

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 in the

United States and Europe, 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



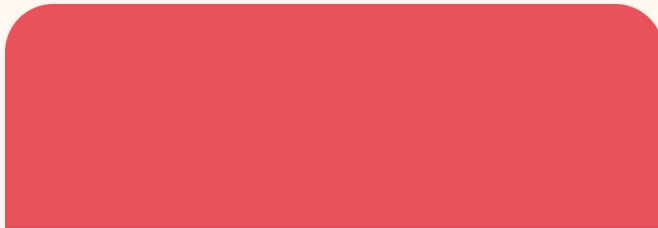
Don't place it on busy backgrounds



Don't retype it in another font

Colour

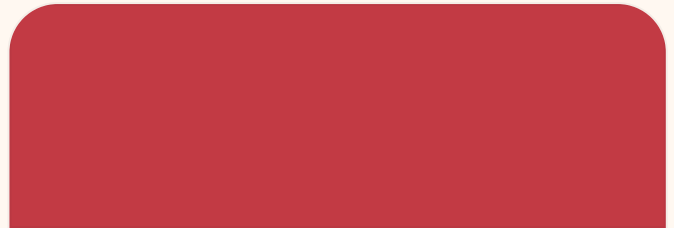
A warm palette inspired by Caribbean sunsets. Cream and ink do the everyday work; coral brings energy; plum adds depth.



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.

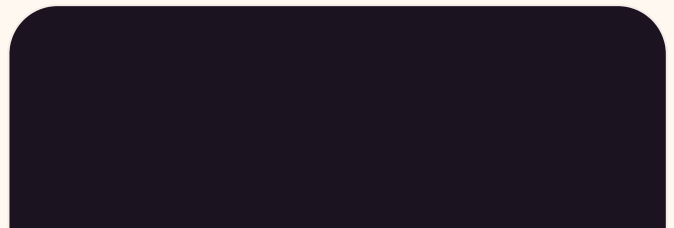
HEX #C23A44
RGB 194 58 68
CMYK 0 70 65 24



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

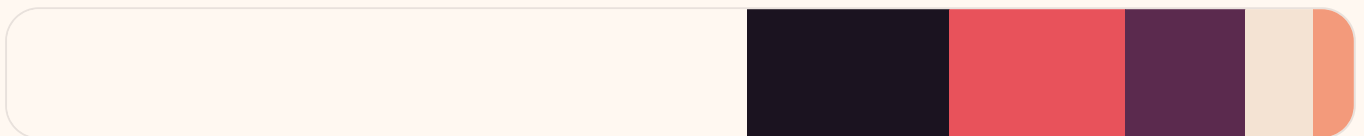
Occasional accent and illustration; the soul in dark mode.

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 across Latin America, the Caribbean, the United States and Europe.
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

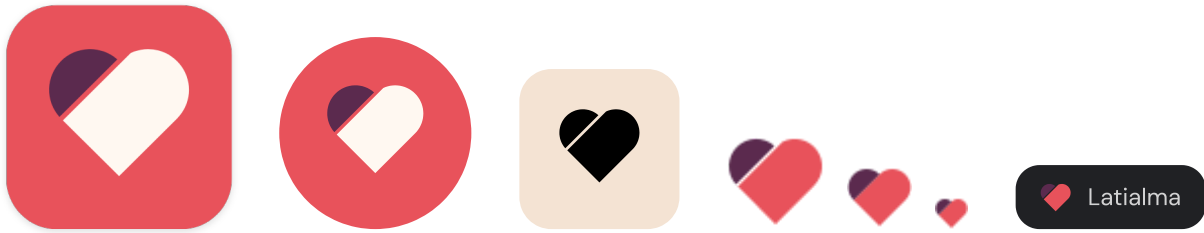
Where souls beat as one

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.



Where souls beat as one.

Meet people across Latin America, the Caribbean, the US and Europe.

 latialma.com



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**

LatíAlma

Lati Alma

LATIALMA

Latialma's App

Legal use and contact

Latialma is a product of Pretty Things Online Inc. The name, logo and mark belong to Pretty Things Online Inc.

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Brand and press enquiries: admin@prettythingsonline.com