

BRAND GUIDELINES

#ff385c

JUNE 12, 2026

# airbnb.com

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

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PAGE INTENT

landing

SYSTEM GRADE

A 91/100

TOKENS

8 colours · 7 sizes

GENERATED

designlang

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# 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

---

# About

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PAGE INTENT

landing 45% confidence

IMAGERY STYLE

none

STACK

unknown

MATERIAL LANGUAGE

flat

COMPONENT LIBRARY

unknown

VOICE TONE

friendly

---

# Logo

---



SOURCE

**inferred**

DIMENSIONS

—

ASPECT

—

FORMAT

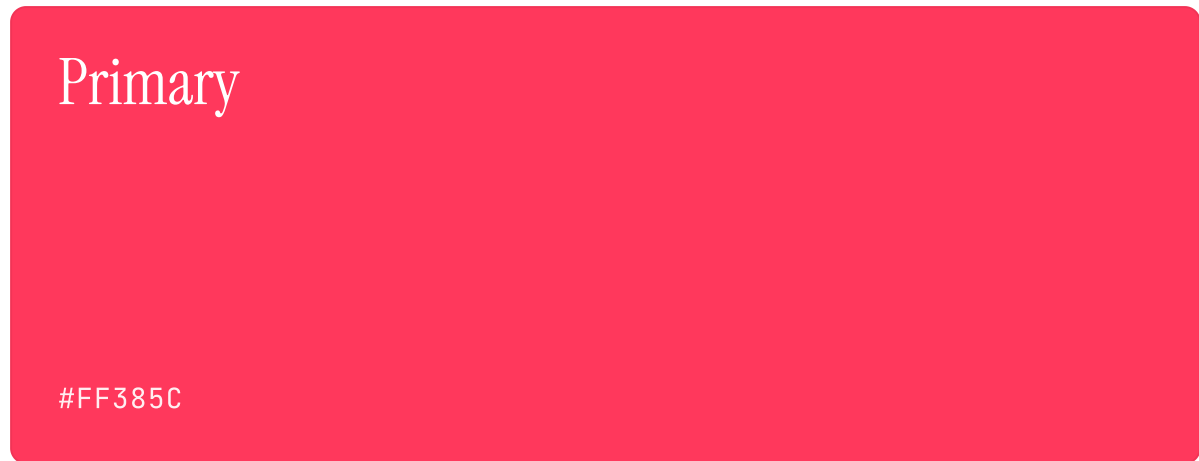
**unknown**

# Colour

---

1 primary · 1 secondary · 6 neutrals · 8 total

---



RGB  
255, 56, 92

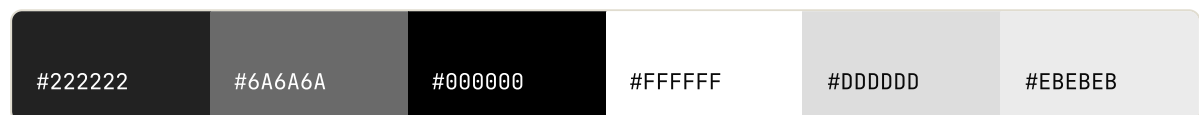
HSL  
349°, 100%, 61%



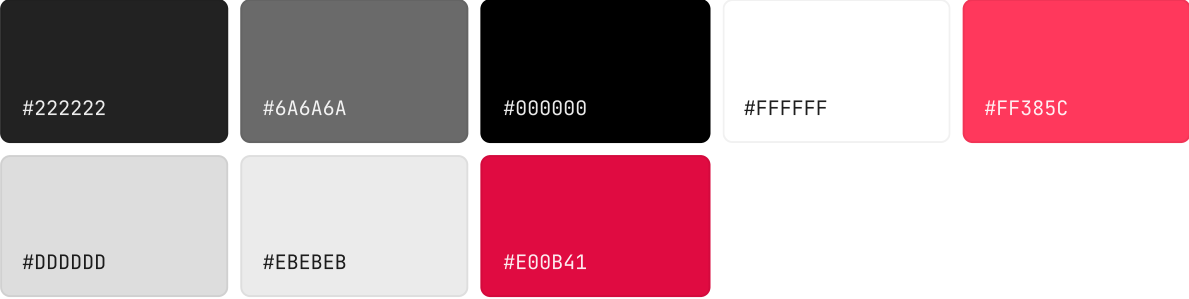
RGB  
224, 11, 65

HSL  
345°, 91%, 46%

## Neutrals



# Full palette



**WCAG 100%** · 0 passing pairs · 0 failing. Full breakdown in §11.

# Typography

---

2 families · 7 sizes · 3 weights

---

DISPLAY

Airbnb Cereal VF

BODY

Times

WEIGHTS

400, 500, 700

Specimen

Site Footer

*Support*

Scale

STEP	SIZE	SAMPLE
t00	28px	Site Footer
t01	22px	Site Footer
t02	21px	Site Footer
t03	16px	Site Footer
t04	14px	Site Footer
t05	12px	Site Footer
t06	8px	Site Footer

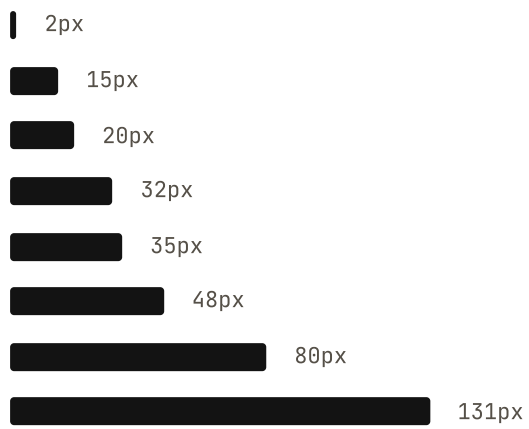
# Spacing

---

Base 2px · 8 steps captured

---

## Rhythm



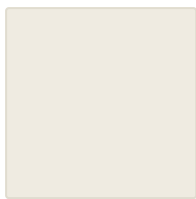
# Shape

---

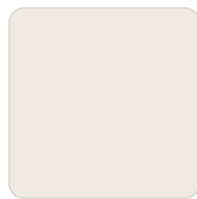
6 radii · 2 elevation tiers

---

## Border radii



2px



8px



20px



32px

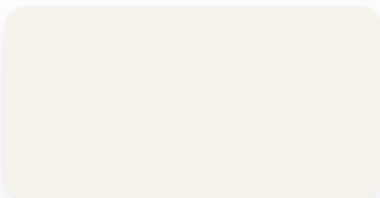


50px

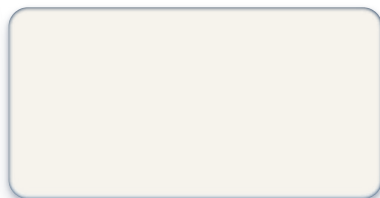


100px

## Elevation



XS



SM

# Iconography

---

unknown · 10 captured

---

LIBRARY

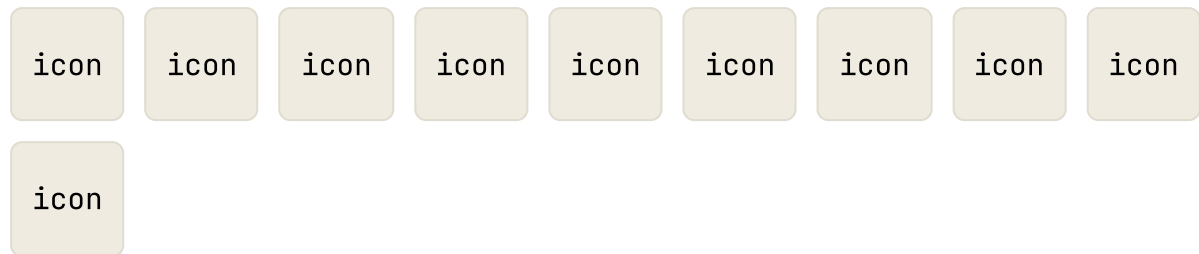
unknown

CONFIDENCE

0%

STROKE STYLE

fillDominant



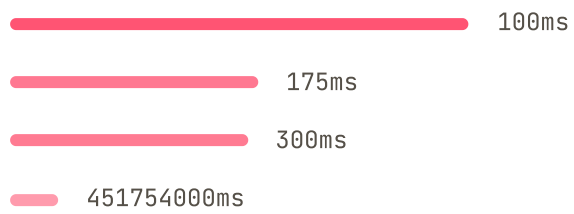
# Motion

---

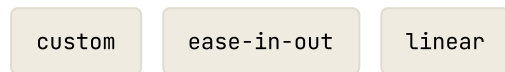
Feel: mixed · 4 durations · 3 easings

---

## Duration scale



## Easings



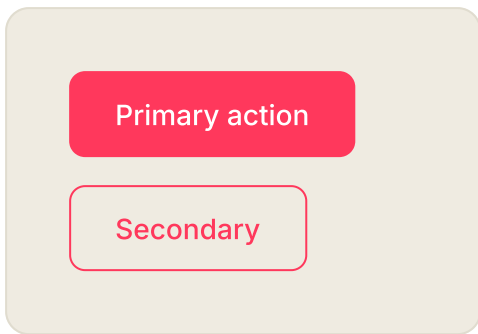
# Components

---

unknown · 1 component patterns captured

---

## Mocks



CARD

### Built from these tokens

Radius, primary, surface, text — all sampled from the live site.

[Read more →](#)

## Detected patterns

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### button

SLOTS

label, icon, badge

SIZES

—

VARIANTS

—

---

# Voice

---

friendly · - · -

---

Headlines from the site

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Site Footer

---

Support

---

Hosting

---

Airbnb

---

CTA verbs

x1   x1   x1   x1   x1   x1   x1   x1

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# Accessibility

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**100%** WCAG 2.1 contrast  
0 passing · 0 failing

---

No failing contrast pairs detected.

---

# Tokens

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

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CSS VARIABLES

VARIABLES.CSS

```
:root {
  --color-primary: #ff385c;
  --font-display: "Airbnb Cereal VF";
  --space-base: 2px;
  --radius-md: 8px;
}
```

TAILWIND CONFIG

TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#ff385c' },
      fontFamily: { display: ['Airbnb Cereal VF', 'serif'] },
      spacing: { base: '2px' },
      borderRadius: { md: '8px' },
    },
  },
};
```

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

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# Usage

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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 airbnb.com

JUN 12, 2026 · V12.16.0