

## Press Release 1/2016

Halle (Saale), 11<sup>th</sup> January 2016

### IWH launches new logo and corporate design

At the turn of the year, the Halle Institute for Economic Research (IWH) – Member of the Leibniz Association launches a new corporate design. A central starting point for this is a new logo which shares characteristic elements of the old logo and reinterprets them.

IWH President Reint E. Gropp welcomes the relaunch as an important part of the institute's public standing: "We wanted to complement the re-focus of the IWH's research profile with a fresher, more dynamic corporate design. I think the design underlines the dynamic development of the institute on a visual level."

#### Recognisable and modernised

The new corporate design was created by the design agency Heimrich & Hannot. Besides a new logo and a variety of communication tools as flyers and business cards, it also includes the redesign of all IWH publications.

To ensure some continuity of the institute's visual identity, the main features of the old logo including the diagonal alignment and the arrow-shaped triangles were maintained. The typographical short form IWH is now aligned horizontally; the typeface is stronger and makes more of a visual statement. The logo symbolises the dynamics and development of economic processes and gives a solid foundation to the whole brand. This is accompanied by well-balanced proportions which, in different sizes, guarantee a good presentation.

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Topicality  
corporate design relaunch

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#### IWH List of Experts

The [IWH List of Experts](#) gives an overview of the IWH research themes. The institute's [press office](#) will be pleased to establish contact to the respective experts.

The Halle Institute for Economic Research (IWH) – Member of the Leibniz Association was founded in 1992. With its three research departments – Macroeconomics, Financial Markets, and Structural Change –, the IWH conducts economic research and provides economic policy recommendations,

which are founded on evidence-based research. With the IWH's guiding theme "From Transition to European Integration", the institute's research concentrates on the determinants of economic growth processes with a focus on efficient capital allocation in a national and European context. Particular areas of interest for the institute are macroeconomic dynamics and stability, microeconomic innovation processes, productivity and labour markets, the dynamics of structural adjustment processes, financial stability and growth and the role of financial markets for the real economy.

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