BRAND GUIDELINES

#533afd

MAY 21, 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

PAGE INTENT

landing 75% confidence

MATERIAL LANGUAGE

flat

IMAGERY STYLE

flat-illustration

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 · 7 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 | #7D8BA4 | #101010 | #F2F7FE |
|---|---|---|---|---|---|---|

## Full palette

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

---

CHAPTER 04

# 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

| STEP | SIZE | SAMPLE |
| --- | --- | --- |
| 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 |

CHAPTER 05

# Spacing

Base 2px · 13 steps captured

## Rhythm

CHAPTER 06

# Shape

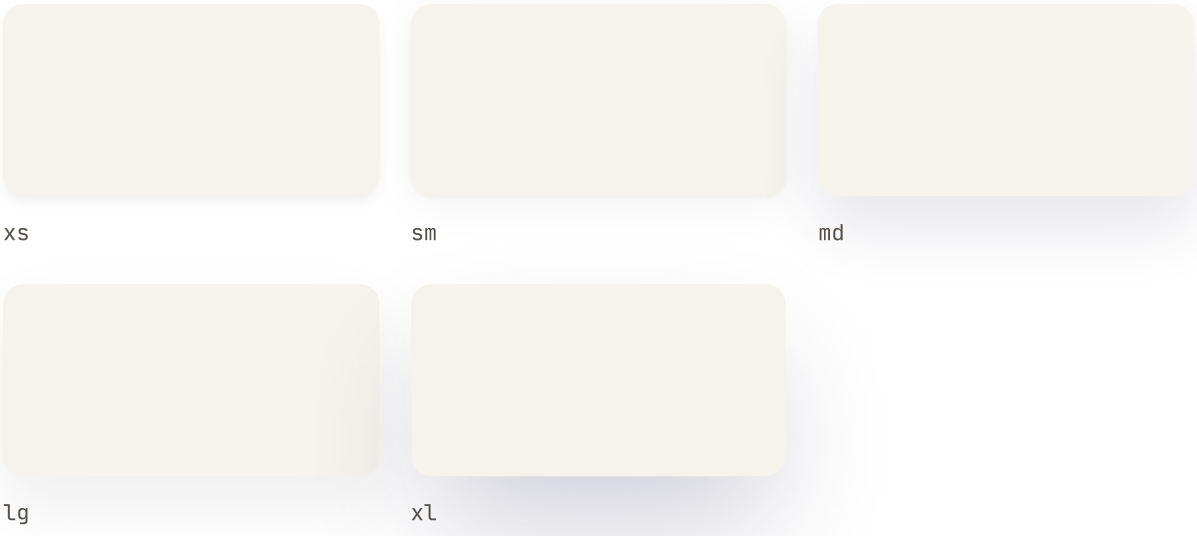
5 radii · 5 elevation tiers

## Border radii



1px 4px 8px 16px 100px

## Elevation



xs sm md lg xl

CHAPTER 07

# Iconography

unknown · 24 captured

LIBRARY

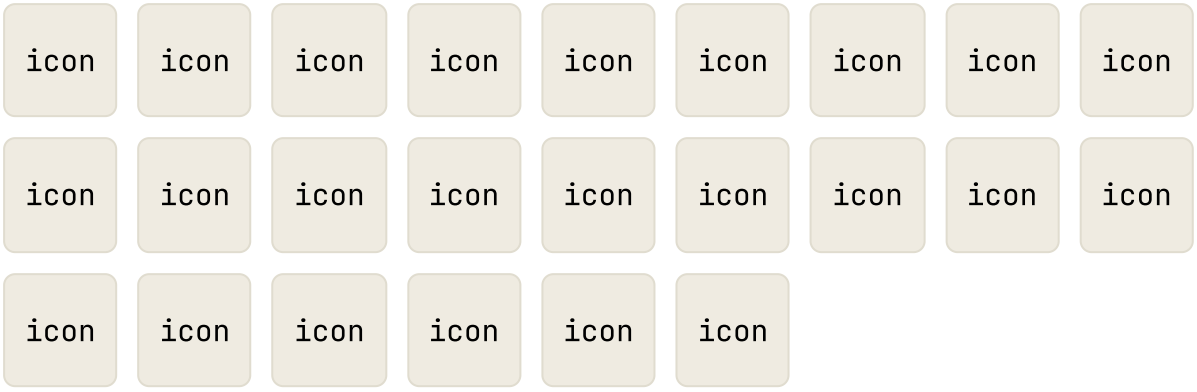
unknown

CONFIDENCE

0%

STROKE STYLE

—



CHAPTER 08

# Motion

Feel: responsive · 5 durations · 12 easings

## Duration scale

## Easings

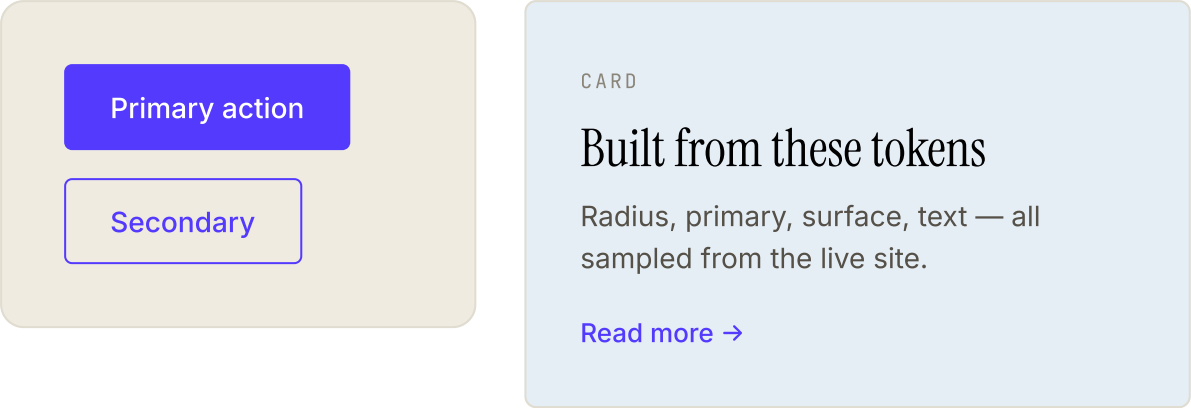
custom custom custom ease-out

CHAPTER 09

# Components

unknown · 4 component patterns captured

## Mocks




## Detected patterns

### card

SLOTS

heading, description, media, footer

VARIANTS

link

SIZES

md

## button

SLOTS

label, icon, badge

VARIANTS

secondary, primary, link

SIZES

—

## other

SLOTS

—

VARIANTS

—

SIZES

—

## link

SLOTS

—

VARIANTS

—

SIZES

—

CHAPTER 10

# Voice

neutral · — · —

## Headlines from the site

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

CHAPTER 11

# Accessibility

79%

WCAG 2.1 contrast
11 passing · 3 failing

## Failing pairs

Aa 1.19:1

FOREGROUND
#ffffff

BACKGROUND
#e3ecf7

RULE
AA-large

## Suggested replacements

#ffffff → (1.19:1)

CHAPTER 12

# Tokens

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

CSS VARIABLES — VARIABLES.CSS

```
:root {
  --color-primary: #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).

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 stripe.com`

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