

BRAND GUIDELINES

#e4ff97

MAY 18, 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

IMAGERY STYLE

mixed

STACK

next

MATERIAL LANGUAGE

flat

COMPONENT LIBRARY

unknown

VOICE TONE

friendly

Logo



SOURCE
inferred

DIMENSIONS
—

ASPECT
—

FORMAT
unknown

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.

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

Spacing

Base 4px • 14 steps captured

Rhythm

| 1px

■ 16px

■ 24px

■ 27px

■ 40px

■ 44px

■ 53px

■ 60px

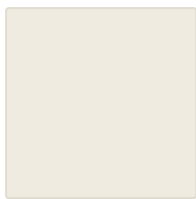
■ 64px

■ 80px

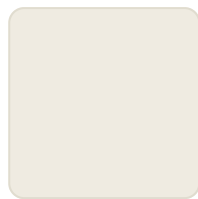
Shape

4 radii • 5 elevation tiers

Border radii



2px



8px

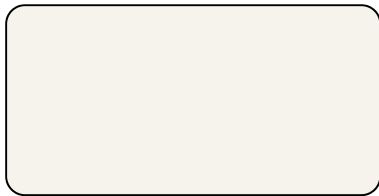


16px

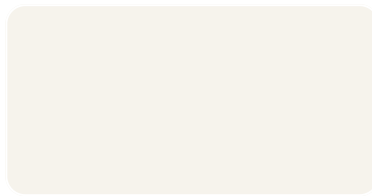


50px

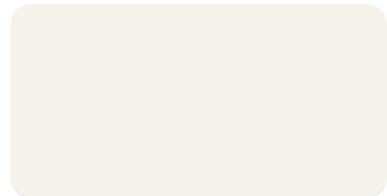
Elevation



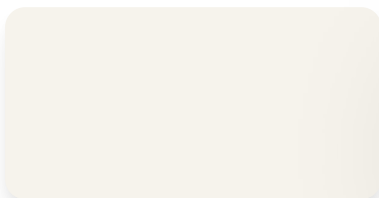
xs



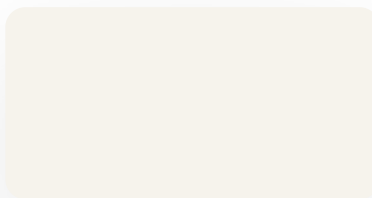
sm



md



lg



xl

Iconography

unknown • 24 captured

LIBRARY

unknown

CONFIDENCE

0%

STROKE STYLE

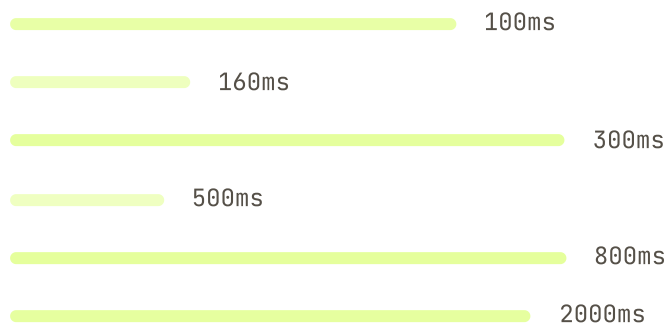
grid24



Motion

Feel: springy · 6 durations · 3 easings

Duration scale



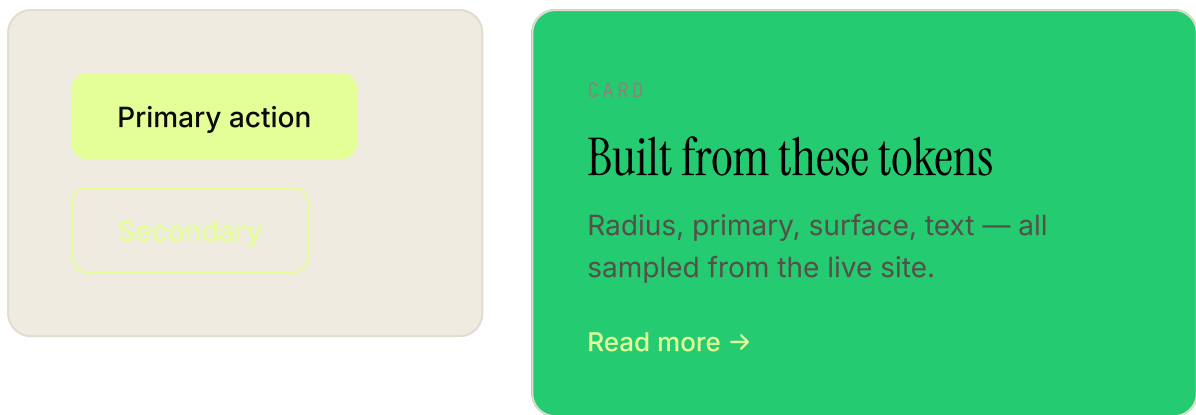
Easings



Components

unknown • 1 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

SIZES



VARIANTS



Voice

friendly · — · —

Headlines from the site

Use cases

Roles

Organizations

Get started

CTA verbs

×2 ×1 ×1 ×1 ×1 ×1 ×1 ×1

Accessibility

100% WCAG 2.1 contrast
7 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: #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).

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`

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