

# Corporate Design

for a more peaceful world

## **Contents**

1	we are bicc	3
2	mission & vision	6
3	logo	C
4	colours	14
5	topics	16
6.	brand	22



## **English**

bicc - Bonn International Centre for Conflict Studies is an independent international research institute dedicated to research and policy advice on the conditions, dynamics and consequences of violent conflicts to contribute to a more peaceful world.

Its multidisciplinary approach covers the topics of

- building peace and social cohesion
- militarisation and arms control
- agents and patterns of security and war
- violent environments and infrastructures
- migration and forced displacement

bicc was founded in 1994 with the support of the German state of North Rhine-Westphalia and is a member of the Johannes-Rau-Research Community.

## **English**

bicc is an independent international research institute dedicated to research and policy advice on the conditions, dynamics and consequences of violent conflicts to contribute to a more peaceful world. bicc was founded in 1994 with the support of the German state of North Rhine-Westphalia and is a member of the Johannes-Rau-Research Community.

long description

short description

## **Deutsch**

Das bicc - Bonn International Centre for Conflict Studies ist ein unabhängiges internationales Forschungsinstitut, das sich der Forschung und Politikberatung zu den Bedingungen, Dynamiken und Folgen gewaltsamer Konflikte widmet, um einen Beitrag für eine friedlichere Welt zu leisten.

Sein multidisziplinärer Ansatz umfasst die Themen

- Friedensförderung und sozialer Zusammenhalt
- Militarisierung und Rüstungskontrolle
- Akteure und Muster von Sicherheit und Krieg
- Gewaltsame Umwelt und Infrastrukturen
- Migration und Flucht

Das bicc wurde 1994 mit Unterstützung des Landes Nordrhein-Westfalen gegründet und ist Mitglied der Johannes-Rau-Forschungsgemeinschaft.

## **Deutsch**

Das bicc ist ein unabhängiges internationales Forschungsinstitut, das sich der Forschung und Politikberatung zu den Bedingungen, Dynamiken und Folgen gewaltsamer Konflikte widmet, um einen Beitrag für eine friedlichere Welt zu leisten. Das bicc wurde 1994 mit Unterstützung des Landes Nordrhein-Westfalen gegründet und ist Mitglied der Johannes-Rau-Forschungsgemeinschaft.

long description

short description



## we stand



## Vision

bicc's vision is a more peaceful world where the outbreak of violent conflict is prevented, allowing people to live safely, with dignity and in balance with their environment.

#### We

- conduct research for a more peaceful world.
- provide policy advice for a more peaceful world.
- stengthen capacities for a more peaceful world.
- build partnerships based on trust, diversity and respect. Worldwide.

## **Mission**

bicc's mission is to conduct research, advice on policy and strengthen capacities for responding to and preventing future outbreaks of violence in (post-)conflict regions.

#### bicc

- conducts research and develops innovative concepts to further academic debates on peace and conflict.
- provides policy advice on how to address the conditions, dynamics and consequences of violent conflicts.
- strengthens capacities for analysing and addressing violent conflicts.
- builds networks to interlink research, practice and policy on peace and conflict.
- works in partnerships based on trust, diversity and respect. Worldwide.



**Bonn International Centre for Conflict Studies** 

**Bonn International Centre for Conflict Studies** 









## Logo & Layout - please do not

#### Stretch logo







### **Split logo into parts**



Change its colour



#### **Override margins**

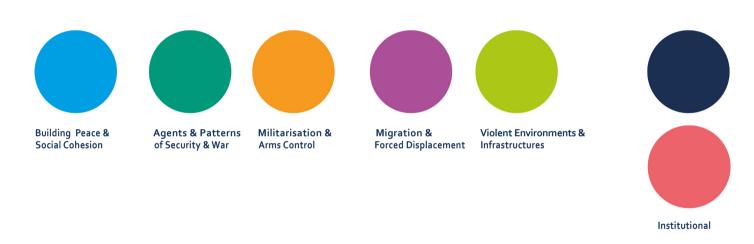




Margins: 200 px



## **Colours**





This topic brings together bicc's research on the tensions and potentials for peace within societies. Projects within this topic aim to understand actor experiences and perceptions to identify common or competing visions of peace and social cohesion.





bicc projects in this topic focus on the effects of militarisation and weapons proliferation. bicc's work aims to reduce their negative impact by strengthening arms control measures at various levels of society.



## Migration & Forced Displacement

bicc's projects on migration and forced displacement focus on the mobility, livelihood strategies, integration and reintegration prospects of forcibly displaced individuals, along with the causes and consequences of protracted displacement. They provide policy advice, engage in dialogue with key stakeholders and contribute to public debates on the topic.



For its research on violent environments and infrastructures, bicc explores how differing worldviews on access to resources, climate-driven scarcity and development projects contribute to social conflicts, aiming to understand and address the link between violent conflict and social inequalities through sustainability perspectives.



# bicc report

A bicc report is an umbrella format for bicc staff and associated experts to publish different outputs on our projects and topics. It is primarily targeted towards project donors, but also written for our broader audience of scholars, policymakers and practitioners.

# bicc policy brief

A bicc policy brief is a tool for bicc staff to deliver clear and timely advice on policy decisions based on evidence from our research. It is targeted towards policymakers, politicians, civil servants and all those in a position of influence.

## DICC GMI Global Militarisation Index

With its GMI, bicc is able to objectively depict worldwide militarisation for the first time. The GMI compares, for example, a country's military expenditures with its gross domestic product (GDP) and its health expenditure.

# bicc podcast

In the bicc podcast "Give Peace a Chance", our hosts discuss a key topic with a guest and an expert from bicc. They bring forgotten conflicts back on the agenda and engage in lively discussions on a wide range of topics.

# bicc peacebits

bicc peacebits are a collection of blog entries and external posts of bicc staff that provide a commentary on current events, debates or trending issues. Entries are in English and German.

# bicc clips

bicc produces short video clips highlighting our work and staff, associated experts, partners, as well as our events.

## Logo

Silvia Gaiganigo, Graphic Designer

## **Corporate Design**

Silvia Gaiganigo, Graphic Designer Elvan Isikozlu, Head of Advice & Scientific Transfer Nele Kerndt, Student Assistant Verena Krautter, Communications Manager Lars Wirkus, Head of Research Infrastructure & Data

## **Editorial layout**

Silvia Gaiganigo, Graphic Designer Verena Krautter, Communications Manager

## Rights

all rights reserved: BICC - Bonn International Centre for Conflict Studies gGmbH