Logo and visual identity for iSTARS (Informatics and Statistical Tools for Advancement of Research Success), a ERA Chair project developed at FMUL
VALUES & PRIORITIES

✓ Excellence in science
✓ Training the next generation of scientists
✓ Sustainability of the project in the long term
✓ Open access to science and open access to data

*retrieved from the webinar The iSTARS project: an opportunity to develop a Data science program
✓ Medical practice
  clinical informatics consult (learning from similar patients)
✓ Improvements in health systems
  staffing management + reduce medical errors
✓ Fast-forward medical research
  data guided discovery and hypothesis generation + matching patients with clinical trials
✓ “Self” health (personalized medicine)
  wearables + improve self diagnosis

*retrieved from the webinar The iSTARS project: an opportunity to develop a data science program
KEYWORDS

Research  Medicine  Healthcare  Informatics  Big Data  Statistics  Open Science  Open Data
The iSTARS project: an opportunity to develop a data science program

*retrieved from the webinar The iSTARS project: an opportunity to develop a data science program*
Better healthcare through data science
LOOK & FEEL

✓ Young
✓ Futuristic (iSTARS - stars, constellations, space)
✓ Abstract (related with data)
✓ Organic (related with healthcare and medicine)
✓ Contrast: Human VS Data

Concepts
Science
Informatics
Data
Medicine
Healthcare
Organisms are made of patterns as well as data.
module

noun [ C ]

UK /'mɒdjuːl/  US /'mɑːdʒuːl/

✓ one of a set of separate parts that, when combined, form a complete whole

*retrieved from the Cambridge Dictionary*
3 AXIS Training Translation Science + MEDICATION pills/drugs = BASIC MODULE
Logo Construction

✓ Hidden module in the letter “A”
✓ Letters with round corners
Logo w/ description

STARS
ERA Chair

Informatics and Statistical Tools for Advancement of Research Success
Logo - 1 color
Logo - Black and White
COLOR PALETTE

Main colors

- Blue - calming color, symbolizes inspiration, health and wisdom
- Yellow - official FMUL color
*IBM Plex™ is an international typeface family designed by Mike Abbink, IBM BX&D, in collaboration with Bold Monday, an independent Dutch type foundry. Plex was designed to capture IBM’s spirit and history, and to illustrate the unique relationship between mankind and machine—a principal theme for IBM since the turn of the century.

**IBM Plex Sans**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! . ; -

Install ↓

**IBM Plex Mono**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! . ; -

Install ↓
ICONOGRAPHY

✓ Possibility of creating more icons based on the initial module