

JUNE 12, 2026

openai.com

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

PAGE INTENT

landing

SYSTEM GRADE

B 84/100

TOKENS

2 colours · 3 sizes

GENERATED

designlang

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About

PAGE INTENT

landing 45% confidence

IMAGERY STYLE

none

STACK

unknown

MATERIAL LANGUAGE

flat

COMPONENT LIBRARY

unknown

VOICE TONE

neutral

Logo



SOURCE

inferred

DIMENSIONS

—

ASPECT

—

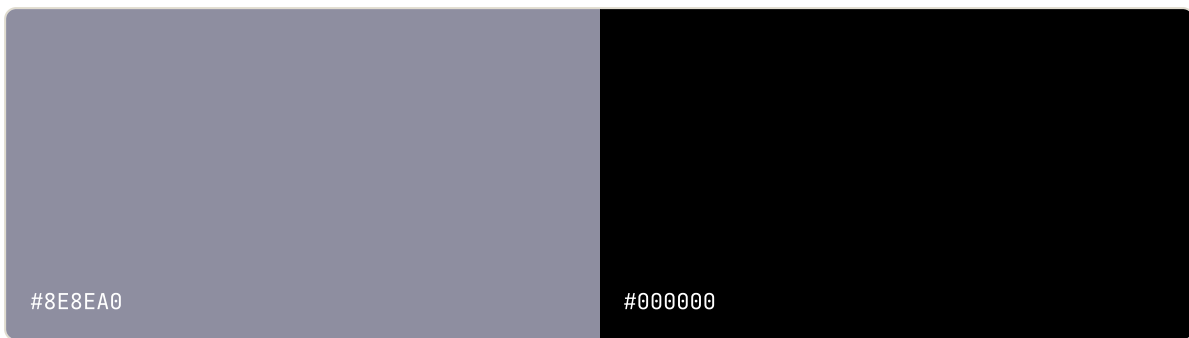
FORMAT

unknown

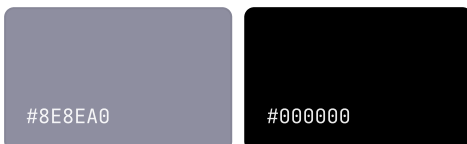
Colour

2 neutrals · 2 total

Neutrals



Full palette



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

Typography

2 families · 3 sizes · 2 weights

DISPLAY

Arial

BODY

Times

WEIGHTS

400, 700

Specimen

Quick brown fox jumps over the lazy dog.

AaBbCc 0123456789 ?!&

Scale

STEP	SIZE	SAMPLE
t00	24px	Quick brown fox jumps over t
t01	16px	Quick brown fox jumps over t
t02	13.3333px	Quick brown fox jumps over t

Spacing

Base 8px · 2 steps captured

Rhythm

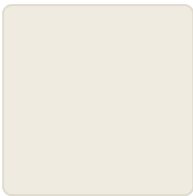
■ 8px

■ 32px

Shape

1 radii · 0 elevation tiers

Border radii



5px

Iconography

unknown · 1 captured

LIBRARY

unknown

CONFIDENCE

0%

STROKE STYLE

—



CHAPTER 08

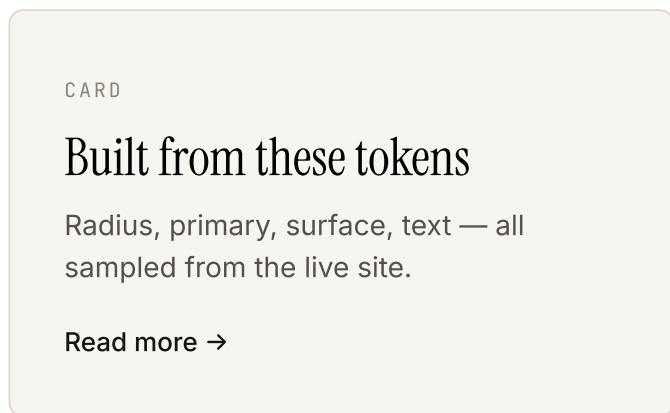
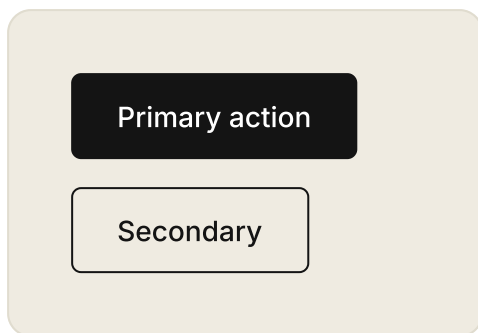
Motion

Feel: mixed · 0 durations · 0 easings

Components

unknown · 0 component patterns captured

Mocks



Voice

neutral · - · -

Accessibility

100% WCAG 2.1 contrast
0 passing · 0 failing

No failing contrast pairs detected.

Tokens

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

CSS VARIABLES

VARIABLES.CSS

```
:root {
  --color-primary: #0066cc;
  --font-display: "Arial";
  --space-base: 4px;
  --radius-md: 5px;
}
```

TAILWIND CONFIG

TAILWIND.CONFIG.JS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: { brand: '#0066cc' },
      fontFamily: { display: ['Arial', 'serif'] },
      spacing: { base: '4px' },
      borderRadius: { md: '5px' },
    },
  },
};
```

Run `npx designlang pack openai.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 openai.com

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