

meant.

Dating for people
who *mean it.*

Who we are

Warm, confident, *unhurried.*

Meant is the dating app for working professionals who know what they want. Verified careers, clear intentions and a little help from the stars. The brand should feel like a great evening out: generous space, one clear voice, nothing shouting.

Intent

We say what we mean. Roles are verified and intentions are on the first screen.

Warmth

Premium, never cold. Night tones, soft light and human type.

Ease

Calm, clear and friendly for everyone, from first-timers to family.

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meant.

Logo · On paper

The wordmark

meant, *full stop.*



Letters

Custom geometric strokes with flat ends and perfect circles. Every letter stands on its own; nothing is joined.

The dot

The orchid full stop is the signature. It says the decision is made. Orchid on light, champagne on dark.

Colours

Letters in Ink #17121E, dot in Orchid #9A5BD3.

On dark backgrounds

Made for *the evening.*

meant.

Letters

Moonlight **#F5F1F7**, never pure white.

The dot

Champagne **#E6C79C** on night backgrounds and photos.

Where

Website, app in dark mode, zodiac and match moments, social posts.



The monogram

m.

A white “m” and a champagne dot on deep plum. It stands apart on a home screen full of bright gradients.

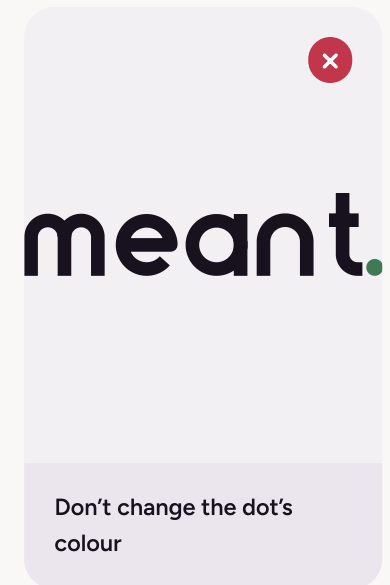
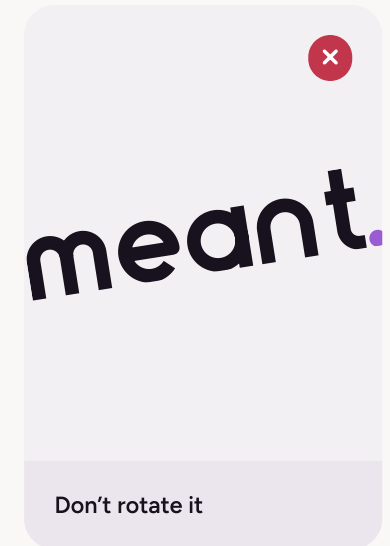
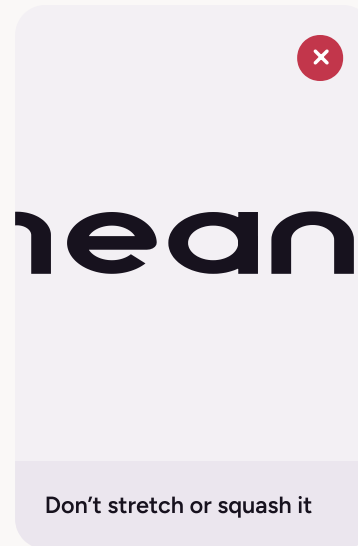


Plum gradient **#7A4BB0** → **#3B1F5C** → **#140C1E**. Supplied at 1024 and 512 px for the App Store and Google Play, plus an SVG.

Clear space and size



Keep clear space equal to the height of the “m” on every side.
Minimum width 72 px on screen and 18 mm in print.



Night & Champagne

Eight colours, *one mood.*

Plum

#5A2D82

RGB 90 45 130

CMYK 31 65 0 49

Primary buttons in light mode

Champagne

#E6C79C

RGB 230 199 156

CMYK 0 13 32 10

Primary at night, perfect picks

Orchid

#9A5BD3

RGB 154 91 211

CMYK 27 57 0 17

The dot, hearts, highlights

Night

#100C16

RGB 16 12 22

CMYK 27 45 0 91

Dark backgrounds, zodiac

Ink

#17121E

RGB 23 18 30

CMYK 23 40 0 88

Text in light mode

Paper

#FAF8F7

RGB 250 248 247

CMYK 0 1 1 2

Light backgrounds

Mist

#F3F0F4

RGB 243 240 244

CMYK 0 2 0 4

Inputs, chips, grouped areas

Muted

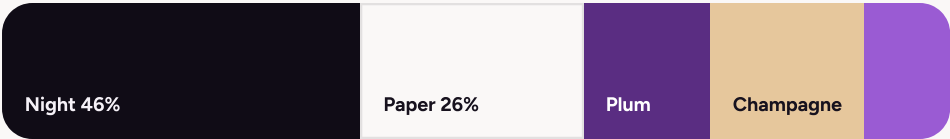
#6C6575

RGB 108 101 117

CMYK 8 14 0 54

Captions and quiet text

Proportion



Neutrals do most of the work. Plum or champagne marks the one action that matters on a screen. Orchid is a spark, used small.

Contrast

White on Plum (buttons, light mode)	9.9 : 1
Ink on Champagne (buttons, dark mode)	11.4 : 1
Ink on Paper (text)	17.0 : 1
Muted on Paper (captions)	5.3 : 1
Orchid on Paper (icons and large text only)	4.1 : 1

Light mode

Your chart is in.

Create your profile

82 Strong match

★ Perfect pick

Dark mode

It's *meant*.

Send a message

92 Great match

★ Perfect pick

Display · Instrument Serif

Aa *a*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Regular and Italic, by Instrument. Headlines, names, prompt answers and moments that should feel human. Free on Google Fonts (SIL Open Font License).

Interface · Figtree

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Weights 400 to 700. Everything you read or tap: buttons, body text, labels. Friendly, clear and very readable at small sizes. Free on Google Fonts.

Display
Instrument Serif 400 · -3%

Someone rare.

Large title
Figtree 700 · 34 px

Weekly picks

Title
Figtree 700 · 24 px

You're all caught up

Headline
Figtree 600 · 17 px

Send Thandi a message

Body
Figtree 400 · 15 px

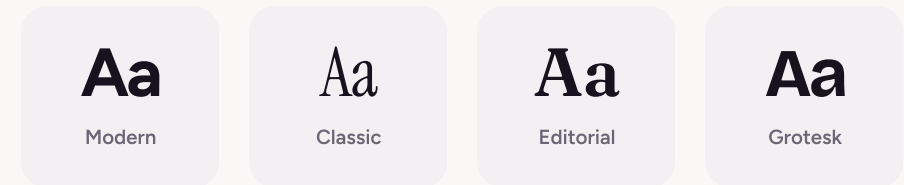
Verified professionals, clear intentions and
a little help from the stars.

Caption
Figtree 600 · 13 px

You're both free Thursday after 7

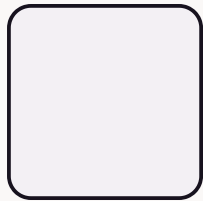
Profile typefaces

Members style their own profile with one of four curated typefaces and one of seven accent colours. Every combination is tested to look good.

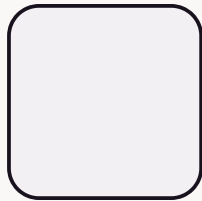


Plum, Berry, Terracotta, Saffron, Sage, Ocean, Ink.

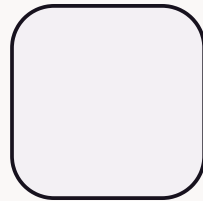
Corners



12 · inputs



16 · cards

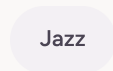
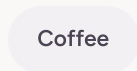
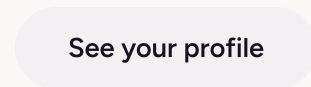


22 · photos

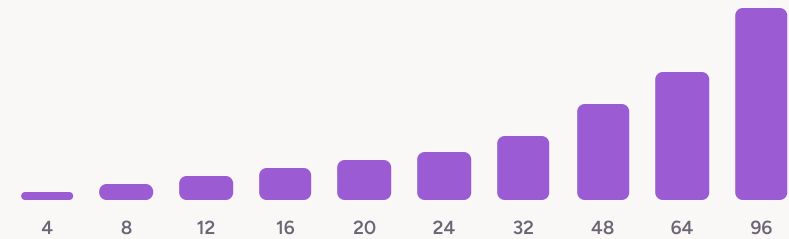


Pill · buttons

Components



Spacing on a 4-point grid



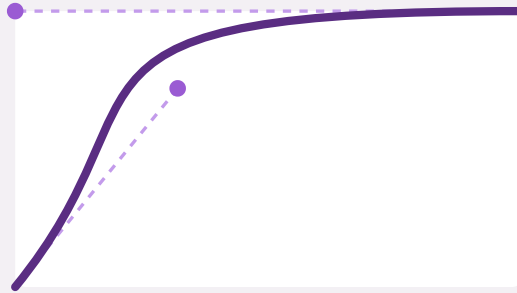
- 20 px side margins on phones, 16 px of air under the status bar.
- 24 px from a heading to its content, 32 px between groups.
- List rows at least 64 px tall, with 14 px above and below the text.
- On the website every section shares one rhythm: the same gap above, below and under each heading.

How things move

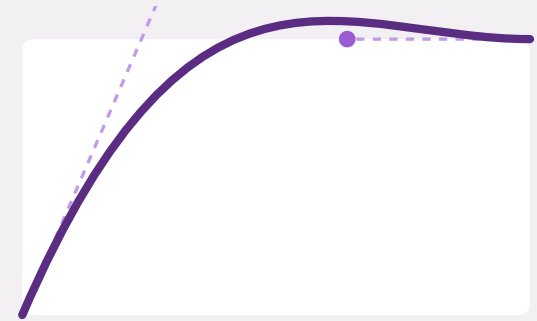
Quick to respond, *soft to land*.

**Enter**

cubic-bezier(0.22, 1, 0.36, 1)
Things arriving: 300–500 ms

**Screens and sheets**

cubic-bezier(0.32, 0.72, 0, 1)
Moving between screens: 450 ms

**Press release**

cubic-bezier(0.34, 1.45, 0.64, 1)
Buttons and pops springing back: 380 ms

- Taps press to 97% in 80 ms, then spring back.
- Entrances take 300 to 500 ms, exits 150 to 250 ms.
- One orchestrated moment per screen, never fades on every card.
- Cards follow the finger exactly and spring back or fly off.
- Only position, scale and opacity animate, so it always stays smooth.
- Reduced-motion settings switch all of it off.

How we sound

Like a friend who is *good at their job*.

Warm

Direct

A little dry

Kind

Clear

Write like this

“Dating for people who mean it.”

“You’re both free Thursday after 7.”

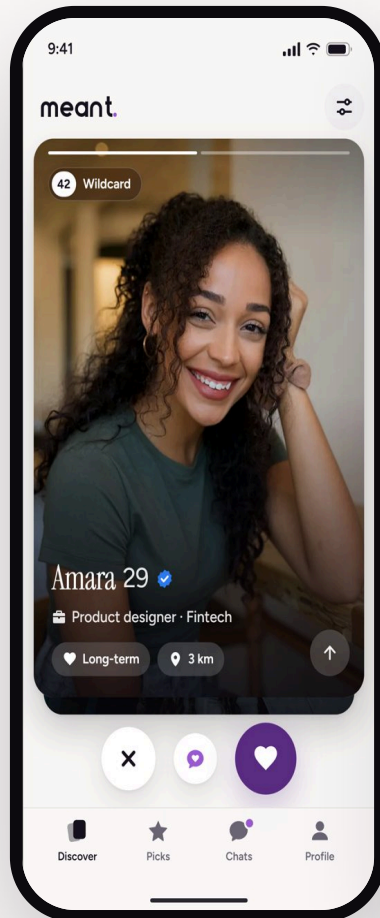
“That email looks incomplete. Check it and try again.”

Not like this

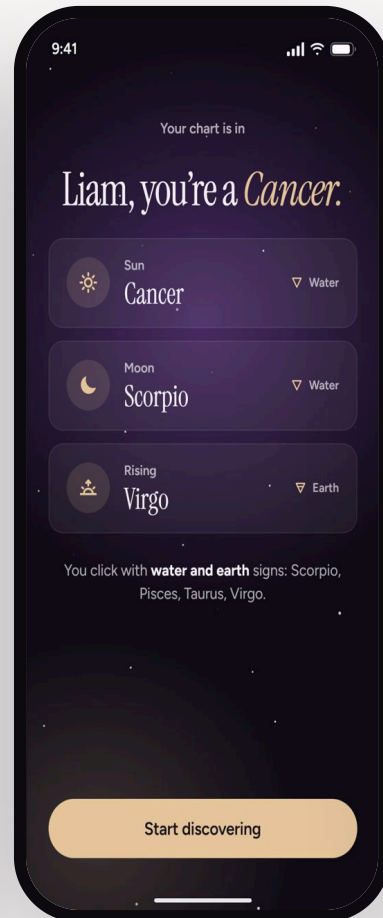
“Unleash your love life!”

“Seamless, next-gen matchmaking.”

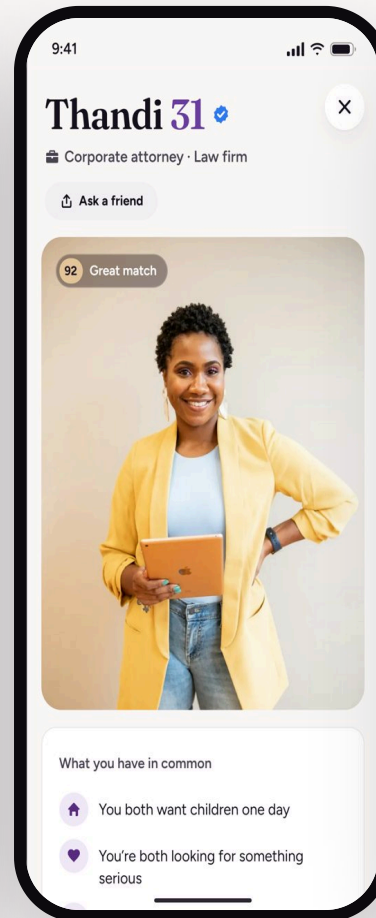
“Oops! Something went wrong.”



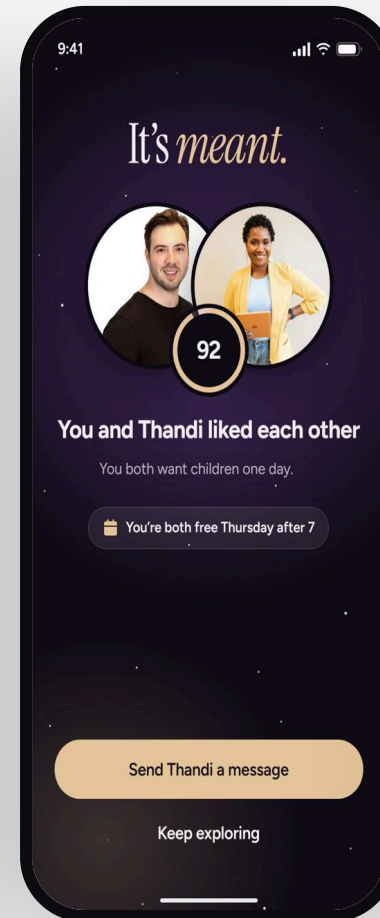
Discover



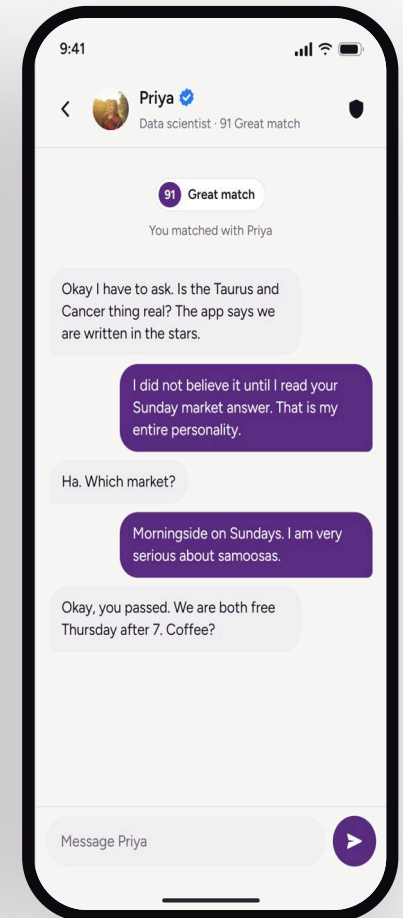
Your chart



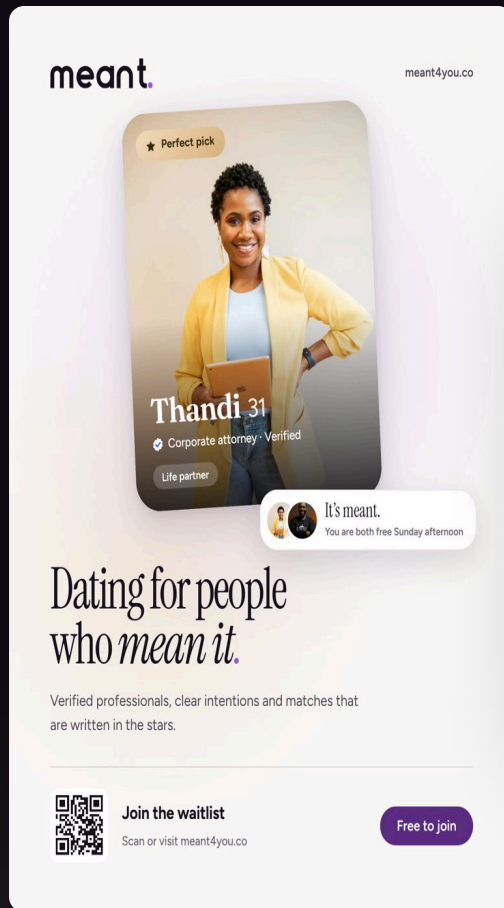
Profile



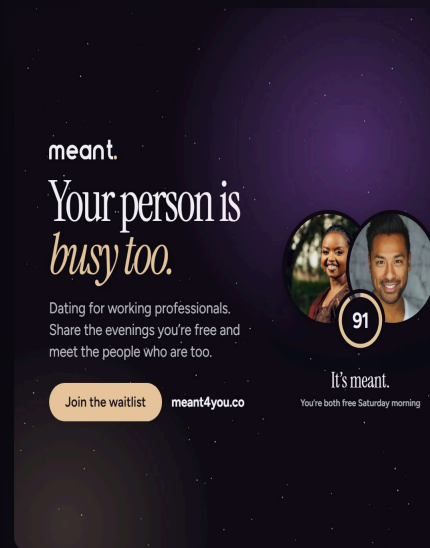
Match



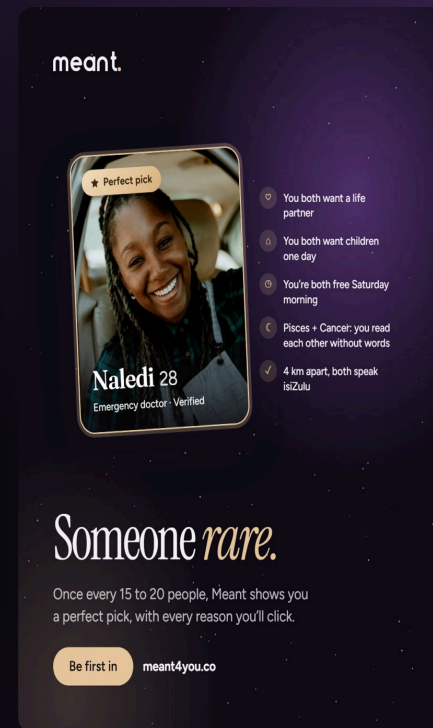
Chat



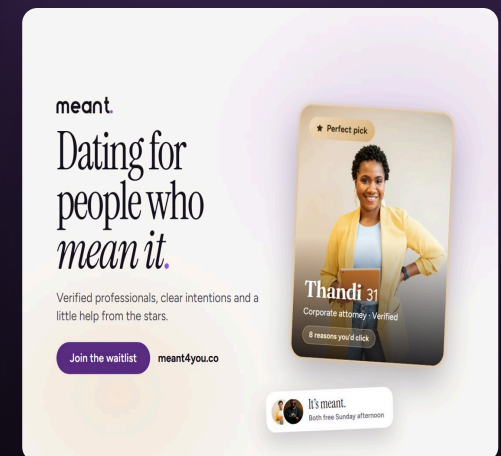
A5 print



Instagram 1:1



Instagram 3:4



Instagram 4:3

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meant4you.co · hello@meant4you.co

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