

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 alteration of the font. The four corporate colors are Blue, Yellow, Green and Purple. It is an appealing blend of colours chosen for their harmony.



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.

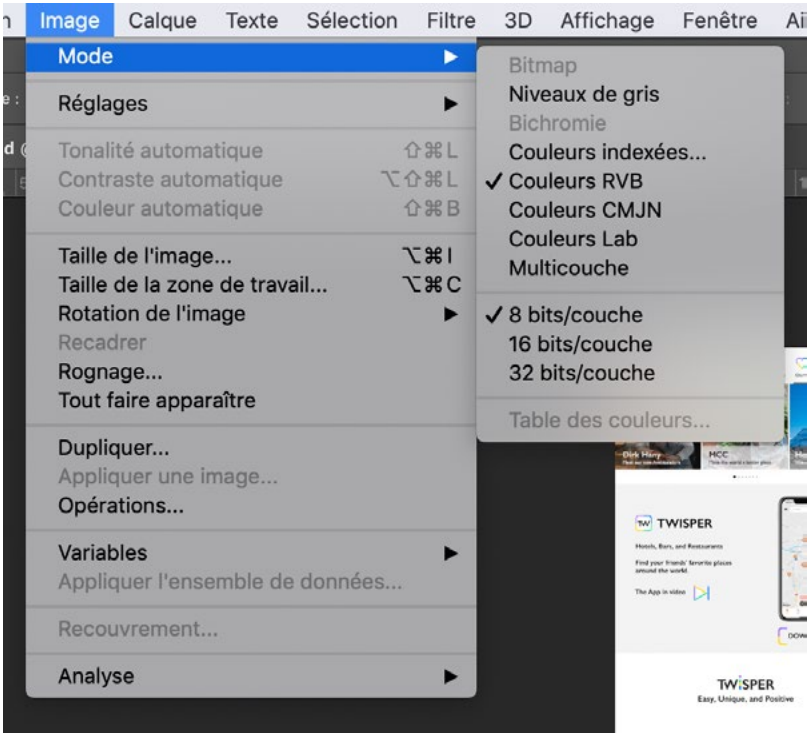
TWISPER's Corporate Colors Symbol and Usage in the App.

Full	Light	
<div></div> <div>R=170 G=120 B=255 #AA78FF</div>	<div></div> <div>R=208 G=190 B=251 #D0BEFB</div>	<div>TWISPER</div> <div>Purple : rare color in Nature (not attributed to any TWISPER action right now but will be in the future)</div>
<div></div> <div>R=0 G=230 B=160 #00E6A0</div>	<div></div> <div>R=179 V=240 B=209 #B3F0D1</div>	<div>Ambassadors//Partners</div> <div>Green : Symbol of growth/renewal (growing community)</div>
<div></div> <div>R=255 G=220 B=0 #FFDC00</div>	<div></div> <div>R=252 V=236 B=165 #FCECA5</div>	<div>Me</div> <div>Yellow : Symbol of happiness and ego (you are happy)</div>
<div></div> <div>R=0 G=110 B=255 #006EFF</div>	<div></div> <div>R=147 G=183 B=250 #93B7FA</div>	<div>Friends</div> <div>Blue : Symbol of trust (you trust your friends)</div>
<div></div> <div>R=35 G=35 B=35 #232323</div>	<div></div> <div>R=240 V=240 B=240 #F0F0F0</div>	<div>Neutral</div> <div>Black : everybody needs black, but ours is a bit brighter than a 100% black.</div>

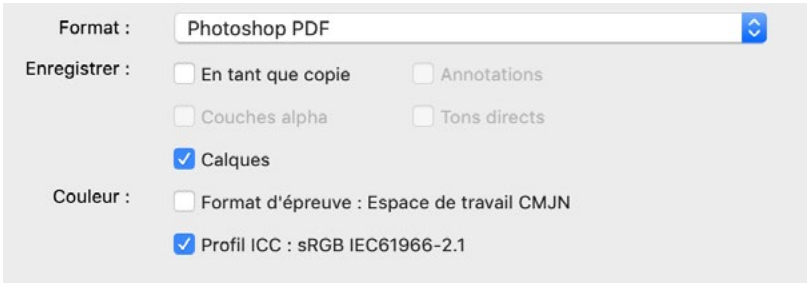


TWISPER's colors are all in RGB spectrum.
Everytime you produce a visual (.jpf .tiff .PDF .PSD etc.)
please make sure your file is in RGB color format.

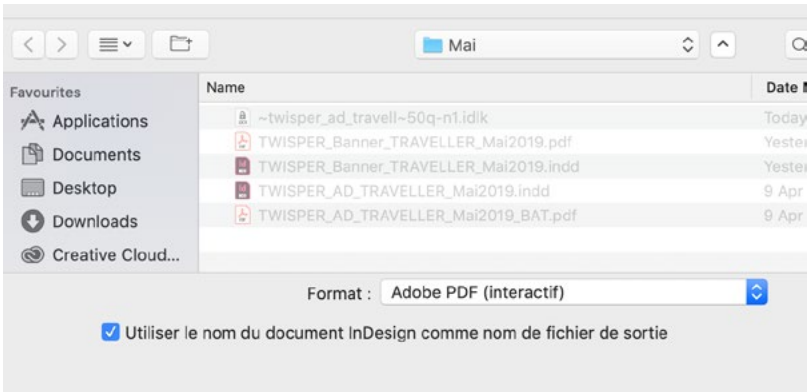
TWISPER's Corporate Colors For Print Usage



Photoshop



Illustrator



InDesign

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



Truffle tips

FROM 2-MICHELIN STARRED CHEF PHILIPPE CHEVRIER

“Black truffles are a gift from heaven!”

Philippe Chevrier exclaims. One of Switzerland's most celebrated chefs, Philippe uses black truffles for many of his recipes at Domaine de Chateauvieux, an iconic restaurant in Geneva that's scored 19/20 in Gault & Millau and has been awarded two Michelin stars.

Philippe has always loved black truffles ever since he was a child for their strong flavour and perfume. As a TWISPER ambassador, Philippe shares his best tips on preparing truffles.

1. Truffles are versatile
Black truffles go well with lobster, crayfish, and several types of white fish, like bass. White meat will do, too, including veal, chicken and pig.

Truffles can work well on dessert, as well! Try them with ice cream or crème brûlée, for example.

2. Match truffles with red wine
Truffles can go well with red wine of the same excellent quality. In terms of red Bordeaux, a nice bottle of Pomerol does the trick.

3. Cook them fresh
You need to cook truffles when they're fresh and in season, because they lose their quality when you freeze them. Truffles are known for their odor, their powerful taste and their crunch. You won't get these frozen.

4. You can't go wrong with Périgord truffles
There are so many varieties of truffle. But the best one is the Tuber melanosporum, the finest black truffles from Périgord, which is in the southwestern region of France known as Dordogne.

5. Don't mix truffles with strong flavors
When cooking truffles, you should not pair them up with other ingredients with strong flavors, like spices or pepper.

Truffles are revered for their unique taste, scent and savor, and the goal of every meal is to make them stand out. Exquisite!

Special Recipe

SCRAMBLED EGGS WITH BLACK TRUFFLES

FOR 4 PEOPLE:

- 8 eggs from the farm
- 2 tbsp fresh cream
- 250g of Black Périgord truffles
- A loaf of Farmhouse bread
- Soft butter
- Fleur de sel
- Olive oil

The day before the meal, keep the eggs and truffles in an air-tight container. This will allow the eggs to absorb the strong perfume of the truffles.

Brush and clean the truffles. Shave them using a Mandoline slicer. Save some shavings for the slices of toast.

Beat the eggs, and then mix them with the truffle shavings, the fresh cream and salt. Let the mixture sit for an hour.

Cook the mixture in a bain-marie and take it out, as soon as the eggs turn soft.

Serve immediately and enjoy the meal with buttered toast, a pinch of fleur de sel, some truffle chips, and a dash of olive oil. Exquisite!



Philippe Chevrier

TWISPER AMBASSADOR

Follow Philippe Chevrier and see his favorite restaurants, hotels and bars in the world.



TWISPER
Experience Positivity



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TWISPER

Experience Positivity

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