BRAND GUIDELINES

#455dd3

MAY 21, 2026

notion.so

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

PAGE INTENT

landing

SYSTEM GRADE

B 84/100

TOKENS

30 colours · 15 sizes

GENERATED

designlang

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CHAPTER 01

About

PAGE INTENT

landing 61% confidence

MATERIAL LANGUAGE

material-you

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 · 9 neutrals · 30 total

Primary

#455DD3

RGB
69, 93, 211

HSL
230°, 62%, 55%

Secondary

#0075DE

RGB
0, 117, 222

HSL
208°, 100%, 44%

Accent

#213183

RGB
33, 49, 131

HSL
230°, 60%, 32%

Neutrals

#000000	#F6F5F4	#A39E98	#FFFFFF	#615D59	#78736F	#191918	#C0C0C0	#DDDDDD

Full palette

> **WCAG 92%** · 12 passing pairs · 1 failing. Full breakdown in §11.

CHAPTER 04

Typography

3 families · 14 sizes · 4 weights

DISPLAY

NotionInter

BODY

Times

WEIGHTS

400, 500, 700, 600

Specimen

Meet the night shift.

Keep work moving 24/7.

Scale

STEP	SIZE	SAMPLE
t00	64px	Meet the night shift.
t01	54px	Meet the night shift.
t02	48px	Meet the night shift.
t03	42px	Meet the night shift.
t04	40px	Meet the night shift.
t05	32px	Meet the night shift.
t06	26px	Meet the night shift.
t07	24px	Meet the night shift.
t08	22px	Meet the night shift.
t09	20px	Meet the night shift.

CHAPTER 05

Spacing

Base 2px · 19 steps captured

Rhythm

CHAPTER 06

Shape

7 radii · 6 elevation tiers

Border radii

4px 8px 12px 16px 50px

100px

Elevation

xs sm md

lg xl 2xl

CHAPTER 07

Iconography

unknown · 24 captured

LIBRARY

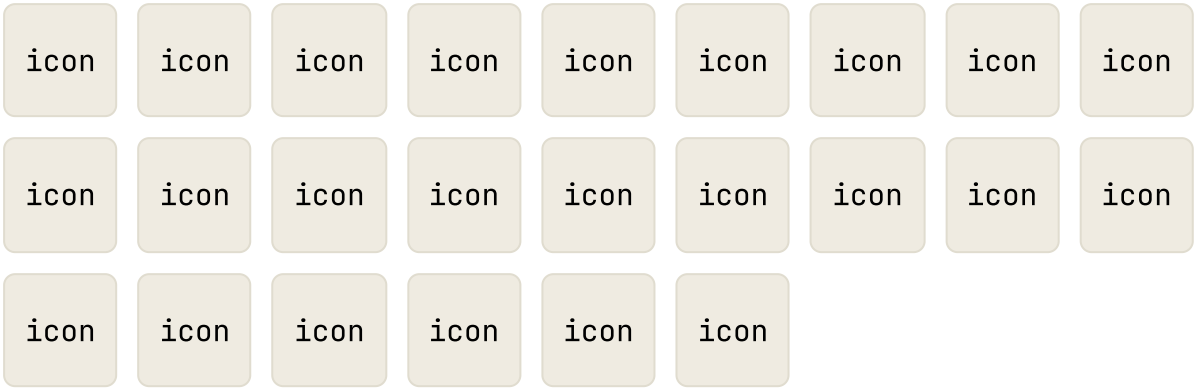
unknown

CONFIDENCE

0%

STROKE STYLE

fillDominant



CHAPTER 08

Motion

Feel: smooth · 3 durations · 4 easings

Duration scale

Easings

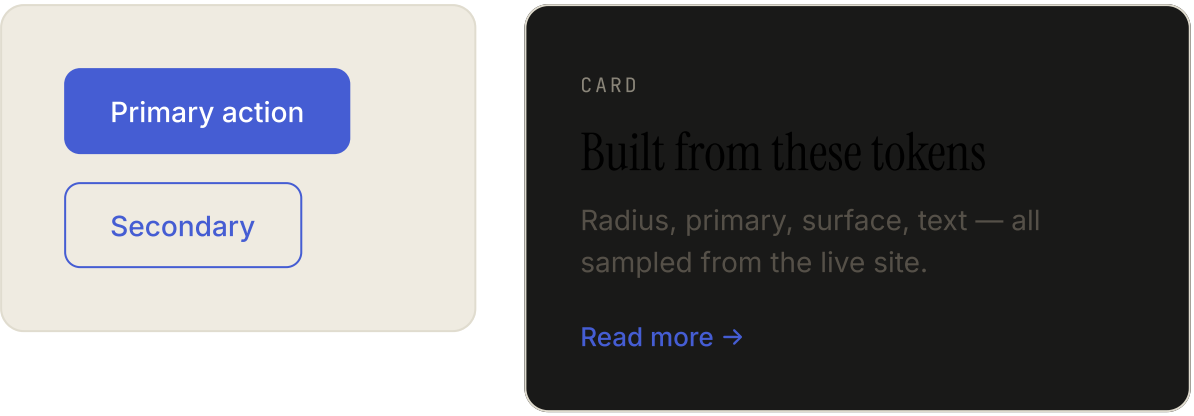
ease-in-out linear custom custom

CHAPTER 09

Components

unknown · 3 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

VARIANTS

—

SIZES

—

card

SLOTS

heading, description, media, footer

VARIANTS

—

SIZES

lg

link

SLOTS

—

VARIANTS

—

SIZES

—

CHAPTER 10

Voice

friendly · — · —

Headlines from the site

Meet the night shift.

Keep work moving 24/7.

Automate repetitive work for your team.

See what Custom Agents can do

CTA verbs

×3 ×2 ×2 ×1 ×1 ×1 ×1 ×1

CHAPTER 11

Accessibility

92% WCAG 2.1 contrast
12 passing · 1 failing

Failing pairs

Aa 4.03:1

FOREGROUND
#ffffff

BACKGROUND
#097fe8

RULE
AA-normal

Suggested replacements

#ffffff → (4.03:1)

CHAPTER 12

Tokens

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

CSS VARIABLES — VARIABLES.CSS

```
:root {
  --color-primary: #455dd3;
  --font-display: "NotionInter";
  --space-base: 2px;
  --radius-md: 8px;
}
```

TAILWIND CONFIG — TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#455dd3' },
      fontFamily: { display: ['NotionInter', 'serif'] },
      spacing: { base: '2px' },
      borderRadius: { md: '8px' },
    },
  },
};
```

Run `npx designlang pack notion.so` 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 notion.so`

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