

# Merck rebrands as leading science, technology company

Merck has launched a global rebrand that fundamentally reflects its transformation into a global science and technology company. At the same time, the brand architecture at business level has been simplified. Outside the US and Canada, the company will operate uniformly as Merck.



With the introduction of the new brand design, the previously independent divisional brands Merck Serono and Merck Millipore will be eliminated. In the future, Merck Serono will operate as the biopharmaceutical business of Merck and Merck Millipore as the life science business of Merck.

Merck's visual image is fundamentally new. It is based on the concept of a vibrant science and technology company, and is inspired by the colourful and multifaceted shapes seen under a microscope. The new design features expressive colours and shapes with a scientific look-and-feel. These are also reflected by the new company logo. In comparison with the former logo, it makes a bold statement; its design is less complex and can be used in different colours.

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