BRAND GUIDELINES

#0071e3

MAY 21, 2026

apple.com

A reading of the visual language at https://apple.com. Every token, every rule, every component — captured from the live site.

PAGE INTENT

landing

SYSTEM GRADE

B 86/100

TOKENS

18 colours · 13 sizes

GENERATED

designlang

Contents

01 About

02 Logo

03 Colour

04 Typography

05 Spacing

06 Shape

07 Iconography

08 Motion

09 Components

10 Voice

11 Accessibility

12 Tokens

13 Usage

CHAPTER 01

About

PAGE INTENT

landing 51% confidence

MATERIAL LANGUAGE

material-you

IMAGERY STYLE

photography

COMPONENT LIBRARY

unknown

STACK

unknown

VOICE TONE

friendly

CHAPTER 02

Logo

SOURCE

inferred

DIMENSIONS

—

ASPECT

—

FORMAT

unknown

CHAPTER 03

Colour

1 primary · 1 secondary · 1 accent · 9 neutrals · 18 total

Primary

#F5F5F7

RGB
245, 245, 247

HSL
240°, 11%, 96%

Secondary

#0071E3

RGB
0, 113, 227

HSL
210°, 100%, 45%

Accent

#EA33C0

RGB
234, 51, 192

HSL
314°, 81%, 56%

Neutrals

#1D1D1F	#000000	#E8E8ED	#FFFFFF	#86868B	#6E6E73	#333336	#D2D2D7	#41626A

Full palette

> **WCAG 100%** · 10 passing pairs · 0 failing. Full breakdown in §11.

CHAPTER 04

Typography

3 families · 13 sizes · 4 weights

DISPLAY

SF Pro Text

BODY

SF Pro Display

WEIGHTS

400, 600, 300, 700

Specimen

Accessibility

iPhone

Scale

STEP	SIZE	SAMPLE
t00	56px	Accessibility
t01	44px	Accessibility
t02	40px	Accessibility
t03	34px	Accessibility
t04	28px	Accessibility
t05	24px	Accessibility
t06	21px	Accessibility
t07	18px	Accessibility
t08	17px	Accessibility
t09	14px	Accessibility

CHAPTER 05

Spacing

Base 2px · 19 steps captured

Rhythm

CHAPTER 06

Shape

6 radii · 1 elevation tiers

Border radii

5px

8px

11px

50px

980px

999px

Elevation

xs

CHAPTER 07

Iconography

unknown · 24 captured

LIBRARY

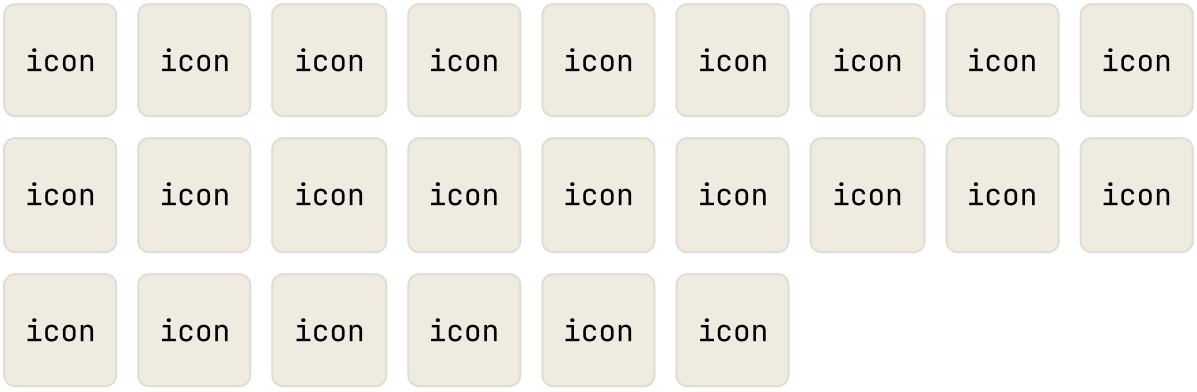
unknown

CONFIDENCE

0%

STROKE STYLE

fillDominant

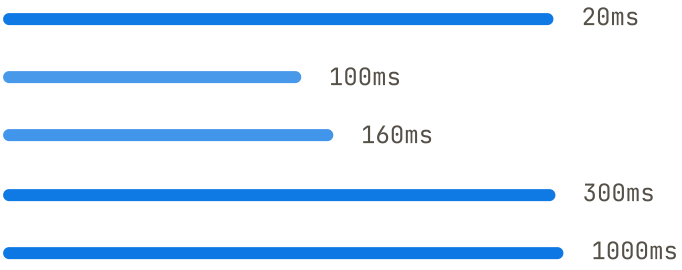


CHAPTER 08

Motion

Feel: mixed · 5 durations · 6 easings

Duration scale



Easings

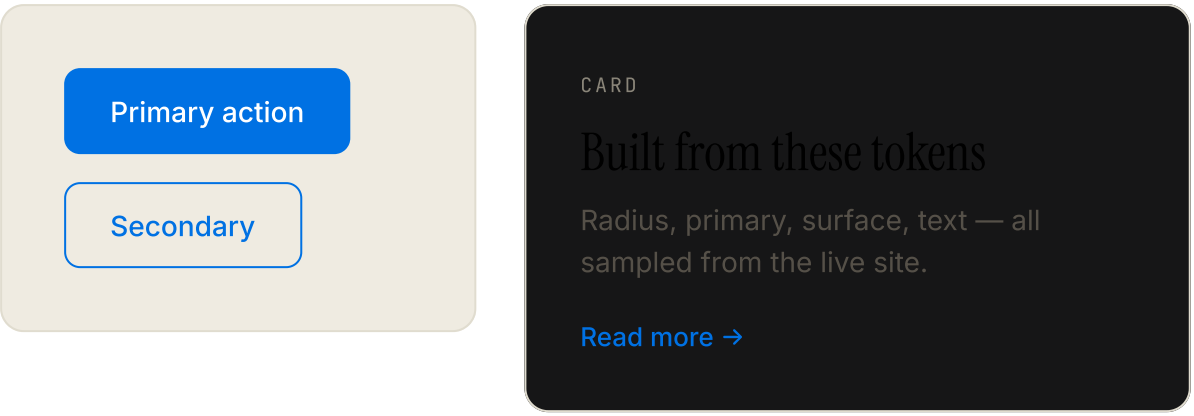
`custom` `steps` `steps` `custom`

CHAPTER 09

Components

unknown · 1 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

VARIANTS

link, secondary

SIZES

—

CHAPTER 10

Voice

friendly · — · —

Headlines from the site

Accessibility

iPhone

MacBook Neo

WWDC 26

CTA verbs

×8 ×5 ×3 ×3 ×3 ×3 ×1 ×1

CHAPTER 11

Accessibility

100%

WCAG 2.1 contrast
10 passing · 0 failing

No failing contrast pairs detected.

CHAPTER 12

Tokens

Drop-in code for the most common stacks. All values from the live extraction.

CSS VARIABLES — VARIABLES.CSS

```
:root {
  --color-primary: #f5f5f7;
  --font-display: "SF Pro Text";
  --space-base: 2px;
  --radius-md: 8px;
}
```

TAILWIND CONFIG — TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#f5f5f7' },
      fontFamily: { display: ['SF Pro Text', 'serif'] },
      spacing: { base: '2px' },
      borderRadius: { md: '8px' },
    },
  },
};
```

Run `npx designlang pack apple.com` for the full bundle (DTCG, shadcn, Figma vars, motion, anatomy, Storybook).

CHAPTER 13

Usage

01

Lead with the primary.

It belongs on calls-to-action and one accent moment per screen. Not on body copy.

02

Two type families, three weights.

Display for headlines, body for paragraphs. Resist a third unless there is a real reason.

03

Snap to the spacing scale.

Padding, margin, and gap should land on the values in §05. One-off pixels accumulate into noise.

04

Treat accessibility as a hard constraint.

When a colour pair fails WCAG, fix the colour — not the contrast check.

designlang

Re-run: `npx designlang brand apple.com`

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