BRAND GUIDELINES

#e4ff97

MAY 21, 2026

figma.com

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

PAGE INTENT

landing

SYSTEM GRADE

B 88/100

TOKENS

18 colours · 7 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

mixed

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 · 5 neutrals · 18 total

Primary

#E4FF97

RGB
228, 255, 151

HSL
76°, 100%, 80%

Secondary

#00B6FF

RGB
0, 182, 255

HSL
197°, 100%, 50%

Accent

#C4BAFF

RGB
196, 186, 255

HSL
249°, 100%, 86%

Neutrals

#000000	#FFFFFF	#697485	#E6E6E6	#F3FFE3

Full palette

WCAG 100% · 7 passing pairs · 0 failing. Full breakdown in §11.

CHAPTER 04

Typography

2 families · 6 sizes · 8 weights

DISPLAY

figmaSans

BODY

figmaMono

WEIGHTS

400, 330, 320, 480, 540, 340, 450, 700

Specimen

Use cases

Roles

Scale

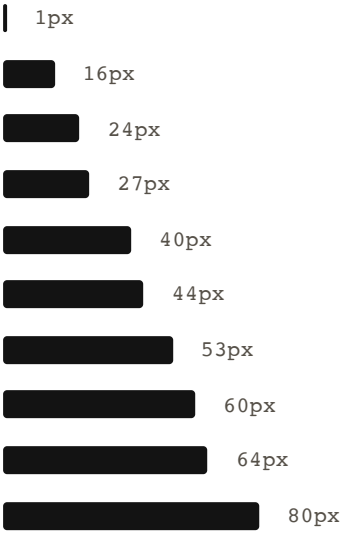
STEP	SIZE	SAMPLE
t00	64px	Use cases
t01	44px	Use cases
t02	24px	Use cases
t03	18px	Use cases
t04	16px	Use cases
t05	12px	Use cases

CHAPTER 05

Spacing

Base 4px · 14 steps captured

Rhythm



CHAPTER 06

Shape

4 radii · 5 elevation tiers

Border radii

2px 8px 16px 50px

Elevation

xs sm md

lg xl

CHAPTER 07

Iconography

unknown · 24 captured

LIBRARY

unknown

CONFIDENCE

0%

STROKE STYLE

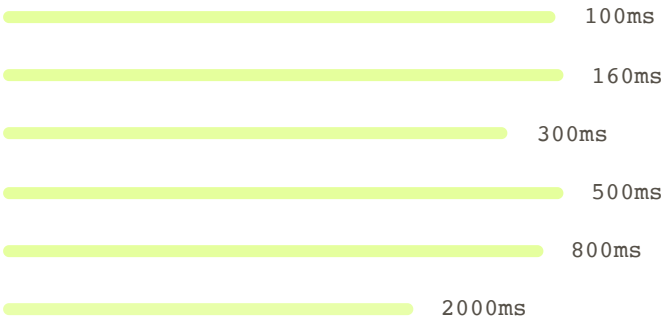
grid24

CHAPTER 08

Motion

Feel: springy · 6 durations · 3 easings

Duration scale



Easings

ease-in-out custom spring

CHAPTER 09

Components

unknown · 1 component patterns captured

Mocks

Detected patterns

button

SLOTS

label, icon, badge

VARIANTS

—

SIZES

—

CHAPTER 10

Voice

friendly · — · —

Headlines from the site

Use cases

Roles

Organizations

Get started

CTA verbs

×2 ×1 ×1 ×1 ×1 ×1 ×1 ×1

CHAPTER 11

Accessibility

100%

WCAG 2.1 contrast
7 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: #e4ff97;
  --font-display: "figmaSans";
  --space-base: 4px;
  --radius-md: 8px;
}
```

TAILWIND CONFIG — TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#e4ff97' },
      fontFamily: { display: ['figmaSans', 'serif'] },
      spacing: { base: '4px' },
      borderRadius: { md: '8px' },
    },
  },
};
```

Run `npx designlang pack figma.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 figma.com`

MAY 21, 2026 · V12.14.0