



January 7, 2010

Bausch + Lomb updates its corporate logo

Matthew Daneman
Staff writer

Goodbye Bausch & Lomb, hello http://www.bausch.com/en_US/default.aspx target=_new>Bausch + Lomb. The Rochester-based eye-care company plans over the next 18 to 24 months to roll out a new logo and icon on everything from its product packaging and letterhead to TV ads and corporate signage.

The new look, announced Wednesday, replaces what had been black lettering with the company's traditional blue-and-green color scheme. The company also is yanking the ampersand in favor of a cross that has more of a medical and health connotation, B&L spokeswoman Elizabeth Murphy said.

"Ever since we went private, we've been quietly, steadily making changes in the organization. This logo was part of those," Murphy said. "We consider ourselves in an evolution right now and this is a sign of that evolution and changes to come."

The new logo already is showing up in North America on some boxes and bottles of ReNu multipurpose contact lens solution, Murphy said.

Twelve months ago, another of the area's major companies, Xerox Corp., changed its logo to all-lowercase letters next to a sphere — as part of a new marketing and branding strategy

Messing with a corporate logo can be a minefield. Fruit juice company Tropicana in 2009 unveiled a new logo that did away with the traditional "straw sticking out of the side of an orange," only to quickly bring the orange back after consumer backlash.

Such logo changes often are done just to get away from a dated look, said Ram Bezawada, assistant professor of marketing at the State University of New York at Buffalo's School of Management.

As culture changes, so does popular perception of color choices and fonts, Bezawada said. "What's perceived as cool a couple of years ago might not be the same thing today."

MDANEMAN@DemocratandChronicle.com
