

NEWS

The new 'W... NYC' ... into a frenzy



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Courtesy of the City a

By Elizabeth Kim
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City and state officials on Monday launched a new ad campaign called “We ♥ NYC” that’s intended to counter pessimism about the city’s future and encourage civic engagement and pride among residents.

But this being New York City, the initial reaction was marked more by disdain and ridicule.

“Let’s all come together at a homeless shelter. It’s about solidarity,” Eric Adams said during an early morning rally.

As many New Yorkers noted, the classic “I ♥ NY” campaign created by Sherry Noveck in 1977 was a

Nostalgia, though, is a powerful force. The city’s history is emblazoned on Times Square, and the design legend said the city’s story: The late

So when a New York City ad campaign, the rants poured in.

“Don’t mess with the city’s logo,” said one commenter.

Ben Stephens, a former

The iconic power of the city’s arrangement of its

He then added: “The original looks like the voice of a city. The new one looks like the voice of an investment bank or possibly a healthcare provider.”

Councilmember Justin Brannan of Brooklyn compared the new logo to the [Holland Tunnel’s 2018 holiday signage](#) that was widely considered a design fail.



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The ad campaign was about a year in the making, according to Kathryn Wylde, the president of the Partnership for New York City, a business lobbying group leading the effort.

Wylde told Gothamist that those behind the newest campaign felt the city needed to distinguish it from the original version, which is trademarked by New York state.

Unlike the rounded typewriter typeface used by Glaser, the font for the new logo is the same one employed in the city’s subway system.

“This was a time for the city to show its leadership in the world,” Wylde said.

Graham Clifford, a former New York Times design director, said the idea was to “give the city a new identity.”

In the same story, Clifford said he “didn’t want to be too literal” and “wanted that people would poke fun at it.”

This is not the first time the city has tried to change its logo. In 1992, Glaser adapted his design from the original.

Some could argue that the new logo was already a “rebrand” of the original, but Wylde pleased that the city was “able to move forward.”


“I heart NY” has been a popular slogan for the city, but Wylde said it’s “locally with New Yorkers.”

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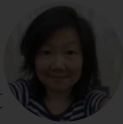


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Elizabeth Kim is a reporter on the People and Power desk who covers mayoral power. She previously covered the pandemic, housing, redevelopment and public spaces. A native of Queens, she speaks fluent Mandarin.

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