

PRESS RELEASE
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BICC launches a new logo

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On the occasion of its 20th anniversary, BICC (Bonn International Center for Conversion) has tackled the comprehensive task of redesigning its logo and its corporate design. Both mirror the conceptual advancement in Conversion Studies of the internationally renowned institute for peace and conflict research.

BICC's work is based on a wide understanding of Conversion Studies. **"Problems of organised violence and the search for avenues to overcome these lie at the heart of our work. This is not a linear process,"** underlines Professor Conrad Schetter, Director for Research at BICC. For this reason, the Center has chosen to leave behind the symbols of its former logo and instead to put its name—BICC—first.

In the past 20 years, BICC has developed into one of the leading German peace and conflict research institutes. Once again, BICC was recognized amongst the most important think tanks worldwide—in no less than two categories—in the University of Pennsylvania's *Global Go-To Think Tank Report*. **"We are proud of our name—reason enough for us to give it pride of place in our logo, too!"**, Conrad Schetter comments on the new word mark.

The new logo and corporate design was developed by the Dusseldorf-based agency DIESEITS – Kommunikationsdesign.

Not only will the BICC website and the *Annual Report 2014*, which will be published soon, reflect the new corporate design. The Centre will also be issuing new publication series, such as the **Policy Brief** (short analyses of and commentaries on current topics, former BICC *focus*), the **Working Paper** (interim research outcomes resulting from project work and practice-oriented academic work, former BICC *paper*), and the **Knowledge Notes** (project, conference and workshop reports, former BICC *brief*). The **GMI** (annual update of the Global Militarisation Index) will be published in early December. Based on current

data, it will depict the relative weight and importance of the military apparatus of states in relation to their societies as a whole.

BICC is a think tank with international staff. It was founded in 1994 and is a member of the Johannes-Rau-Research Community. The Center's Director for Research holds a chair for Peace and Conflict Research at Bonn University. The Center receives annual core funding by the state of North Rhine-Westphalia. Its donors come from German and international research institutions, German federal ministries and international organisations. For more information please refer to the new BICC flyer at

http://www.bicc.de/fileadmin/Dateien/pdf/press/2014/BICC_Flyer_e.pdf