PRETTY THINGS ONLINE INC.

Latialma brand guidelines

Everything you need to present Latialma consistently on the web, in the app, on social media, in the press and in print: logos, icons, colours, typography, tone and usage rules.



Essence

Latialma joins two Spanish words: latir (to beat, like a heart) and alma (soul). It is a place for people in Latin America and the Caribbean to meet people from

around the world, with respect, safety and real intent.

Our promise fits in one line: Where souls beat as one.

Warm

We speak like a good friend: close, joyful and human.

Respectful

Every person and culture is shown with dignity, never as something exotic.

Safe

Verification, privacy and consent come first.

Genuine

Real people, real photos, real conversations.

Logo

The mark is a heart in two halves: a coral petal with a plum soul tucked into its left side. The line between them never quite closes: two people, two worlds, one heartbeat. The name is set in Fraunces, soft and rounded, converted to outlines.



Horizontal (primary)

Use it whenever there is room: web, headers, documents and signatures.



Stacked

For square or vertical formats: posters, covers, splash screens.



Mark

When the brand is already known or space is tight: icons, avatars, stamps.



Wordmark

Only when the mark appears nearby or for technical limits.

Colour versions



Full colour

Preferred version, on cream, white or light backgrounds.



Reversed

On plum, ink or dark photos.



On coral

For campaign pieces with a coral background.



Black

One-colour print, stamps and engraving.



White

One colour on dark backgrounds or photos.

Clear space

Keep a free margin around the logo equal to the height of the soul (the plum half of the heart), marked here as x. No text, edge or image may enter that space.



Minimum size

Horizontal	120 px · 30 mm wide
Stacked	64 px · 16 mm wide
Mark	16 px · 5 mm (below 32 px, use the version without the inner line)



Incorrect use

The logo is fixed artwork. Don't redraw or alter it.



Don't stretch or distort it



Don't rotate it



Don't change its colours



Don't add shadows or effects



Don't flip the soul to the other side



Don't use it without contrast



Don't place it on busy backgrounds



Don't retype it in another font

Colour

A warm palette inspired by Caribbean sunsets. Cream and ink do the everyday work; coral brings energy; plum adds depth.

Coral

Primary colour: logo, accents, large calls to action.

HEX	#E8525B
RGB	232 82 91
CMYK	0 65 61 9

Coral Dark

Buttons and links with small white text; pressed states.

HEX	#C23A44
RGB	194 58 68
CMYK	0 70 65 24

Plum

The soul of the mark, brand backgrounds, headlines.

HEX	#5B2A4E
RGB	91 42 78
CMYK	0 54 14 64

Ink

Body text and dark backgrounds.

HEX	#1B1320
RGB	27 19 32
CMYK	16 41 0 87

Cream

Main background for the web and app.

HEX	#FFF8F1
RGB	255 248 241
CMYK	0 3 5 0

Sand

Cards, dividers and secondary backgrounds.

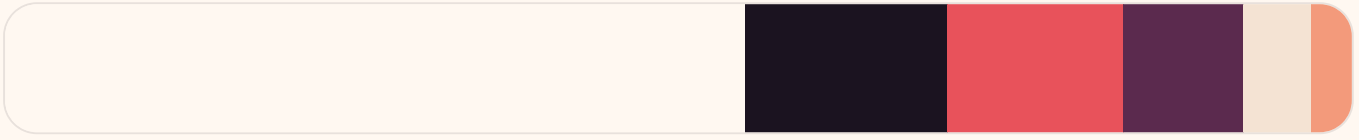
HEX	#F4E3D3
RGB	244 227 211
CMYK	0 7 14 4

Peach

Occasional accent and illustration; the soul in dark mode.

HEX	#F39A7B
RGB	243 154 123
CMYK	0 37 49 5

Proportion of use



Contrast and accessibility

Text pairings checked against WCAG 2.1. White on coral is only for large text (24 px, or 19 px bold); for buttons with small text use Coral Dark.

Aa Ink / Cream
17.2:1 · AA normal text

Aa Ink / Sand
14.5:1 · AA normal text

Aa

Plum / Cream
10.6:1 · AA normal text

Aa

Coral Dark / Cream
5.0:1 · AA normal text

Aa

White / Coral Dark
5.3:1 · AA normal text

Aa

Cream / Plum
10.6:1 · AA normal text

Aa

Peach / Ink
8.4:1 · AA normal text

Aa

White / Coral
3.6:1 · Large text only

Aa

Coral / Cream
3.4:1 · Large text only

Typography

Two free families (SIL Open Font License), served from our own server and free on Google Fonts.

Aa

Fraunces

Headlines, quotes and key figures. Its optical size changes contrast with the point size.

Where souls beat as one

Licence: SIL OFL 1.1 · Google Fonts

Aa

DM Sans

Interface, body text and forms. Clear on small screens and in all four languages.

Meet people from Latin America, the Caribbean and around the world. Verified profiles, real conversations.

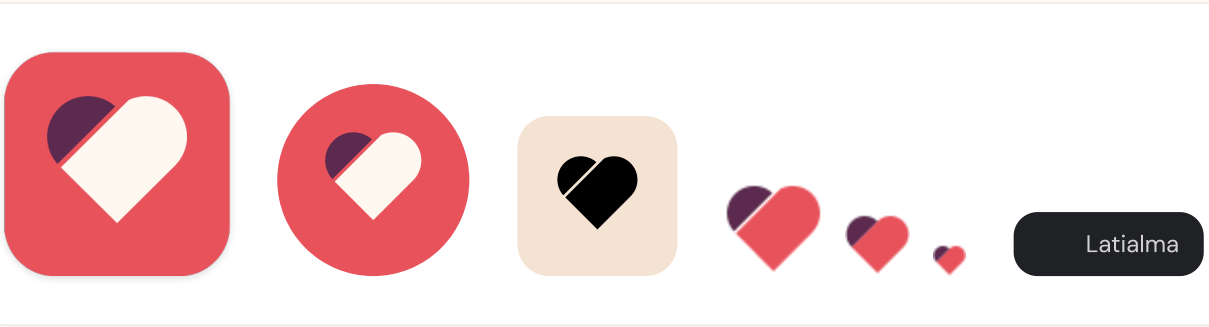
Licence: SIL OFL 1.1 · Google Fonts

Scale

H1 · Fraunces 600 · 48/52	# Where souls beat…
H2 · Fraunces 600 · 32/40	## Where souls beat as one
H3 · DM Sans 600 · 20/28	### Where souls beat as one
Body · DM Sans 400 · 16/26	Where souls beat as one
Small · DM Sans 500 · 14/20	Where souls beat as one

App icons and favicon

The cream and plum mark on a coral tile. The website and the future app use the same files.



App icon	`1024 × 1024`	App Store, Google Play
Apple touch	`180 × 180`	iPhone and iPad home screen
Android / PWA	`192, 512`	Android home screen
Maskable	`192, 512`	Android shaped icons
Monochrome	`512 + SVG`	Android themed icons, Safari pinned tab
Favicon	`SVG, 16, 32, 48, ICO`	Browser tabs (the SVG adapts to dark mode)

Social media

Avatar, covers and link-sharing images, ready to upload.





Avatar	1080 × 1080 · safe for circular crops
Share image (Open Graph)	1200 × 630 · ES, EN, PT, FR
X header	1500 × 500
Facebook cover	1640 × 624
LinkedIn banner	1584 × 396
YouTube banner	2560 × 1440

Email logo · 480 px wide, white background

Photography and imagery

We show real people as they are. Latialma imagery should feel warm, dignified and true.

✓ Do

Natural light and warm colours

Real diversity of ages, bodies, skin tones and backgrounds

Everyday moments: a coffee, a walk, a video call

Member photos only with their written permission

✕ Don't

Sexualised or suggestive images

Stereotypes, or presenting anyone as "exotic"

Stock photos that look like marriage-agency ads

Minors, under any circumstances

Tone of voice

We write warmly and clearly, in each person's language. In Spanish we use "tú"; in Portuguese, "você"; in French, "vous".

Close, not cloying

Joyful and human, never over the top.

Clear, not technical

Short sentences and concrete verbs.

Reassuring, not alarming

We explain how we protect people without scaring them.

✓ Do

“Meet someone who gets you.”

“Verify your profile and build trust.”

“Your photos are yours: you decide who sees them.”

✕ Don't

“Find your Latina wife NOW!!”

“Exotic women are waiting for you.”

“Error 403: authentication failed.”

The name

Latialma is always written as one word with a capital L. Only the domain, latialma.com, is lowercase.

✓ Latialma ~~LatiAlma~~ ~~Lati Alma~~ ~~LATIALMA~~ ~~Latialma's App~~

Legal use and contact

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