BRAND GUIDELINES

#1ed760

MAY 21, 2026

spotify.com

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

PAGE INTENT

landing

SYSTEM GRADE

C 75/100

TOKENS

45 colours · 11 sizes

GENERATED

designlang

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CHAPTER 01

About

PAGE INTENT

landing 29% confidence

MATERIAL LANGUAGE

material-you

IMAGERY STYLE

flat-illustration

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 · 18 neutrals · 45 total

Primary

#1ED760

RGB
30, 215, 96

HSL
141°, 76%, 48%

Secondary

#346E4A

RGB
52, 110, 74

HSL
143°, 36%, 32%

Accent

#1DB954

RGB
29, 185, 84

HSL
141°, 73%, 42%

Neutrals

Full palette

> **WCAG 88%** · 7 passing pairs · 1 failing. Full breakdown in §11.

CHAPTER 04

Typography

3 families · 11 sizes · 4 weights

DISPLAY

SpotifyMixUI

BODY

Times

WEIGHTS

400, 700, 600, 500

Specimen

Your Library

Your Library

Scale

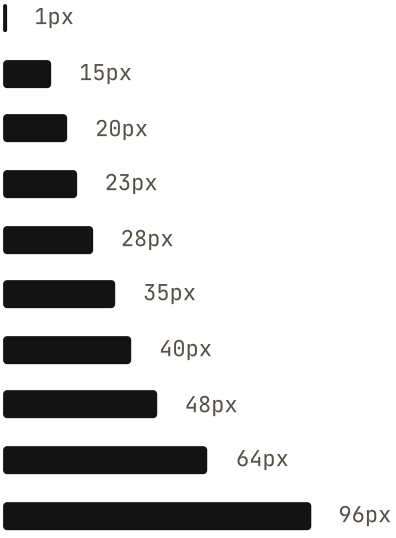
STEP	SIZE	SAMPLE
t00	24px	Your Library
t01	16px	Your Library
t02	14.4px	Your Library
t03	14px	Your Library
t04	13.6px	Your Library
t05	13.3333px	Your Library
t06	13.008px	Your Library
t07	12.992px	Your Library
t08	12.8px	Your Library
t09	12px	Your Library

CHAPTER 05

Spacing

Base 1px · 12 steps captured

Rhythm



CHAPTER 06

Shape

9 radii · 6 elevation tiers

Border radii

2px

6px

10px

16px

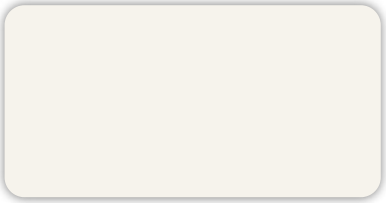
20px

32px

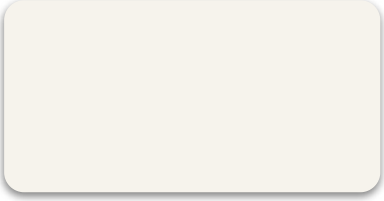
Elevation

xs

sm



md



lg

xl

2xl

CHAPTER 07

Iconography

heroicons-solid · 24 captured

LIBRARY

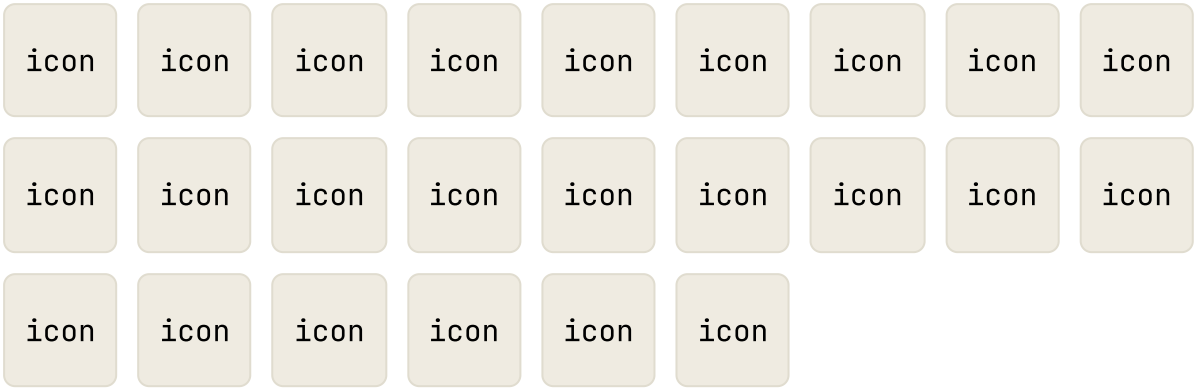
heroicons-solid

CONFIDENCE

55%

STROKE STYLE

fillDominant

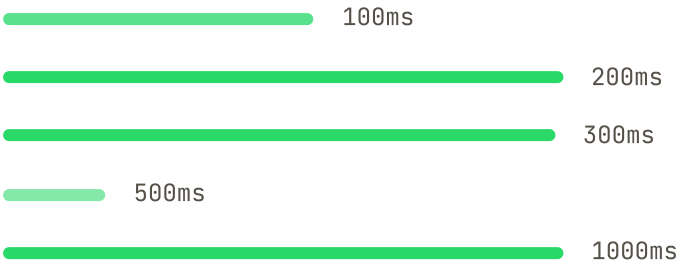


CHAPTER 08

Motion

Feel: mixed · 5 durations · 3 easings

Duration scale



Easings

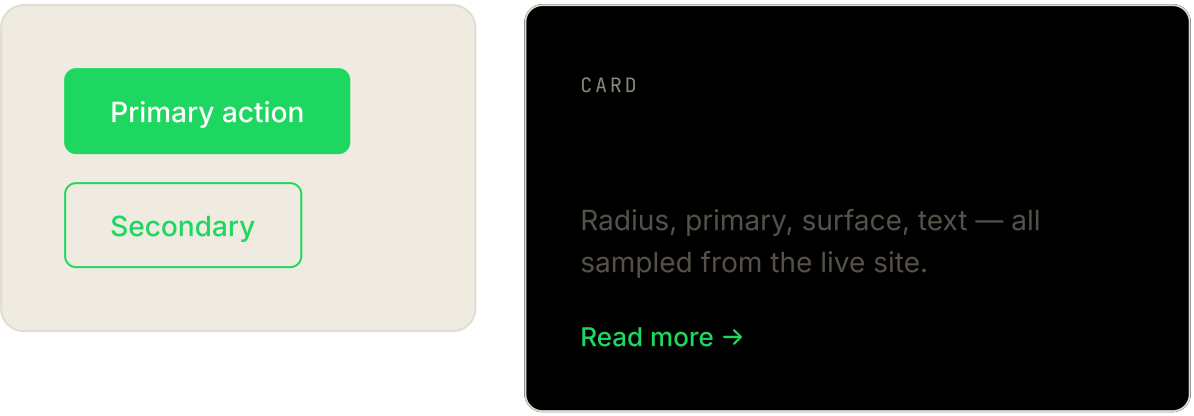
custom | ease-in-out | custom

CHAPTER 09

Components

unknown · 2 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

VARIANTS

tertiary, primary, secondary

SIZES

medium, small

card

SLOTS

heading, description, media, footer

VARIANTS

—

SIZES

medium

CHAPTER 10

Voice

friendly · — · —

Headlines from the site

Your Library

Your Library

Home

Trending songs

CTA verbs

×3 ×2 ×2 ×2 ×1 ×1 ×1 ×1

CHAPTER 11

Accessibility

88%

WCAG 2.1 contrast
7 passing · 1 failing

Failing pairs

Aa 2.59:1

FOREGROUND
#ffffff

BACKGROUND
#1db954

RULE
AA-normal

Suggested replacements

#ffffff → (2.59:1)

CHAPTER 12

Tokens

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

CSS VARIABLES — VARIABLES.CSS

```
:root {
  --color-primary: #1ed760;
  --font-display: "SpotifyMixUI";
  --space-base: 4px;
  --radius-md: 6px;
}
```

TAILWIND CONFIG — TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#1ed760' },
      fontFamily: { display: ['SpotifyMixUI', 'serif'] },
      spacing: { base: '4px' },
      borderRadius: { md: '6px' },
    },
  },
};
```

Run `npx designlang pack spotify.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 spotify.com`

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