

Elon Musk rebrands Twitter to X

Elon Musk has changed Twitter's logo from its famous bird to an X.



Source: www.unsplash.com

The billionaire and Twitter CEO Linda Yaccarino announced this over the weekend, claiming the changes could happen on Monday.

“It’s an exceptionally rare thing – in life or in business – that you get a second chance to make another big impression. Twitter made one massive impression and changed the way we communicate. Now, X will go further, transforming the global town square.— Linda Yaccarino (@lindayacc) [July 23, 2023](#)”

On Sunday he tweeted: "Soon we shall bid adieu to the Twitter brand and, gradually, all the birds."



Meta takes on Twitter with Threads and wins in the market

Lindsey Schutters 6 Jul 2023



Since [Musk's](#) acquisition of Twitter in October 2022, the company has undergone significant changes, including a rebranding to X Corp.

“And soon we shall bid adieu to the twitter brand and, gradually, all the birds—Elon Musk (@elonmusk) [July 23, 2023](#)”

Musk says he has a vision to develop a "super app" similar to China's WeChat. Last year he expressed that the purchase of Twitter serves as a catalyst for the creation of X, an all-encompassing app.