

Logitech Redesigns Brand

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Logitech unveils what it claims is its "biggest brand transformation"-- dropping the "tech" in the name (making it just "Logi") and replacing the teal boomerang logo with a cleaner, sleeker design.



As the announcement release puts it, the rebranding signifies the Swiss company sells not just PC peripherals, but "products that have a place in every aspect of your daily life." As tablet covers, Bluetooth speakers and, well, PC mice tend to do, after all.

"Logitech has undergone huge changes, so we've created an identity that is an expression of who we are today and who we will be moving forward," the company adds. "A company transformation of this magnitude should come with an equally bold transformation of its brand."

As such, the "Logi" brand will appear in select products, some in existing categories and others being "twists and a few surprises" in new ones. The rebranding should also show up on the internet, packaging and in-store displays over the rest of the year.

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