

## Press release

**Leibniz-Institut für Psychologie (ZPID)**

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08/09/2023

<http://idw-online.de/en/news818964>

Miscellaneous scientific news/publications, Organisational matters  
Information technology, Nutrition / healthcare / nursing, Psychology, Teaching / education  
transregional, national



## New logo for the ZPID

**The Leibniz Institute for Psychology (ZPID) now also carries its acronym in its logo**

For some time now, ZPID is also directly recognizable by its logo. In the course of its more than 50-year existence, the former "Zentralstelle für Psychologische Information und Dokumentation" has evolved into the Leibniz Institute for Psychology (ZPID). "The acronym ZPID at that time has become our brand," says Director Prof. Dr. Claudia Dalbert. "We wanted to make that visible again in our external image and in our products." Managing Director Dr. Gabriel Schui adds: "In combination with the established image mark, which shows a Psi, formed from l and p, a harmonic logo is created. In conjunction with the typeface used, the logo has a classic, as well as modern appearance. It is complemented by the institute's name.

Facelift for the website as well

With the introduction of the new logo, ZPID's website has also been reworked. The facelift mainly includes a better findability of the institute's products. These support the entire scientific work process, from literature research and study planning to data collection and analyses to documentation, archiving and publication of results in psychological research. Furthermore, a more consistent operation on mobile devices could be achieved. As usual, ZPID's own news, jobs and events can be found on the start page. The service offers of ZPID are placed in the top menu field. „Jobs“ lists more than 2,000 job openings for psychologists each year. Conferences and meetings are listed under „Events“.

**zpid** 

**Leibniz-Institut für  
Psychologie**

The Logo from Leibniz Institute for Psychology (ZPID)