Corporate Logotype

Compagny Logo

App Logo

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

The Twisper Logo is formed of two elements; the logo symbol and logo type. The logo symbol is a very simple image. It has a specific relationship with the company´s name since TWISPER resumes the company's identity for its users. The logo type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Gill Sans Semi Bold and has also been chosen to suit the company's core values. The corporate logo is presented through the use of color as well as simple atleration of the font. The four corporate colors are Blue, Yellow, Green and Purple. It is an appealing blend of colours chosen for their harmony.

Minimum Spacing Arround the Logo

Logo Symbol

The logo is referred to as "TWISPER's i" and represents the identity of the brand. It consists of a stylized «i» containing 4 colors. The «i» symbolizes the «information» you get in the app. The dot on top of it makes it more unique and «human».

Logo Title

TWISPER is a combination of two building concepts: "Trust" and "Whisper". It represents the idea of discovering the world with people you trust. In sum, sharing your favorite places to a community of trusted people.

Logo Base Line

«Experience positivity» is a versatile phrase that is based on our values and the way we communicate. While Experiences has a direct meaning on our app, we can use this term for different branding campaigns centered on TWISPER's value of positivity, trust and community.

App Logo

This is the icon our users will see on their phones or in any app store.

Logo Dark Version

to be used when the background is light colored.

Logo Light Version

to be used when the background is dark colored.

TWISPER's RGB Color System

These colors, except for the purple, are colors taken from the outside world: YELLOW=sun BLUE=sky GREEN=plants because TWISPER is for active and outdoor people.

They are all "simple" and "positive" colors to fit TWISPER's philosophy. The combination of all 4 colors is "unique".

These colors are only RGB which makes them very vivid and increases our visibility on display/screens. Since the colors are very "fun" and "impactful" we need to use them with moderation as it is the case with the logo.

TWISPER's Corporate Colors Symbol and Usage in the App.

Full	Light
R=170 G=120 B=255 #AA78FF	R=208 G=190 B=251 #D0BEFB
R=0 G=230 B=160 #00E6A0	R=179 V=240 B=209 #B3F0D1
R=255 G=220 B=0 #FFDC00	R=252 V=236 B=165 #FCECA5
R=0 G=110 B=255 #006EFF	R=147 G=183 B=250 #93B7FA
R=35 G=35 B=35 #232323	R=240 V=240 B=240 #F0F0F0

TWISPER

Purple : rare color in Nature
(not attributed to any TWISPER action right now but will be in the future)

Ambassadors//Partners

Green : Symbol of growth/renewal
(growing community)

Me

Yellow : Symbol of happiness and ego
(you are happy)

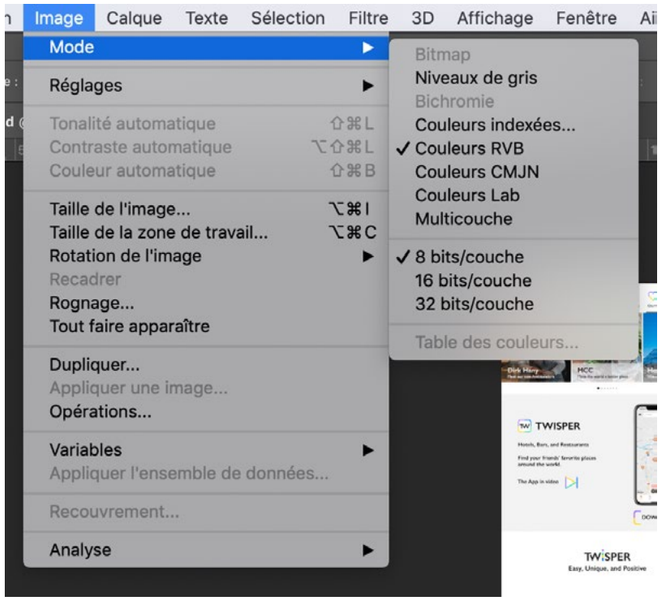
Friends

Blue : Symbol of trust
(you trust your friends)

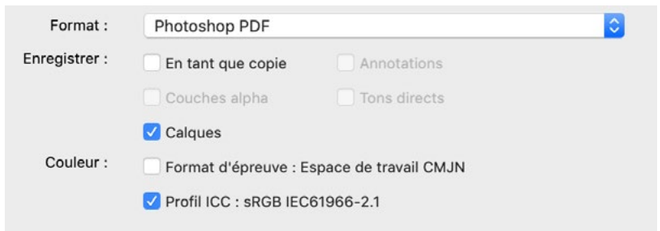
Neutral

Black : everybody needs black, but ours is a bit brighter than a 100% black.

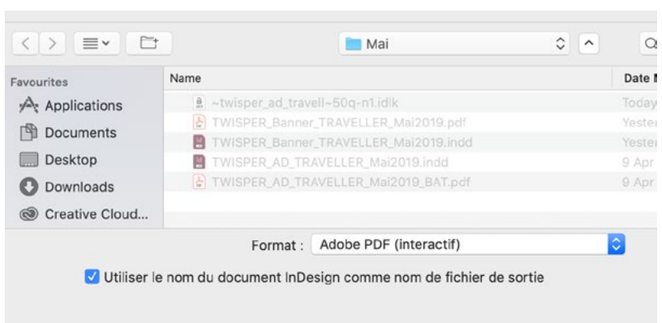
TWISPER's colors are all in RGB spectrum.
Everytime you produce a visual (.jpf .tiff .PDF .PSD etc.)
please make sure your file is in RGB color format.



Photoshop



Illustrator



InDesign

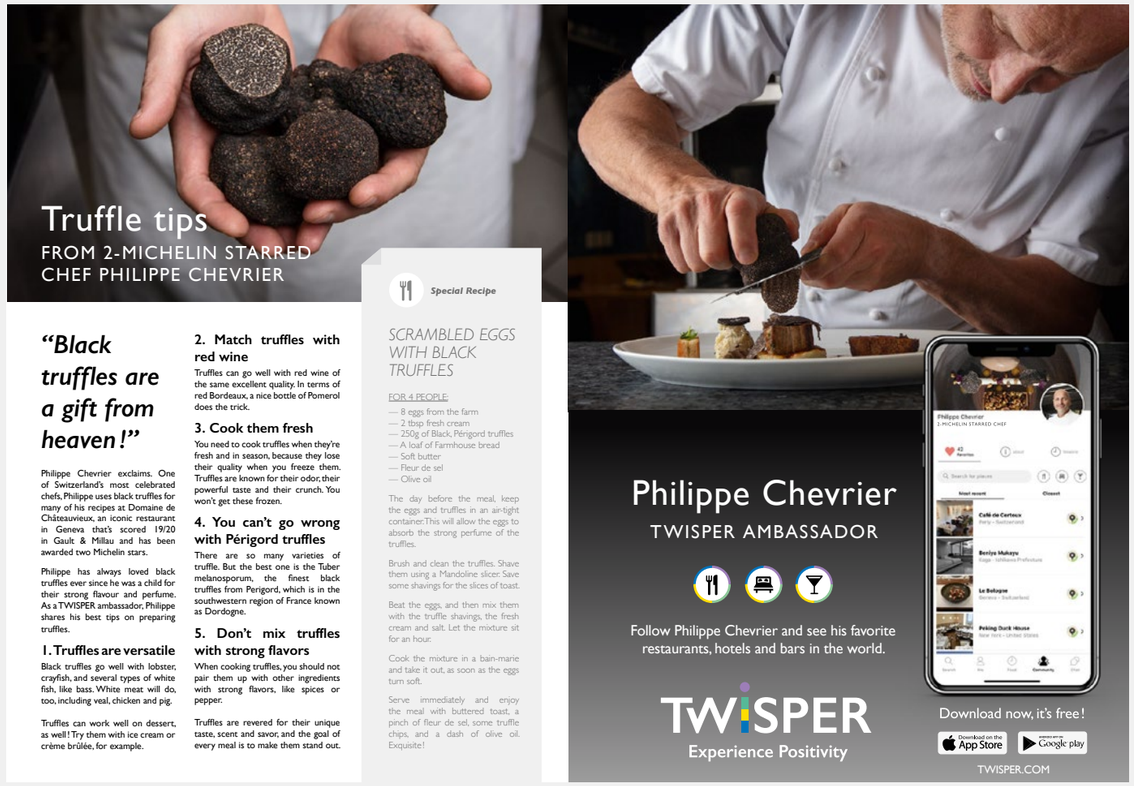
TWISPER's Corporate Colors For Print Usage

When producing a document for printing purposes, you have to make sure your file is properly configured in the CMYK color format. You have to use the CMYK Logo and configure these codes for every color you use.

C0 M0 Y0 K95	C90 M45 Y0 K0	C0 M10 Y100 K0	C50 M0 Y50 K0	C45 M55 Y0 K0
C0 M0 Y0 K8	C45 M25 Y0 K0	C0 M0 Y45 K0	C30 M0 Y25 K0	C25 M30 Y0 K0
PANTONE 427U	PANTONE 285U	PANTONE 803U	PANTONE 3395U	PANTONE 265U

Samples - CMYK

Print Examples



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