How Twitter designed their logo

Colin Cooper
productpartner.io

A positive of Twitter's recent upheaval is the insight that is now becoming **public information**.

The recent brand shift has prompted **Martin Grasser** to shed some light on how Twitter's previous logo was designed.
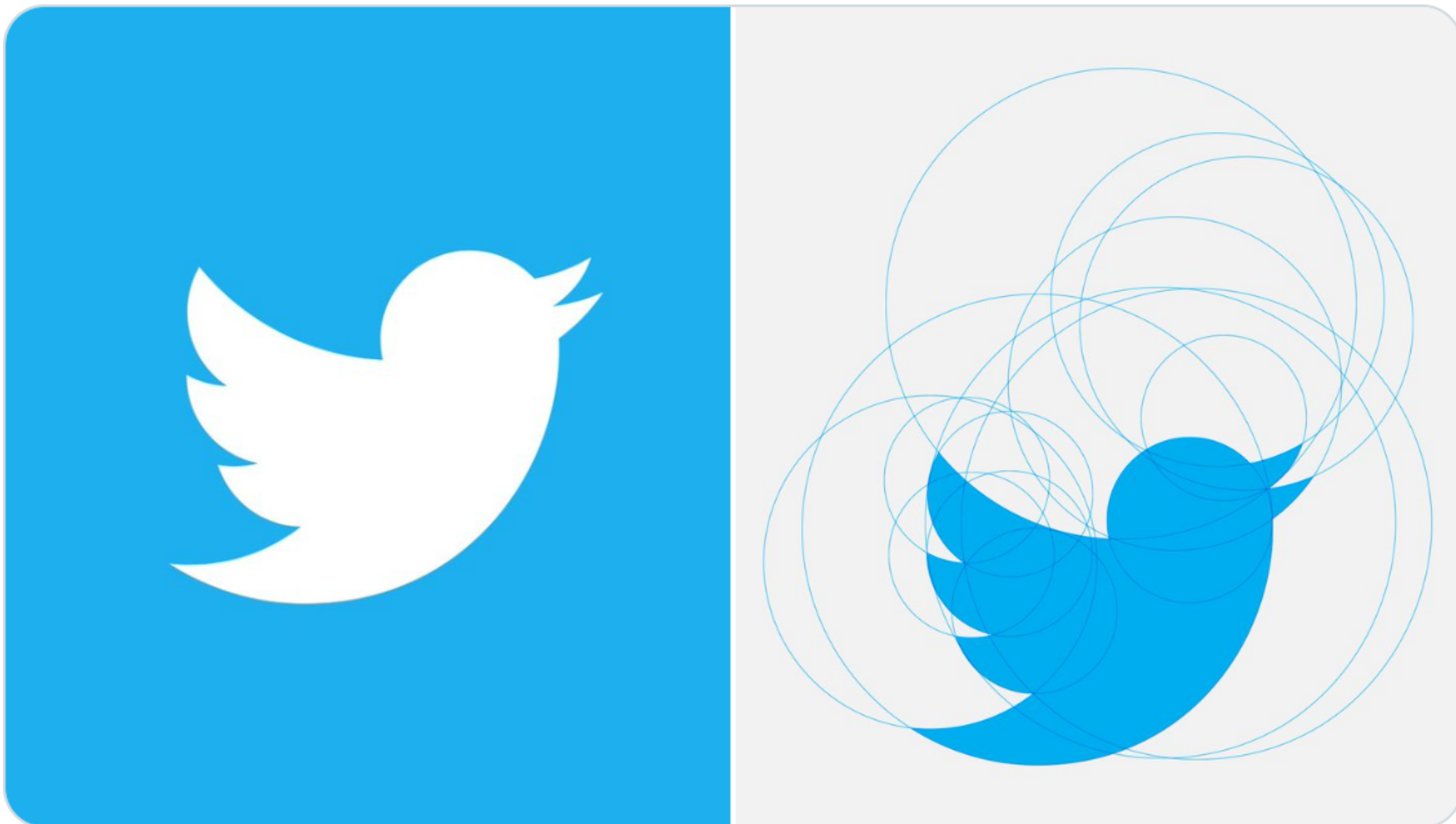
martin grasser
@martingrasser

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Today we say goodbye to this great blue bird

This logo was designed in 2012 by a team of three. @toddwaterbury, @angyche and myself,

The logo was designed to be simple, balanced, and legible at very small sizes, almost like a lowercase "e", a 🧵
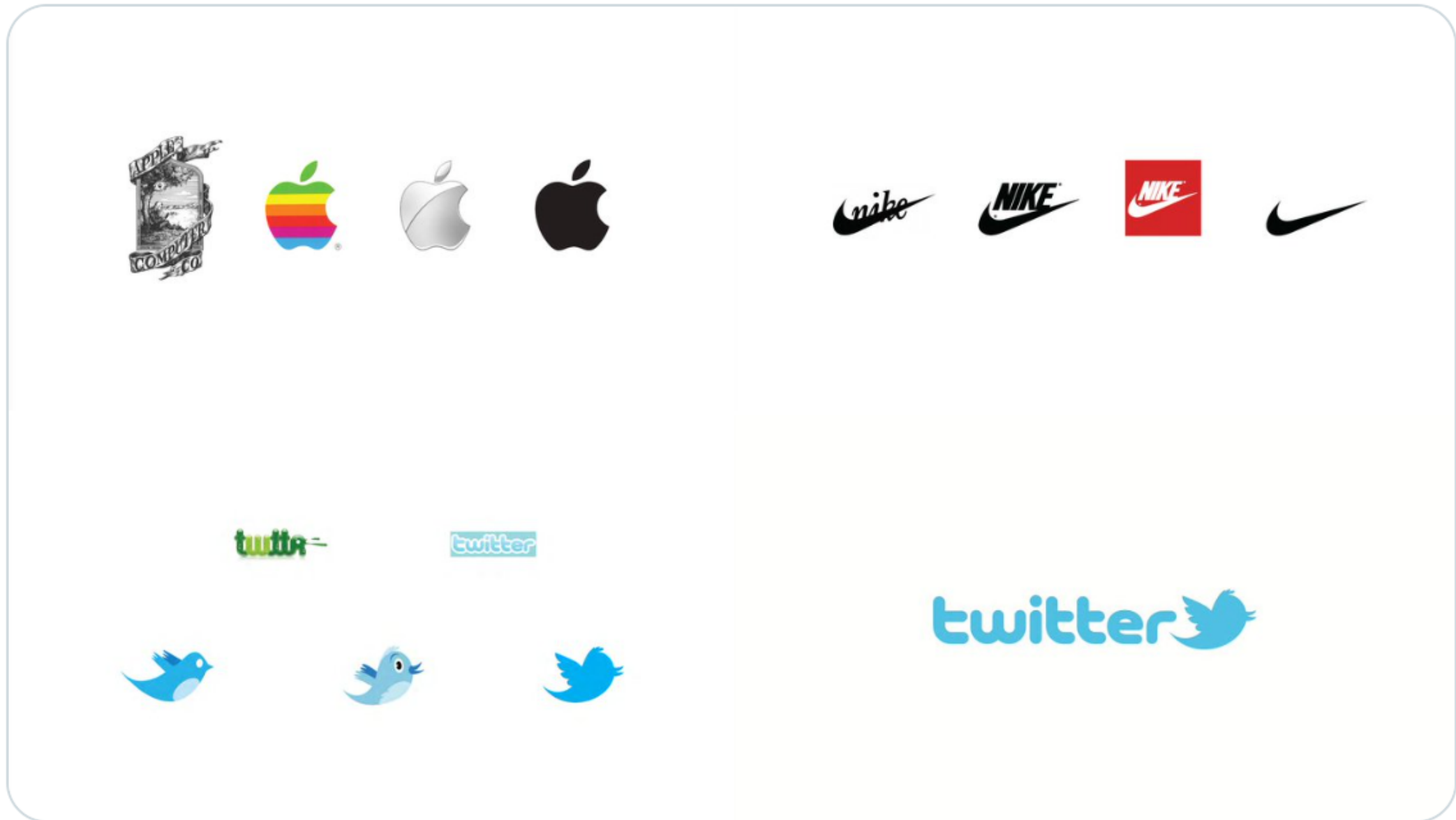
martin grasser
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There was essentially no brief, other than we want a new bird, and it should be as good as the Apple and Nike logo. Twitter had made some sort of flying goose – but Jack wanted something simpler
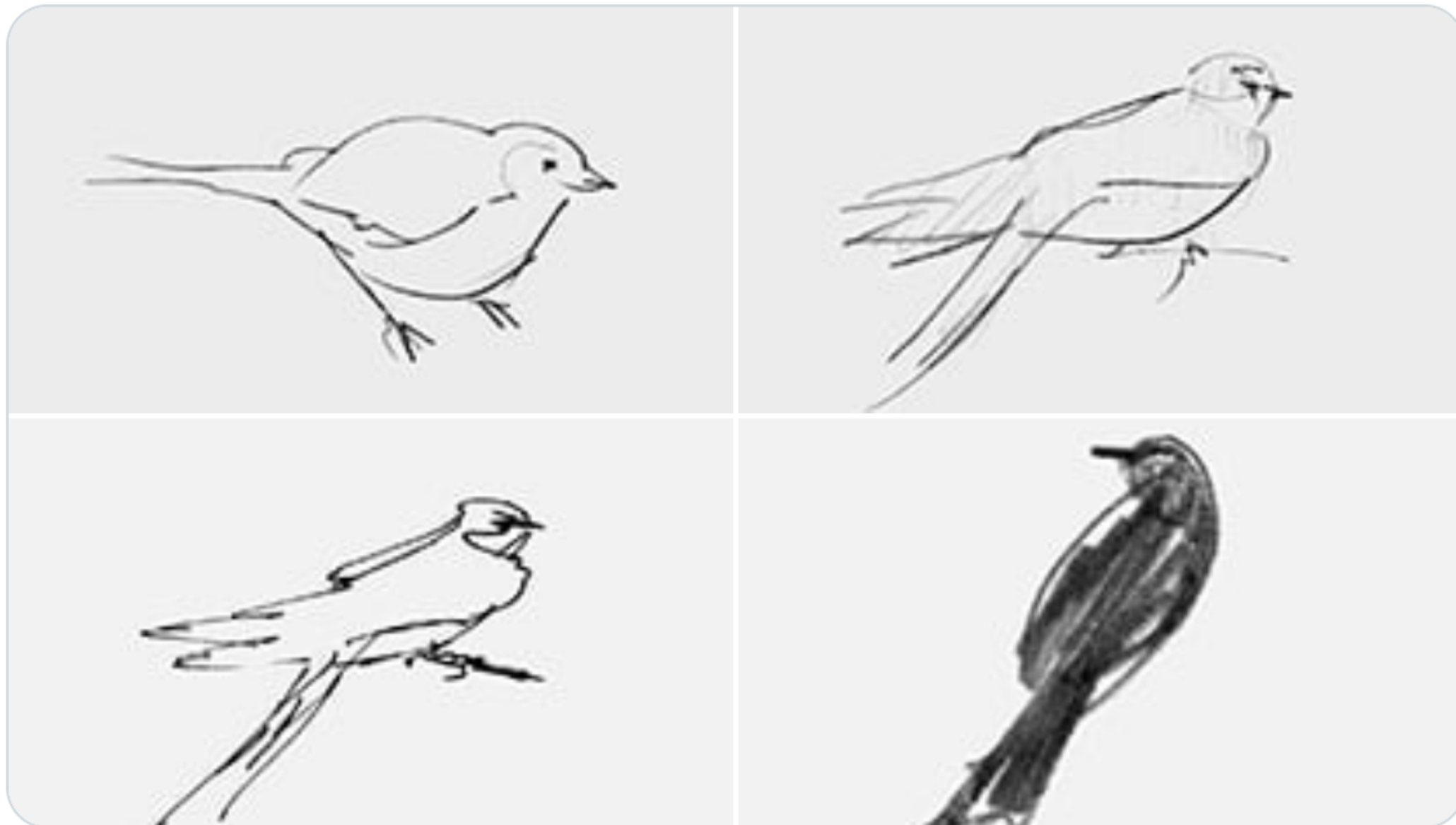
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So, I just started drawing birds.

Drawing is one of the quickest ways to understand how the shapes can work together
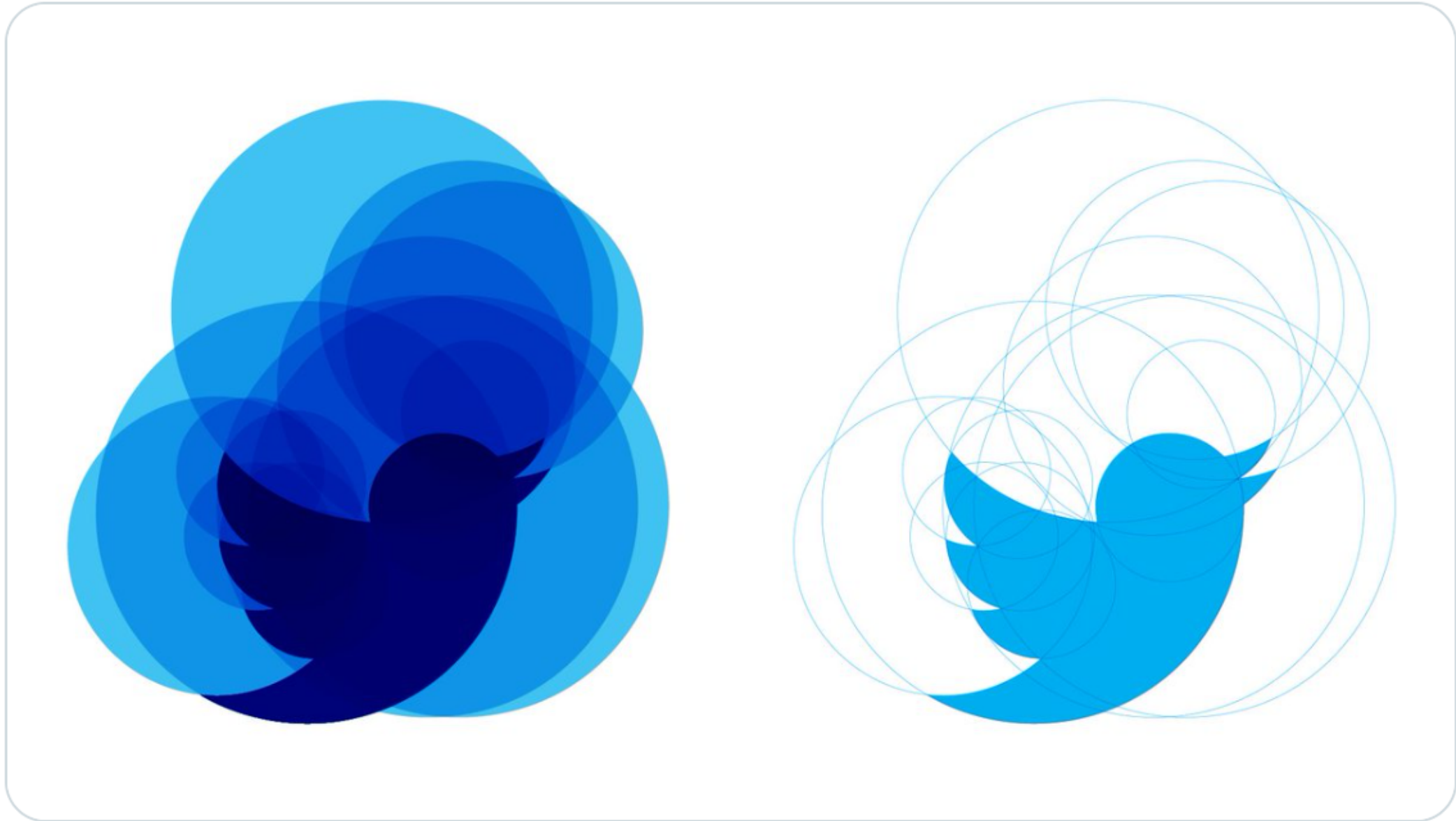
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We liked using a circles to construct our drawings, it felt like the bird should have an underlying neutrality and simplicity about it
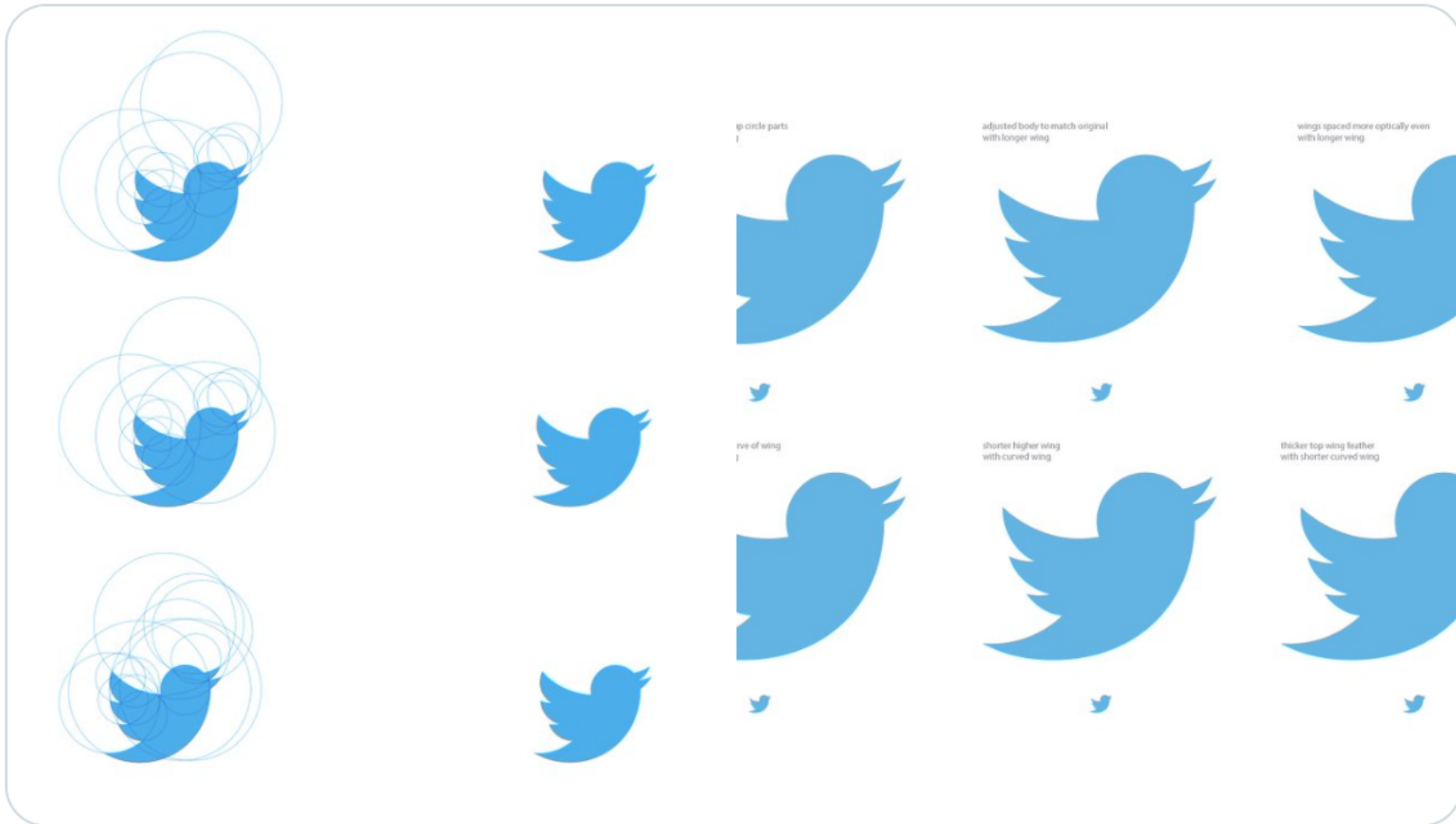
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From that point on we really spent our time perfecting every little detail... so that it felt balanced, and visible as a bird at the smallest of sizes.
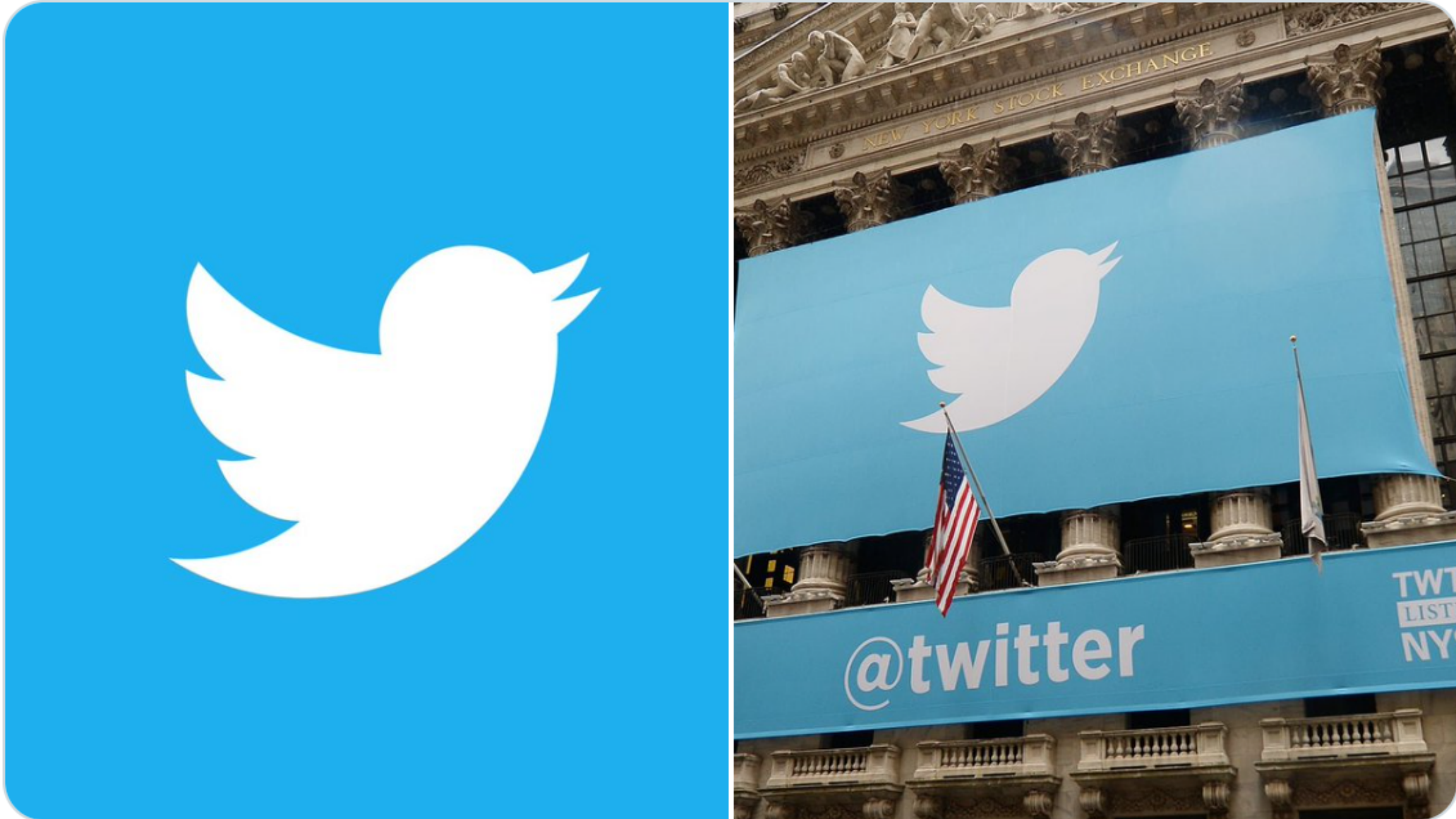
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Sometime in March we had an approved bird and it launched in May of 2012.

This little blue bird did so much over the last 11 years, 🫡

Content credit to Martin Grasser.

Who really knows if the original content will still be available on Twitter in some months...

Hey, I'm Colin Cooper 👋

With 15+ years of delivering digital products, I specialise in coaching startup product teams.

My method boosts confidence, productivity, and creates continuous improvement.

Ready to step up?

colin@productpartner.io

ProductPartner