

BRAND GUIDELINES

#1ed760

MAY 18, 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

52 colours · 11 sizes

GENERATED

designlang

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CHAPTER 01

About

PAGE INTENT

landing 29% confidence

IMAGERY STYLE

mixed

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 · 21 neutrals · 52 total

Primary

#1ED760

RGB

30, 215, 96

HSL

141°, 76%, 48%

Secondary

#346E4A

RGB

52, 110, 74

HSL

143°, 36%, 32%

Accent

#1DB954

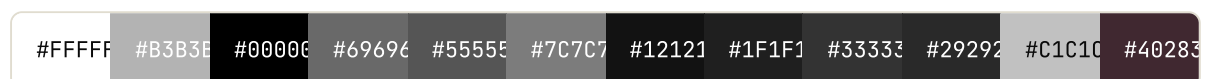
RGB

29, 185, 84

HSL

141°, 73%, 42%

Neutrals



Full palette



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

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

Spacing

Base 1px • 12 steps captured

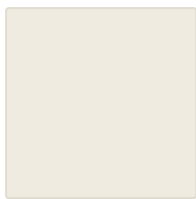
Rhythm



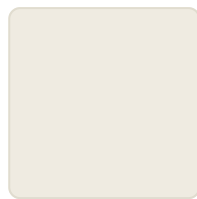
Shape

9 radii • 6 elevation tiers

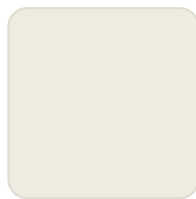
Border radii



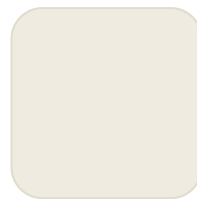
2px



6px



10px



16px

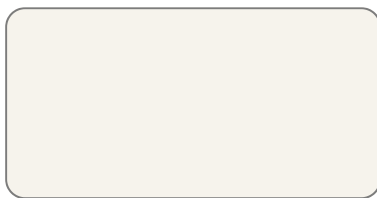


20px

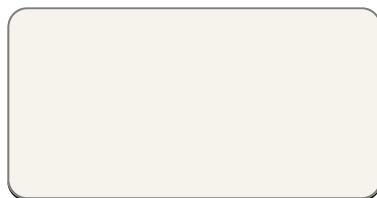


32px

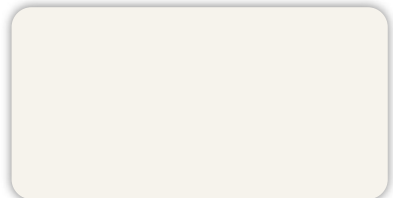
Elevation



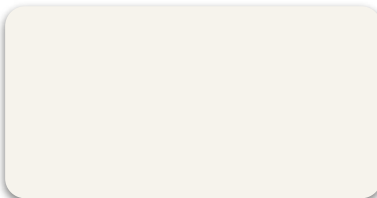
xs



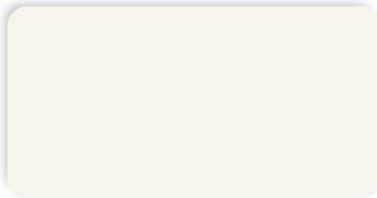
sm



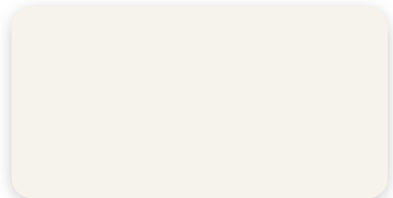
md



lg



xl



2xl

Iconography

heroicons-solid • 24 captured

LIBRARY

heroicons-solid

CONFIDENCE

55%

STROKE STYLE

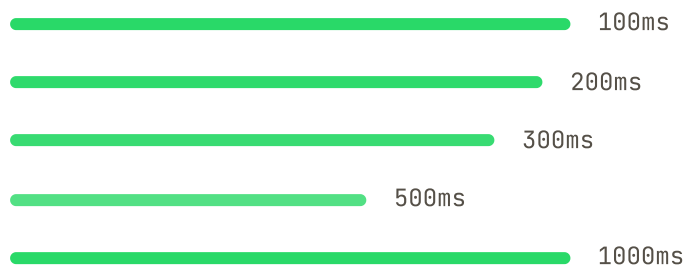
fillDominant



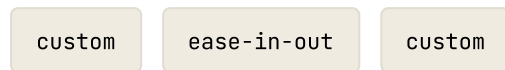
Motion

Feel: mixed · 5 durations · 3 easings

Duration scale



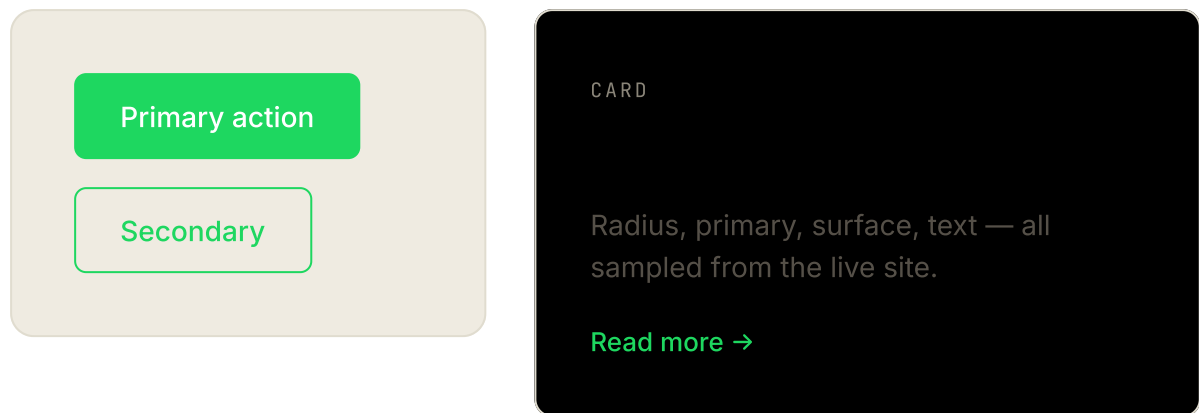
Easings



Components

unknown • 2 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

SIZES

medium, small

VARIANTS

tertiary, primary, secondary

card

SLOTS

heading, description, media, footer

VARIANTS

—

SIZES

medium

Voice

friendly · — · —

Headlines from the site

Your Library

Your Library

Home

Trending songs

CTA verbs

×3 ×2 ×2 ×2 ×1 ×1 ×1 ×1

Accessibility

88% WCAG 2.1 contrast
7 passing · 1 failing

Failing pairs



FOREGROUND

#ffffff

RULE

AA-normal

BACKGROUND

#1db954

Suggested replacements

#ffffff → (2.59:1)

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).

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`

MAY 18, 2026 · V12.13.0