BRAND GUIDELINES

#e4f222

MAY 21, 2026

linear.app

A reading of the visual language at https://linear.app. Every token, every rule, every component — captured from the live site.

PAGE INTENT

landing

SYSTEM GRADE

C 76/100

TOKENS

30 colours · 16 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 31% confidence

MATERIAL LANGUAGE

material-you

IMAGERY STYLE

mixed

COMPONENT LIBRARY

unknown

STACK

next

VOICE TONE

neutral

CHAPTER 02

Logo

SOURCE

inferred

DIMENSIONS

—

ASPECT

—

FORMAT

unknown

CHAPTER 03

Colour

1 primary · 1 secondary · 1 accent · 10 neutrals · 30 total

Primary

#E4F222

RGB
228, 242, 34

HSL
64°, 89%, 54%

Secondary

#5E6AD2

RGB
94, 106, 210

HSL
234°, 56%, 60%

Accent

#00FF05

RGB
0, 255, 5

HSL
121°, 100%, 50%

Neutrals

#F7F8F8	#62666D	#D0D6E0	#E2E4E7	#8A8F98	#08090A	#23252A	#383B3F	#000000	#121414

Full palette

WCAG 83% · 5 passing pairs · 1 failing. Full breakdown in §11.

CHAPTER 04

Typography

2 families · 16 sizes · 4 weights

DISPLAY

Inter Variable

BODY

Berkeley Mono

WEIGHTS

400, 510, 590, 300

Specimen

The product development system for teams and agents
The product development system for teams and agents

Faster app launch

Scale

STEP	SIZE	SAMPLE
t00	64px	The product development syst
t01	40px	The product development syst
t02	32px	The product development syst
t03	24px	The product development syst
t04	20px	The product development syst
t05	18px	The product development syst
t06	17px	The product development syst
t07	16px	The product development syst
t08	15px	The product development syst
t09	14px	The product development syst

CHAPTER 05

Spacing

Base 1px · 29 steps captured

Rhythm

CHAPTER 06

Shape

9 radii · 6 elevation tiers

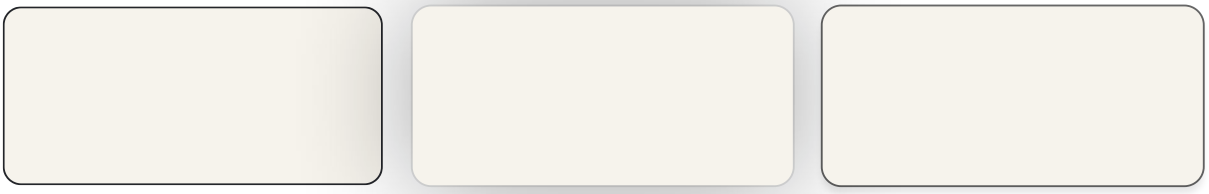
Border radii

1px 4px 7px 12px 16px

20px

Elevation

xs sm md



lg xl 2xl

CHAPTER 07

Iconography

unknown · 24 captured

LIBRARY

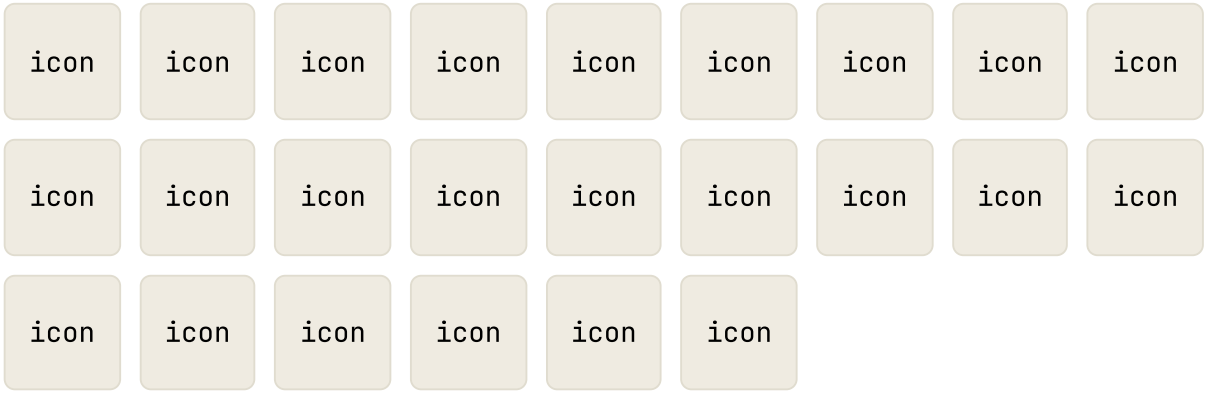
unknown

CONFIDENCE

0%

STROKE STYLE

fillDominant



CHAPTER 08

Motion

Feel: responsive · 3 durations · 2 easings

Duration scale

Easings

ease-out

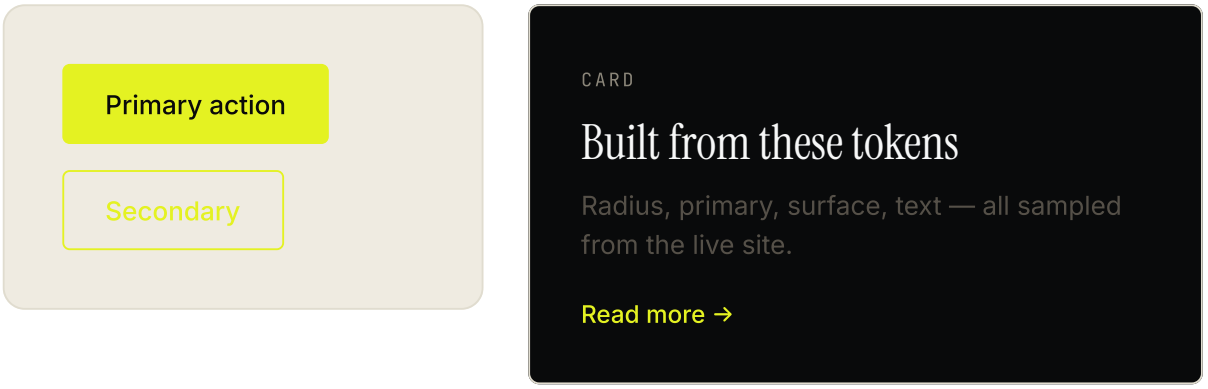
ease-in-out

CHAPTER 09

Components

unknown · 2 component patterns captured

Mocks



Detected patterns

button

SLOTS

label, icon, badge

VARIANTS

—

SIZES

—

input

SLOTS

leading, trailing

VARIANTS

—

SIZES

—

CHAPTER 10

Voice

neutral · — · —

Headlines from the site

The product development system for teams and agents The product development system for teams and agents

Faster app launch

A new species of product tool. Purpose-built for modern teams with AI workflows at its core, Linear sets a new standard for planning and building products.

Make product operations self-driving

CTA verbs

×5 ×2 ×2 ×2 ×2 ×2 ×1 ×1

CHAPTER 11

Accessibility

83%

WCAG 2.1 contrast
5 passing · 1 failing

Failing pairs

Aa 3.82:1

FOREGROUND
#6d78d5

BACKGROUND
#232534

RULE
AA-normal

Suggested replacements

#6d78d5 → (3.82:1)

CHAPTER 12

Tokens

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

CSS VARIABLES — VARIABLES.CSS

```
:root {
  --color-primary: #e4f222;
  --font-display: "Inter Variable";
  --space-base: 4px;
  --radius-md: 4px;
}
```

TAILWIND CONFIG — TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#e4f222' },
      fontFamily: { display: ['Inter Variable', 'serif'] },
      spacing: { base: '4px' },
      borderRadius: { md: '4px' },
    },
  },
};
```

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

CHAPTER 13

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 linear.app`

MAY 21, 2026 · V12.14.0