BRAND GUIDELINES

#0068d6

MAY 21, 2026

vercel.com

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

PAGE INTENT

landing

SYSTEM GRADE

C 78/100

TOKENS

27 colours · 15 sizes

GENERATED

designlang

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CHAPTER 01

About

PAGE INTENT

landing 61% confidence

MATERIAL LANGUAGE

material-you

IMAGERY STYLE

gradient-mesh

COMPONENT LIBRARY

unknown

STACK

next · Tailwind

VOICE TONE

neutral

CHAPTER 02

Logo

SOURCE

inferred

DIMENSIONS

—

ASPECT

—

FORMAT

unknown

CHAPTER 03

Colour

1 primary · 1 secondary · 1 accent · 10 neutrals · 27 total

Primary

#0068D6

RGB
0, 104, 214

HSL
211°, 100%, 42%

Secondary

#52AEFF

RGB
82, 174, 255

HSL
208°, 100%, 66%

Accent

#0070F3

RGB
0, 112, 243

HSL
212°, 100%, 48%

Neutrals

#171717 #EBEBEB #4D4D4D #FFFFFF #666666 #000000 #7D7D7D #A8A8A8 #8F8F8F #EBF5FF

Full palette

> **WCAG 67%** · 4 passing pairs · 2 failing. Full breakdown in §11.

CHAPTER 04

Typography

2 families · 15 sizes · 4 weights

DISPLAY

Geist

BODY

Geist Mono

WEIGHTS

400, 500, 600, 700

Specimen

Build and deploy on the AI Cloud.

Build and deploy on the AI Cloud.

Scale

STEP	SIZE	SAMPLE
t00	48px	Build and deploy on the AI C
t01	40px	Build and deploy on the AI C
t02	32px	Build and deploy on the AI C
t03	24px	Build and deploy on the AI C
t04	20px	Build and deploy on the AI C
t05	18px	Build and deploy on the AI C
t06	16px	Build and deploy on the AI C
t07	14px	Build and deploy on the AI C
t08	13px	Build and deploy on the AI C
t09	12px	Build and deploy on the AI C

CHAPTER 05

Spacing

Base 2px · 13 steps captured

Rhythm

CHAPTER 06

Shape

9 radii · 6 elevation tiers

Border radii

2px 5px 8px 16px 32px

50px

Elevation

xs sm md

lg xl 2xl

CHAPTER 07

Iconography

unknown · 24 captured

LIBRARY

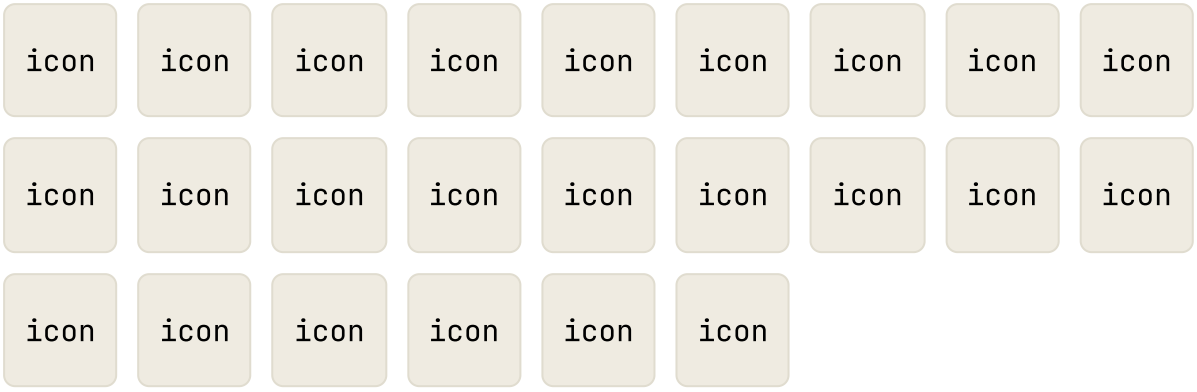
unknown

CONFIDENCE

0%

STROKE STYLE

fillDominant



CHAPTER 08

Motion

Feel: springy · 3 durations · 7 easings

Duration scale

Easings

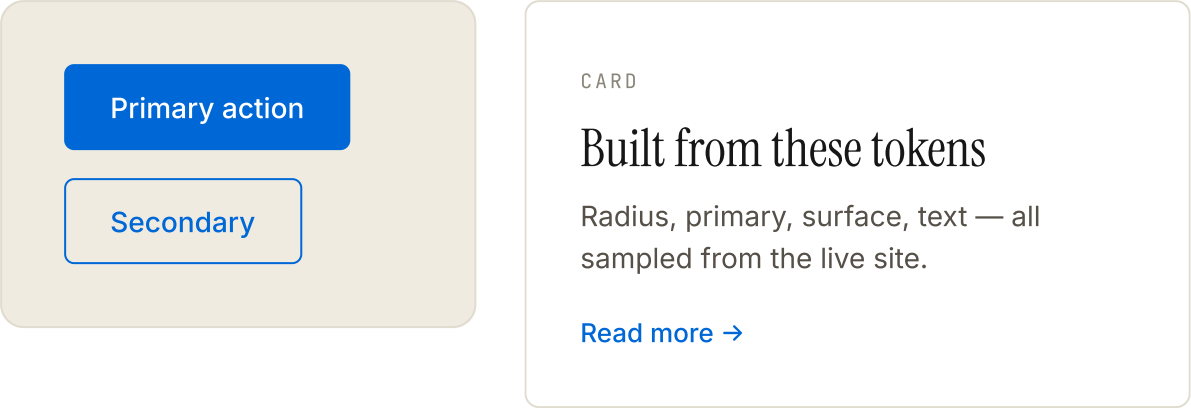
`ease-in-out` `custom` `custom` `ease-out`

CHAPTER 09

Components

unknown · 2 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

VARIANTS

outline, link, tertiary

SIZES

medium, md, xs

card

SLOTS

heading, description, media, footer

VARIANTS

—

SIZES

—

CHAPTER 10

Voice

neutral · — · —

Headlines from the site

Build and deploy on the AI Cloud.

Build and deploy on the AI Cloud.

Your product, delivered.

Agents

CTA verbs

×6 ×5 ×4 ×3 ×2 ×2 ×2 ×2

CHAPTER 11

Accessibility

67%

WCAG 2.1 contrast
4 passing · 2 failing

Failing pairs

Aa 4.44:1

FOREGROUND
#0072f5
BACKGROUND
#ffffff
RULE
AA-normal

Aa 4.13:1

FOREGROUND
#0068d6
BACKGROUND
#cce6ff
RULE
AA-normal

Suggested replacements

`#0072f5` → (4.44:1)

`#0068d6` → (4.13:1)

CHAPTER 12

Tokens

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

CSS VARIABLES — VARIABLES.CSS

```
:root {
  --color-primary: #0068d6;
  --font-display: "Geist";
  --space-base: 2px;
  --radius-md: 5px;
}
```

TAILWIND CONFIG — TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#0068d6' },
      fontFamily: { display: ['Geist', 'serif'] },
      spacing: { base: '2px' },
      borderRadius: { md: '5px' },
    },
  },
};
```

Run `npx designlang pack vercel.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 vercel.com`

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