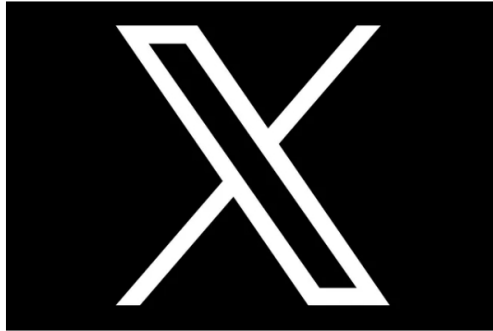


TWITTER - X / TECH / WEB

Twitter is being rebranded as X



The new user-submitted Twitter logo that Musk says he'll probably refine later. Image: Twitter

/ After Elon Musk tweeted about it all night, the bird site is shedding its feathers.

By [Wes Davis](#), a weekend editor who covers the latest in tech and entertainment. He has written news, reviews, and more as a tech journalist since 2020. Updated Jul 24, 2023, 2:27 PM GMT-8

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X.com now redirects to [Twitter.com](#), following a tweet from [Twitter owner Elon Musk](#) today, and an "interim X logo" will soon replace the Twitter bird logo. Leading up to the change, Musk spent a lot of time tweeting about it.

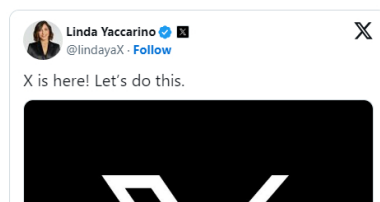
Around 12AM ET last night, he started tweeting — and did so for hours — about the Twitter rebrand to X, the one-letter name he's used repeatedly in company and product names forever. It started with a [tweet](#) saying, "Soon we shall bid adieu to the twitter brand and, gradually, all the birds," followed by a [second tweet](#) adding that "if a good enough X logo is posted tonight, we'll make go live worldwide tomorrow."

Musk then, over the next several hours, gestured at the change in between other posts and replies, tweeting things like "Deus X" or [replying](#) to other users talking about it. At one point, he joined a [Twitter Spaces](#) session called "No one talk until we summon Elon Musk" and sat silently for almost an hour before unmuting and confirming he would be changing Twitter's logo tomorrow, adding, "We're cutting the Twitter logo from the building with blowtorches."

Musk also reportedly sent an email last night to Twitter employees telling them the company would become X and that it was the last time he would email from a Twitter address, according to a [Threads post](#) from [Platformer](#) managing editor Zoe Schiffer. She added that she assumes he was talking about the logo since Twitter's business was already renamed X Corp.

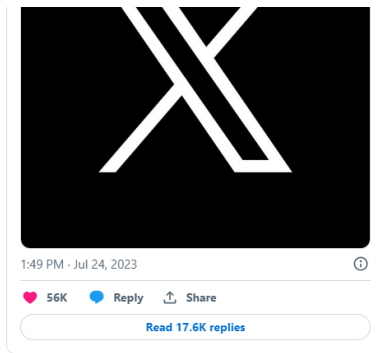


As for what the new logo will look like, Musk [pinned a GIF](#) that was [posted by Sawyer Merritt](#), a Twitter user who [offered the logo](#), which he said was used for his discontinued podcast. Later, Musk said he was going with the "minimalist art deco" logo but would [probably make changes to refine it later](#). Twitter CEO Linda Yaccarino then shared the logo as well, saying, "X is here! Let's do this." It's now being used for Musk's profile pic.



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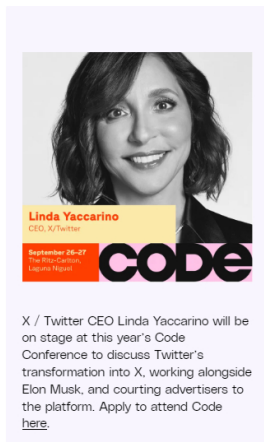
While some Musk fans applaud the change, or anything the man does, longtime users of the messaging service aren't particularly enthused by the change. Marques Brownlee, who joined the service back in 2009, says he'll still call it Twitter, to which Musk responded, "Not for long."



The letter X has been on just about everything Musk has touched for the last two-plus decades. X.com was the original name for PayPal; it's in his SpaceX company name; it's in the name for the Tesla SUV; it anchors X.AI and his kid X.E.A-12; and he has said he wants to turn Twitter into "X, the everything app." Now, he's finally doing something with the X.com domain he bought back from PayPal in 2017.

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Finally rebranding the site will be the clearest declaration yet that this is no longer the same social network that it was before Musk purchased it last year. But it's far from the only change in the Musk era of Twitter.

Most recently, Twitter said it would limit the number of DMs for non-paying users, a LinkedIn-like hiring feature showed up for verified organizations, and Musk said the site would soon let users post "very long, complex articles." The article feature seems to be called Articles but at one point was apparently called Notes — you know, the name for article site Substack's Twitter clone, the debut of which, you may remember, was a little dramatic.

We have reached out to Twitter for comment. An auto-reply said, "We'll get back to you soon."

Update July 23rd, 2023, 3:51PM ET: Added that Musk reportedly emailed Twitter employees overnight to inform them of the change. Also added that X.com now redirects to Twitter.com.

Update July 24th, 2023, 2:18AM ET: Updated with new comments from Musk and Yaccarino confirming use of new logo.

More from this stream [The entire story of Twitter / X under Elon Musk](#)

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