

MAY 18, 2026

apple.com

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

PAGE INTENT

landing

SYSTEM GRADE

B 86/100

TOKENS

18 colours · 14 sizes

GENERATED

designlang

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CHAPTER 01

About

PAGE INTENT

landing 61% confidence

IMAGERY STYLE

photography

STACK

unknown

MATERIAL LANGUAGE

material-you

COMPONENT LIBRARY

unknown

VOICE TONE

friendly

Logo



SOURCE
inferred

DIMENSIONS
—

ASPECT
—

FORMAT
unknown

Colour

1 primary · 1 secondary · 1 accent · 7 neutrals · 18 total

Primary

#F5F5F7

RGB

245, 245, 247

HSL

240°, 11%, 96%

Secondary

#0071E3

RGB

0, 113, 227

HSL

210°, 100%, 45%

Accent

#FAFAFC

RGB

250, 250, 252

HSL

240°, 25%, 98%

Neutrals

#000000

#1D1D1F

#333336

#6E6E73

#E8E8ED

#D2D2D7

#443C2A

Full palette



WCAG 100% · 10 passing pairs · 0 failing. Full breakdown in §11.

Typography

3 families • 14 sizes • 4 weights

DISPLAY

SF Pro Text

WEIGHTS

400, 600, 300, 700

BODY

SF Pro Display

Specimen

iPhone

MacBook Air

Scale

STEP	SIZE	SAMPLE
t00	56px	iPhone
t01	44px	iPhone
t02	40px	iPhone
t03	34px	iPhone
t04	28px	iPhone
t05	25.5px	iPhone
t06	24px	iPhone
t07	21px	iPhone
t08	18px	iPhone
t09	17px	iPhone

Spacing

Base 2px • 19 steps captured

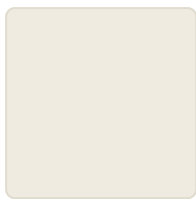
Rhythm



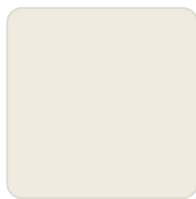
Shape

6 radii • 1 elevation tiers

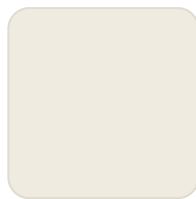
Border radii



5px



8px



11px



50px

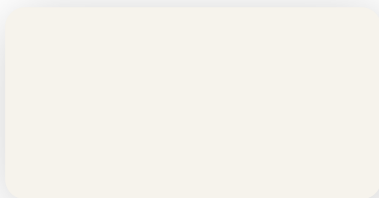


980px



999px

Elevation



XS

Iconography

unknown · 24 captured

LIBRARY

unknown

CONFIDENCE

0%

STROKE STYLE

fillDominant



Motion

Feel: mixed • 5 durations • 6 easings

Duration scale



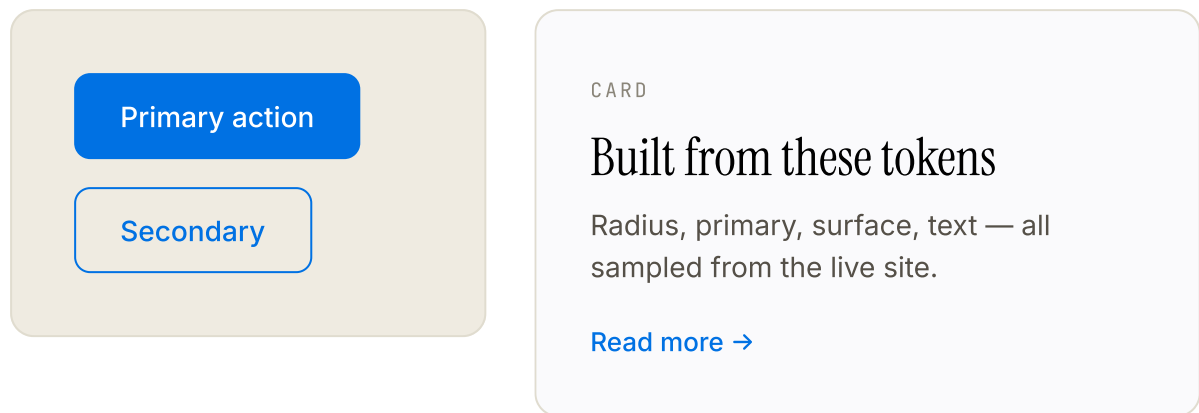
Easings



Components

unknown • 2 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

SIZES

—

VARIANTS

link, secondary

card

SLOTS

heading, description, media, footer

VARIANTS

—

SIZES

—

Voice

friendly · — · —

Headlines from the site

iPhone

MacBook Air

iPad Air

Apple for College

CTA verbs

×8 ×5 ×5 ×3 ×3 ×3 ×1 ×1

Accessibility

100% WCAG 2.1 contrast
10 passing · 0 failing

No failing contrast pairs detected.

Tokens

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

CSS VARIABLES

VARIABLES.CSS

```
:root {
  --color-primary: #f5f5f7;
  --font-display: "SF Pro Text";
  --space-base: 2px;
  --radius-md: 8px;
}
```

TAILWIND CONFIG

TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#f5f5f7' },
      fontFamily: { display: ['SF Pro Text', 'serif'] },
      spacing: { base: '2px' },
      borderRadius: { md: '8px' },
    },
  },
};
```

Run `npx designlang pack apple.com` for the full bundle (DTCG, shadcn, Figma vars, motion, anatomy, Storybook).

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 apple.com`

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