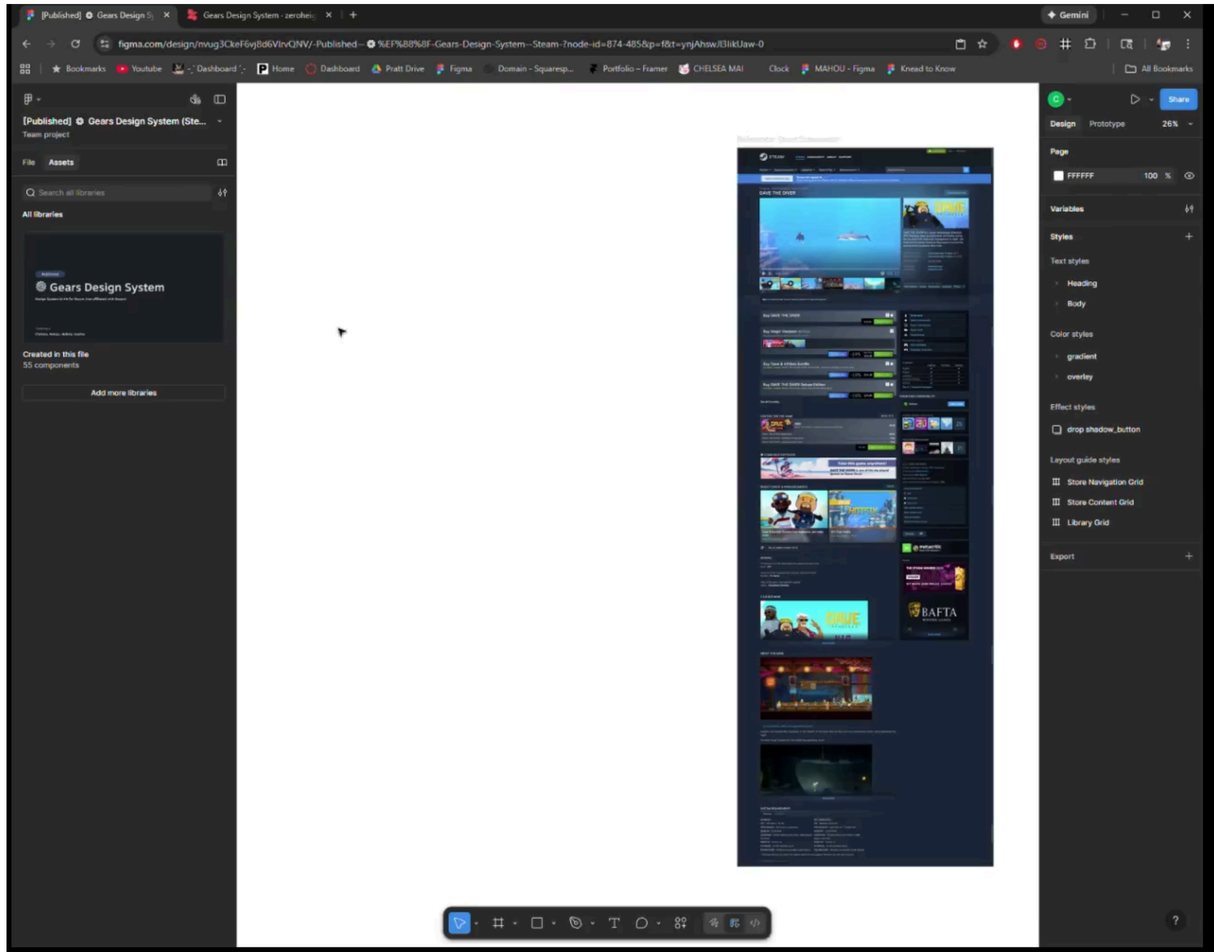
Gears Design System

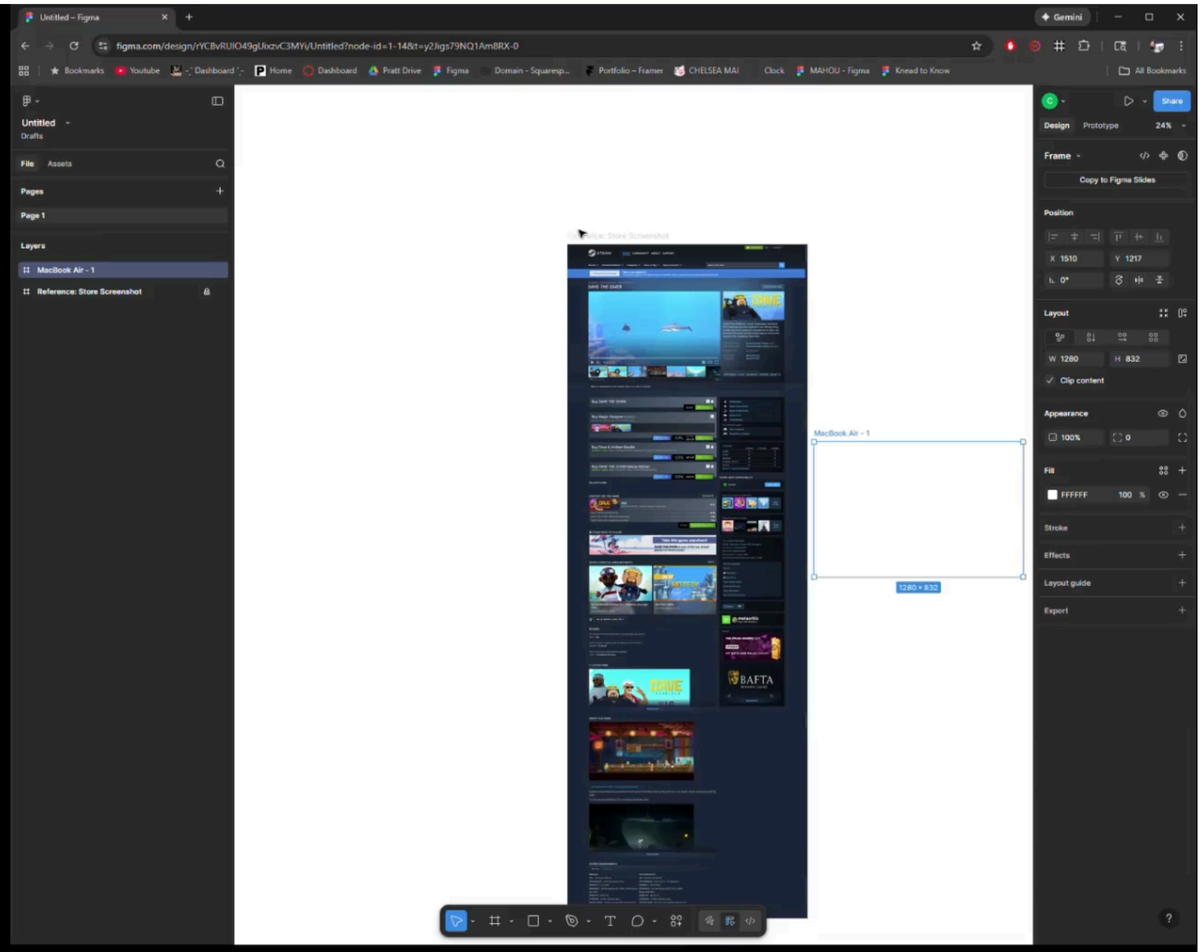
A SMARTER & FASTER WAY TO DESIGN FOR STEAM

CHELSEA, NALLELY, RUTUJA, SOPHIA

With Gears



The “Old Fashioned” Way



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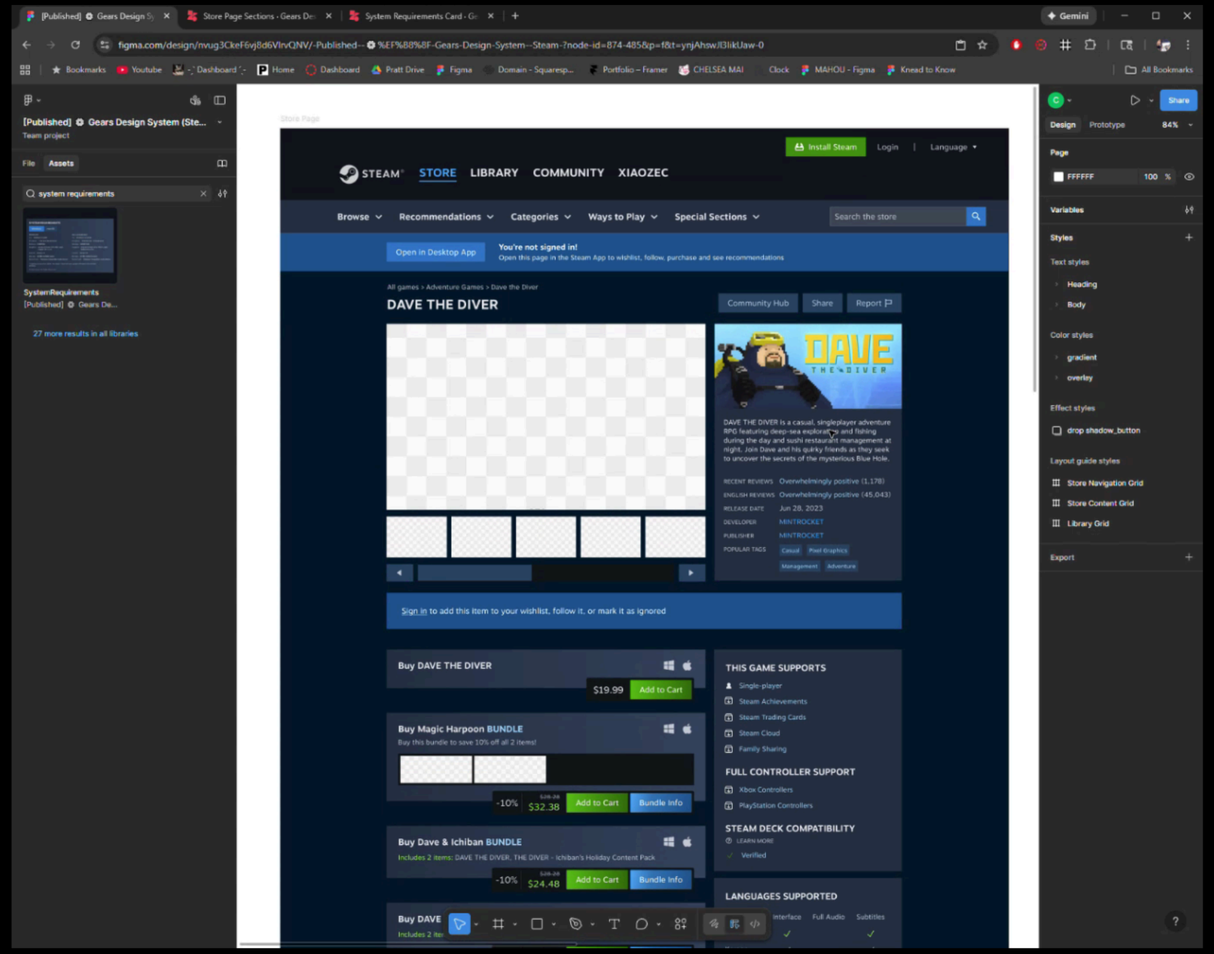
With Gears



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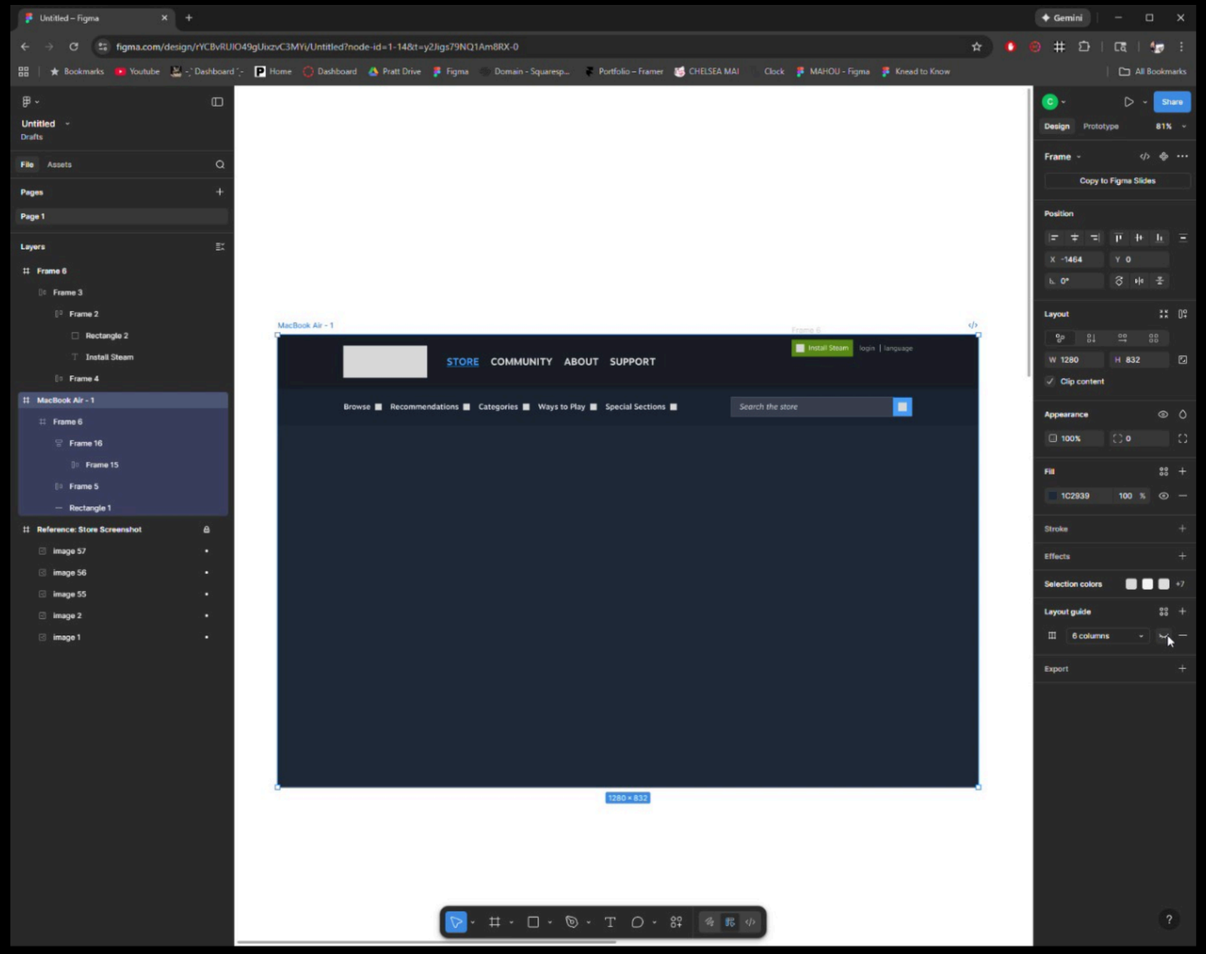

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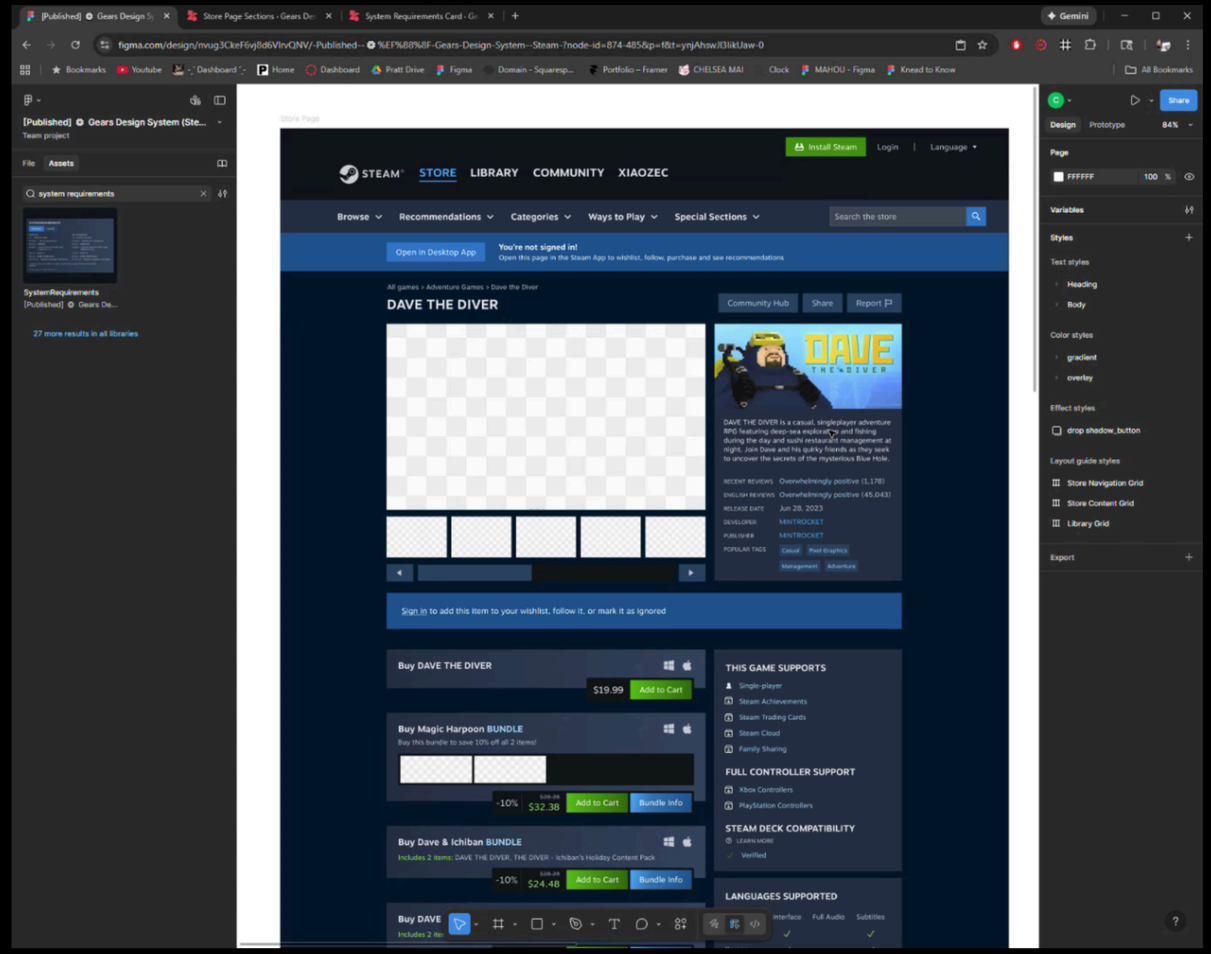
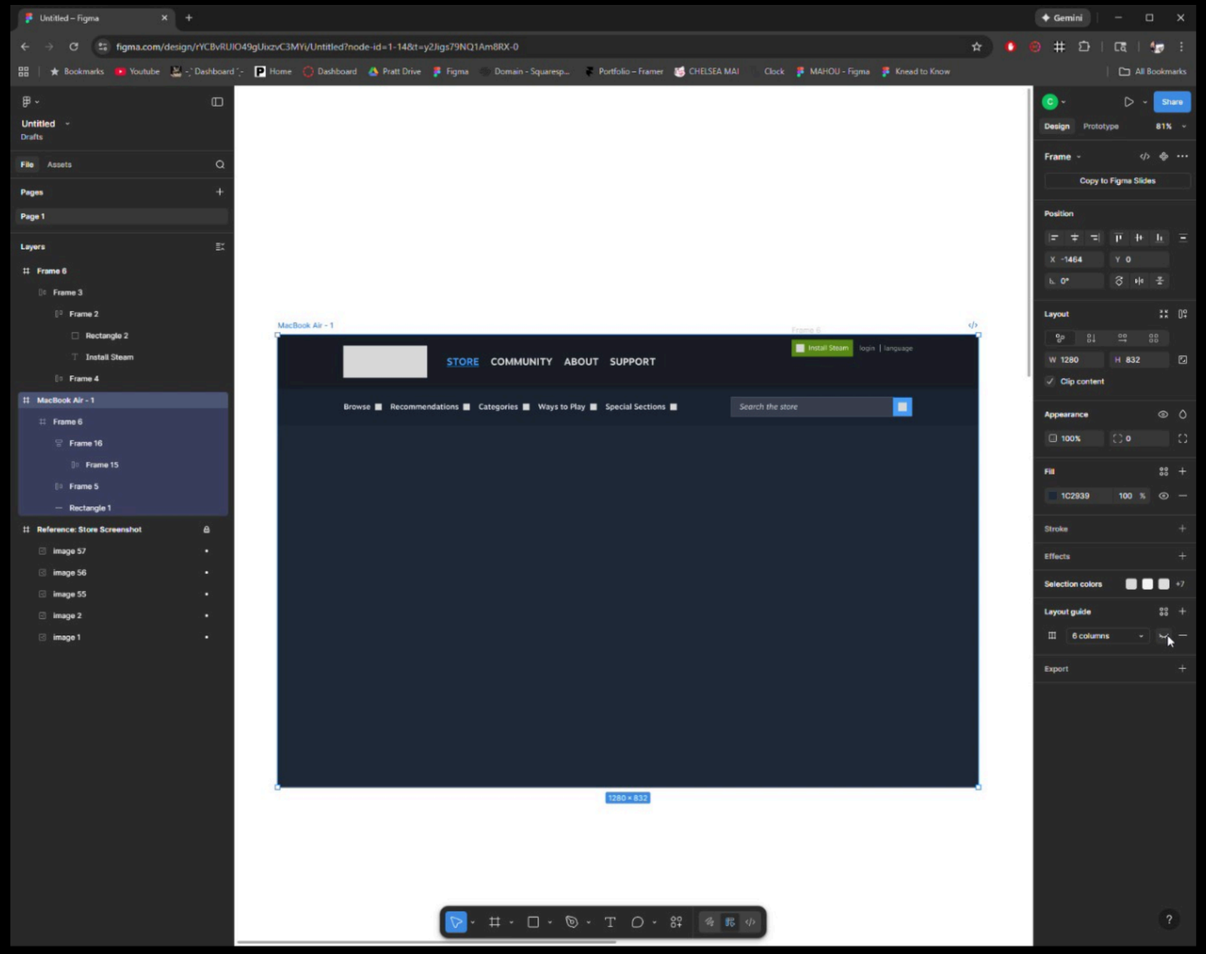
With Gears



The “Old Fashioned” Way



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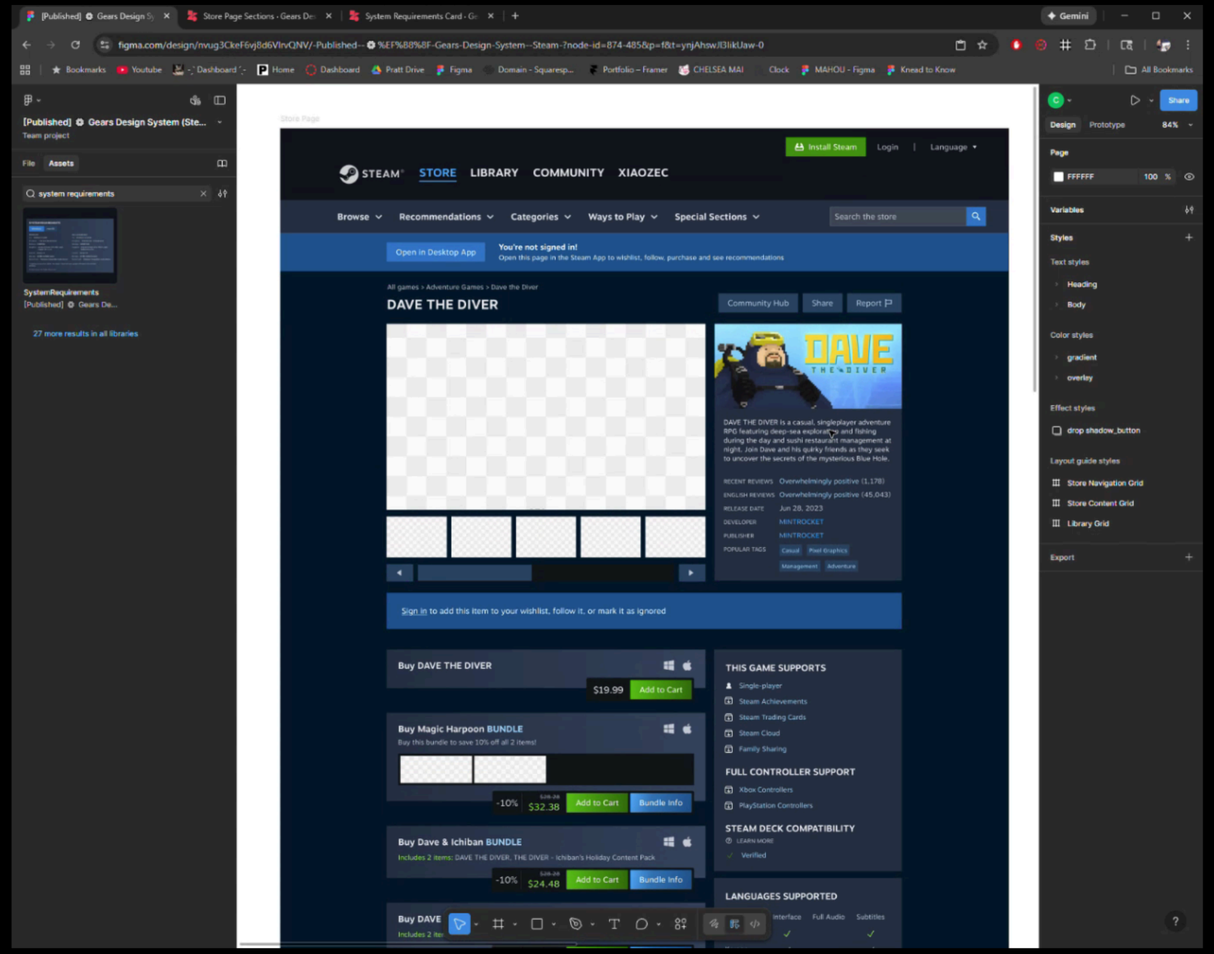
4 HOURS

Projected Completion

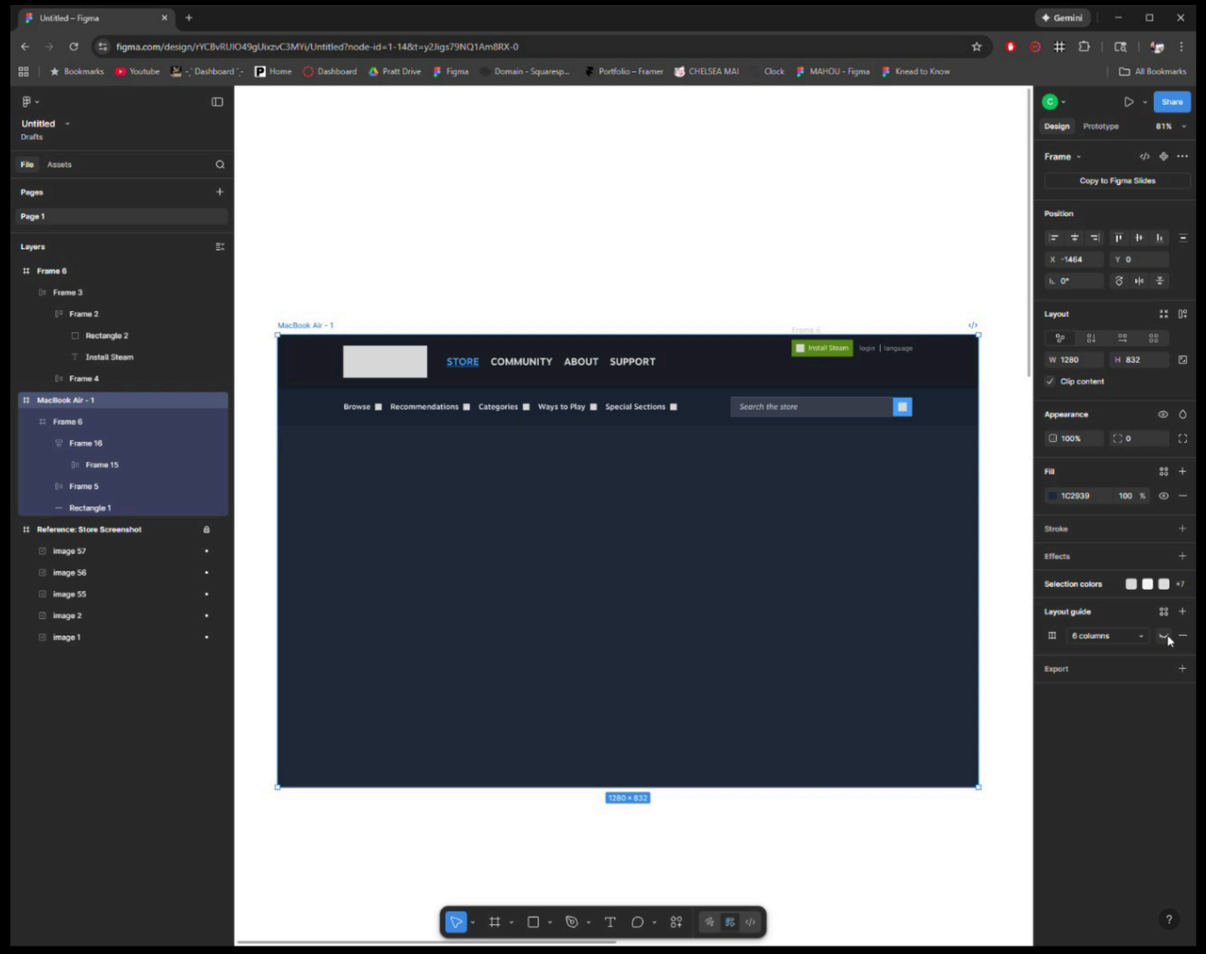
With Gears



12.5 MINS

Projected Completion

The “Old Fashioned” Way



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4 HOURS

Projected Completion

We present to you:

A design system that gives you and your team trusted components, consistent visuals, and built-in accessibility, so you can design with clarity and confidence from the start.

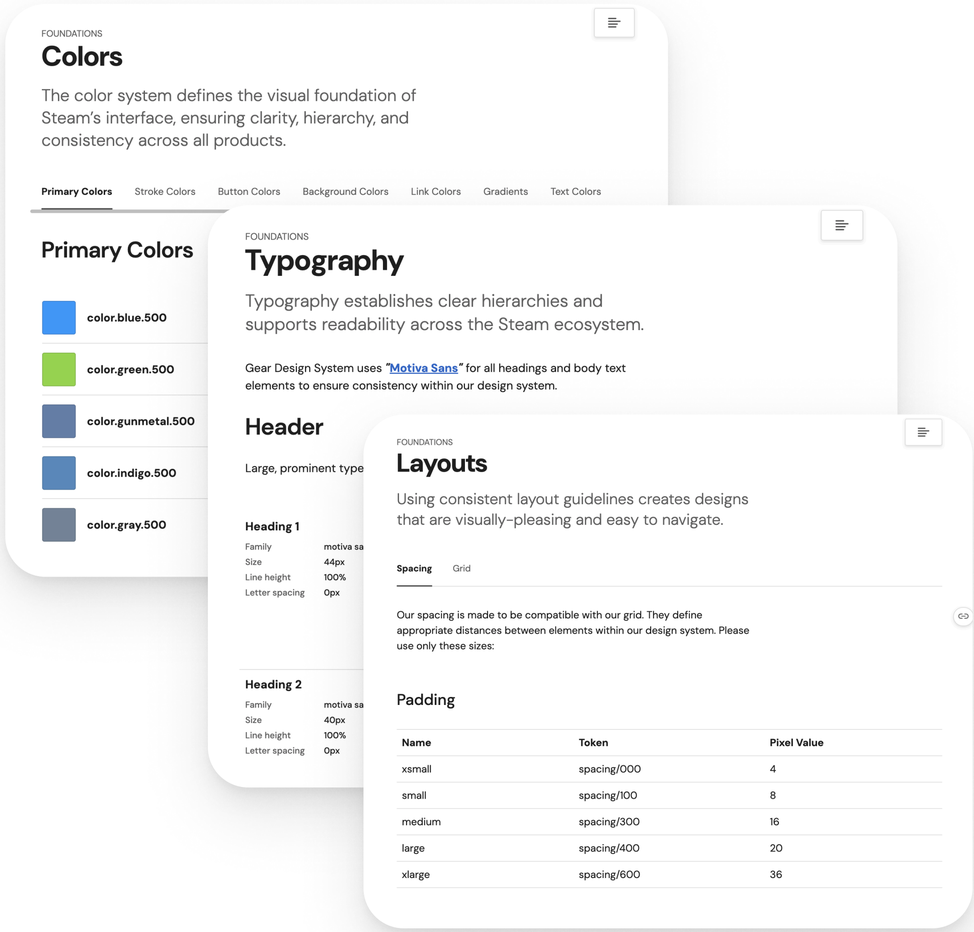
Let’s dive into the benefits:

Gears isn’t just a toolkit, it’s a faster, smarter way to design for Steam.

How Gears accelerates your workflow:

Foundational clarity – no more ~~second-guessing~~ design basics

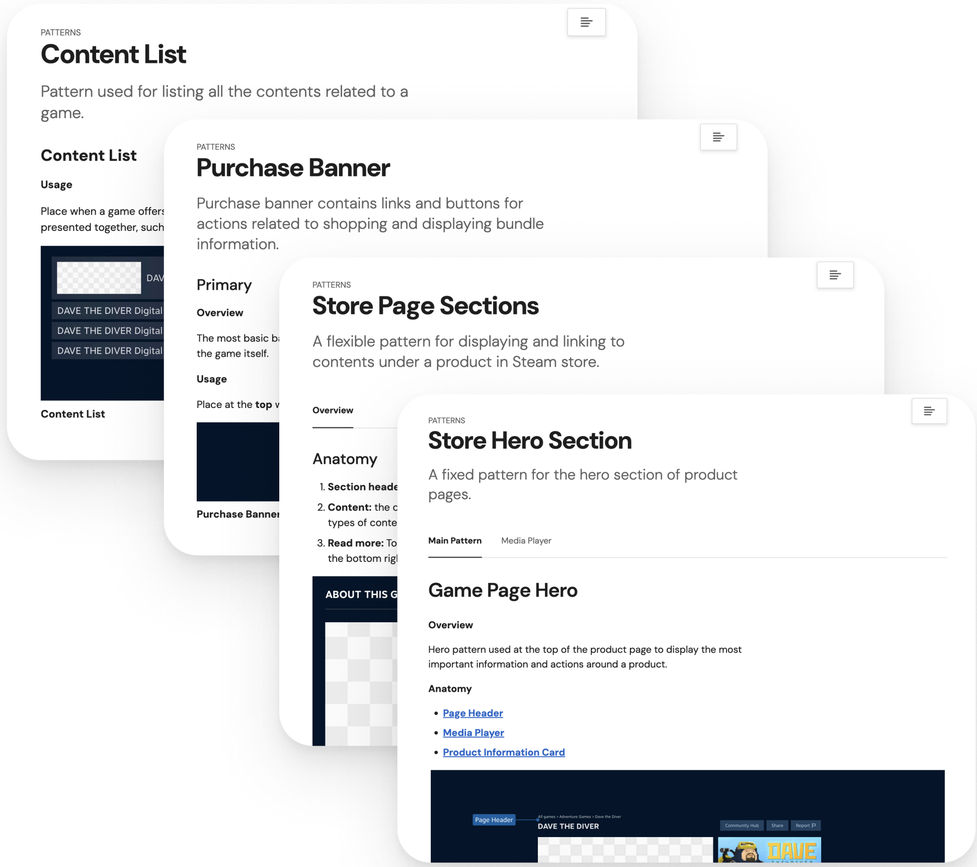
- Clear, consistent rules for color, type, spacing, and behavior.
- Every foundational element is defined and ready to use.
- Designers spend less time checking specs and more time designing.



How Gears accelerates your workflow:

Build faster with patterns – no more ~~starting from scratch~~

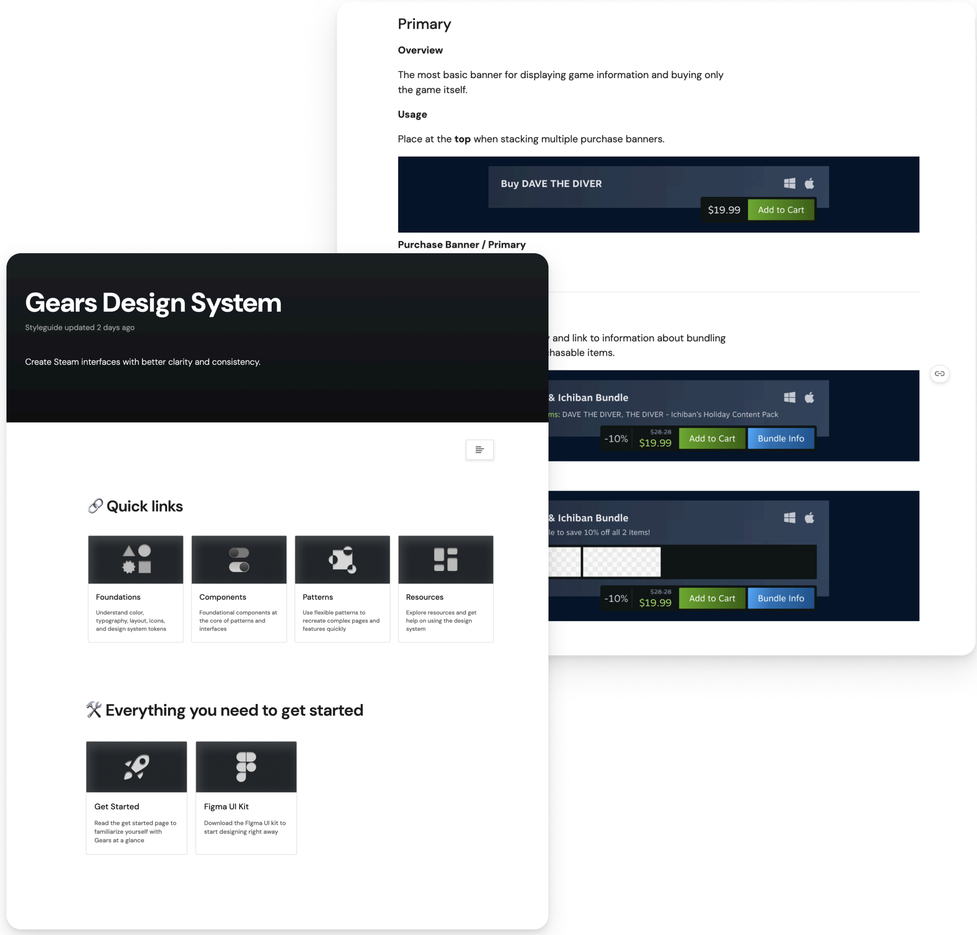
- **Ready-made patterns replace repetitive rebuilding**
- **Common Steam layouts can be assembled in minutes**
- **Patterns ensure consistency across every screen and team**



How Gears accelerates your workflow:

Hit the ground running – you are already a Steam expert

- **Streamlined documentation removes the learning curve**
- **New designers onboard quickly and confidently**
- **Anyone can design for Steam from Day 1, gamer or not**



Here’s another reason for you:

Gears creates a streamlined, professional brand that benefits design teams and customers alike

Steam UIs come in all shapes and forms (and they should!)

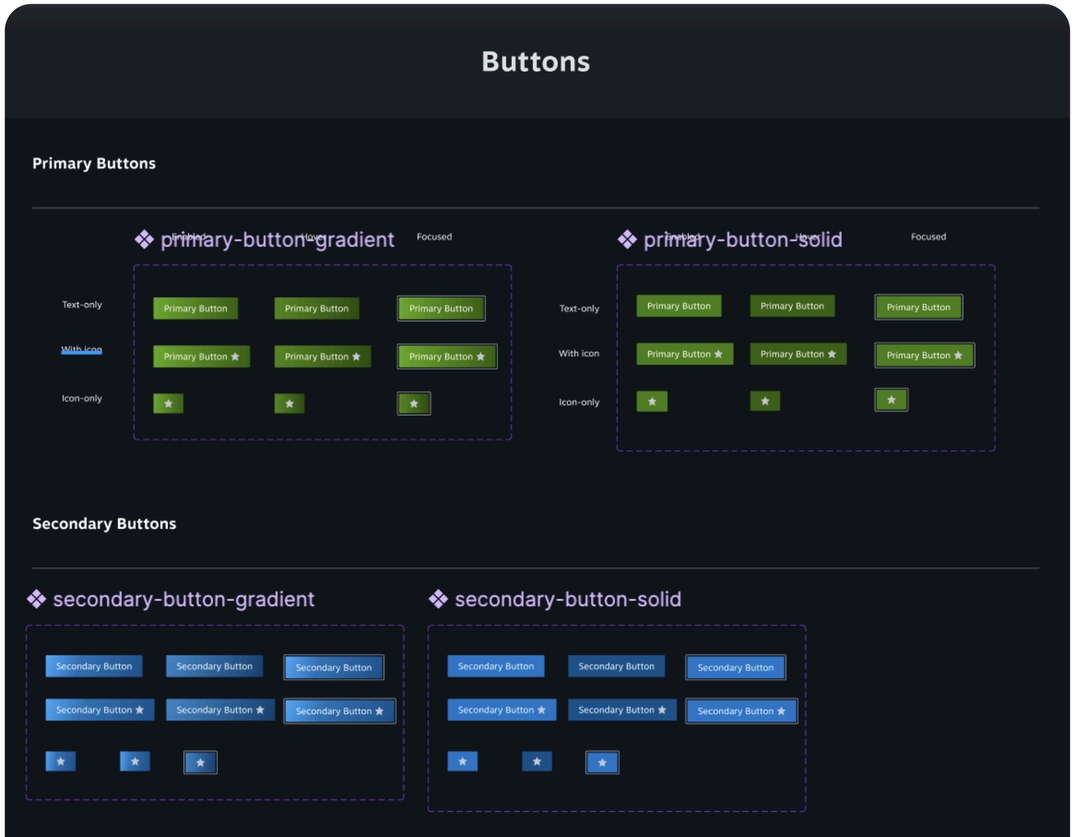
So we created more streamlined, on-brand components

BEFORE

30+ singular button variants

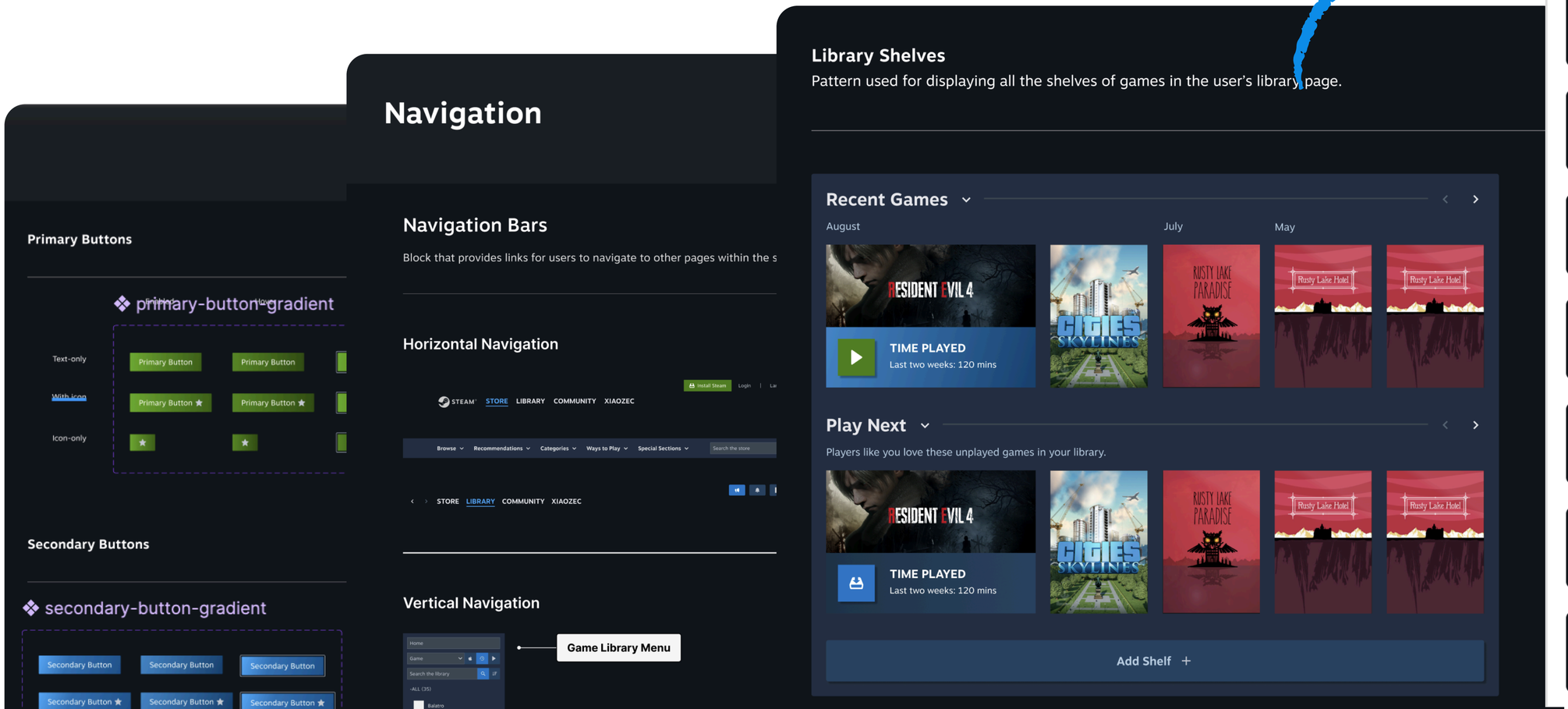
AFTER

5 categories, 3 states, 3 variants



What this means for designers:

There is a single source of truth for what designs should look like



[Published] Gears Desig...
Team project

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What this means for designers:

Teams can make design decisions and approve designs faster ⭐

Usage documentation help streamline design decisions

1. Do not mix gradients and solid buttons

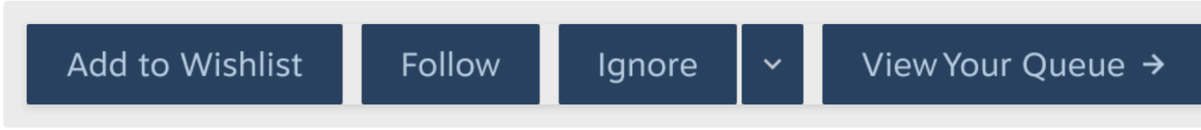
✓ Do

Use the same style for buttons used side-by-side

✕ Don't

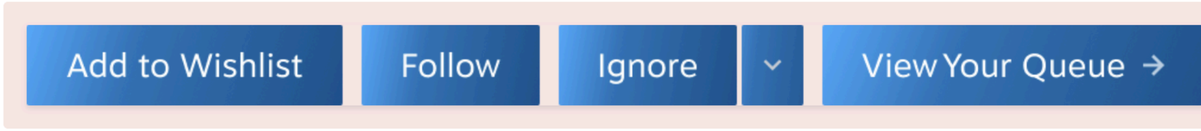
Mix styles (gradient vs. solid fill) for buttons used side-by-side

2. Use ONLY tertiary buttons when placing 3 or more buttons side-by-side



✓ Do

When placing 3 or more buttons side-by-side, use the tertiary variant for all buttons.



✕ Don't

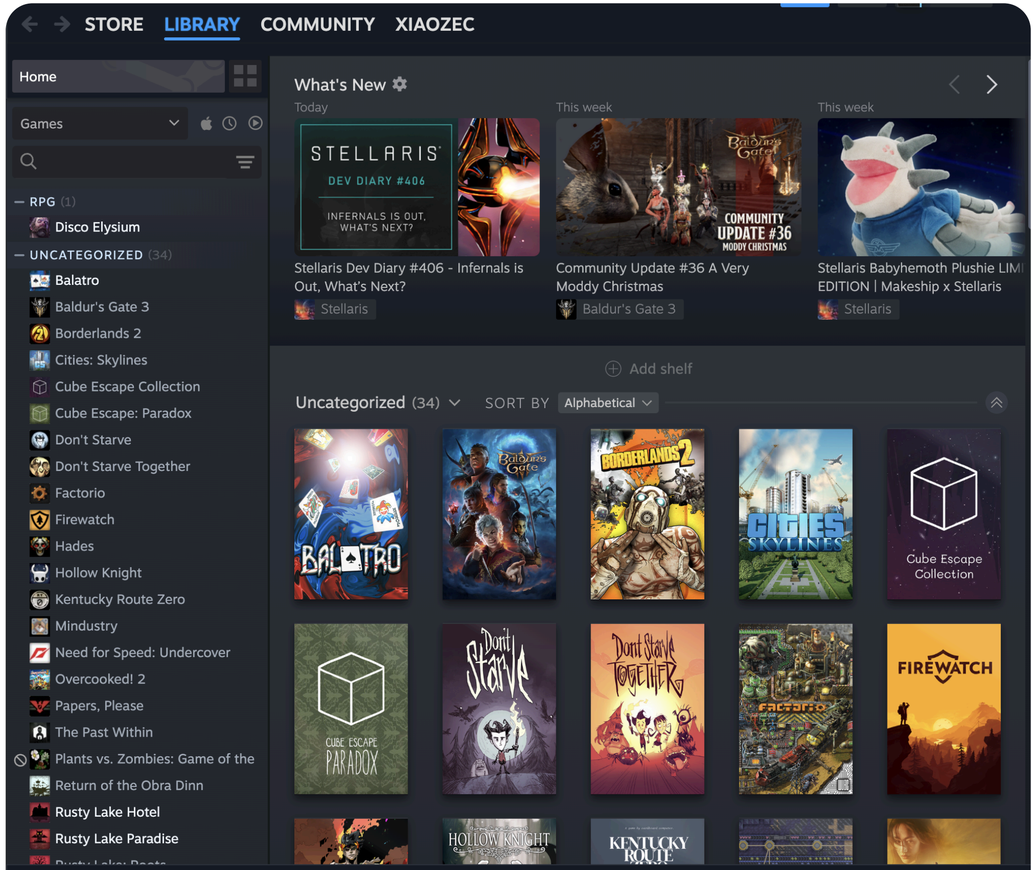
Don't use primary or secondary buttons side-by-side with each other

Gears helps maintain a professional, trust-worthy brand

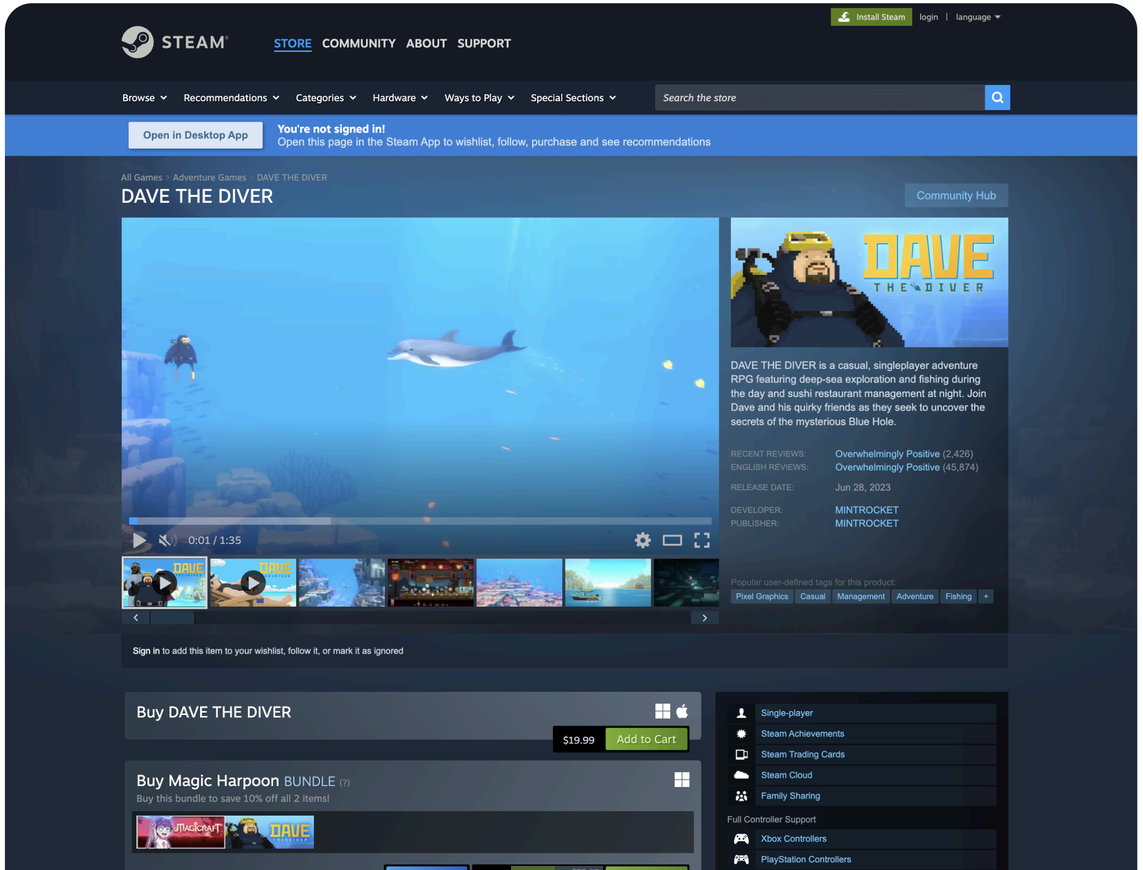
Seamless experience from purchasing to playing

BEFORE

EVERYONE: “I LOVE PLAYING GAMES ON STEAM”



NO ONE: “I LOVE BUYING GAMES ON STEAM”

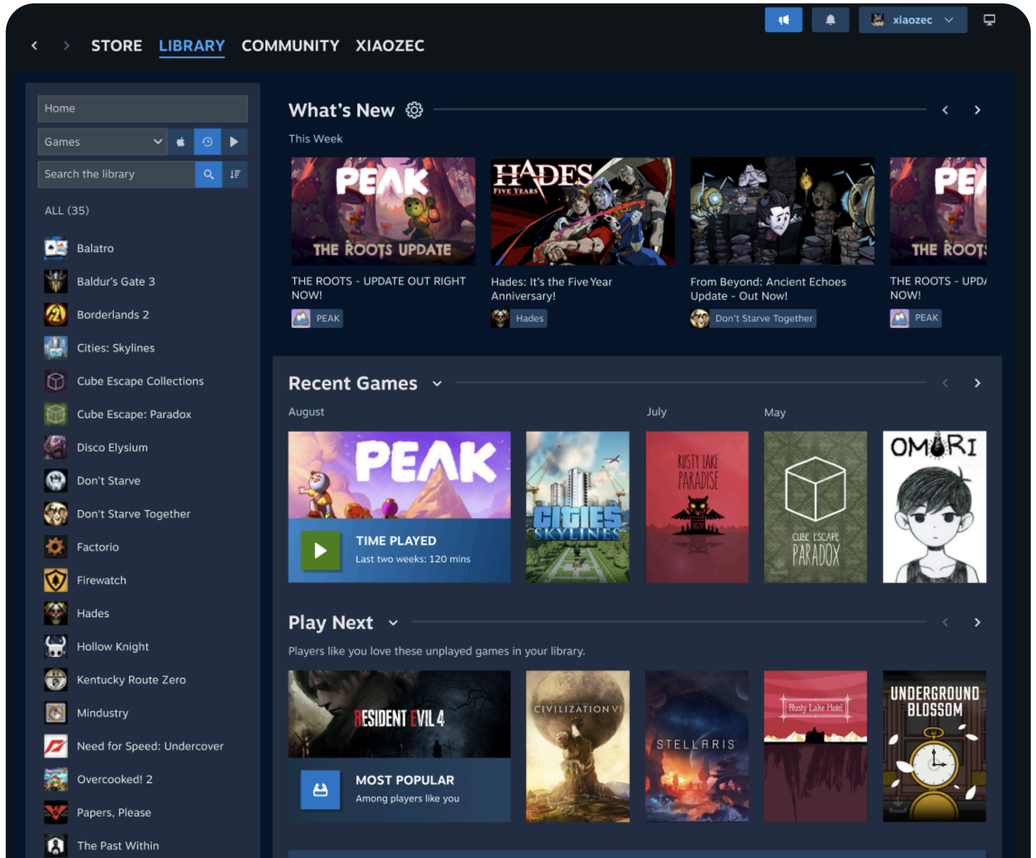


Gears helps maintain a professional, trust-worthy brand

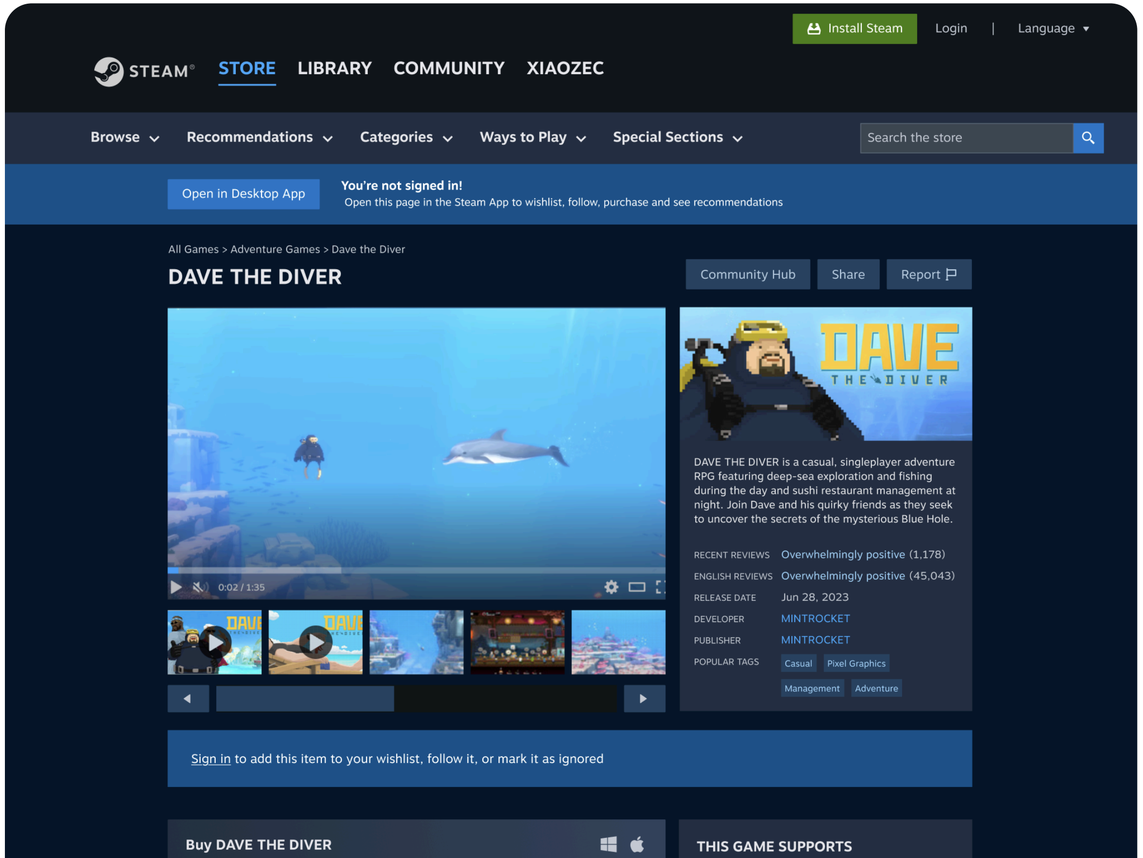
Seamless experience from purchasing to playing

AFTER

“YES, I LOVE PLAYING GAMES ON STEAM” – EVERYONE



“AND BUYING GAMES FEEL JUST AS GOOD” – EVERYONE

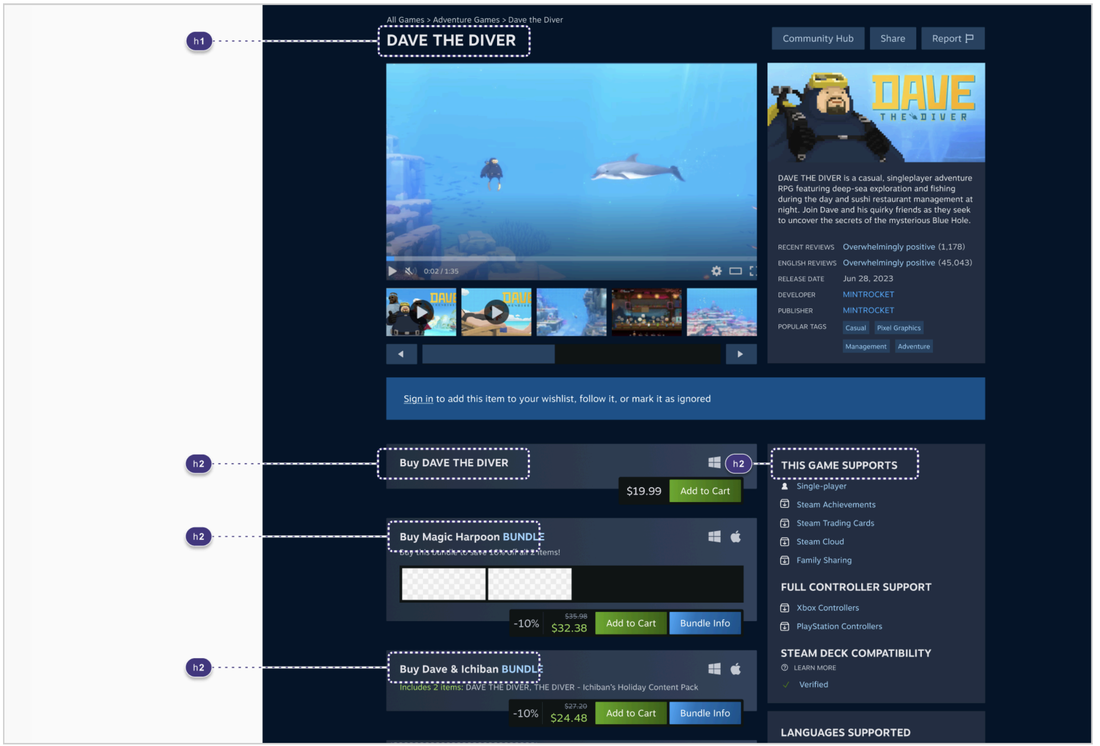


Gears helps maintain a professional, trust-worthy brand

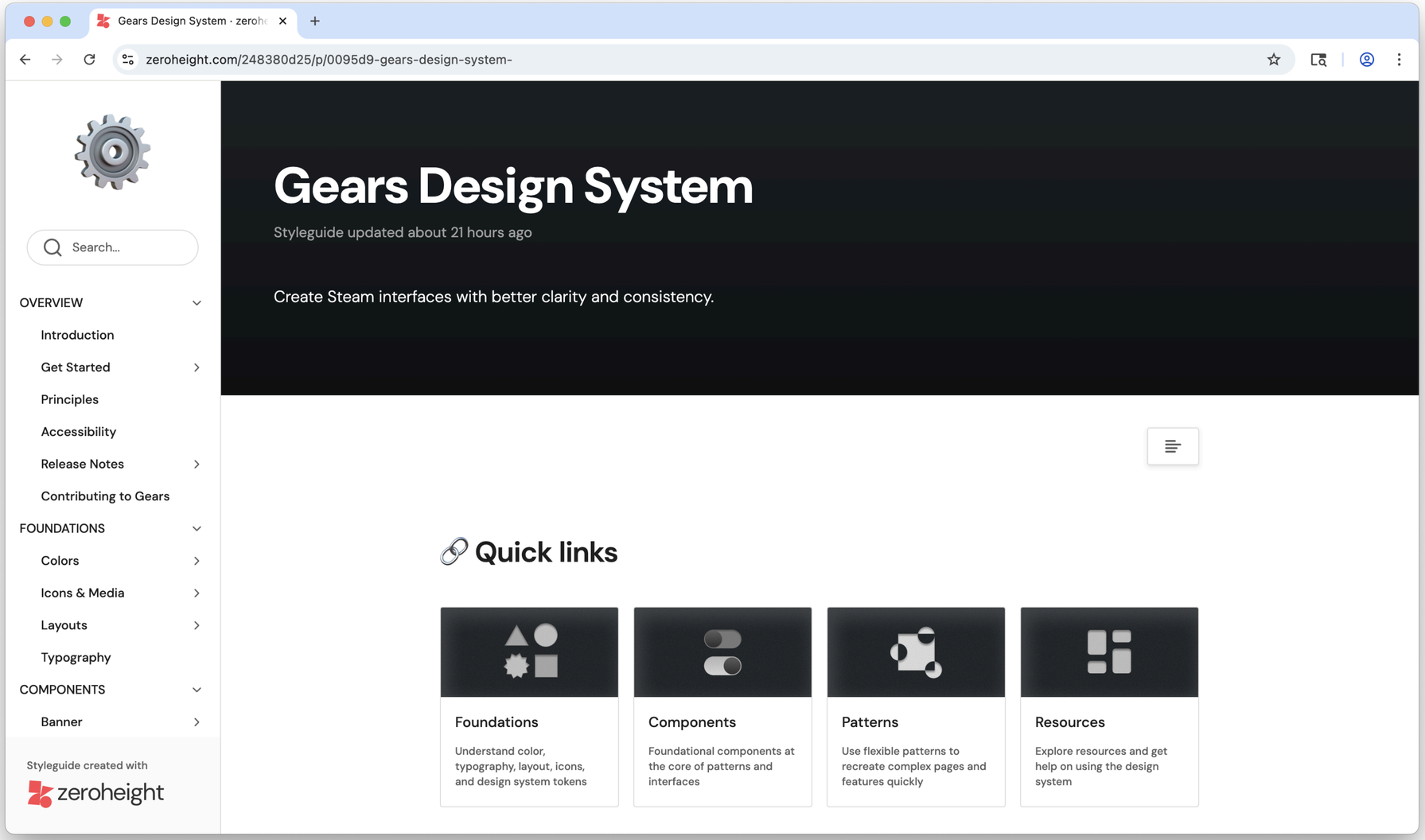
A system with accessibility at its core

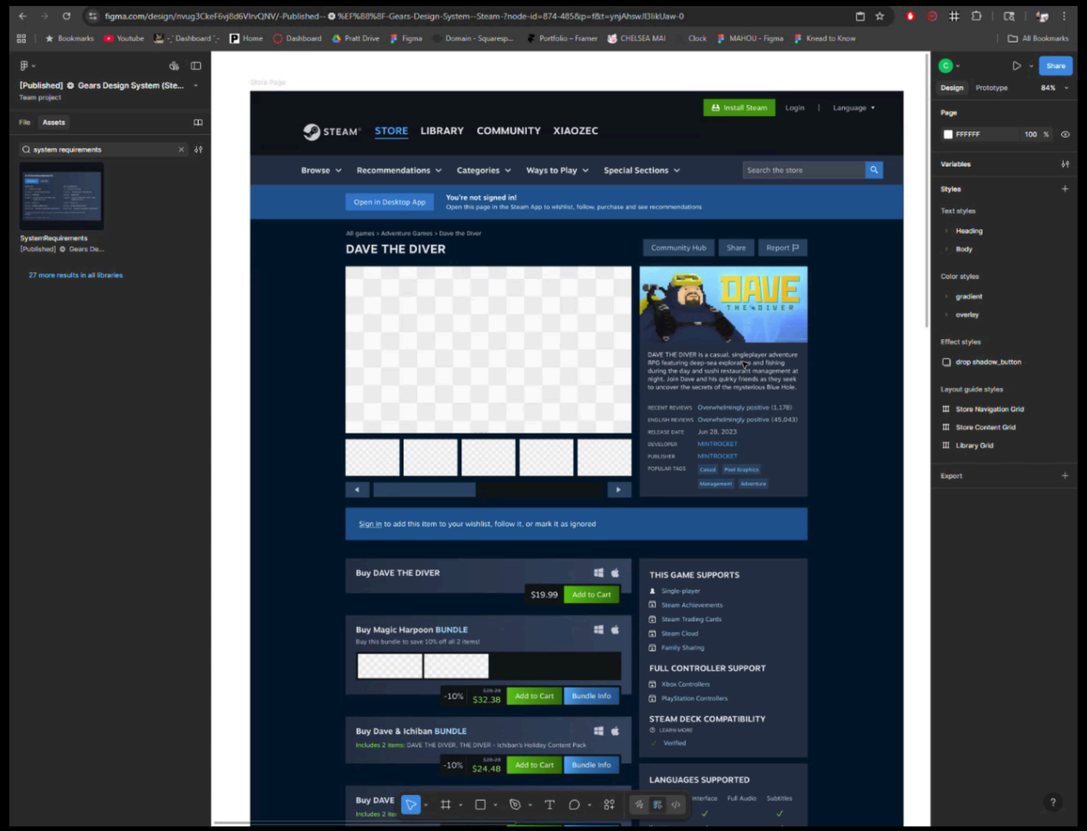
COLOR CONTRAST (EVEN FOR GRADIENTS)

VISUAL HIERARCHY



The new way to Steam (With Gears, obviously)

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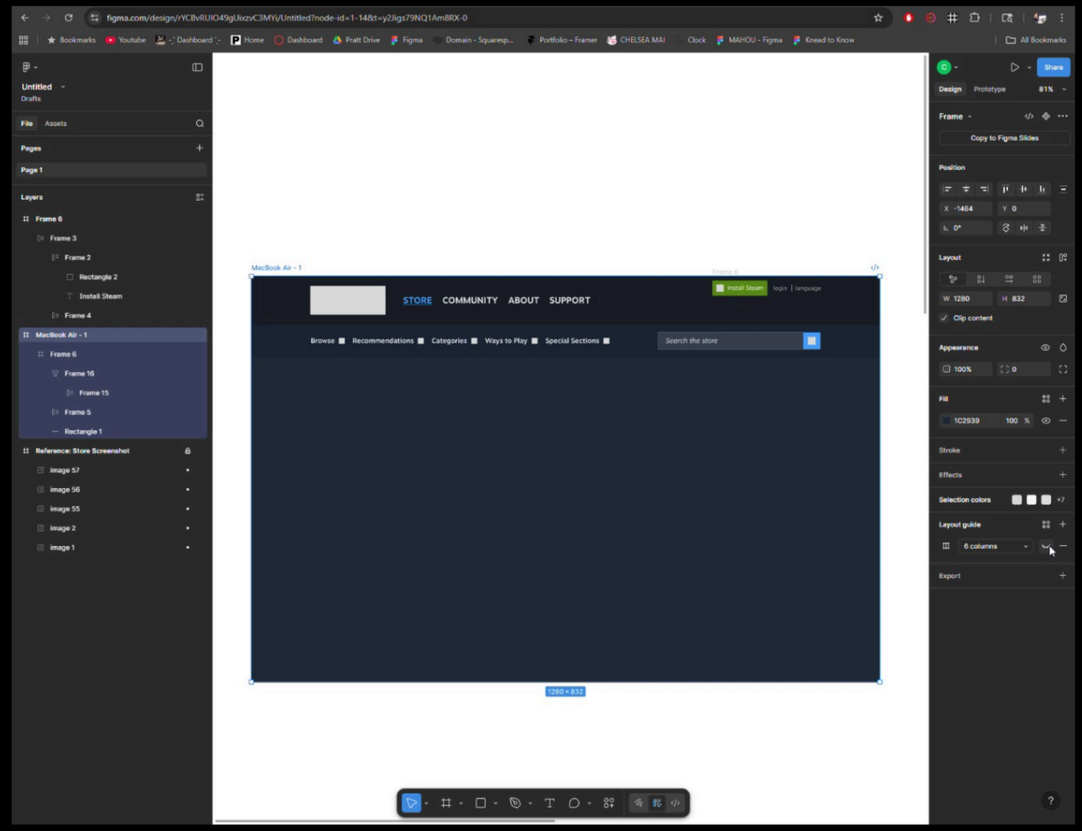
STEAM DECK COMPATIBILITY
LANGUAGES SUPPORTED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Why Gears:

If you could spend less time fixing avoidable issues and more time solving real problems, why wouldn’t you?

Gears Design System

A SMARTER & FASTER WAY TO DESIGN FOR STEAM

THANK YOU!