

BRAND GUIDELINES

#0068d6

MAY 18, 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

IMAGERY STYLE

gradient-mesh

STACK

next · Tailwind

MATERIAL LANGUAGE

material-you

COMPONENT LIBRARY

unknown

VOICE TONE

neutral

Logo



SOURCE
inferred

DIMENSIONS
—

ASPECT
—

FORMAT
unknown

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.

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

Spacing

Base 2px • 13 steps captured

Rhythm

| 1px

24px

32px

36px

40px

44px

48px

85px

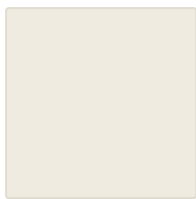
90px

96px

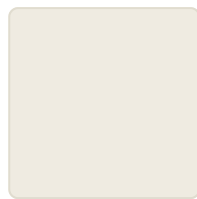
Shape

9 radii • 6 elevation tiers

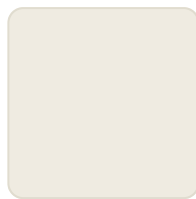
Border radii



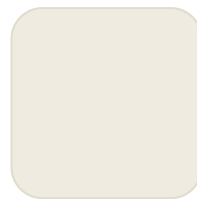
2px



5px



8px



16px

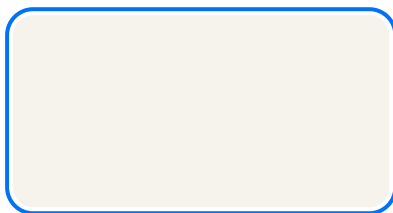


32px

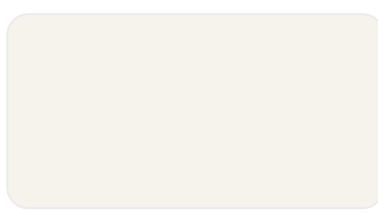


50px

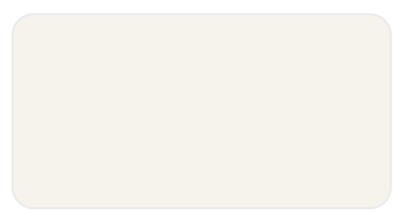
Elevation



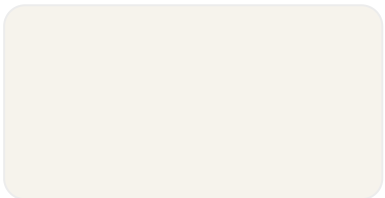
xs



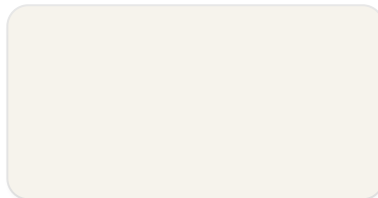
sm



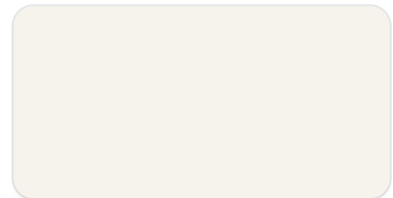
md



lg



xl



2xl

Iconography

unknown • 24 captured

LIBRARY

unknown

CONFIDENCE

0%

STROKE STYLE

fillDominant



Motion

Feel: springy · 3 durations · 6 easings

Duration scale



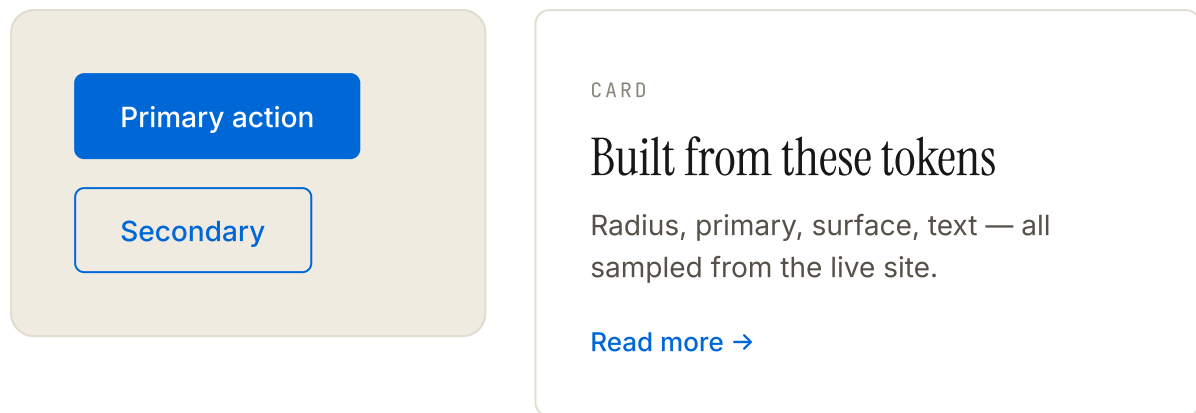
Easings



Components

unknown • 2 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

SIZES

medium, md, xs

VARIANTS

outline, link, tertiary

card

SLOTS

heading, description, media, footer

VARIANTS

—

SIZES

—

Voice

neutral · — · —

Headlines from the site

Build and deploy on the AI Cloud.

Build and deploy on the AI Cloud.

Your product, delivered.

Agents

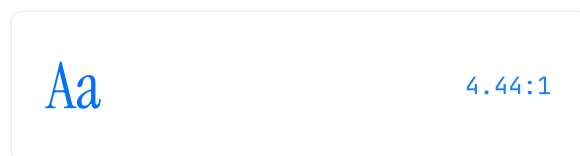
CTA verbs

×6 ×5 ×4 ×3 ×2 ×2 ×2 ×2

Accessibility

67% WCAG 2.1 contrast
4 passing · 2 failing

Failing pairs



FOREGROUND

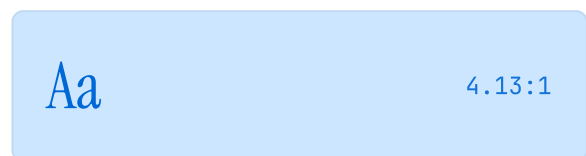
#0072f5

RULE

AA-normal

BACKGROUND

#ffffff



FOREGROUND

#0068d6

RULE

AA-normal

BACKGROUND

#cce6ff

Suggested replacements

#0072f5 → (4.44:1)

#0068d6 → (4.13:1)

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).

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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