

Twitter Announcement: Elon Musk is Changing the Brand and Logo of Twitter to “X”



New York City, New York Jul 24, 2023 ([IssueWire.com](https://www.issuewire.com)) - On Sunday, Elon Musk said that he is planning to implement some new changes which include changing the Twitter logo to an “X” from the extremely popular bluebird. This is going to be the latest big change since he bought this extremely talked about social media platform last year for \$44 Billion. The Twitter owner shared a series of posts on his Twitter account saying that he’s willing to make some worldwide changes as soon as Monday. On Sunday, he Tweeted, “Not sure what subtle clues gave it way, but I like the letter X.”

Musk wrote further, “And soon we shall bid adieu to the Twitter brand and, gradually, all the birds.” co-founder of marketing consultancy Metaforce, Allen Adamson said that the world is quite familiar with Musk’s long history with the name “X”. Last October, the billionaire Tesla CEO said, “Buying Twitter is an accelerant to creating X, the everything app.” His rocket company, Space Exploration Technologies Corp. is popular with the name “SpaceX”. And his 1999 startup called “X.com”. Now, this is an extremely popular online financial services company known as “PayPal”.

His decision about this change has met with strong and sharp criticism on social media. Adamson said that the change will be creating confusion amongst a huge chunk of the Twitter audience. And immediately after the news broke everyone saw the souring outcome on the social media platform along

with other major changes Musk has made by far. “They won’t get it,” Adamson said, “It’s a fitting end to a phenomenal unwinding of an iconic brand and business.”

Earlier this month Musk laid new curfews on his digital town plaza, where he demeaned the advertising which could undermine the cultural aspects of this platform and influence trendsetters. This too was highly criticized by everyone on that platform. And earlier this year, Musk rolled out the higher Tweet-viewing threshold as part of an \$8 per month subscription service. This step was considered to uplift the revenue of this platform. The revenue dropped and the company has to cut down three-fourths of the workforce to slash costs and avoid bankruptcy.

His initiation to change the Twitter logo to an “X” is a way to get ahead of the competition with Meta’s new application Threads, launched earlier this month. This was a quick option for those who have been annoyed with Twitter or have been barred by Twitter. ‘Threads’ is built in a way to make it a complete text-based version of the exclusive Meta photo sharing app Instagram. This is “a new, separate space for real-time updates and public conversations” shared by Meta. According to a post by Instagram head Adam Mosseri, within 5 days after the launch 100 Million people had signed up for Threads.

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