

MAY 18, 2026

# stripe.com

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

PAGE INTENT

landing

SYSTEM GRADE

B 88/100

TOKENS

29 colours · 14 sizes

GENERATED

designlang

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CHAPTER 01

# About

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PAGE INTENT

landing 75% confidence

IMAGERY STYLE

flat-illustration

STACK

next

MATERIAL LANGUAGE

flat

COMPONENT LIBRARY

unknown

VOICE TONE

neutral

---

# Logo

---



SOURCE  
**inferred**

DIMENSIONS  
—

ASPECT  
—

FORMAT  
**unknown**

# Colour

1 primary · 1 secondary · 1 accent · 6 neutrals · 29 total

## Primary

#533AFD

RGB

83, 58, 253

HSL

248°, 98%, 61%

## Secondary

#E5EDF5

RGB

229, 237, 245

HSL

210°, 44%, 93%

## Accent

#FFE0D1

RGB

255, 224, 209

HSL

20°, 100%, 91%

## Neutrals

#000000

#50617A

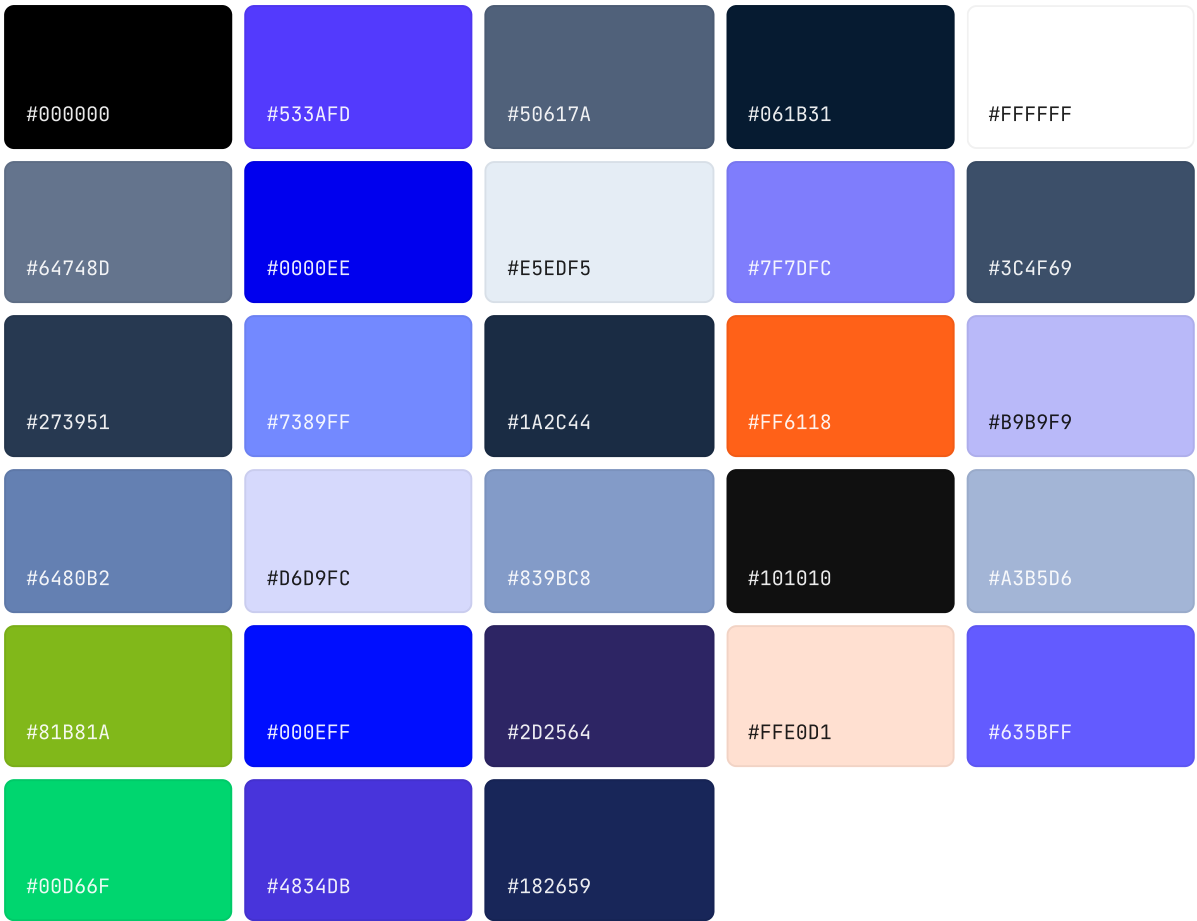
#FFFFFF

#64748D

#101010

#F2F7FE

# Full palette



WCAG 79% · 11 passing pairs · 3 failing. Full breakdown in §11.

# Typography

---

1 families • 14 sizes • 3 weights

---

DISPLAY

sohne-var

BODY

sohne-var

WEIGHTS

400, 300, 500

Specimen

Flexible solutions for every  
business model.

*Accept and optimize payments globally—online and in person*

Scale

t00   56px   Flexible solutions for every

---

t01   48px   Flexible solutions for every

---

t02   32px   Flexible solutions for every

---

t03   26px   Flexible solutions for every

---

t04   22px   Flexible solutions for every

---

t05   20px   Flexible solutions for every

---

t06   18px   Flexible solutions for every

---

t07   16px   Flexible solutions for every

---

t08   14px   Flexible solutions for every

---

t09   12px   Flexible solutions for every

---



# Spacing

---

Base 2px • 13 steps captured

---

## Rhythm

| 1px



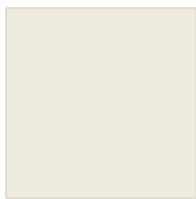
# Shape

---

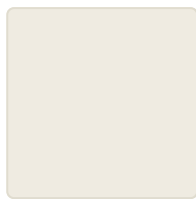
5 radii • 5 elevation tiers

---

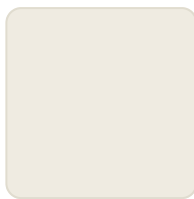
## Border radii



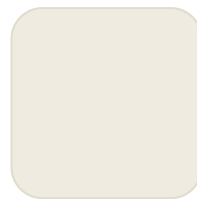
1px



4px



8px

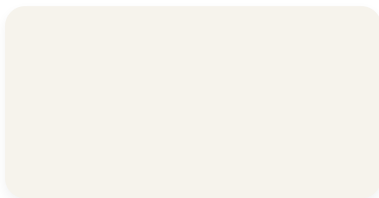


16px

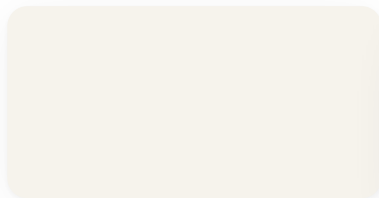


100px

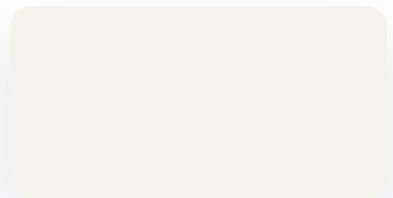
## Elevation



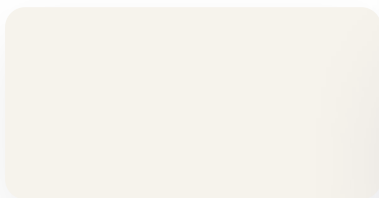
xs



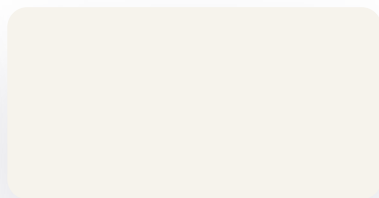
sm



md



lg



xl

# Iconography

unknown • 24 captured

LIBRARY

unknown

CONFIDENCE

0%

STROKE STYLE



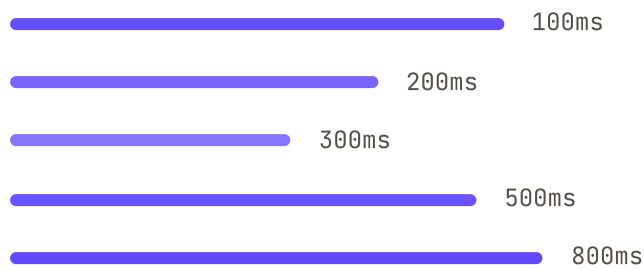
# Motion

---

Feel: responsive · 5 durations · 12 easings

---

## Duration scale



## Easings



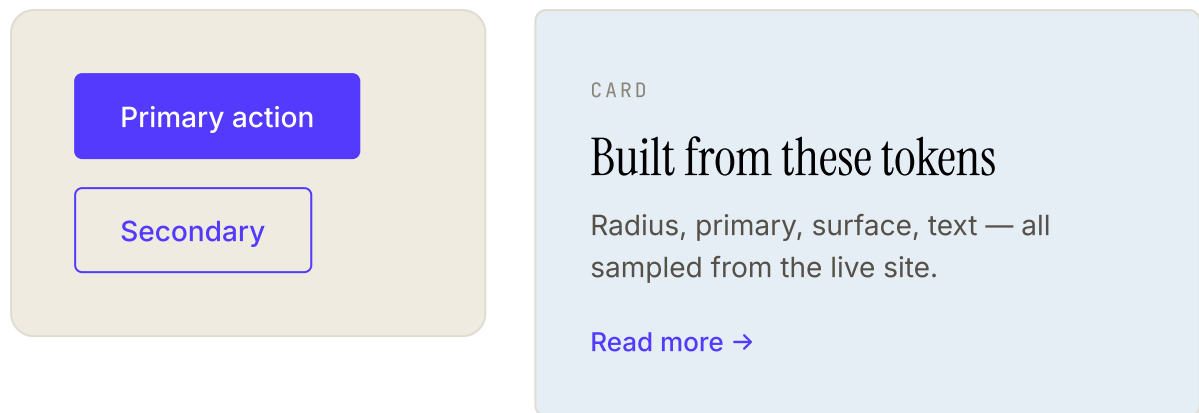
# Components

---

unknown • 4 component patterns captured

---

## Mocks



## Detected patterns

---

### card

#### SLOTS

heading, description, media, footer

#### SIZES

md

#### VARIANTS

link

---

# button

## SLOTS

label, icon, badge

## VARIANTS

secondary, primary, link

## SIZES

—

---

# other

## SLOTS

—

## VARIANTS

—

## SIZES

—

---

# link

## SLOTS

—

## VARIANTS

—

## SIZES

—

---

# Voice

---

neutral · — · —

---

## Headlines from the site

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Financial infrastructure to grow your revenue. Accept payments, offer financial services, and implement custom revenue models—from your first transaction to your billionth.

---

Financial infrastructure to grow your revenue. Accept payments, offer financial services, and implement custom revenue models—from your first transaction to your billionth.

---

Flexible solutions for every business model.

---

Accept and optimize payments globally—online and in person

---

## CTA verbs

×20   ×10   ×6   ×5   ×4   ×4   ×3   ×2

---

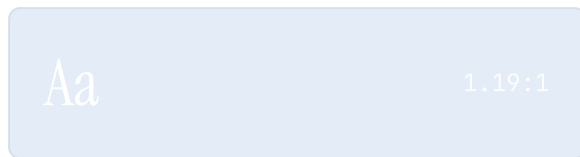
# Accessibility

---

79% WCAG 2.1 contrast  
11 passing · 3 failing

---

## Failing pairs



FOREGROUND

#ffffff

RULE

AA-large

BACKGROUND

#e3ecf7

## Suggested replacements

---

#ffffff → (1.19:1)

---



# Tokens

---

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

---

## CSS VARIABLES

## VARIABLES.CSS

```
:root {  
  --color-primary: #533afd;  
  --font-display: "sohne-var";  
  --space-base: 2px;  
  --radius-md: 4px;  
}
```

## TAILWIND CONFIG

## TAILWIND.CONFIG.JS

```
// tailwind.config.js  
module.exports = {  
  theme: {  
    extend: {  
      colors: { brand: '#533afd' },  
      fontFamily: { display: ['sohne-var', 'serif'] },  
      spacing: { base: '2px' },  
      borderRadius: { md: '4px' },  
    },  
  },  
};
```

Run `npx designlang pack stripe.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.

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04

## Treat accessibility as a hard constraint.

When a colour pair fails WCAG, fix the colour — not the contrast check.

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designlang

Re-run: `npx designlang brand stripe.com`

MAY 18, 2026 · V12.13.0