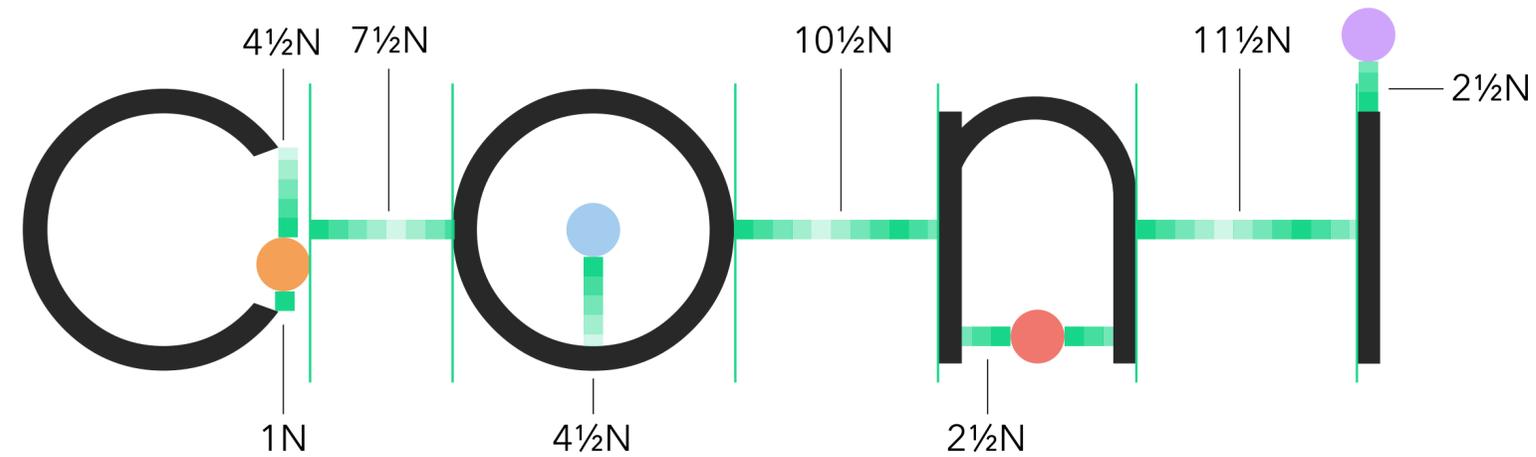


No change in the proportions



DISTANCE INSIDE

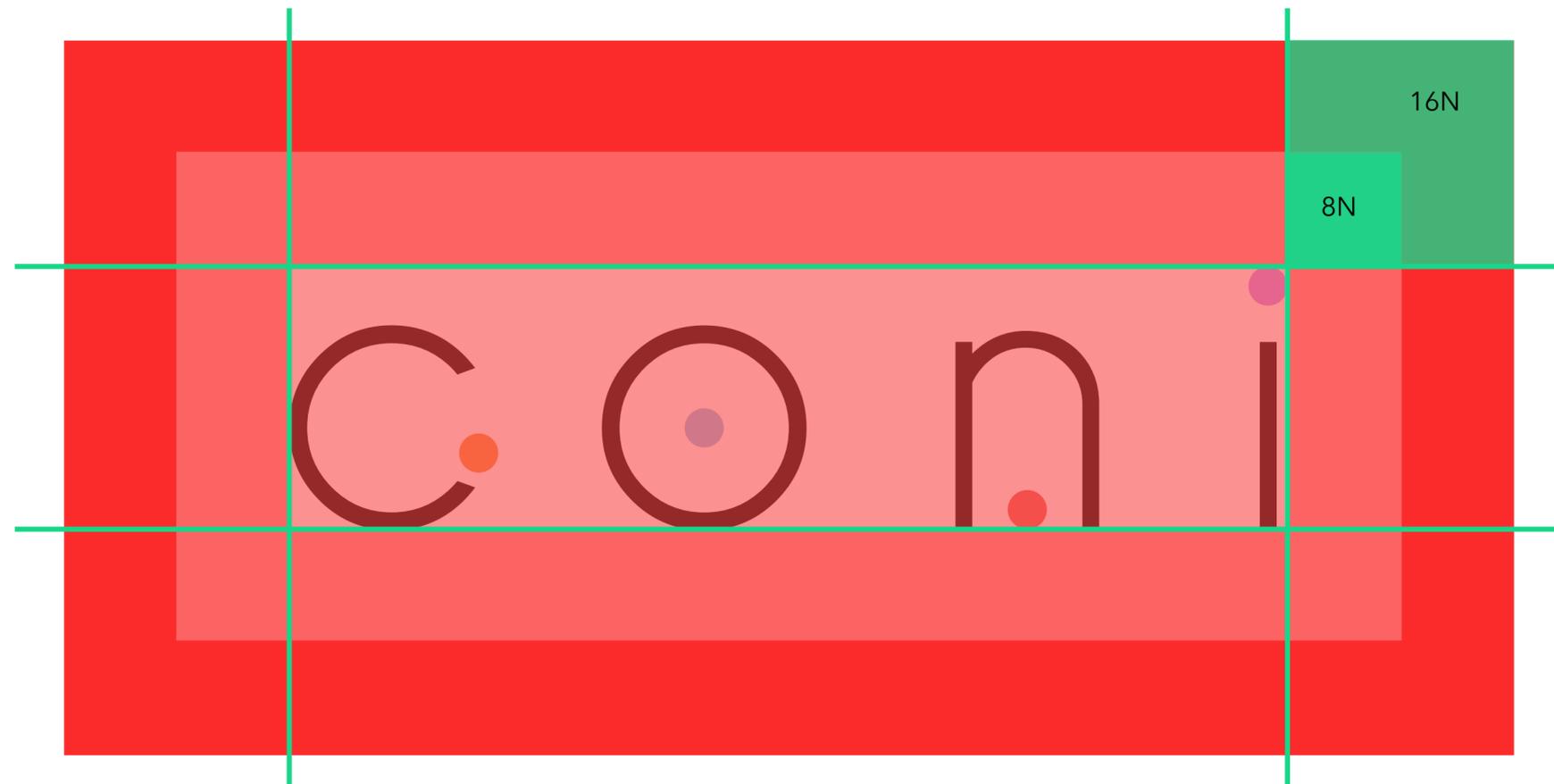
All distances within the logo are clearly defined. The size is given by N. The default spacing is equal to 1N and is based on it in ascending order. The word and picture mark is not to be changed in its shape, spacing and other circumstances unless otherwise defined.



DISTANCE OUTSIDE

 **Digital:** 8N
Analog: 16N

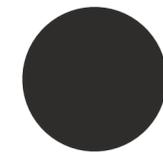
All spacing outside the logo is clearly defined. No elements may be placed inside the boundaries. The outside distance is calculated by N. The default spacing is equal to 8N and is based on two times the value in ascending order. 8N corresponds to six times the 1N value of the spacing. Specified values are the minimum requirement.



COLORS

Base color

The base color defines the basic color of the word and picture mark. It consists of a slightly muted black tone.



Solid Grey

#282828

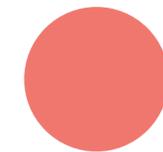
● 40 ● 40 ● 40

● 0 ● 0 ● 0 ● 95

COLORS

Highlight colors

The highlight colors are based on the picture mark. They are not to be modified and may only be used outside the figurative mark for discreet accentuation.

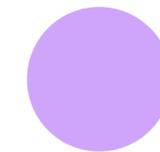


Vibrant Red

#ef776e

● 239 ● 119 ● 110

● 0 ● 65 ● 50 ● 0

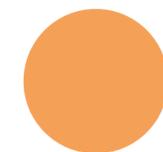


Serene Violett

#cea5fb

● 206 ● 165 ● 251

● 30 ● 40 ● 0 ● 0



Orange Myth

#f5a057

● 245 ● 160 ● 87

● 0 ● 45 ● 70 ● 0



Azure Bliss

#a3ccee

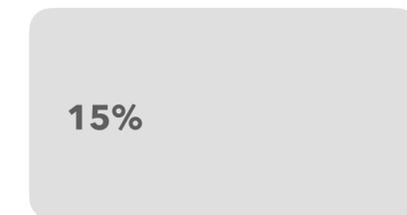
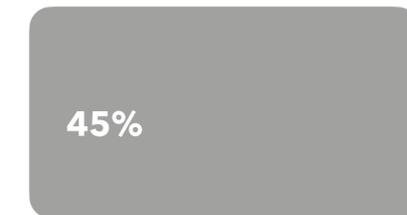
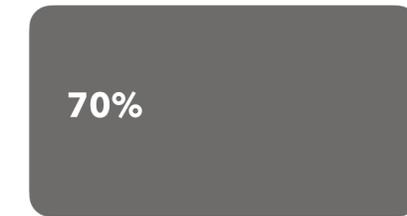
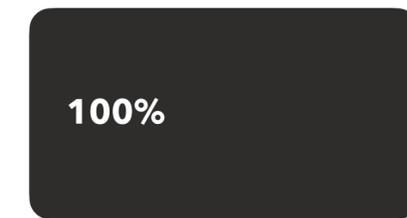
● 163 ● 204 ● 238

● 40 ● 10 ● 0 ● 0

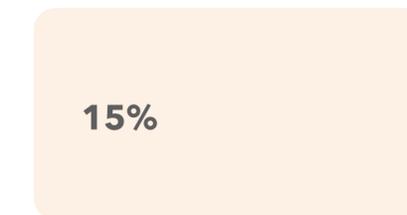
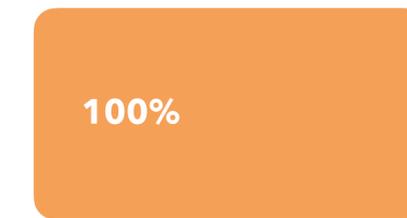
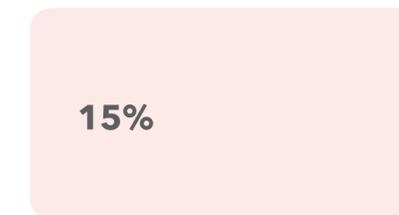
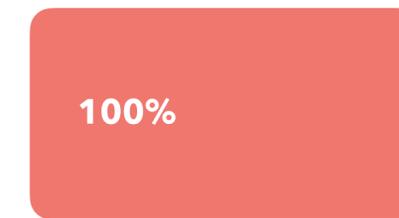
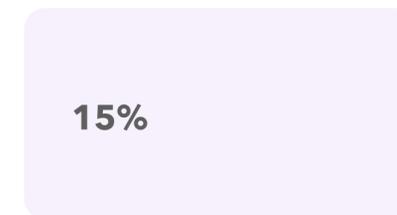
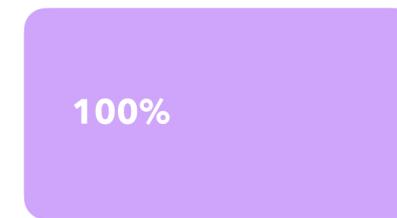
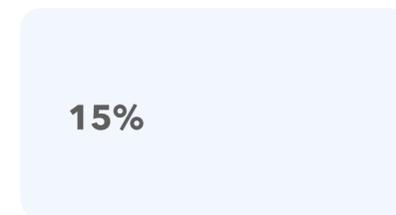
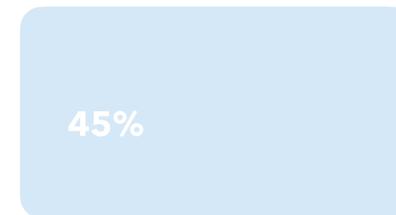
COLORS

The defined colors can be used for design methods in the opacity levels 100%, 70%, 45% and 15%.

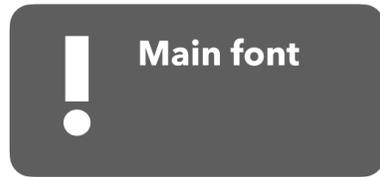
Base Color: Levels



Highlight Colors: Levels



TYPOGRAPHY



The main font is Montserrat, which is available in various weights. For inverted use on dark backgrounds, it is rendered in white. The font is known for its readable and extremely flexible style.

Montserrat Regular

coni

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890&?!:;,.

Montserrat Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890&?!:;,.**

Montserrat Regular

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890&?!:;,.

Montserrat Bold

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890&?!:;,.**

TYPOGRAPHY

Montserrat Regular

Chapter Headline **Version 2**

Version 3

Montserrat Bold

Subheadline. Duis autem vel eum iriure dolor in hendrerit in velit esse molestie consequat.

Subheadline Version 2. Duis autem vel dolor in hendrerit in velit esse molestie.

Subheadline Version 3. Duis autem vel dolor in hendrerit in velit esse molestie.

Montserrat Regular

Continuous text. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Montserrat Bold

Subheading

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, numy eirmod tempor invidunt ut labore et dolore

Subheading Version 2

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, numy eirmod tempor invidunt ut labore et dolore

Subheading Version 3

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, numy eirmod tempor invidunt ut labore et dolore

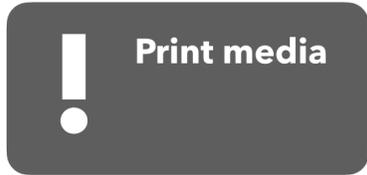
Montserrat Bold

Example **Highlights** schwarz innerhalb des Fließtextes. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, Lorem ipsum dolor.

Example **Highlights** Version 2 innerhalb des Fließtextes. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, Lorem ipsum dolor.

Example **Highlights** Version 3 innerhalb des Fließtextes. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, Lorem ipsum dolor.

TYPOGRAPHY



The serif font Noto Serif can be used for continuous text in printed works (for example, for extensive reports or papers). It is available in six weights. Headlines and other text types use Montserrat.

Noto Serif Regular

Continuous text in serif

Noto Serif Light

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.

Noto Serif Light Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.*

Noto Serif Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.

Noto Serif Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.*

Noto Serif Medium

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.

Noto Serif Medium Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.*

Noto Serif SemiBold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.

Noto Serif SemiBold Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.*

Noto Serif Bold

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.**

Noto Serif Bold Italic

***AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.***

Noto Serif ExtraBold

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.**

Noto Serif ExtraBold Italic

***AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:,.***

TYPOGRAPHY



The Avenir Next sans serif font is used for the application display. It also serves as a fallback for the website, should Montserrat not be displayable.

Avenir Next Ultra Light

coni

Avenir Next Ultra Light

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.

Avenir Next Ultra Light Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.*

Avenir Next Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.

Avenir Next Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.*

Avenir Next Medium

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.

Avenir Next Medium Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.*

Avenir Next Demi Bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.

Avenir Next Demi Bold Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.*

Avenir Next Bold

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
z1234567890&!;:;,.**

Avenir Next Bold Italic

***AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.***

Avenir Next Heavy

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
z1234567890&!;:;,.**

Avenir Next Heavy Italic

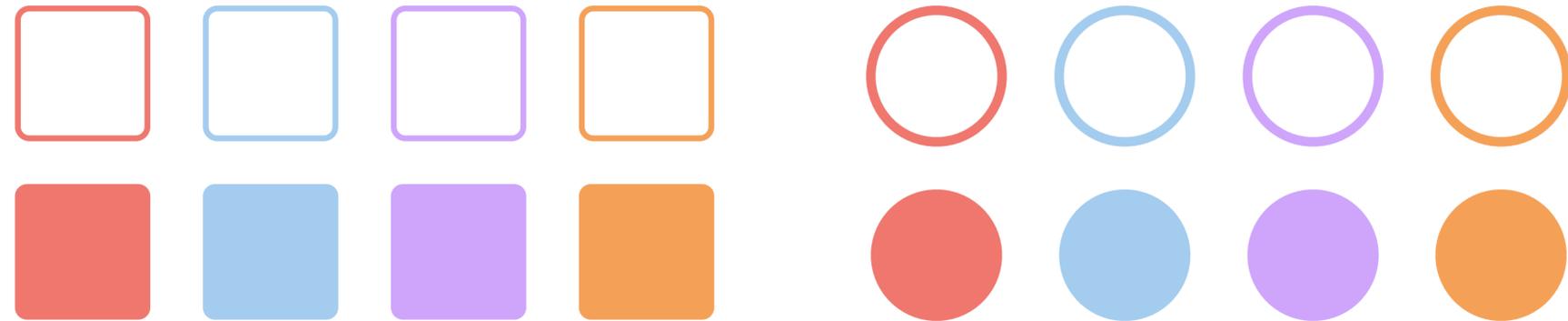
***AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890&!;:;,.***

SHAPES

The picture mark is composed of geometric shapes. Various geometric shapes can be used as graphic support. They are available as contours as well as solid areas. The representation of the figurative mark must not be changed under any circumstances.

Basic shapes

The basic shapes are a rounded square and circle. They can be used in the base color, as well as inverted, and in the highlight colors. Compressing and distorting the squares is allowed. The corner radius of 12px must be observed.



BUTTONS

! Examples of use

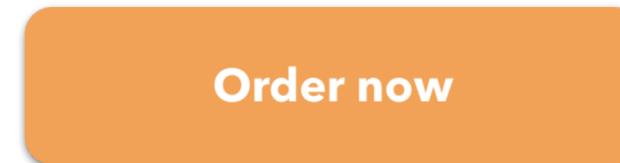
Application

The buttons to be used are available in four textual lengths. Nothing outside this range may be changed. Icons may not be used on the buttons. The only use of text and arrow together is the button leading back to the start.

Highlight Color: Short Text Button



Highlight Color: Long Text Button



Highlight Color: Arrow Button



Reduced Color: Start Button



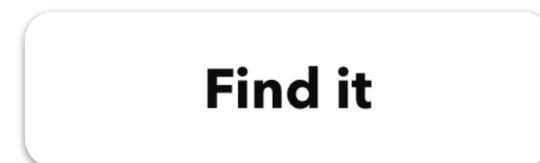
Reduced Color: Close Button



Reduced Color: Back Button



Reduced Color: Medium Text Button



Reduced Color: Extra large Text Button



ICONS

 **Examples of use**

Application

The main color of the icons is white and can be combined with the highlight colors. Areas shown in black are left out in the application so that the respective background shines through.

Shine Through Icons



Single Color Icons



Applied Highlight Color



TILES



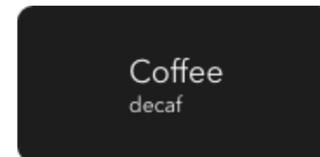
Examples of use

Application

The size of the tiles is predefined. Each type of tile has its dedicated function. The height of the tiles is given in N - starting from 1N of the standard tile. Except for the Standard Tiles, all tiles are equipped with Gradient and Highlight Color.

Standard Tile

1N —

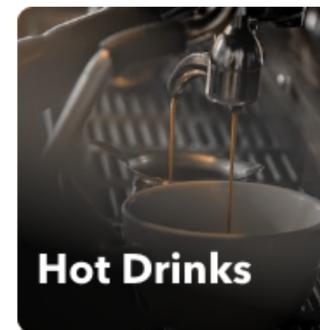


Colored Standard Tile



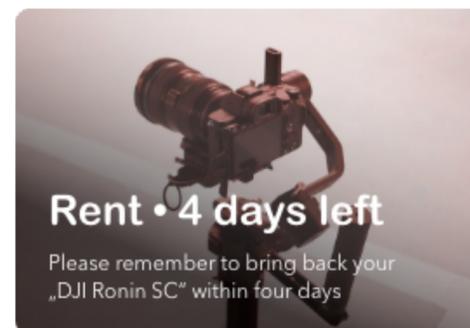
Category Tile

2N —



Highlight Tile

2N —



Menu Tile



TILES

Application

The size of the tiles is predefined. Each type of tile has its dedicated function. The height of the tiles is given in N - starting from 1N of the standard tile.



Examples of use

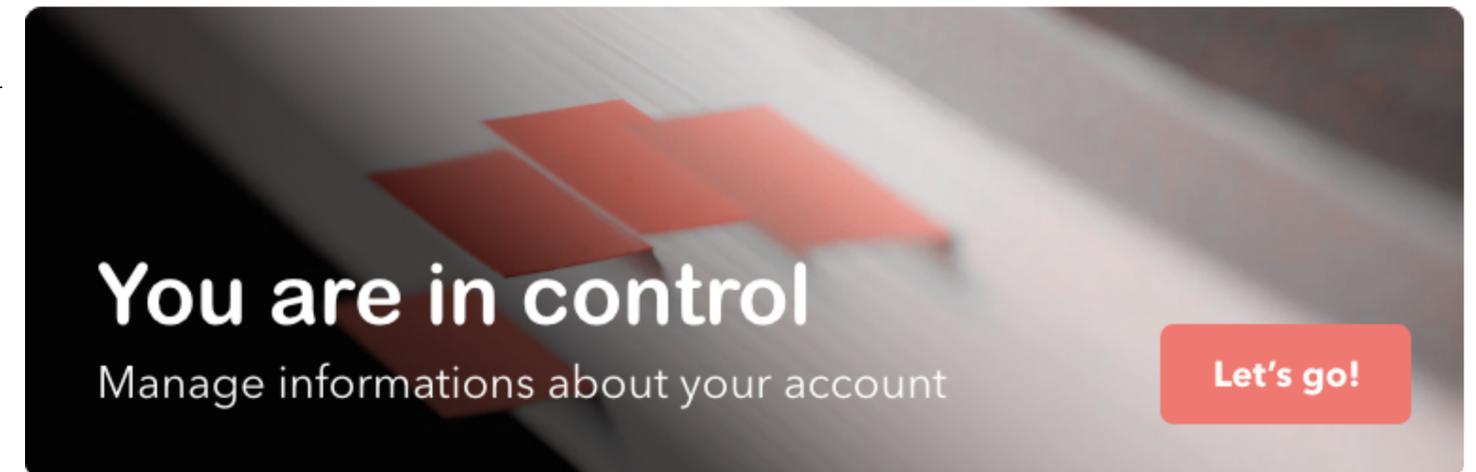
Hero Tile

5N



Large Hero Tile

3N



TILES



Examples of use

Structure

The structure consists of an image, text, the respective highlight color and a gradient.

Standard Tile



+

Rent • 4 days left

Please remember to bring back your
„DJI Ronin SC“ within four days

+



+

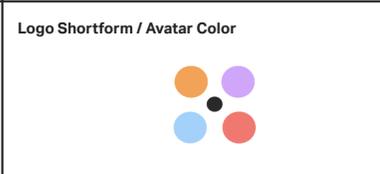
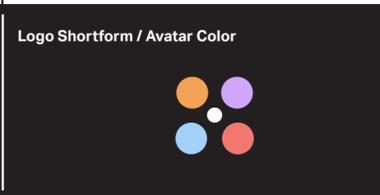
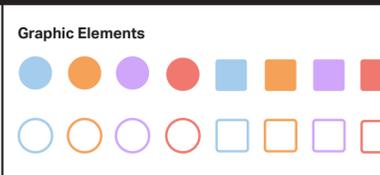


=



19 // poster



<p>Description</p> <p>We are a comprehensive digital platform that enhances the university experience. We provide a central hub that connects students with important information and campus facilities. Our brand simplifies university life by integrating modern design and personalized user experiences for a unique student experience.</p>	<p>Mission</p> <p>Our priorities are to improve the student experience, centralize key services, and engage students in decision-making. By addressing their needs, streamlining processes, and promoting engagement, our offerings become highly valuable tools that contribute to a more efficient, satisfied, and student-centered university.</p>	<p>Vision</p> <p>We have a passion to make a positive impact in the world. Constantly pushing the boundaries of innovation and technology to offer the best possible services, we inspire universities to embrace change and grow towards their full potential. Creating a more supportive, inclusive, and engaging community for students.</p>						
<p>Values</p> <p>Three core values: exceptional customer service, constant innovation, and a commitment to sustainability. We believe in creating meaningful connections with our users and delivering products and services that make a positive impact on their lives and the world around them and us.</p>	<p>Attributes/Personality</p> <p>Our brand is innovative, user-centric, approachable, modern, trustworthy, supportive, dynamic, and student-oriented. We prioritize our users, provide a visually appealing experience, and offer reliable support. With a focus on the student journey, we constantly evolve to meet their needs.</p>	<p>Goal</p> <p>Create an emotional connection with university students, enhancing their experience. Infuse joy, convenience, and empowerment into their lives. Simplifying tasks, providing a platform for student voices, and embracing innovation. Welcome to a world where technology meets emotions.</p>						
<p>Schedule</p> <table border="0"> <tr> <td style="background-color: #00aaff; color: white; padding: 2px;">May</td> <td style="background-color: #9933cc; color: white; padding: 2px;">June</td> <td style="background-color: #ff3333; color: white; padding: 2px;">July</td> </tr> <tr> <td> Concept idea Discovery Phase User Research </td> <td> Visual Concept Wireframing Brand Strategy </td> <td> Visual Design Content Creation Iterative Design </td> </tr> </table>		May	June	July	Concept idea Discovery Phase User Research	Visual Concept Wireframing Brand Strategy	Visual Design Content Creation Iterative Design	<p>Design Principles</p> <p>Our products are characterized by a user-centric approach, a simplified user interface, and a focus on personalized and engaging experiences. By putting user needs first, simplifying the user interface, and creating personalized and engaging experiences, we ensure an intuitive, enjoyable, and customized user experience.</p>
May	June	July						
Concept idea Discovery Phase User Research	Visual Concept Wireframing Brand Strategy	Visual Design Content Creation Iterative Design						
<p>Hero Logo B/W</p> 	<p>Hero Logo Color</p> 	<p>Logo Shortform / Avatar Color</p> 						
<p>Hero Logo B/W</p> 	<p>Hero Logo Color</p> 	<p>Logo Shortform / Avatar Color</p> 						
<p>Typography</p> <p>Montserrat Regular AaBbCcDdEeFfGg HhIiJjKkLlMmNn OoPpQqRrSsTtUu VvWwXxYyZz 1234567890&?!:;.,</p> <p>Montserrat Bold AaBbCcDdEeFfGg HhIiJjKkLlMmNn OoPpQqRrSsTtUu VvWwXxYyZz 1234567890&?!:;.,</p>	<p>Color</p> <ul style="list-style-type: none"> Vibrant Red #e1776e Orange Myth #f5a057 Azure Bliss #a3ccee Serene Violet #cea5fb 	<p>Graphic Elements</p> 						



20 // prototype

Adobe XD

There are two versions of the prototype.

Version 1: Full Access

Use this version with all buttons visible - might distract users what is clickable and what not.

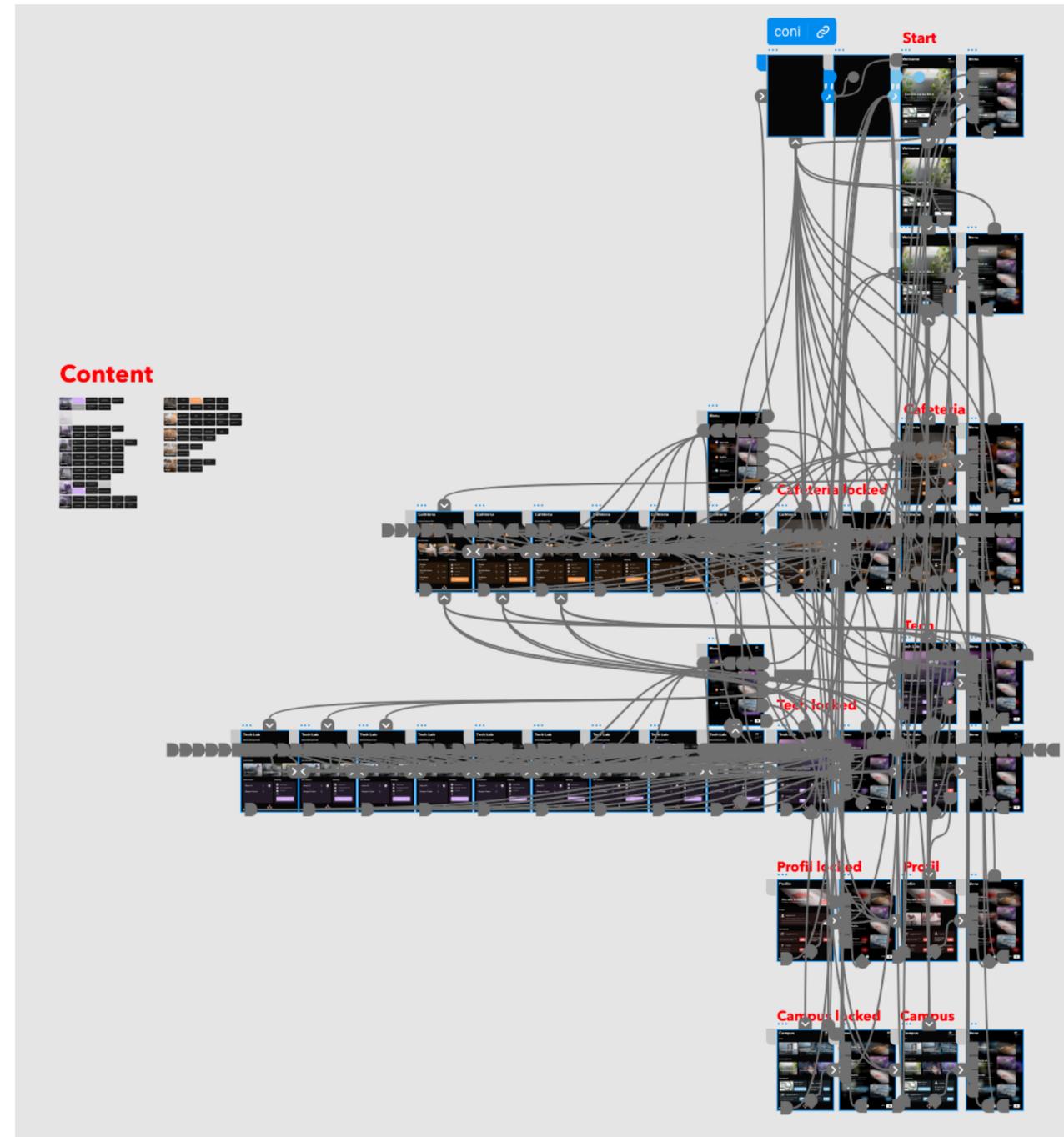
<https://xd.adobe.com/view/97879a10-0852-4621-95d6-4cbde9300703-c2d4/?fullscreen&hints=off>

Version 2: Restricted Access

Use this version with deactivated buttons - might occur like only a few things are linked.

<https://xd.adobe.com/view/13a13b0b-b563-4a1d-a40d-708d5bd0cd57-46f2/?fullscreen&hints=off>

// Find out more about the project and try out the prototype.



*You cannot teach a person anything,
you can only help them discover it within themselves.*

- Galileo Galilei