

## Executive Summary

73%

have significant drift

847

avg hardcoded colors

2.4x

more drift after 3 years

23%

token adoption rate

68%

less drift with automation

## Key Findings

### 1 Design Drift Is Universal

**Only 8% of codebases have minimal drift**

Even teams with dedicated design systems, Storybook documentation, and Figma libraries show significant drift when we scan the actual code.

### 2 The 847 Problem

**Average: 847 hardcoded colors | Top 10%: Nearly 3,000**

In repos with hardcoded colors, we found an average of 47 unique variations of the primary brand color.

### 3 Drift Compounds Over Time

Repo Age	0-1 yr	1-2 yr	2-3 yr	3-4 yr	4+ yr
Avg Drift Score	312	489	634	758	847

### 4 Token Adoption Is Low

**67% hardcoded | 23% CSS variables | 8% theme objects**

Tailwind teams show highest adoption (41%) when using custom theme colors—but arbitrary values bypass everything.

### 5 Enforcement Changes Everything

Enforcement	None	Code Review	Linting	Blocking CI	Auto PR Scan
Avg Drift	891	672	423	287	201

## Benchmarks: How Do You Compare?

Metric	Poor	Average	Good	Excellent
Hardcoded colors	>500	200-500	50-200	<50
Token usage	<15%	15-30%	30-50%	>50%
Arbitrary values	>100	50-100	10-50	<10
Color variations	>30	15-30	5-15	<5

## Recommendations

### 1

#### Automate Enforcement

Don't rely on code review. Use automated scanning in CI/CD. Impact: 68% less drift.

### 2

#### Use Semantic Tokens

Flat palettes encourage hardcoded. Semantic tokens encourage adoption. Impact: 34% higher usage.

### 3

#### Address Framework Defaults

Customize the entire palette. Remove unused defaults. Impact: 43% fewer mixed colors.

### 4

#### Measure Continuously

What gets measured gets managed. Track drift over time. Prevents compounding.

## Get Your Drift Score

Buoy scans your repository and shows exactly how you compare to industry benchmarks.

[Scan Free at buoy.design →](#)