

Can make a comeback?

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01.

Research & Introduction

BACKGROUND:

Elon Musk, the owner of Twitter, rebranded the social media platform to X to create an "everything app" that offers a variety of services in one place.

The rebrand was announced in July 2023, and the Twitter.com domain was redirected to X.com. However, the platform has lost users since Musk acquired it. As of February 2024, its user base had decreased by 23% since November 2022.



Twitter



X

DATA SHOWS:

Daily app users in the US have decreased by

23%

since Nov 2022

The percentage of the US population using Twitter has decreased by

30%

from 2022 to 2024

Monthly users in the US will decrease to

50.5M

in 2024

USER RESEARCH:

Why do you love using Twitter?

Good way to connecting with others.
Great design and user experience.
The go-to platform for breaking
news and real-time updates

Selected comment from: Quora, Reddit



It's one of the best way to stay up on all the recent news with your favorite athletes/celebrities.



I enjoy Twitter. Honestly. I enjoy that it gives me a chance to listen to and speak with people from all over the world, all political positions, who live lives that are not mine.



Quick searches by hashtags to get to the right content.



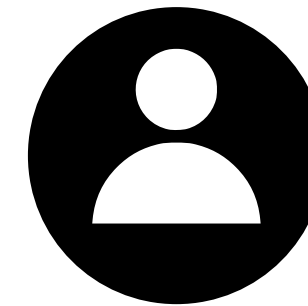
its addictive design.

USER RESEARCH:

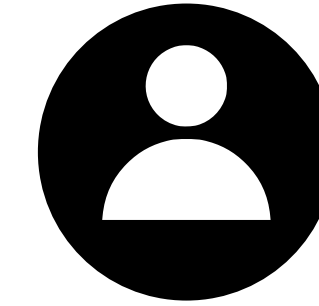
Why do you leave X?

Trust issues and dislike towards Elon Musk.
Bad user experience/environment.
Moving to other similar product or off social media.

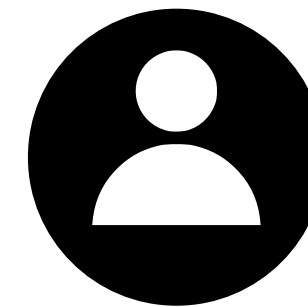
Selected comment from: Quora, Reddit



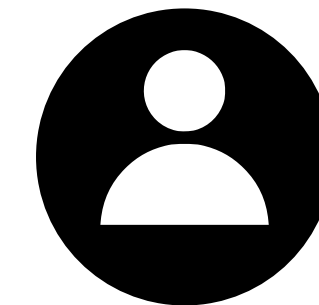
Threads, Mastodon, things like that. And hopefully off social media in general.



The latest reason is the new, very invasive, privacy policy where Twitter (x) gets to use your words as fodder for Musk's AI projects as well as giving them permission to scope out your life outside of Twitter, including your work history and other personal details.



F*** Elon Musk.



Twitter(X) is a pool of hate.

02.

Identity Evaluation

CURRENT IDENTITY:

The new X logo is a minimalist, black and-white design that is more in line with Musk’s vision for Twitter. The X is meant to represent the “crossing of ideas” that happens on Twitter, and it is also a reference to the company’s new name, X Holdings.

⌘ is a Unicode character known as "mathematical double-struck capital X."

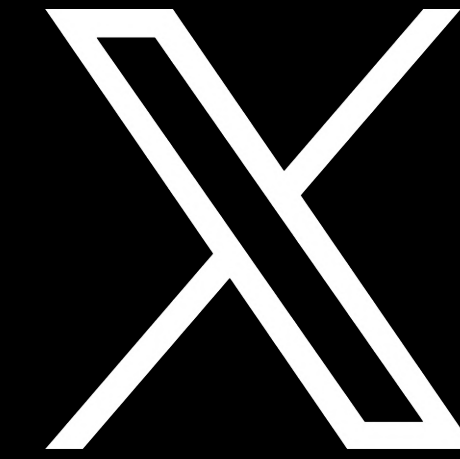
A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	⌘	Y	Z	À
B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S
T	U	V	W	X	Y	Z	■	



TWITTER VS X:

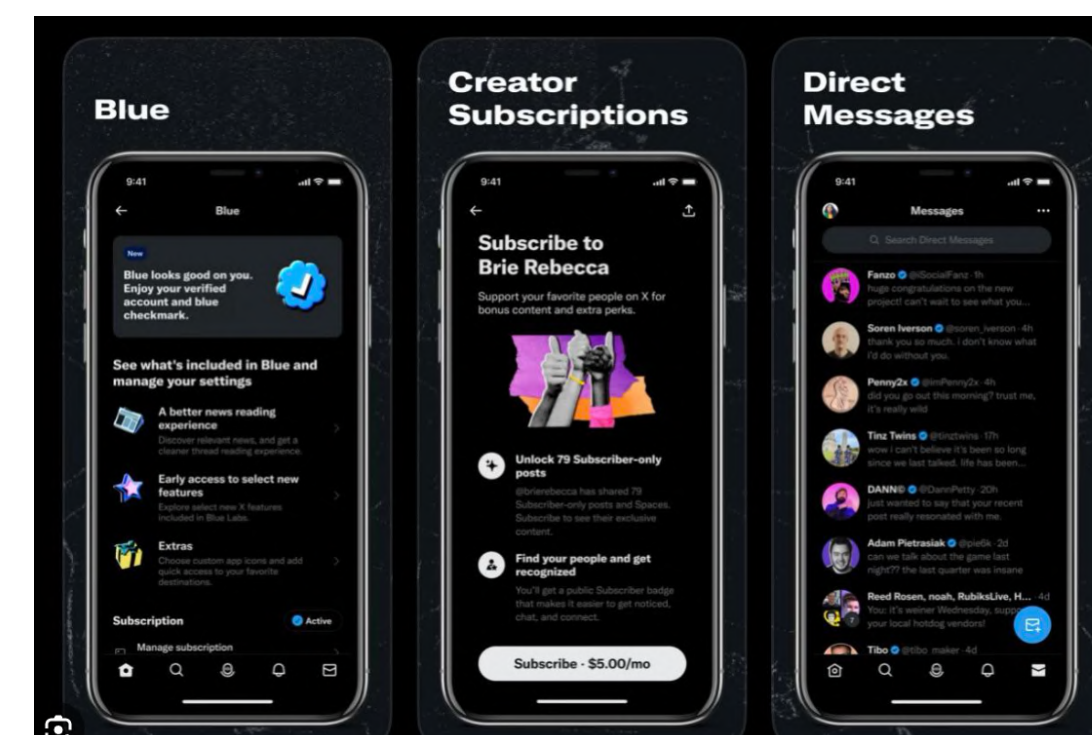
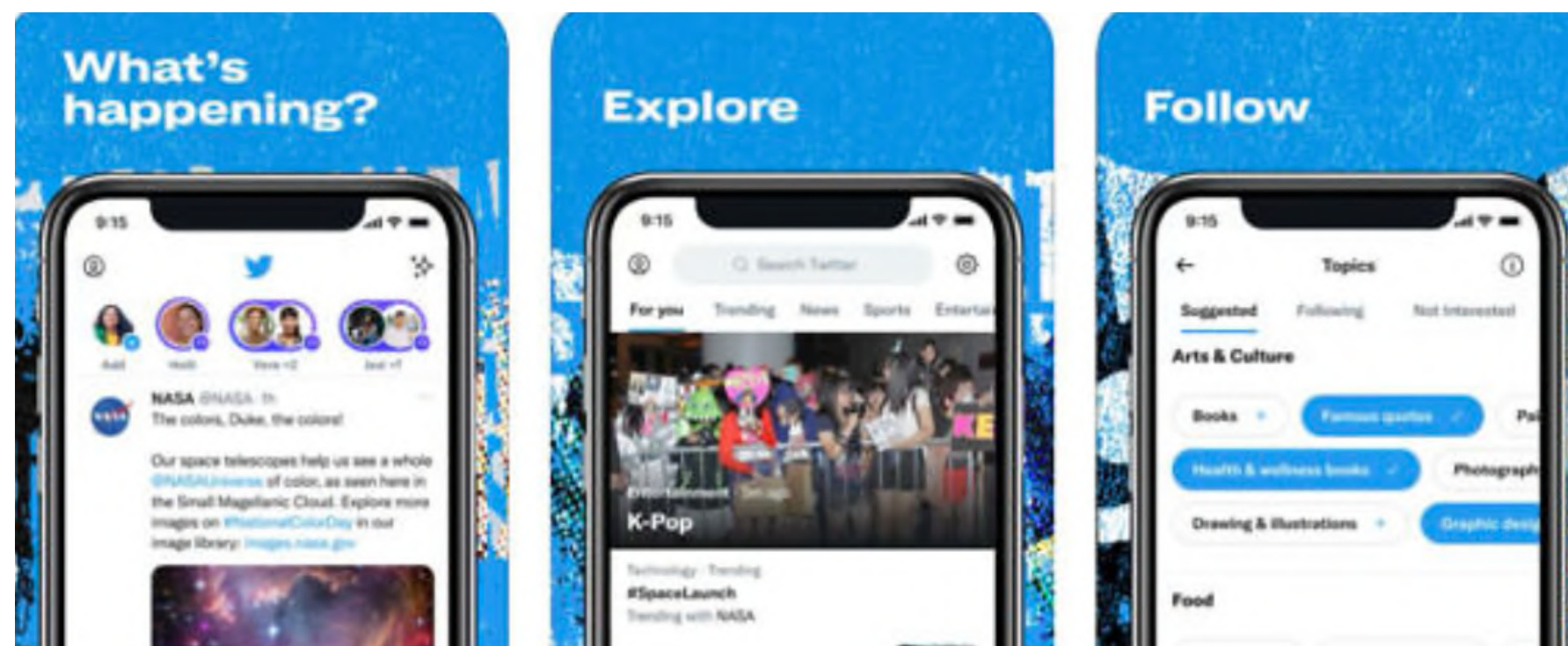
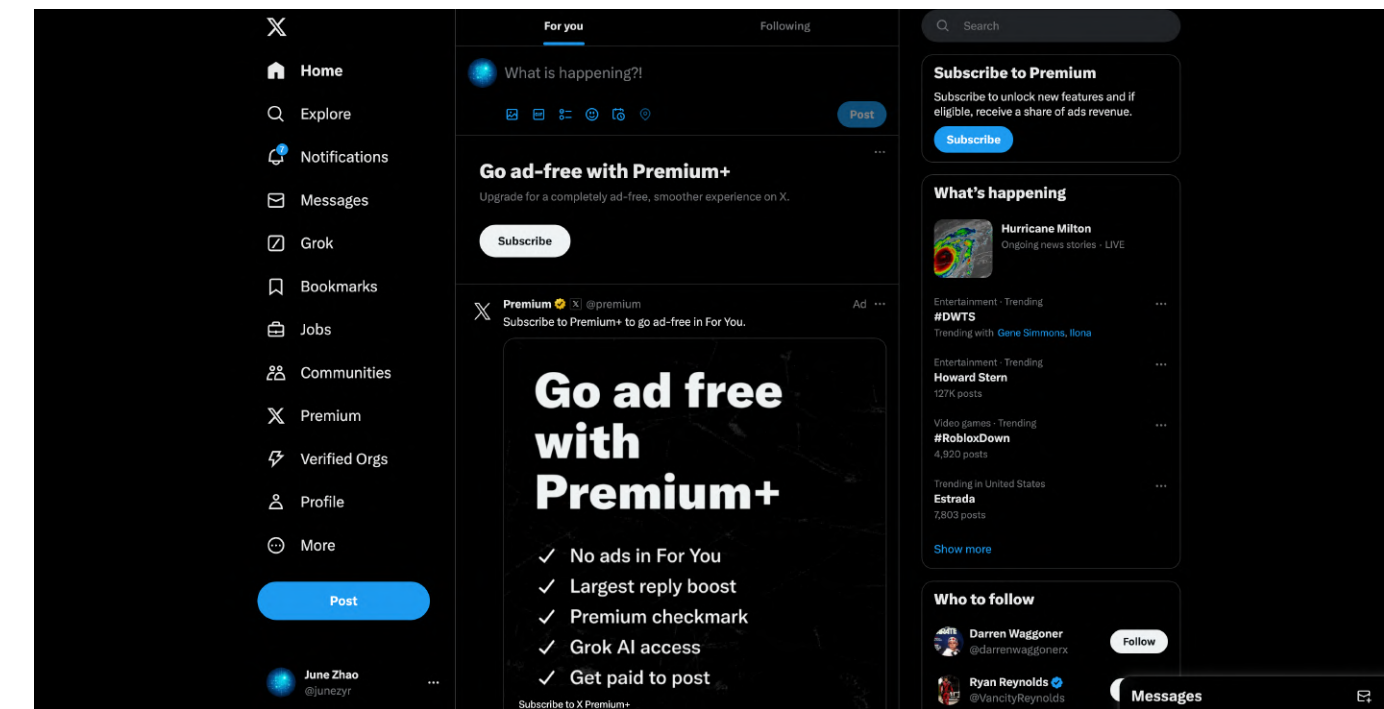
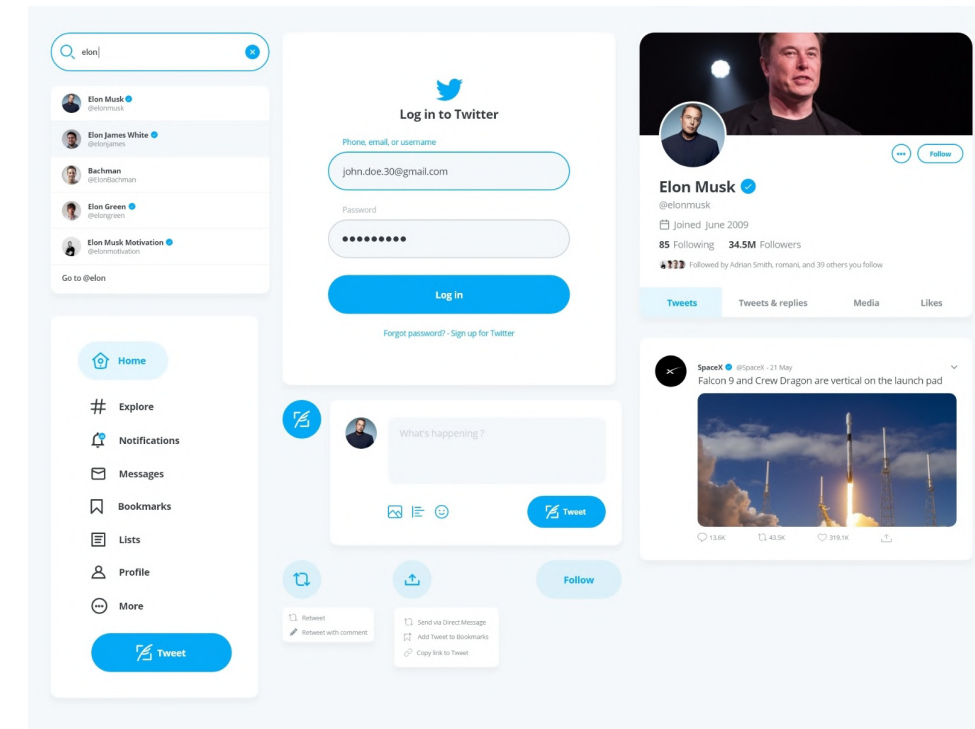
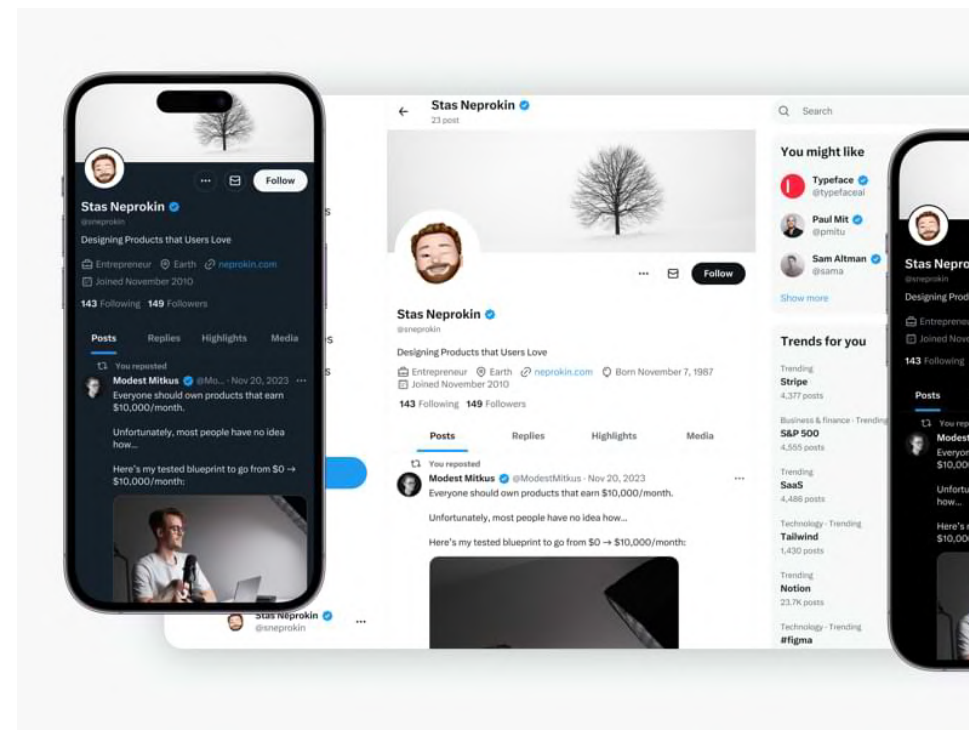


Simplicity,
Clarity,
Gravity,
Friendly/Welcome
Trust,
Organic/Round,
Communication,
Approachable,
Freedom.



Minimal,
Timeless,
Neutral,
Bold,
Tech,
Strength,
Sharp,
Serious/Pressure/Unwelcome,
Rejection/Close window

TWITTER VS X(UI/UX):



SIMILAR PRODUCT:



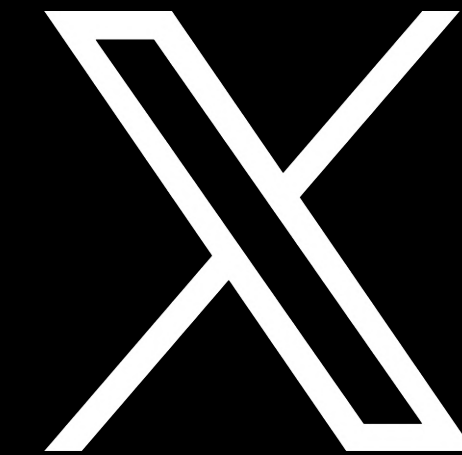
Meta



CONCLUSION:

The Twitter logo, with its iconic blue bird, was more than just a symbol; it represented freedom, openness, and connectivity. It was simple yet powerful, evoking feelings of lightness and accessibility. In contrast, the X logo feels impersonal and cold, stripping away the warmth and approachability that users associated with the bird.

The rebrand aim to bring back some personality and familiarity. Not only reinforces a sense of belonging among long-time users but also encourages new users to feel welcomed and comfortable in navigating the platform.



03.

Mark Development

VERBAL+VISUAL INSPIRATION:

CONCRETE

Bubble
 X
 Tweet
 Connect
 Communicate
 Share
 Butterfly
 Joy
 Bird
 Community
 Friend
 wings
 Feather
 Minimal
 Education
 Unity

ABSTRACT

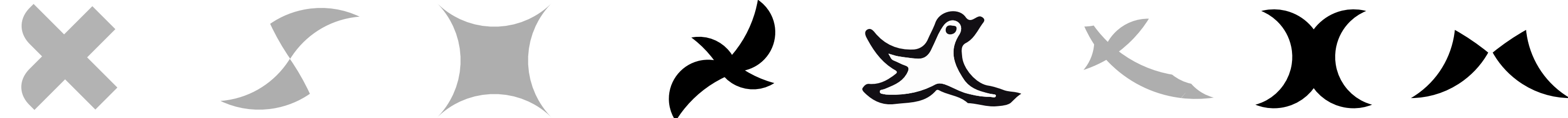
Engaging
 Real-time
 Dynamic
 Expressive
 Welcoming
 Personality
 Playful
 Direct
 Futuristic
 Interactive
 Bold
 Modern
 Trustworthy
 Familiar



SELECTED SKETCHES:

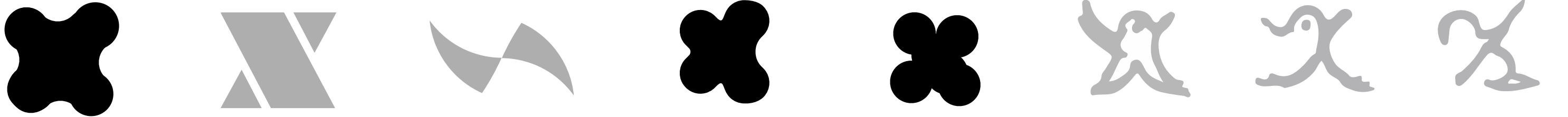
Keywords:

Bird/Wings,
Familiar,
Communicate,



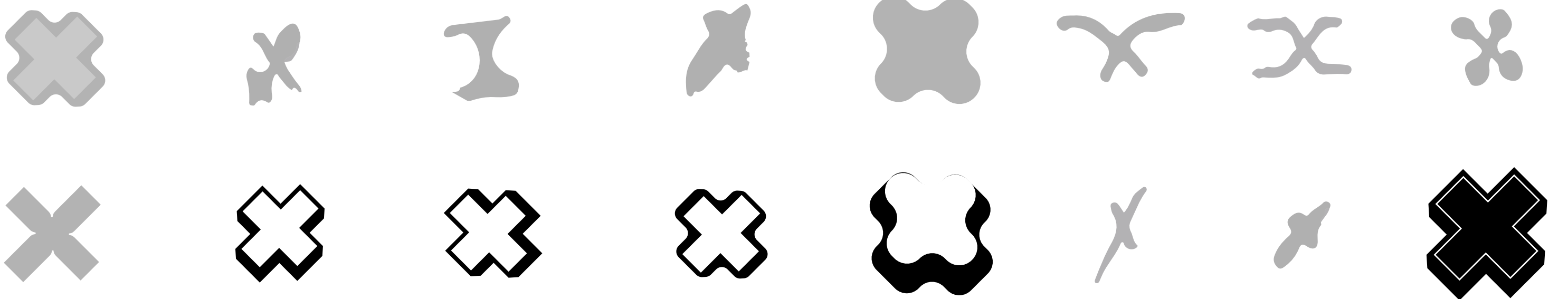
Keywords:

Text Bubbles,
Connection,
Community,

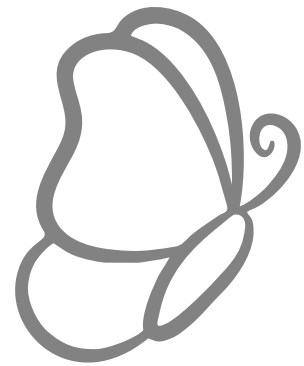


Keywords:

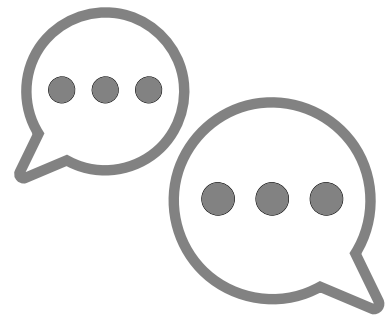
Playful,
Dimension,
Minimal,
Dynamic,



FINAL MARK:



+



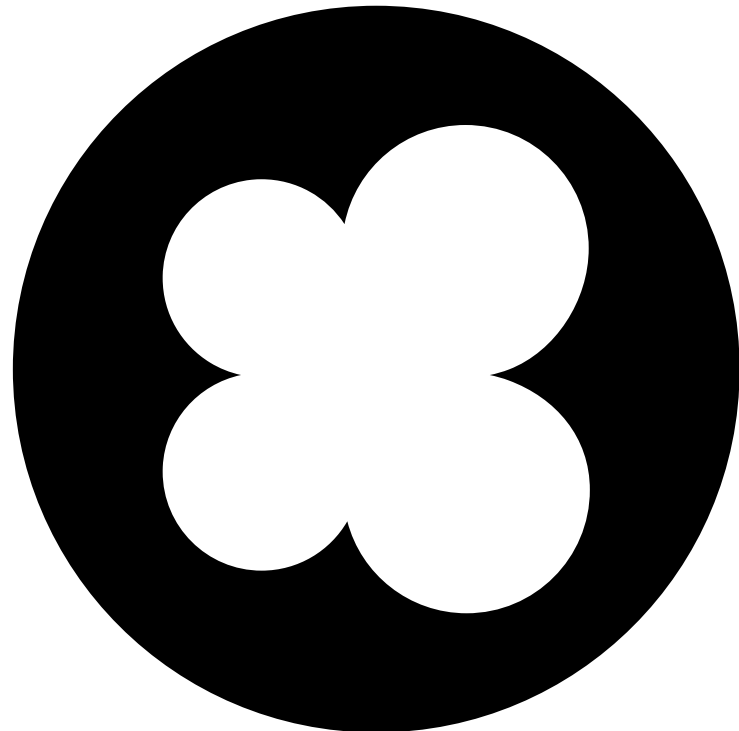
+



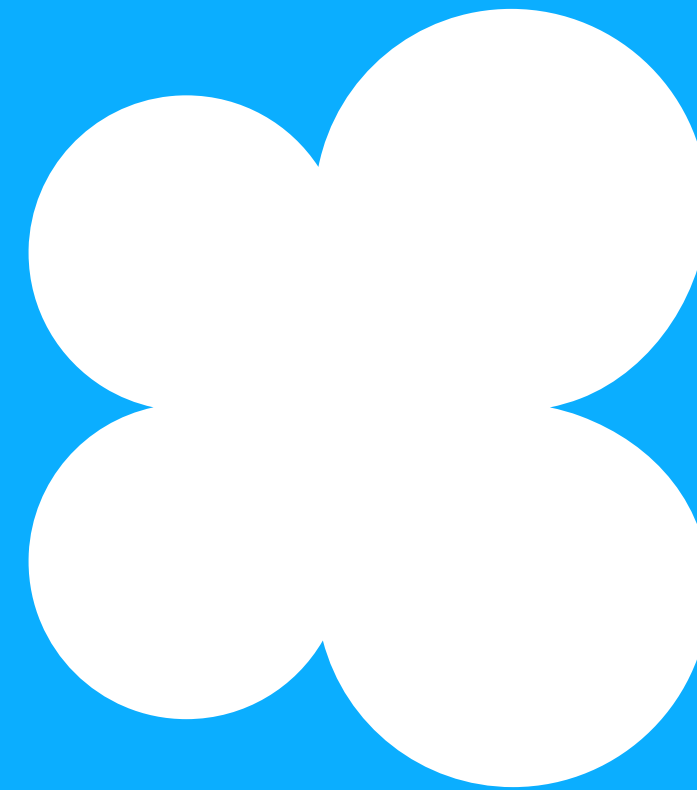
Wings/Communication
butterfly symbolizes
transformation, hope,
and new beginnings.

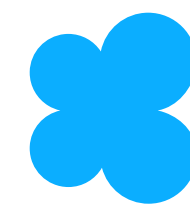
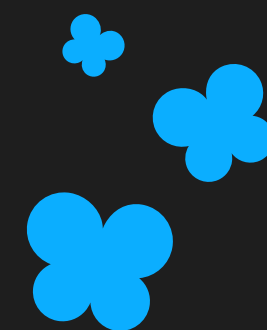
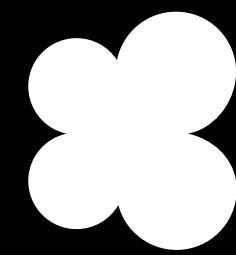
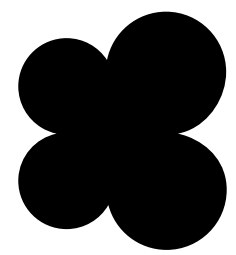
Bubble/Connection

X



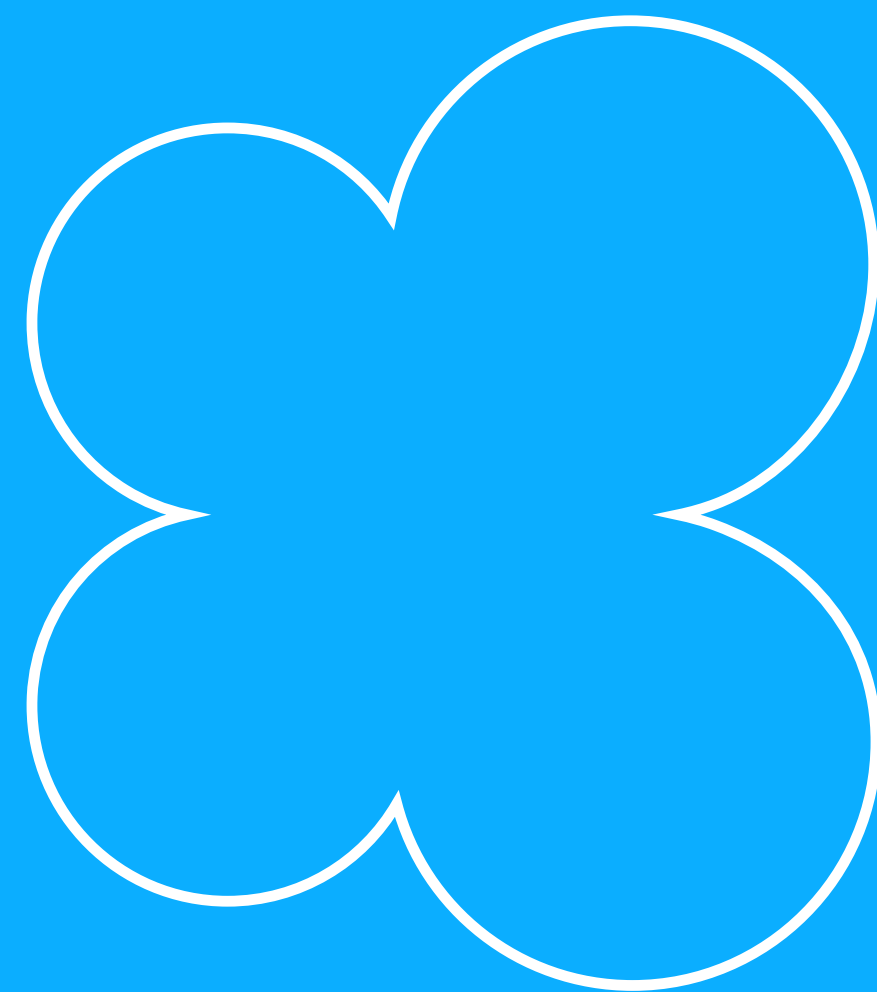
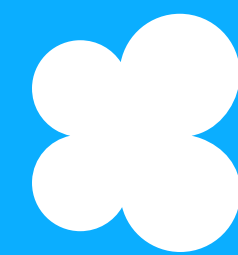
FINAL MARK:





For you

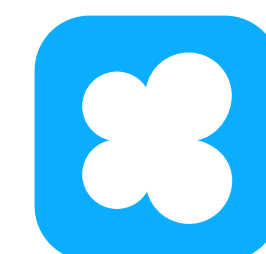
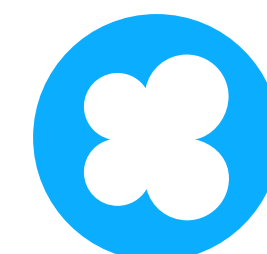
Following



 press yourself

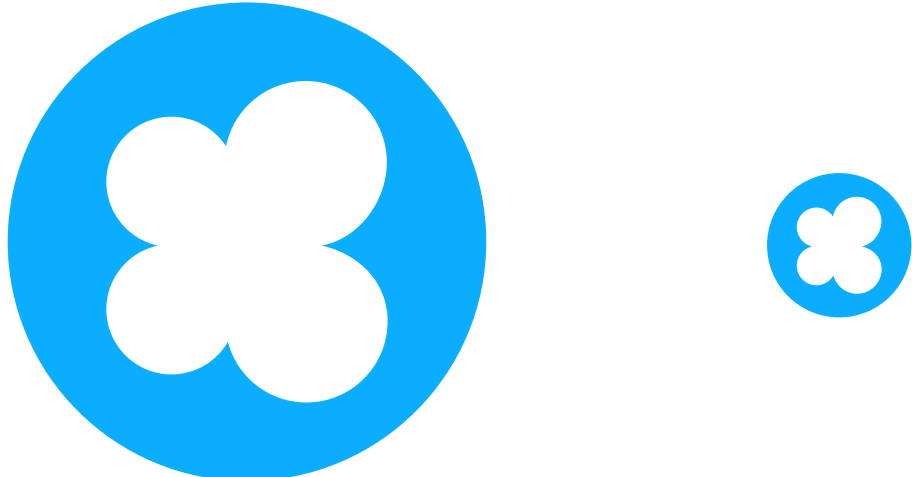
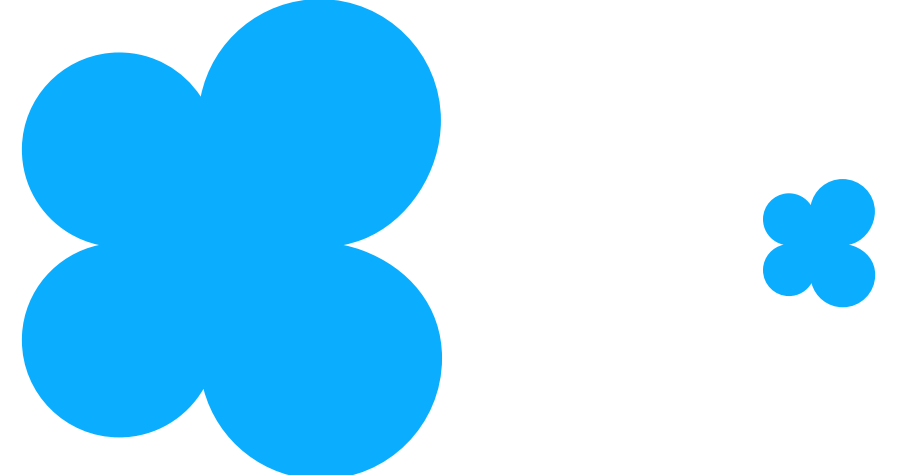


x

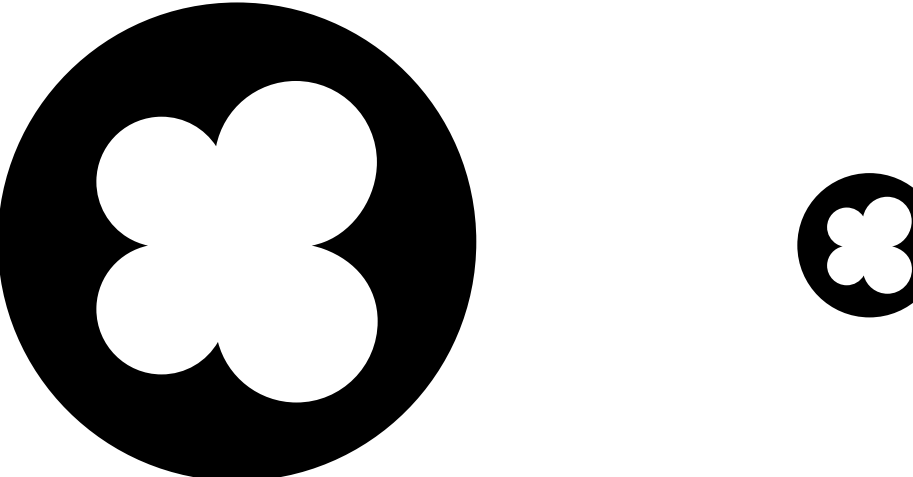
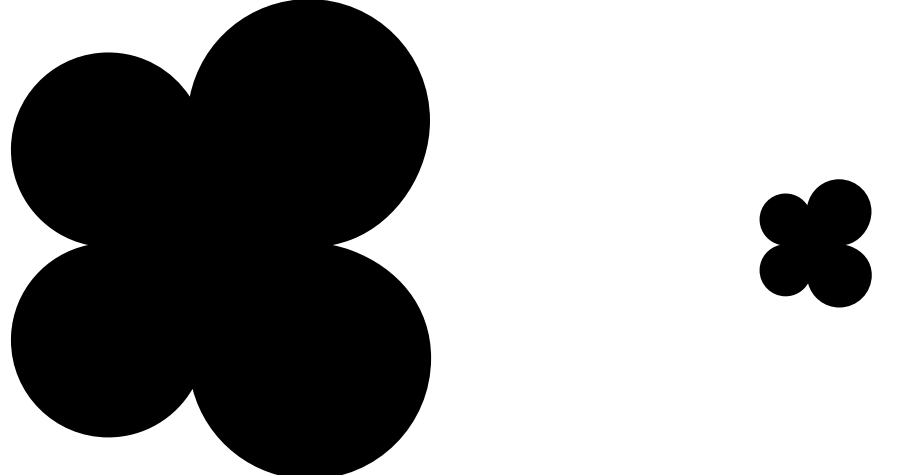


FINAL MARK:

Color:



B&W:



04.

Typography & Graphics

Mentions

Follow

#LetEmKnow



#0baeff

Gotham
Gotham
Gotham
Gotham

#000000

Ömg
Ömg
Ömg
Ömg

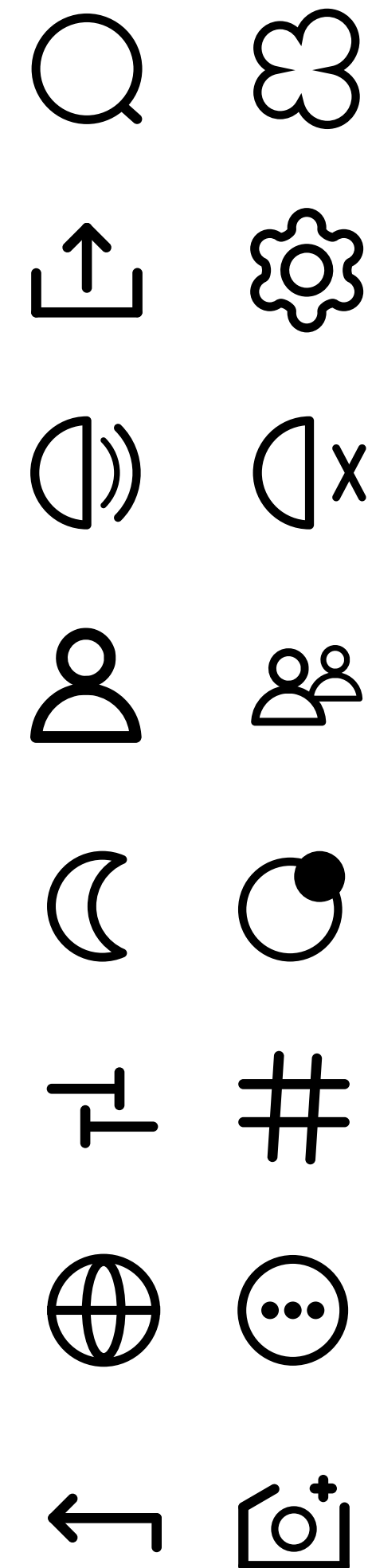
#aab8c1

#e1e8ee

#ffffff



 New York



TYPOGRAPHY:

Primary typeface: Gotham Rounded

Using Gotham Round as the primary typeface for X's rebrand creates a modern, approachable, and highly readable identity that balances strength with friendliness, aligning with the platform's open, social nature.

Gotham Rounded Vs Gotham

Aa

Gotham Rounded Bold:

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

Gotham Rounded Book:

abcdefghijklmnopq
rstuvwxyz

Gotham Rounded Light:

0123456789,.,?!@#\$\$%

TYPOGRAPHY:

Introducing Gotham Rounded Dynamic

the typeface transforms into emojis when you type certain short messages.

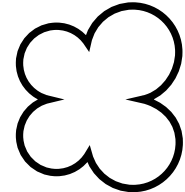
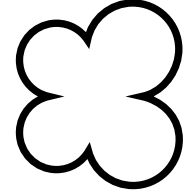
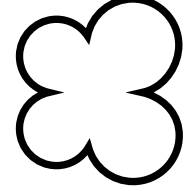
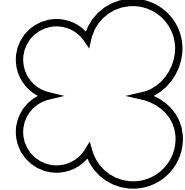
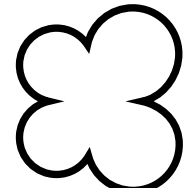
Omg → **Ömg**

Nöò Lùl Nv̄m
Hellô Ömg ldk
ily Smh

X AS “EX”:

The X mark can be used to replace “Ex” in certain words.

 **pressive**
clusive
citing

 **clusive**
 **pressive**
 **citing**
 **plore**
 **perience**

 **press**
yourself

COLORS:

The brand's primary colors are blue, black, white, and grey, forming a minimalist palette that centers on contrast and clarity.

This particular shade of blue is chosen to add a friendly, welcoming quality, inviting users into the brand experience with warmth and approachability.



#0baeff

#000000

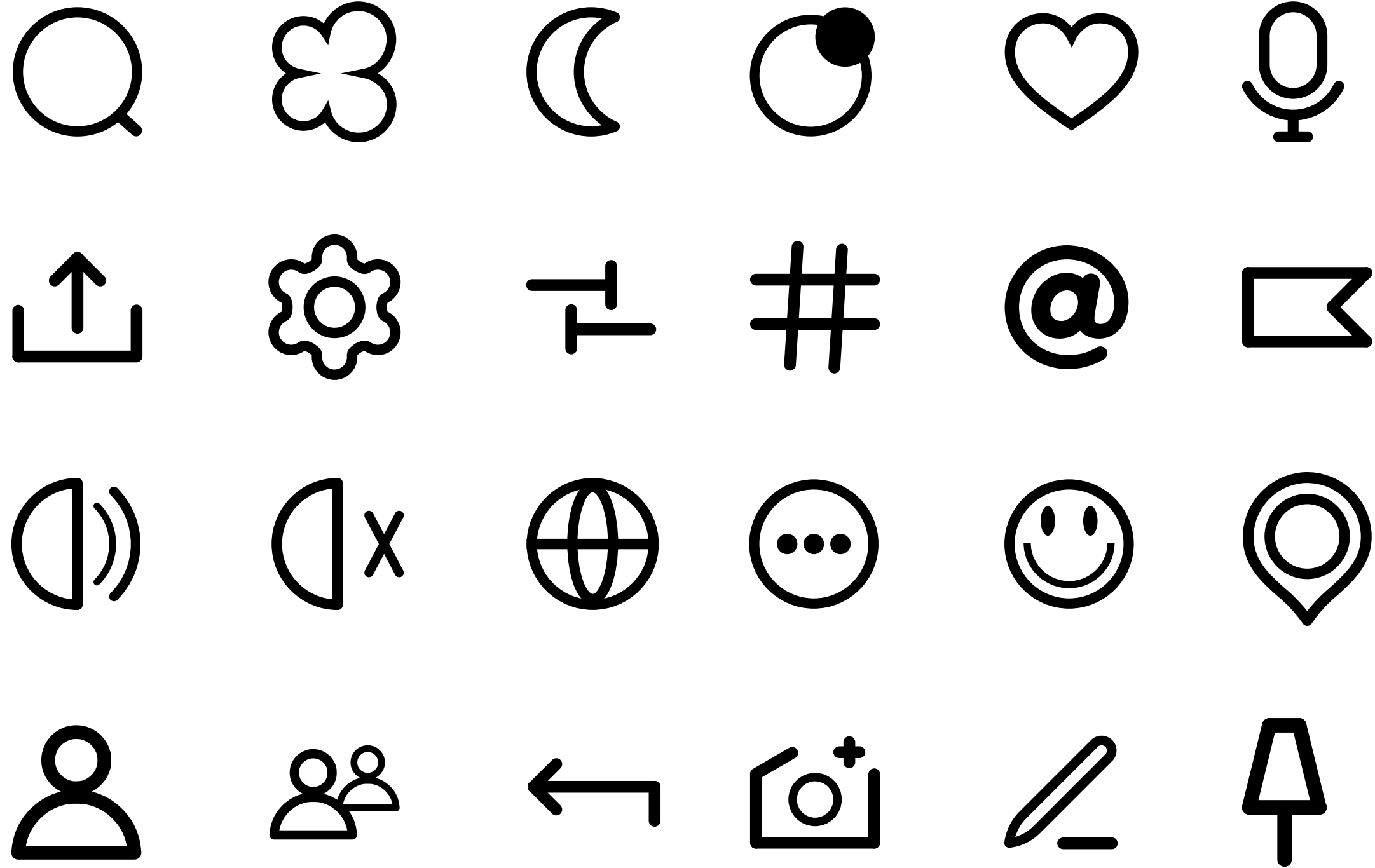
#aae8c1

#e1e8ee

#ffffff

ICONOGRAPHY:

The icons are crafted with a circular form as their foundation, embodying simplicity, unity, and approachability. This rounded design language creates a cohesive visual flow throughout the design.



GRAPHIC DEVICE:

The X logo can be utilized as a graphic device to enhance and frame images, seamlessly integrating brand identity into visual content.



05.

Applications

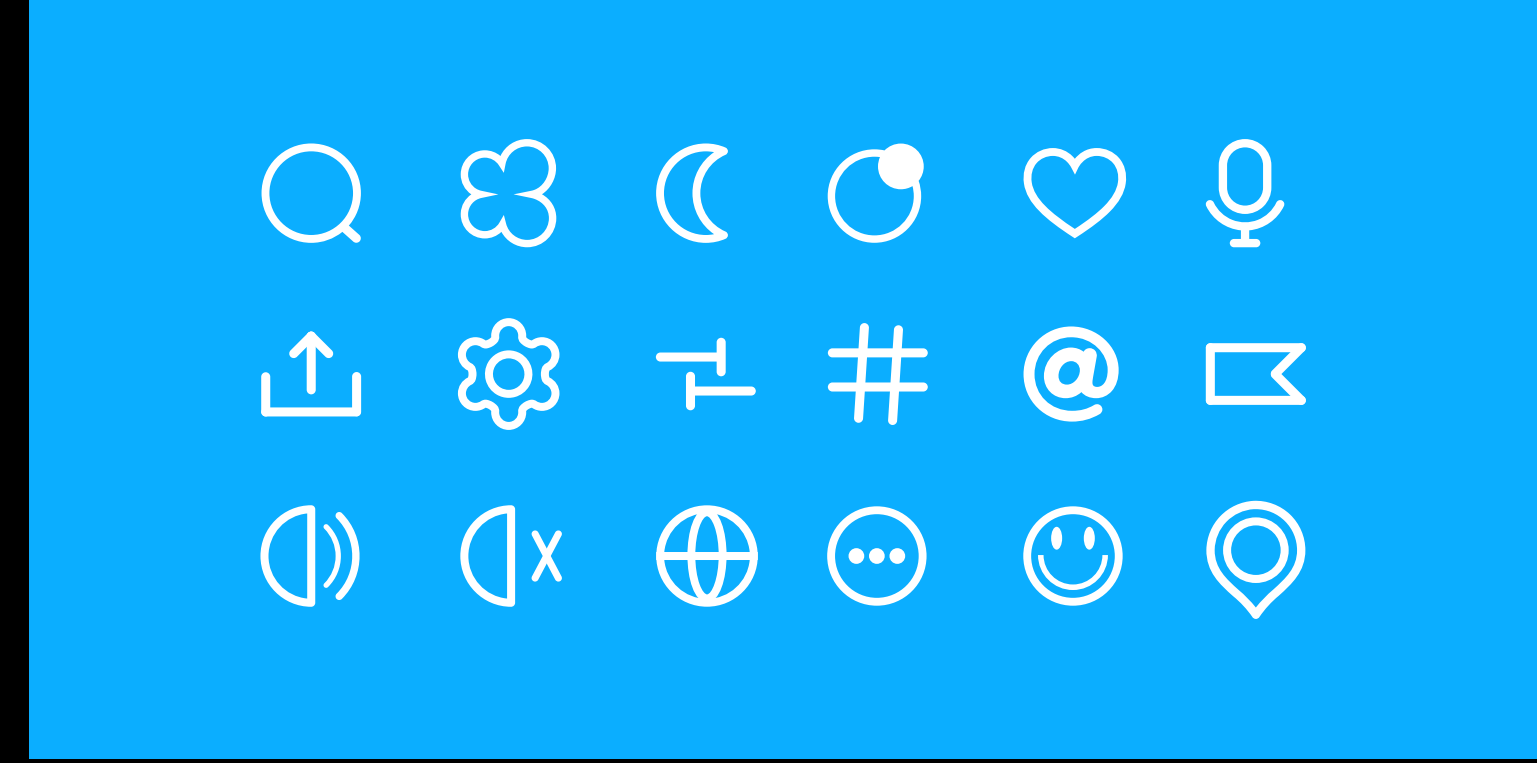


perience

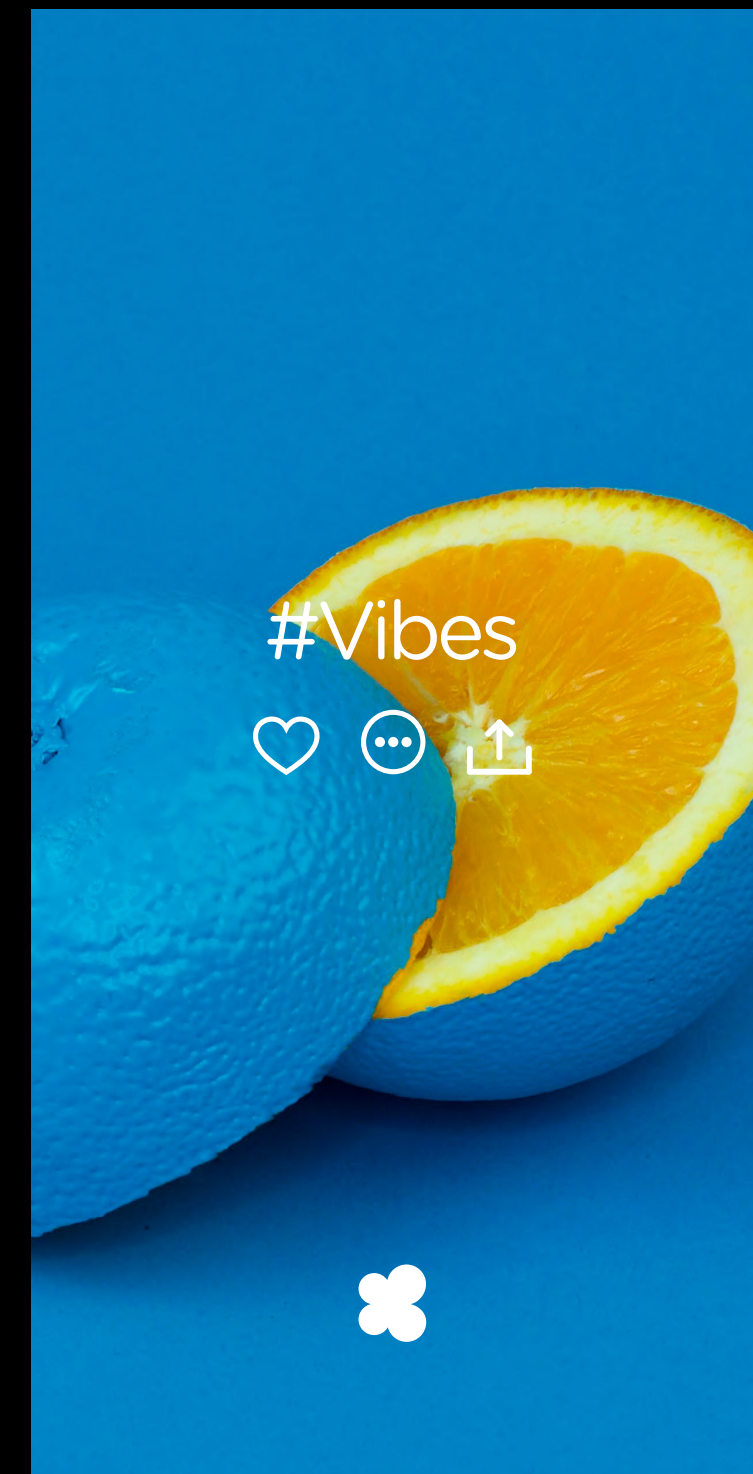
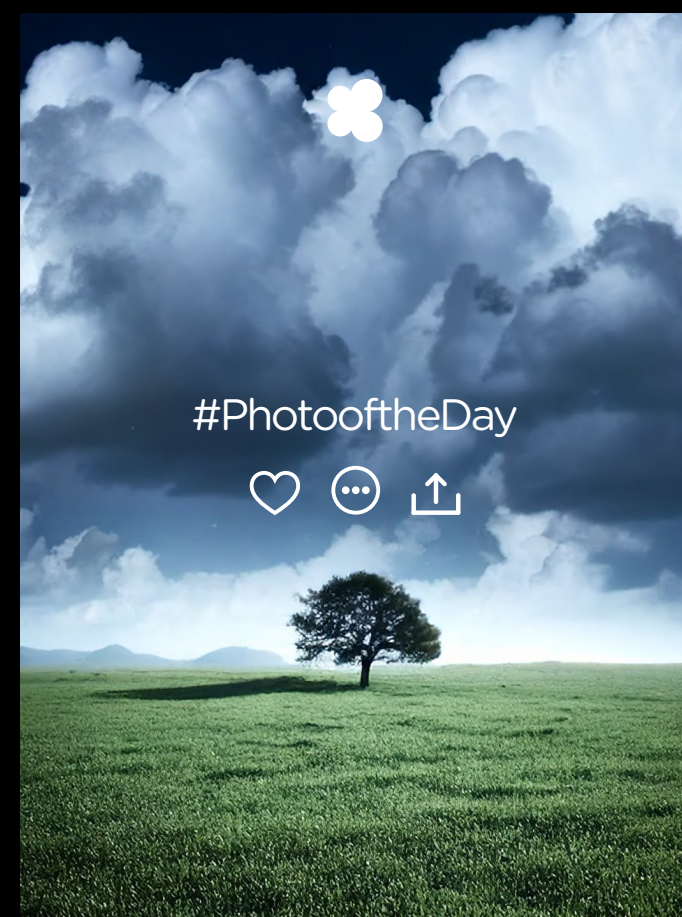
What's Next

X.com





Ömg
Ömg
Ömg



#XclusiveContents

Lul



#Memory



X.com



#Love



X.com

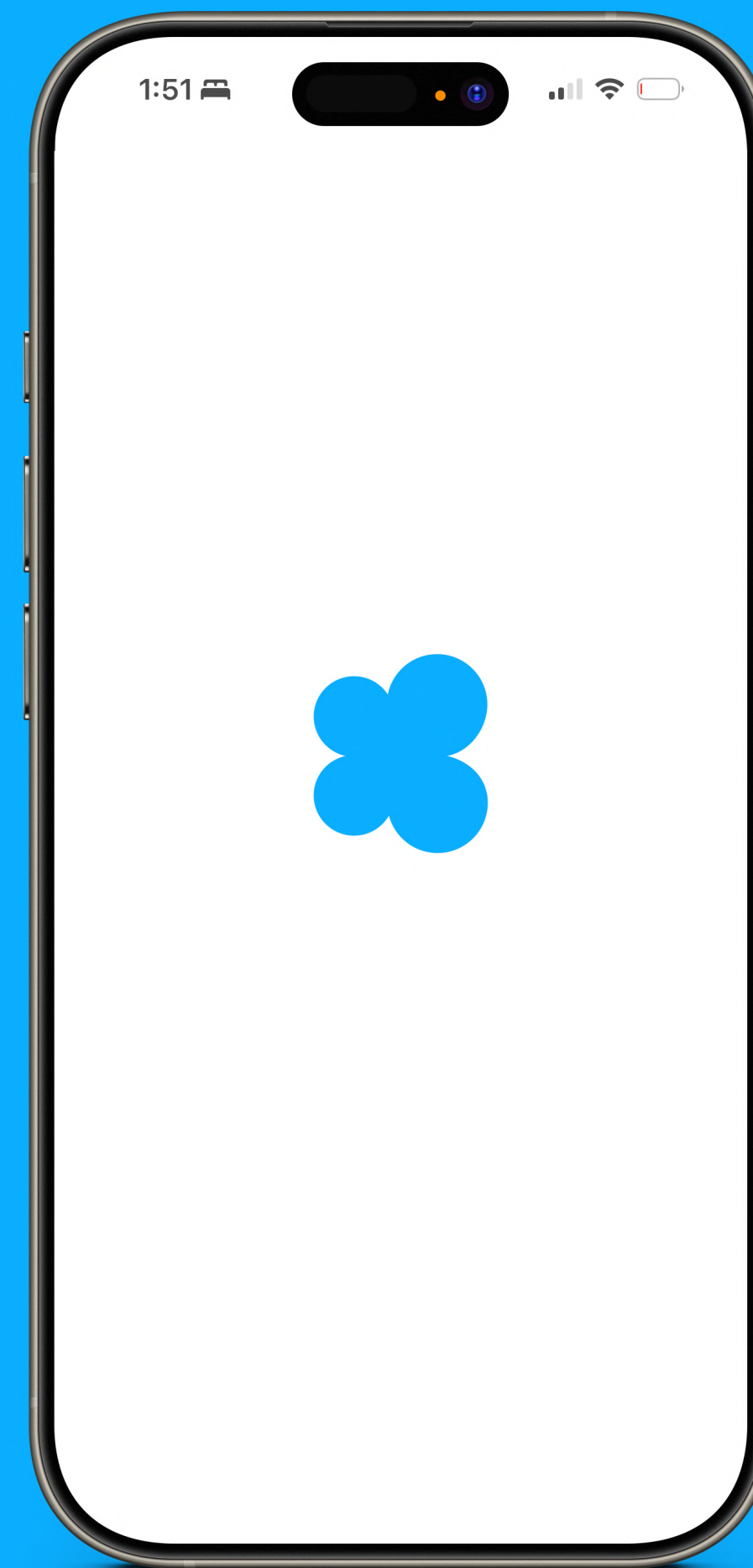
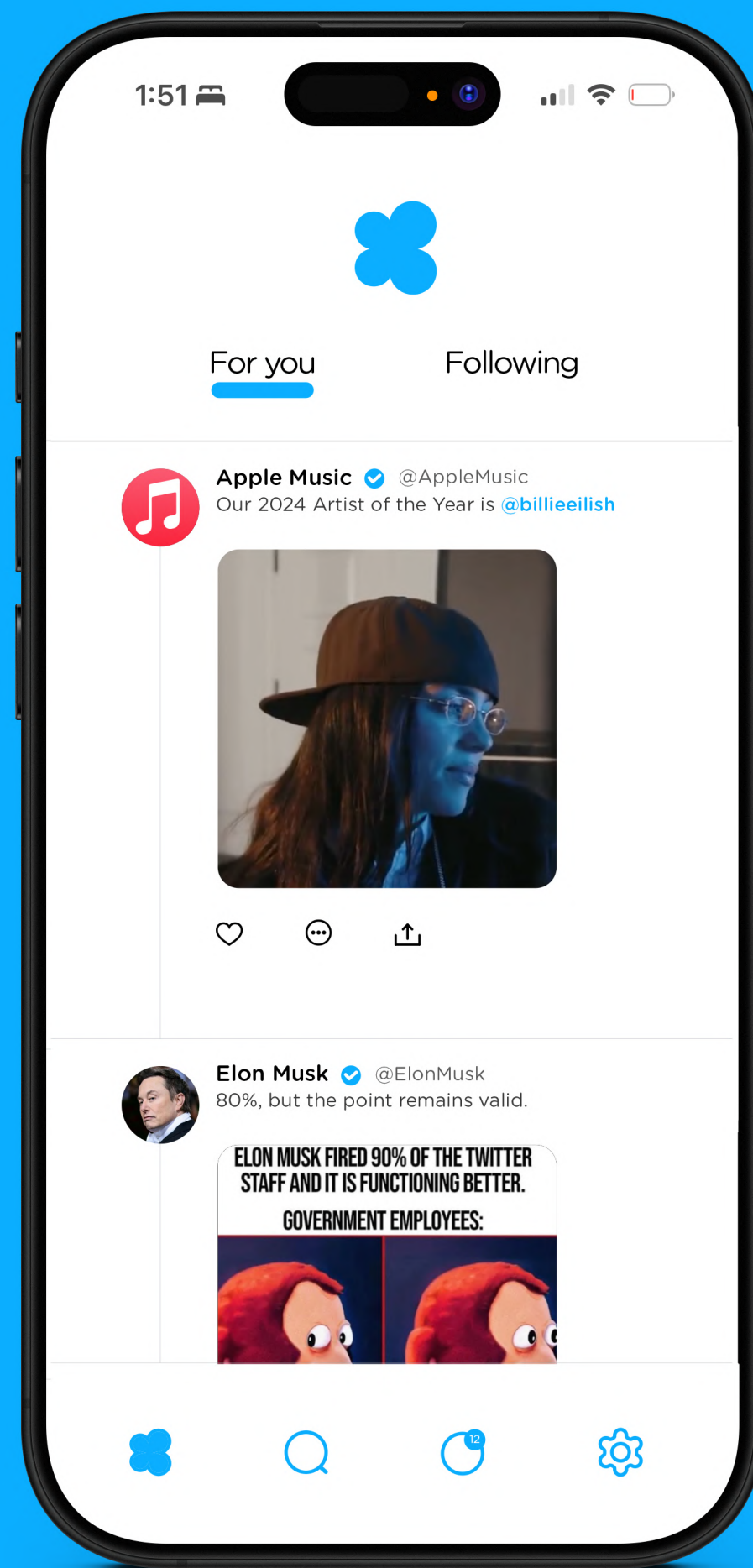


#Xclusive



X.com





press
yourself

hellö
lök
Nivm
Lüi
Nöö
Smh

hellö
lök
Nivm
Lüi
Nöö
Smh

press
yourself

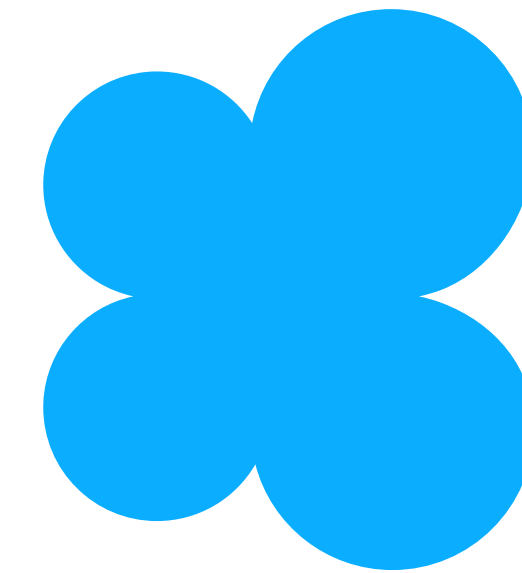
Nöö
Smh
Lüi
ily
Nivm

press
yourself

press
yourself

CONCLUSION:

In conclusion, the rebrand of X brings back personality and familiarity, reinforcing a sense of belonging for long-time users and welcoming new users with a comfortable and intuitive platform experience.



Thank you for your time.

June Zhao

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junezhaoyiran@gmail.com