

World Trade Center Reveals New Logo

With just a few short weeks to go till [One World Trade Center reaches 100 floors](#), the building debuted a new logo on Wednesday.

[Capital New York](#) reports Cushman & Wakefield, the real estate firm exclusively tasked with finding tenants for the finished building by the Port Authority, released the logo designed by Worldsearch, along with the tagline "New York's Number One."



WTC

They announced in a statement:

The logo leverages both conceptual and practical connotations of the word "One." On one level, the brand declares that 1 World Trade Center is "first among many" as a part of the world-renowned New York City skyline. The "One" in the logo emphasizes its status as the Western Hemisphere's tallest building. The logo and tagline also reinforce messages of achievement and aspiration associated with the building.

On a practical basis, the dominance of the word "One" conveys a strong message about the building's singular features: its functionality, its sustainability, its location, its floorplates, its specifications, and its central role in the Lower Manhattan renaissance." The brand was designed by Wordsearch.

The firm recently announced major gains in revenue in large part due to [Conde Nast's 1 million square-foot](#) lease at the World Trade Center building.

Media companies including Conde Nast are said to make up the [majority of the building's tenants](#), moving away from Lower Manhattan's traditional saturation of financial firms.