Stripe Identity System

1. Identity Core

Archetype: The Sage / The Ruler

Stripe facilitates the internet economy. Our archetype is a blend of **The Sage** (driven by knowledge, truth, and clarity) and **The Ruler** (creating structure, stability, and order). We are never chaotic; we are the infrastructure.
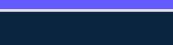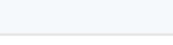
Voice Vectors

Dimension	Score (0.0 - 1.0)	Note
Formal vs. Casual	0.7	Professional but accessible.
Technical vs. Marketing	0.6	Precise, but plain-spoken.
Enthusiastic vs. Matter-of-fact	0.3	Calm confidence. No exclamation marks.

2. Visual Tokens

Primary Palette

These colors define the core Stripe brand. Precision is mandatory.

Name	Hex	Role	Sample
Blurple	#635BFF	Primary Accent / Buttons	
Downriver	#0A2540	Text / Headings	
Slate	#425466	Body Text	
White	#FFFFFF	Backgrounds	
Black Squeeze	#F6F9FC	Secondary Background	

Typography

Primary Font: Ideal Sans (Proprietary).
Fallback Font: Inter or System UI.
Usage: Headings must use tight letter-spacing (-0.02em). Body copy should be legible with generous line height (1.5).

3. Governance Rules

[G-01] Contrast: Text on 'Blurple' backgrounds must always be White (#FFFFFF). Never use Slate text on Blurple.

[G-02] Logo Space: The 'Stripe' wordmark must have clear space equal to 150% of the height of the letter 'S'.

[G-03] Terminology: Never use the word 'cost'. Use 'pricing' or 'fees'.

[G-04] Imagery: Abstract geometric shapes (The 'S' ribbon) are preferred over stock photography. Human subjects should look candid, not posed.

[G-05] Gradients: Gradients should be subtle (10-15% opacity change) and move from top-left to bottom-right.