BRAND GUIDELINES

#2702c2

MAY 21, 2026

arc.net

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

PAGE INTENT

landing

SYSTEM GRADE

B 87/100

TOKENS

7 colours · 12 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 29% confidence

MATERIAL LANGUAGE

flat

IMAGERY STYLE

photography

COMPONENT LIBRARY

unknown

STACK

next

VOICE TONE

friendly

CHAPTER 02

Logo

SOURCE

inferred

DIMENSIONS

—

ASPECT

—

FORMAT

unknown

CHAPTER 03

Colour

1 primary · 1 secondary · 1 accent · 4 neutrals · 7 total

Primary

#2702C2

RGB
39, 2, 194

HSL
252°, 98%, 38%

Secondary

#FFFADD

RGB
255, 250, 221

HSL
51°, 100%, 93%

Accent

#3139FB

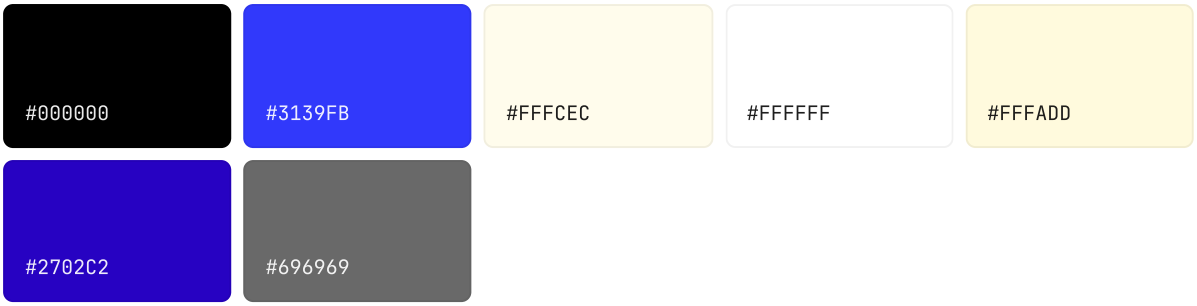
RGB
49, 57, 251

HSL
238°, 96%, 59%

Neutrals

#000000	#FFFCEC	#FFFFFF	#696969

Full palette



> **WCAG 100%** · 6 passing pairs · 0 failing. Full breakdown in §11.

CHAPTER 04

Typography

7 families · 12 sizes · 5 weights

DISPLAY

Marlin

BODY

Marlin Soft SQ

WEIGHTS

400, 700, 600, 500, 800

Specimen

Arc is the Chrome replacement I've been waiting for.

Arc is the Chrome replacement I've been waiting for.

Scale

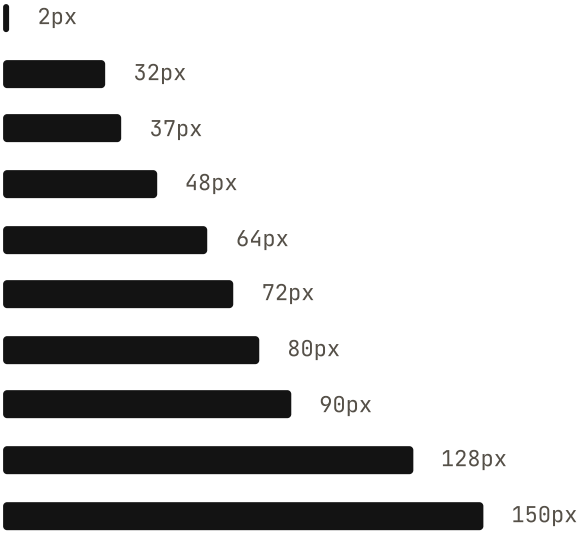
STEP	SIZE	SAMPLE
t00	45.51px	Arc is the Chrome replaceme
t01	40px	Arc is the Chrome replaceme
t02	36px	Arc is the Chrome replaceme
t03	32px	Arc is the Chrome replaceme
t04	28px	Arc is the Chrome replaceme
t05	24px	Arc is the Chrome replaceme
t06	20px	Arc is the Chrome replaceme
t07	17px	Arc is the Chrome replaceme
t08	16px	Arc is the Chrome replaceme
t09	14px	Arc is the Chrome replaceme

CHAPTER 05

Spacing

Base 2px · 13 steps captured

Rhythm



CHAPTER 06

Shape

3 radii · 2 elevation tiers

Border radii

4px

8px

22px

Elevation

xs

sm

CHAPTER 07

Iconography

unknown · 24 captured

LIBRARY

unknown

CONFIDENCE

0%

STROKE STYLE

—

icon icon icon icon icon icon icon icon icon
icon icon icon icon icon icon icon icon icon
icon icon icon icon icon icon

CHAPTER 08

Motion

Feel: smooth · 2 durations · 1 easings

Duration scale

Easings

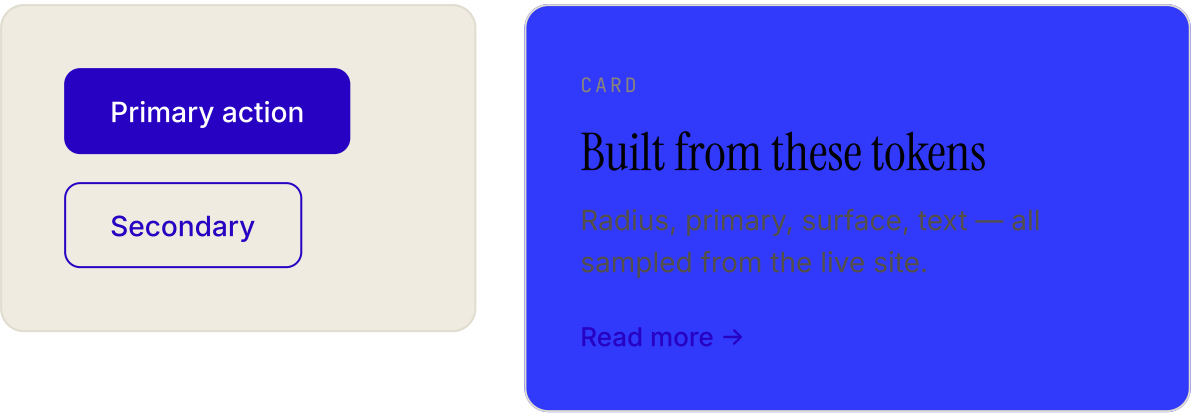
`ease-in-out`

CHAPTER 09

Components

unknown · 1 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

VARIANTS

—

SIZES

large

CHAPTER 10

Voice

friendly · — · —

Headlines from the site

Arc is the Chrome replacement I've been waiting for.

Arc is the Chrome replacement I've been waiting for.

Arc is the Chrome replacement I've been waiting for.

Arc is the Chrome replacement I've been waiting for.

CTA verbs

×3

CHAPTER 11

Accessibility

100%

WCAG 2.1 contrast
6 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: #2702c2;
  --font-display: "Marlin";
  --space-base: 2px;
  --radius-md: 8px;
}
```

TAILWIND CONFIG — TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#2702c2' },
      fontFamily: { display: ['Marlin', 'serif'] },
      spacing: { base: '2px' },
      borderRadius: { md: '8px' },
    },
  },
};
```

Run `npx designlang pack arc.net` 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 arc.net`

MAY 21, 2026 · V12.14.0