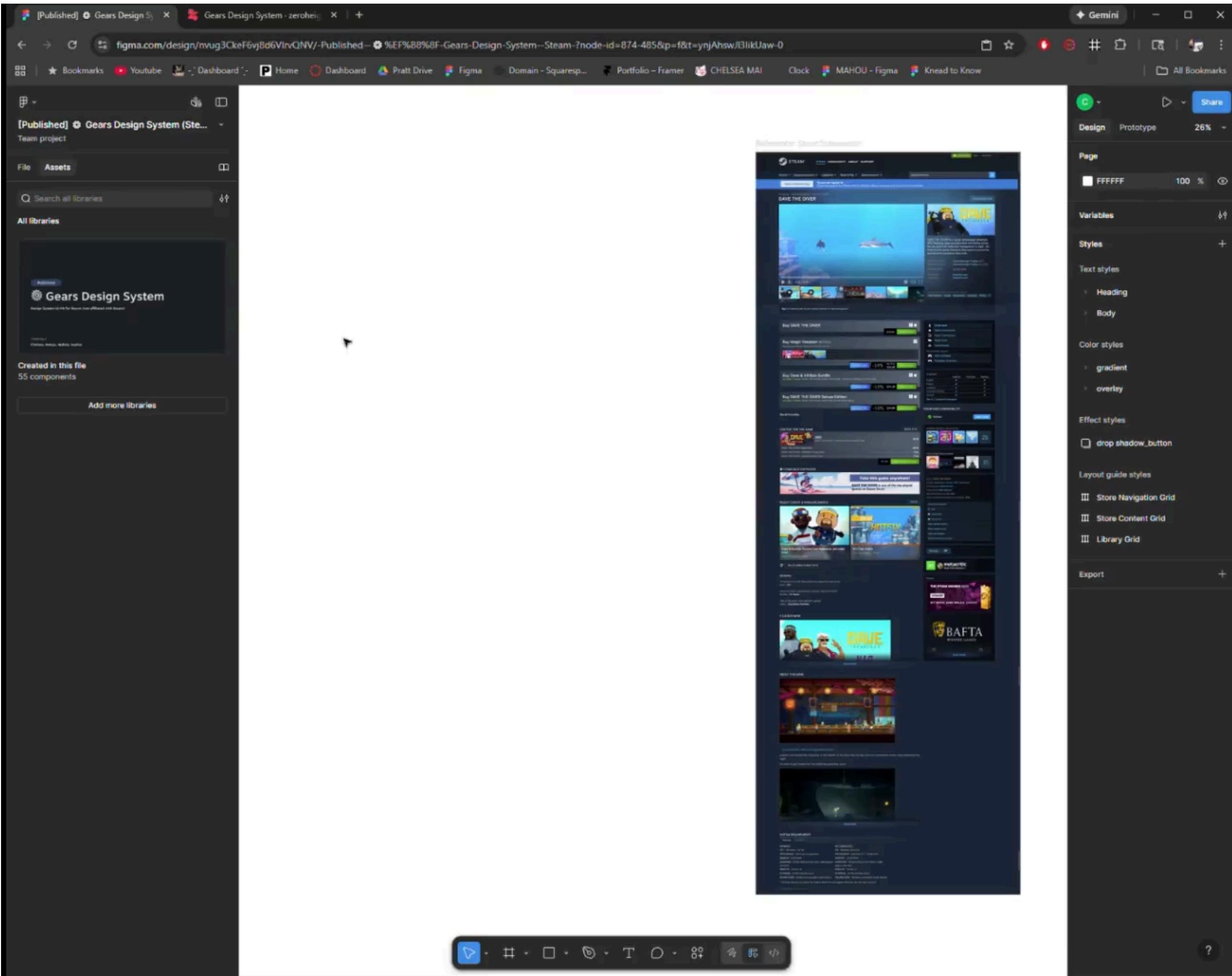


# Gears Design System

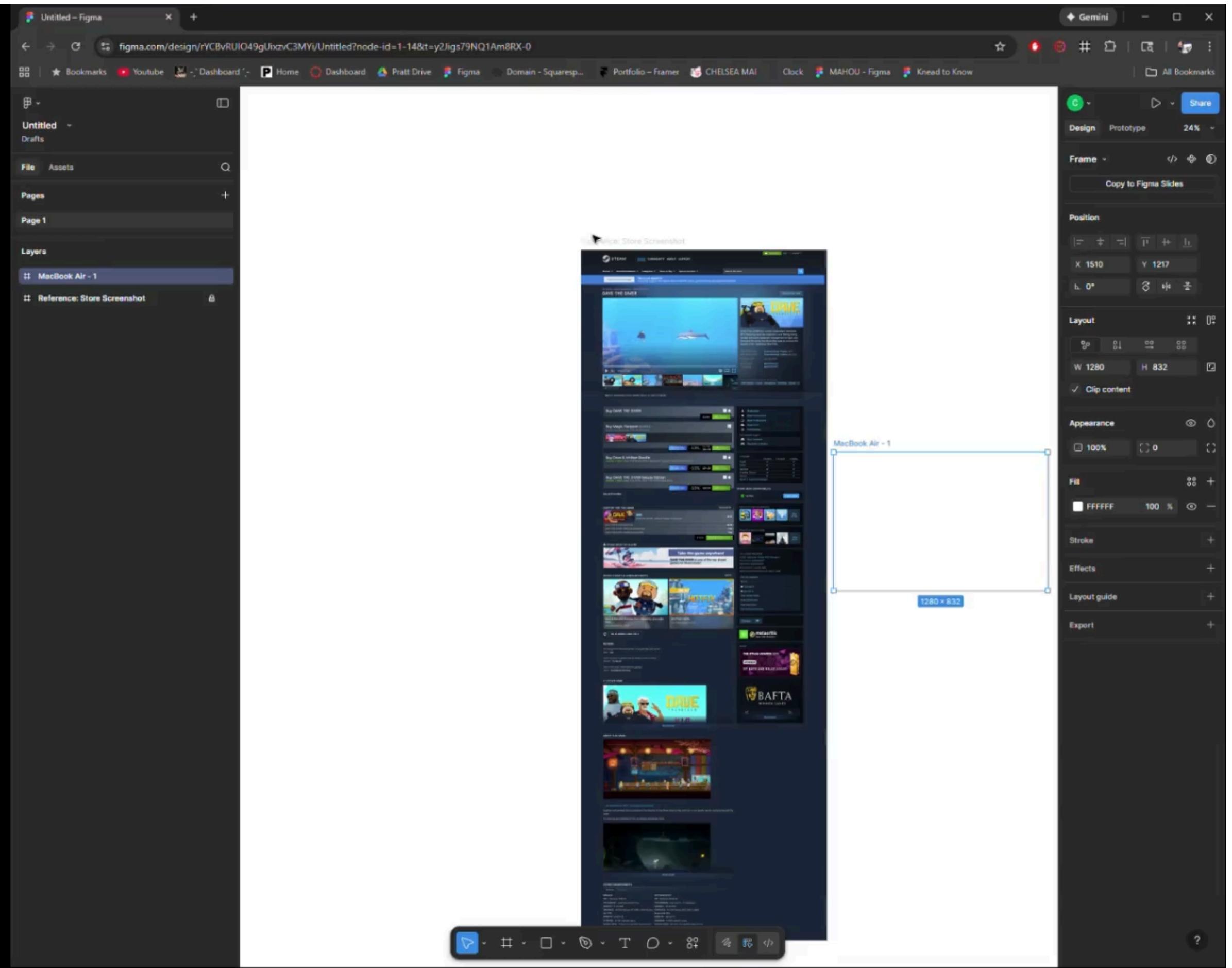
A SMARTER & FASTER WAY TO DESIGN FOR STEAM 

CHELSEA, NALLELY, RUTUJA, SOPHIA

# With Gears

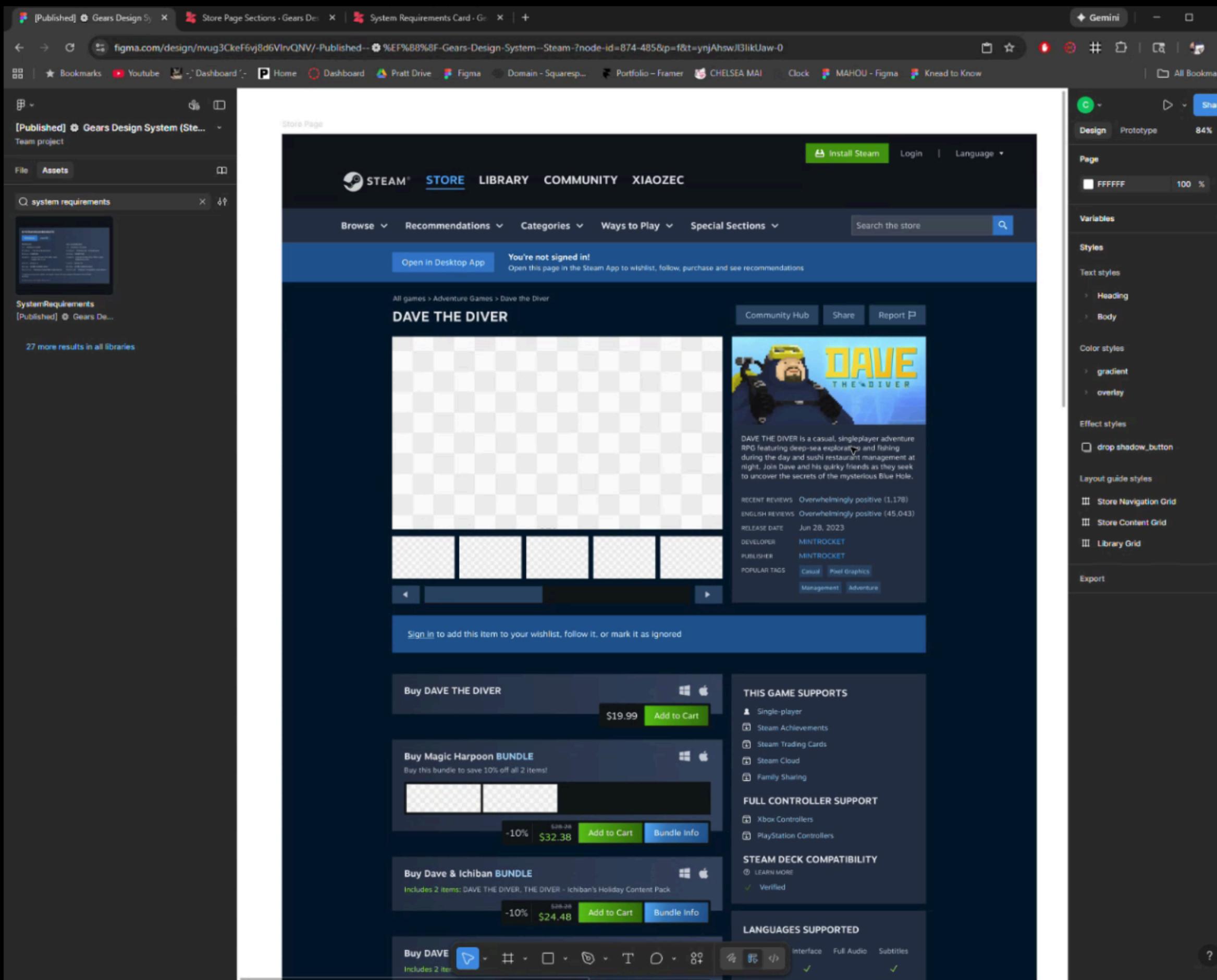


# The “Old Fashioned” Way

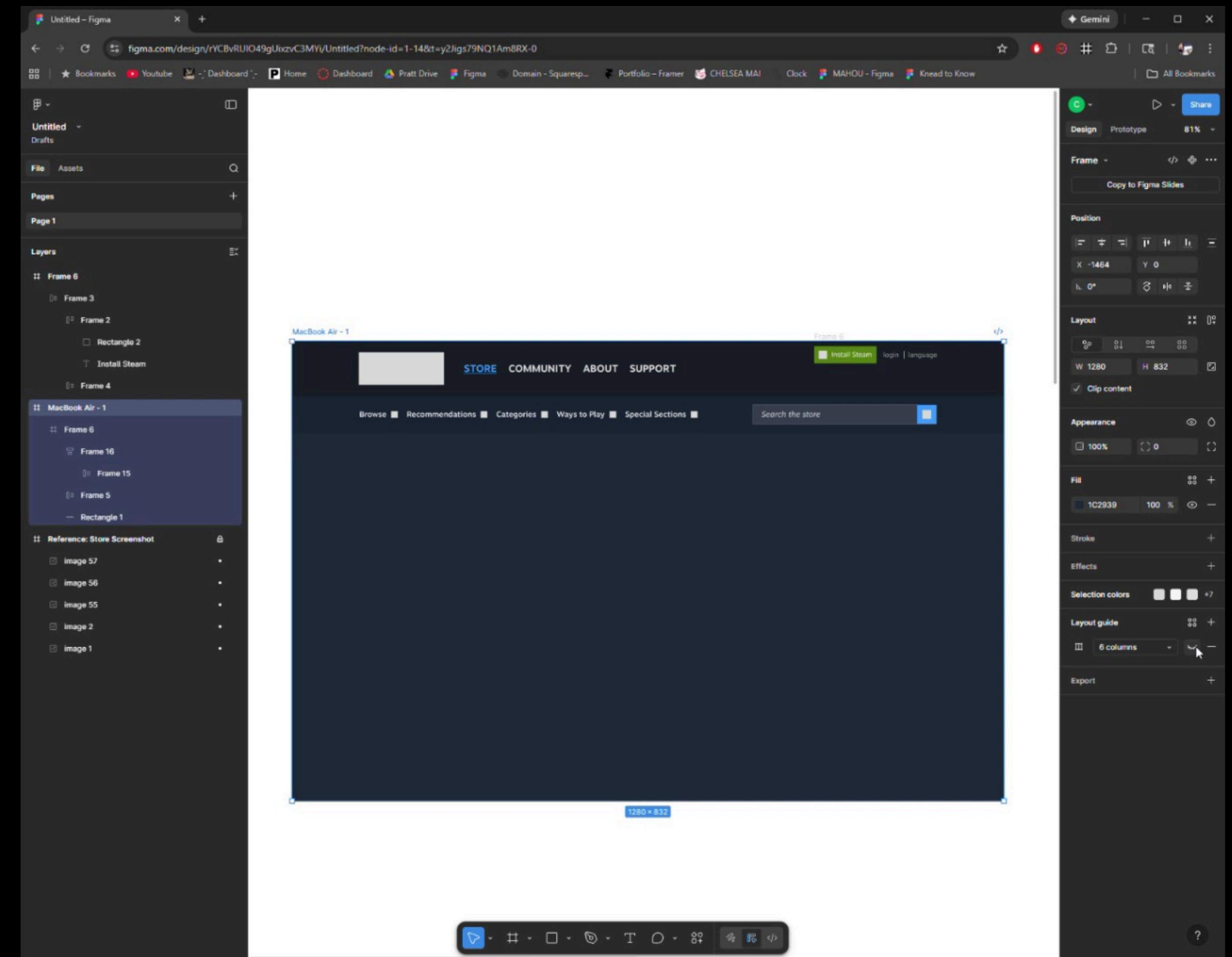


00:00.00

# With Gears

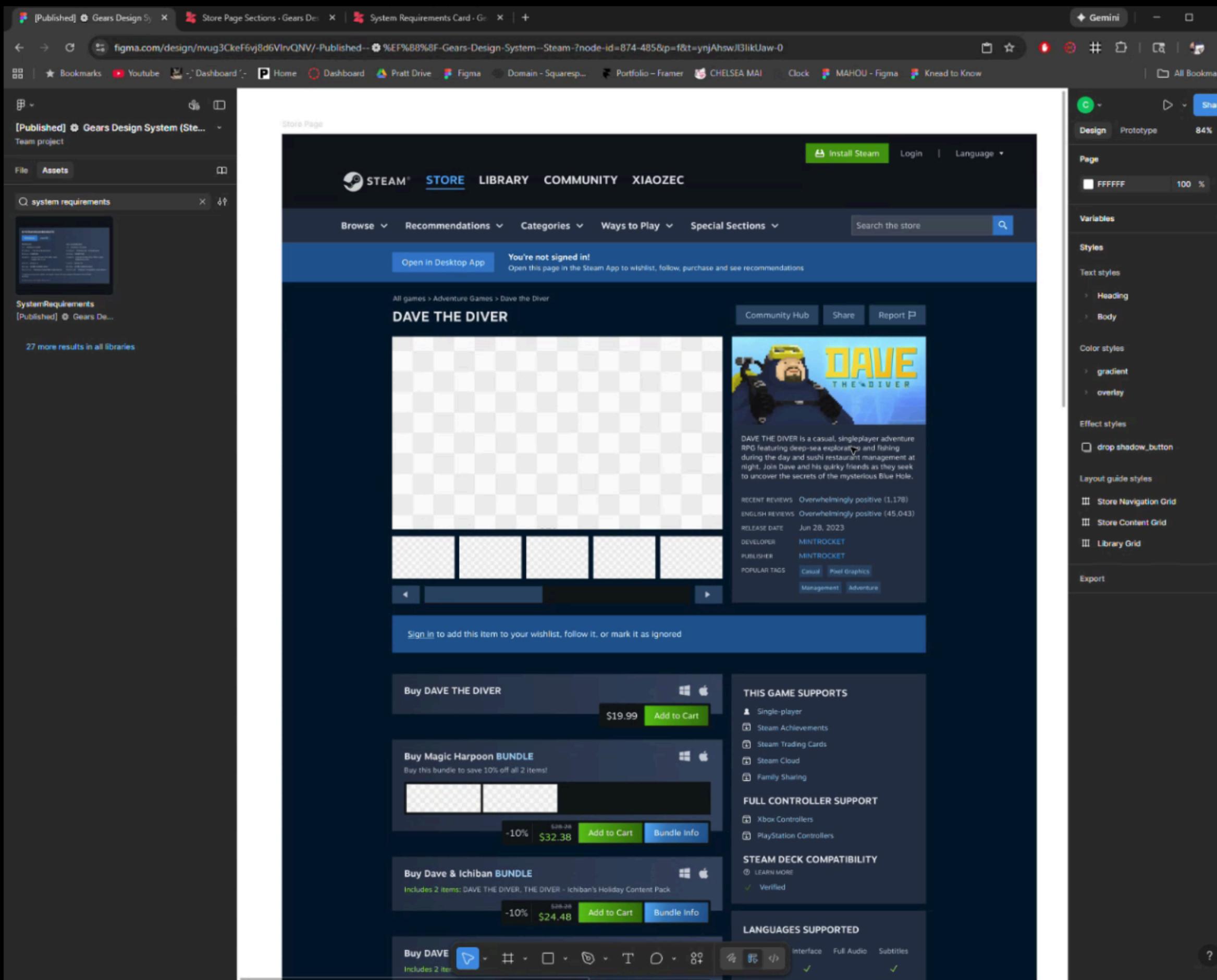


# The “Old Fashioned” Way

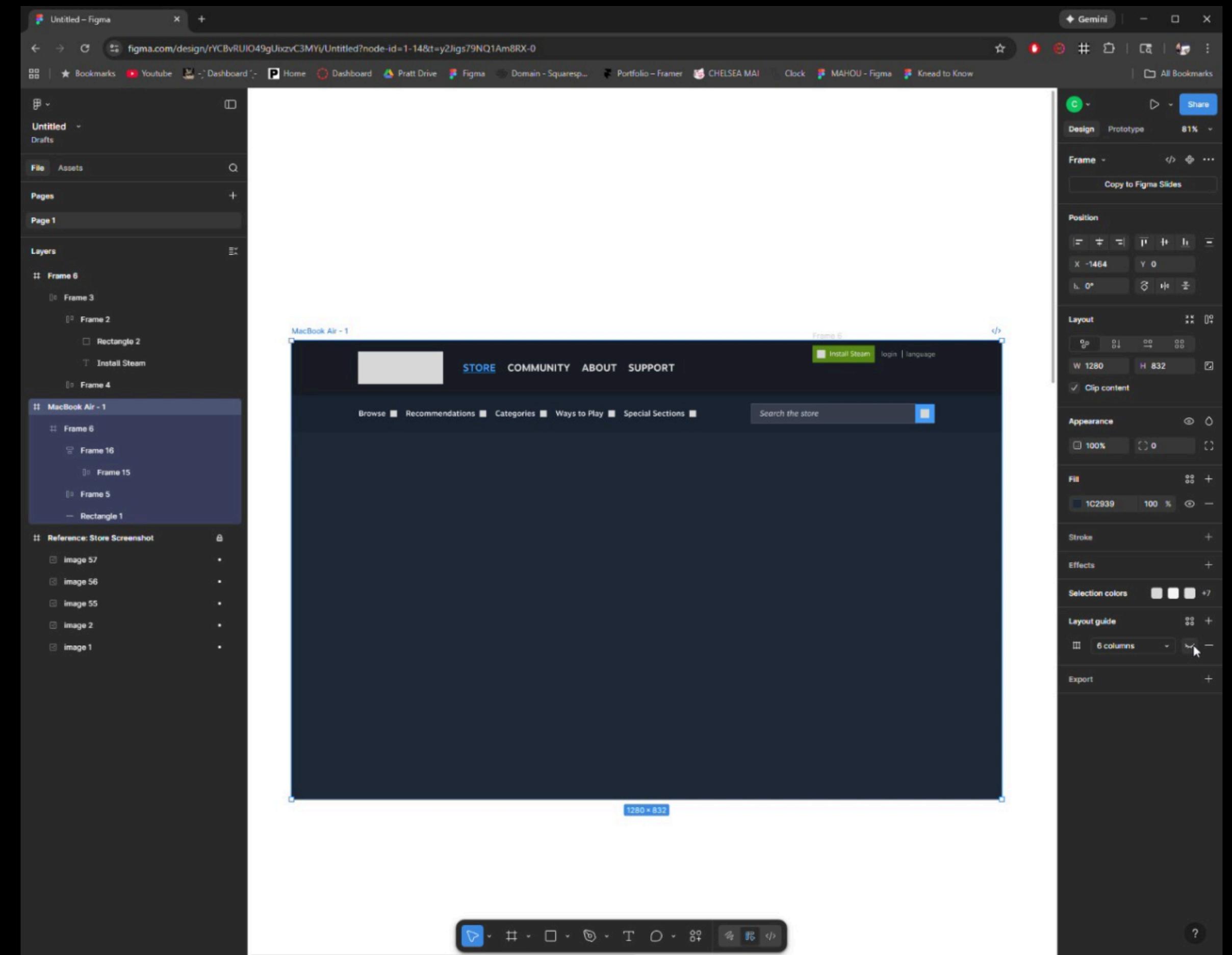


12:28.28

# With Gears



# The “Old Fashioned” Way

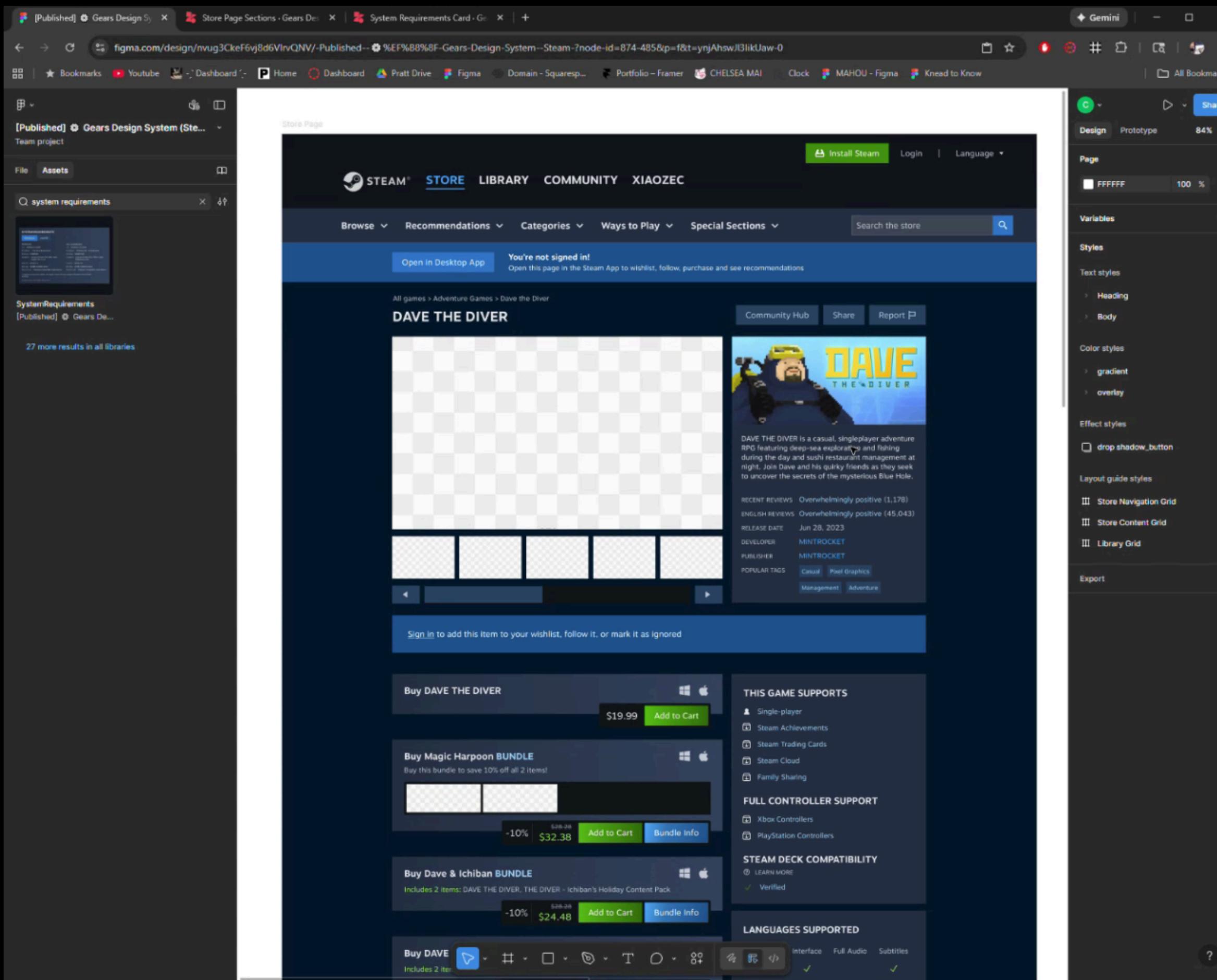


12:28.28

4 HOURS

Projected Completion

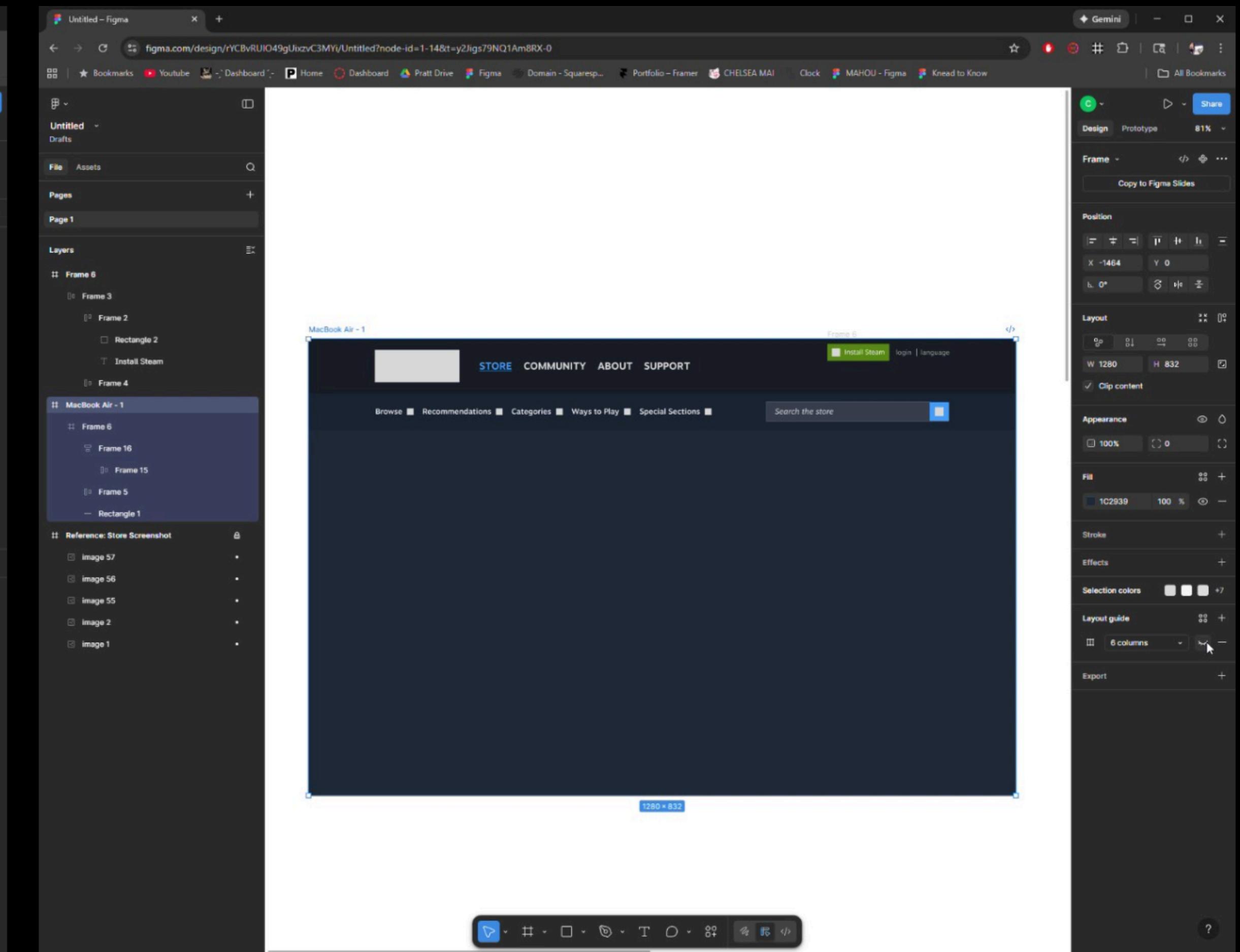
# With Gears



12.5 MINS

Projected Completion

# The “Old Fashioned” Way



4 HOURS

Projected Completion

12:28.28

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.**

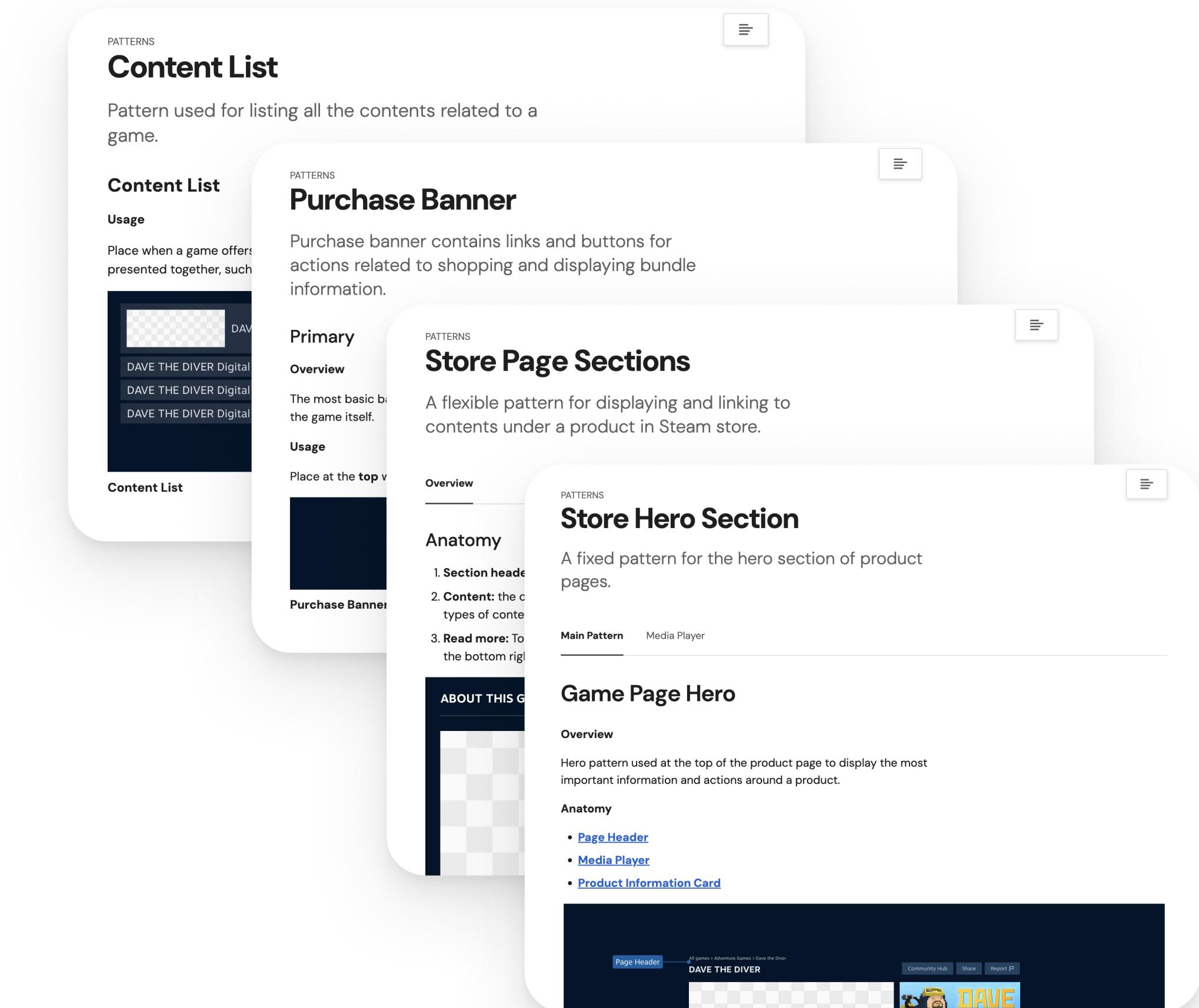
The image shows a screenshot of the Steam Design System Gears interface, which is a design system for the Steam ecosystem. It features a clean, modern design with a white background and light gray shadows for depth. The interface is organized into three main sections: Colors, Typography, and Layouts.

- Colors:** This section is titled "FOUNDATIONS Colors". It includes a heading "Primary Colors" with five color swatches: color.blue.500 (light blue), color.green.500 (light green), color.gunmetal.500 (light gray-blue), color.indigo.500 (light blue-gray), and color.gray.500 (light gray). Below this, there are sections for "Header" (large, prominent type) and "Heading 1" and "Heading 2" (using "motiva sans" font, 44px, 100% line height, 0px letter spacing).
- Typography:** This section is titled "FOUNDATIONS Typography". It states that typography establishes clear hierarchies and supports readability across the Steam ecosystem. It notes that the Gear Design System uses "Motiva Sans" for all headings and body text elements to ensure consistency within the design system.
- Layouts:** This section is titled "FOUNDATIONS Layouts". It discusses the importance of using consistent layout guidelines to create visually-pleasing and easy-to-navigate designs. It includes a "Spacing" section with a "Grid" icon and a "Padding" section with a table of values:

Name	Token	Pixel Value
xsmall	spacing/000	4
small	spacing/100	8
medium	spacing/300	16
large	spacing/400	20
xlarge	spacing/600	36

## 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**

The image shows a screenshot of the Gears Design System styleguide. At the top, there is a 'Primary' purchase banner with a dark blue background, showing a game titled 'DAVE THE DIVER' for PC and Mac, priced at \$19.99 with an 'Add to Cart' button. Below this is the 'Gears Design System' homepage with a dark background, featuring a 'Styleguide updated 2 days ago' message and a 'Create Steam interfaces with better clarity and consistency' tagline. The homepage includes a 'Quick links' section with four categories: Foundations (color, typography, layout, icons, design system tokens), Components (foundational components for patterns and interfaces), Patterns (flexible patterns for complex pages and features), and Resources (help on using the design system). At the bottom, there is a 'Everything you need to get started' section with 'Get Started' and 'Figma UI Kit' options.

**Here's another reason for you:**

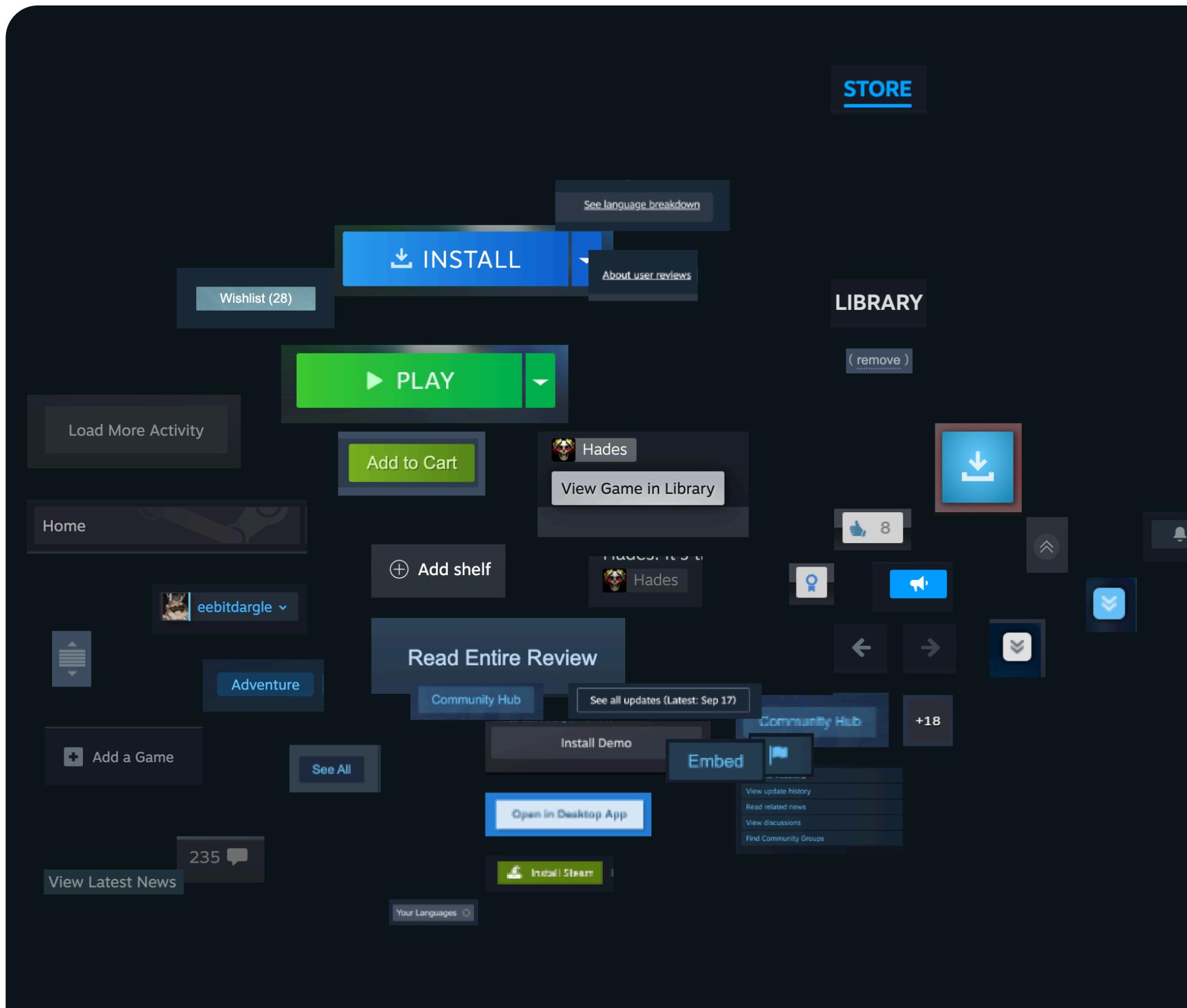
**Gears creates a streamlined,  
professional brand that benefits  
design teams and customers alike**

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

So we created more streamlined, on-brand components

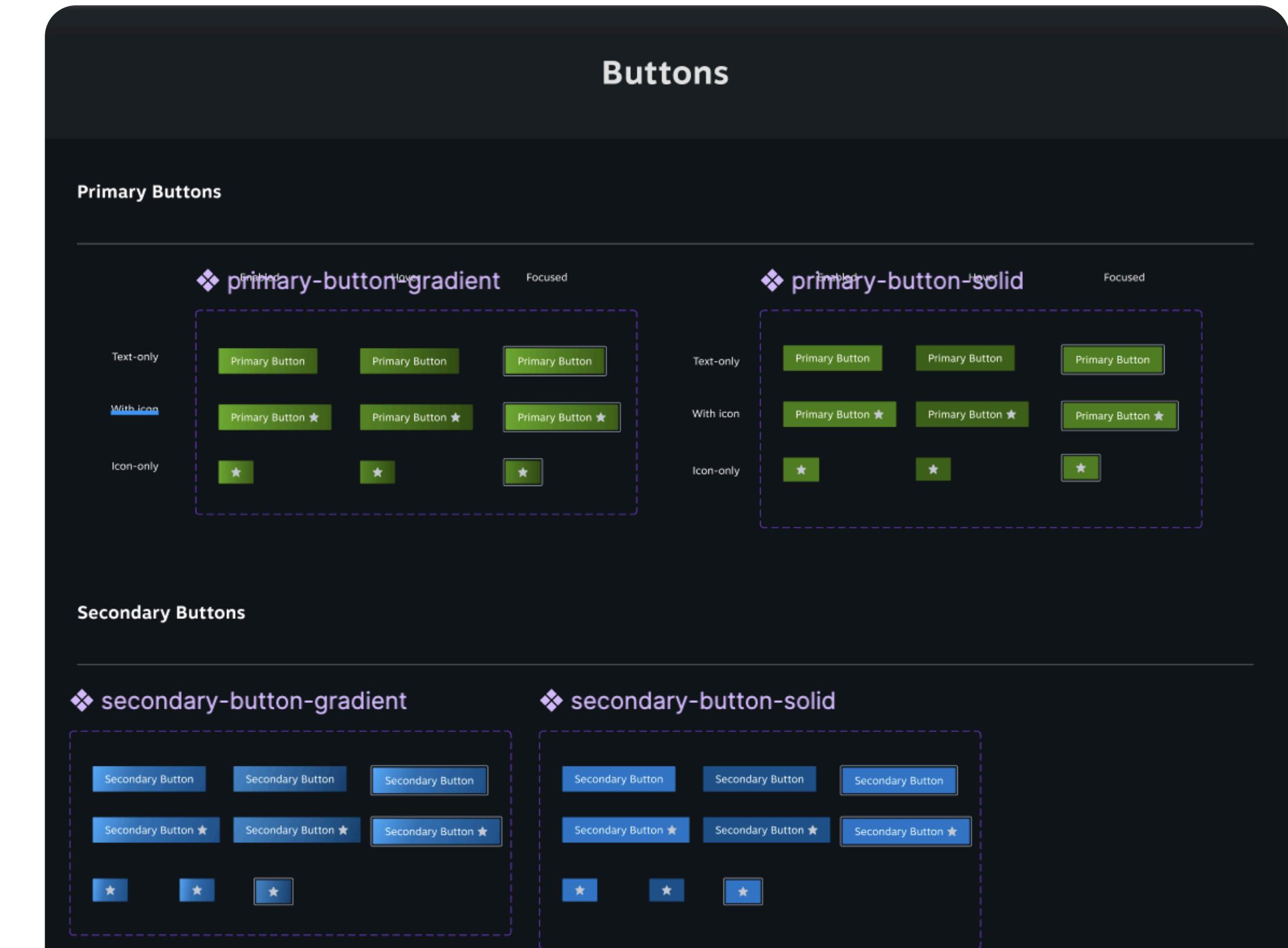
BEFORE

30+ singular button variants



AFTER

5 categories, 3 states, 3 variants



Published] Gears Design...

Team project

File Assets

Search in this library

Created in this file

Banners

Buttons

Cards

Carousel

Content List

Form Elements

Gallery

Headers

What this means for designers:

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

**Navigation**

**Primary Buttons**

❖ primary-button-gradient

- Text-only
- With icon
- Icon-only

**Secondary Buttons**

❖ secondary-button-gradient

- Secondary Button
- Secondary Button
- Secondary Button
- Secondary Button ★
- Secondary Button ★
- Secondary Button ★

**Navigation Bars**

Block that provides links for users to navigate to other pages within the s

**Horizontal Navigation**

STEAM STORE LIBRARY COMMUNITY XIAOZEC

**Vertical Navigation**

Game Library Menu

**Library Shelves**

Pattern used for displaying all the shelves of games in the user's library page.

**Recent Games**

August

RESIDENT EVIL 4

CITIES SKYLINES

RUSTY LAKE PARADISE

RUSTY LAKE HOTEL

TIME PLAYED  
Last two weeks: 120 mins

July

May

**Play Next**

Players like you love these unplayed games in your library.

RESIDENT EVIL 4

CITIES SKYLINES

RUSTY LAKE PARADISE

RUSTY LAKE HOTEL

TIME PLAYED  
Last two weeks: 120 mins

Add Shelf +

Usage documentation help streamline design decisions

**1. Do not mix gradients and solid buttons**

Add to Cart    Bundle Info

✓ Do

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

Add to Cart    Bundle Info

✗ Don't

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

**What this means for designers:**

**Teams can make design decisions and approve designs faster** 

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

Add to Wishlist    Follow    Ignore    ▾

✓ Do

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

Add to Wishlist    Follow    Ignore    ▾

✗ Don't

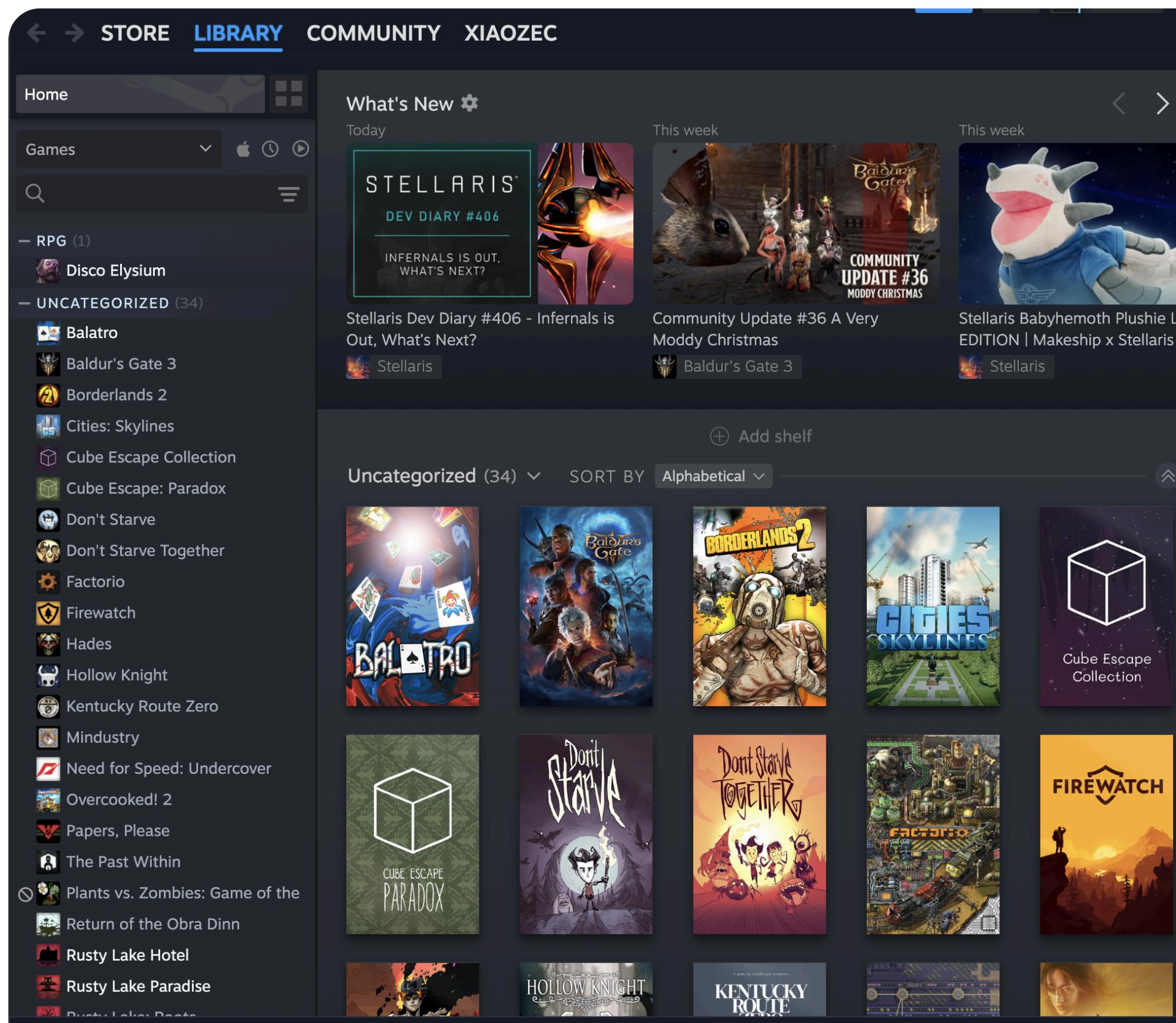
Don't use primary or secondary buttons side-by-side with each other

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"

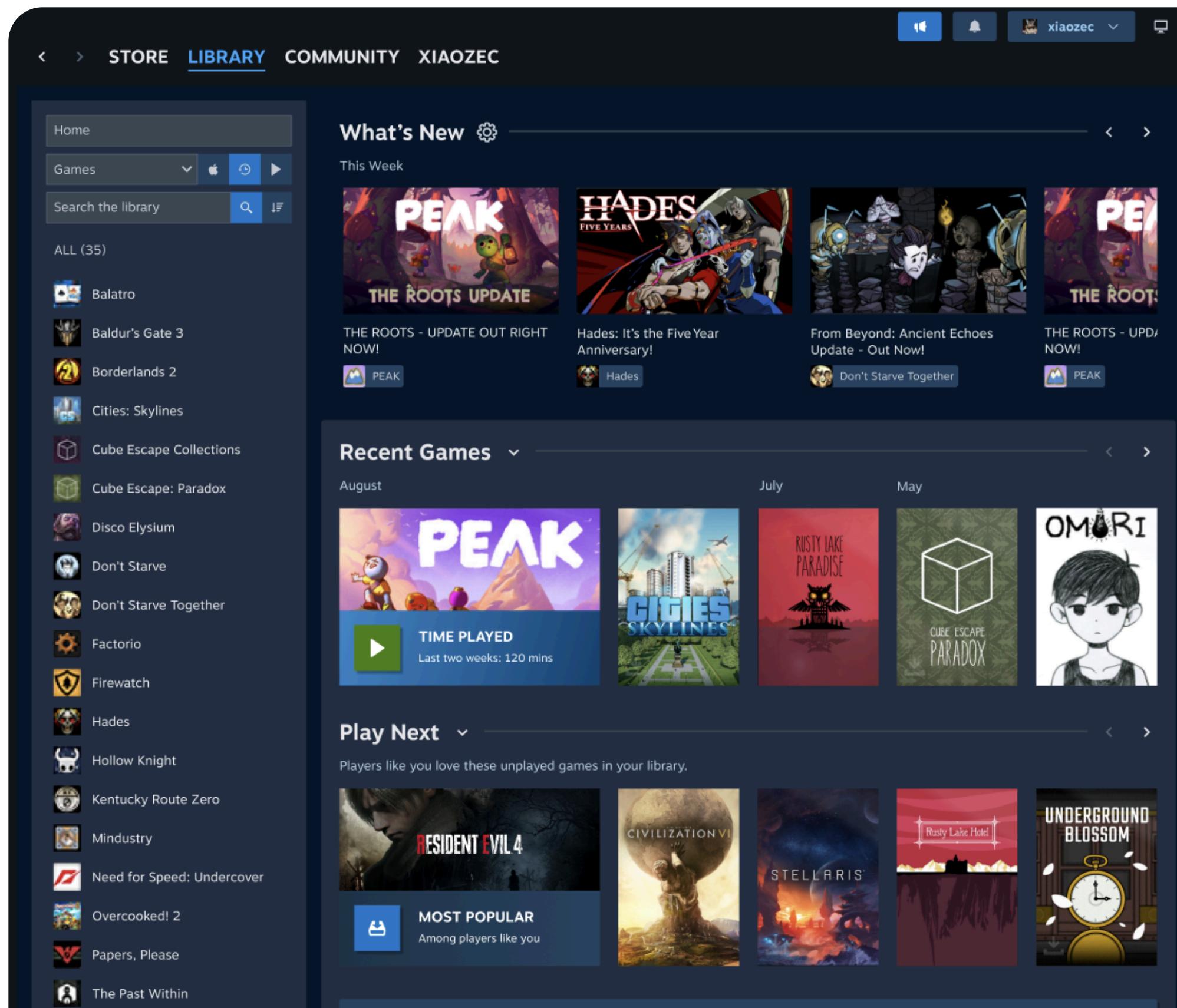


Gears helps maintain a professional, trust-worthy brand

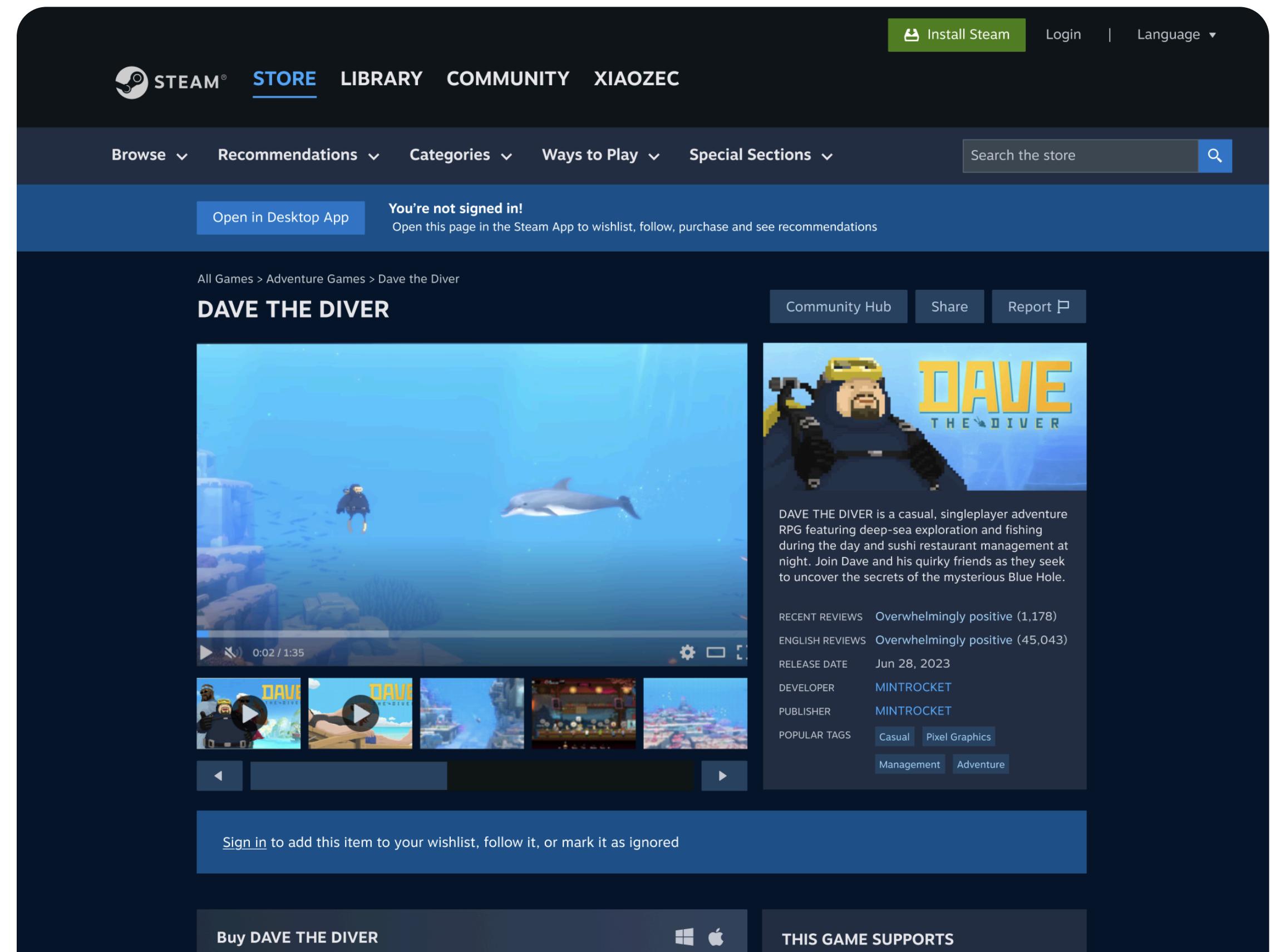
# Seamless experience from purchasing to playing

AFTER

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



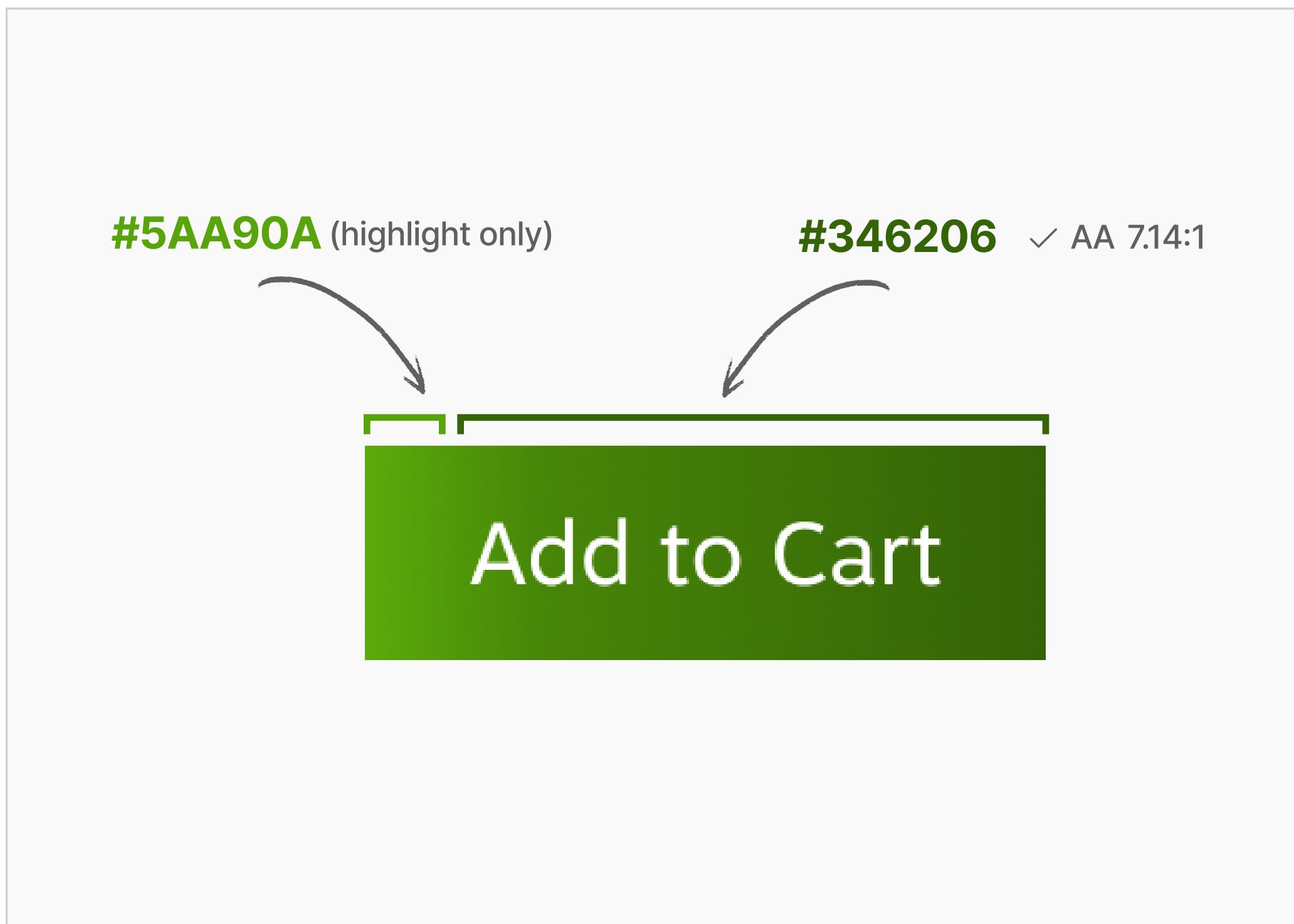
“AND BUYING GAMES FEEL JUST AS GOOD” – EVERYONE



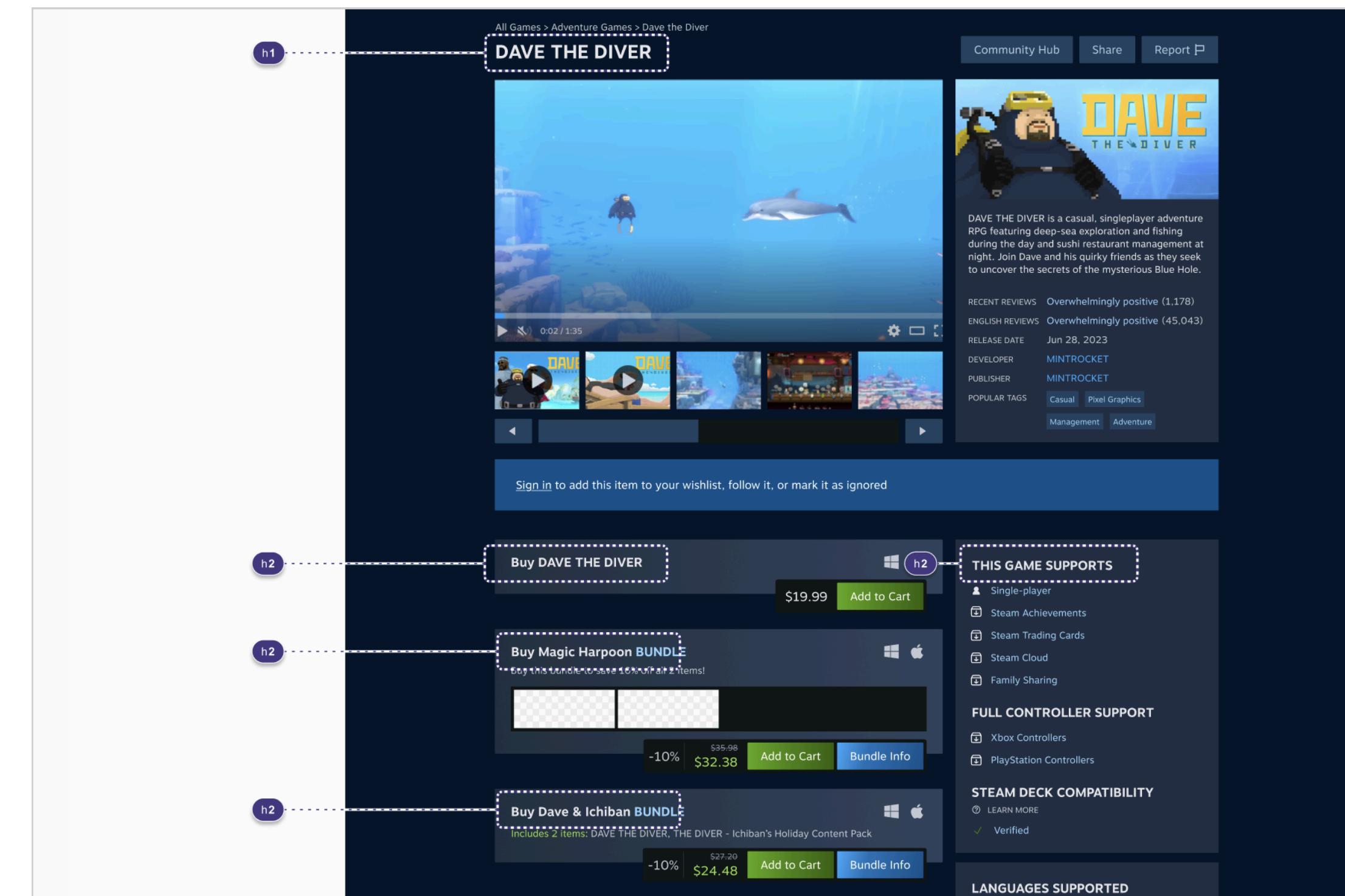
Gears helps maintain a professional, trust-worthy brand

# A system with accessibility at its core

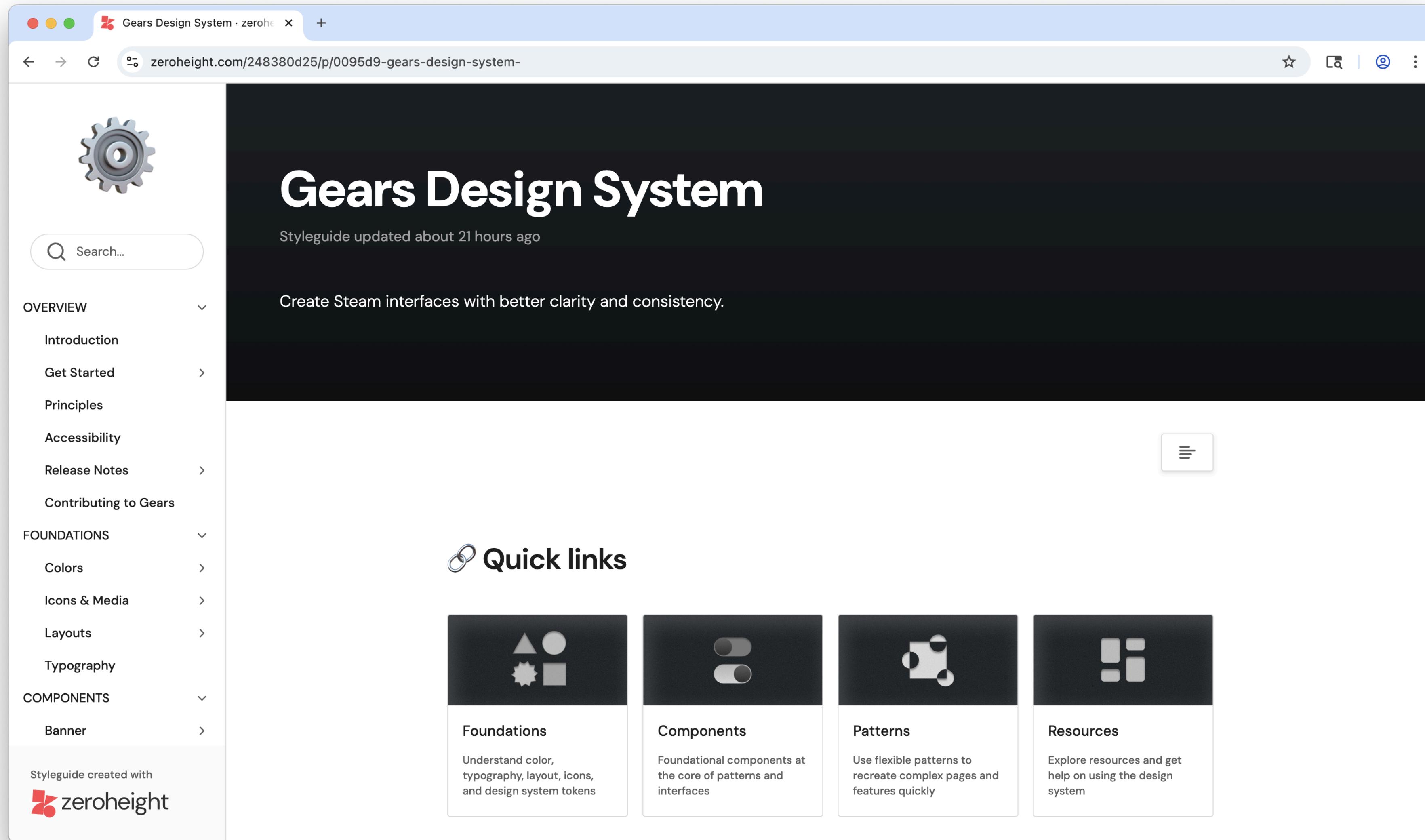
## COLOR CONTRAST (EVEN FOR GRADIENTS)



## VISUAL HIERARCHY



# The new way to Steam (With Gears, obviously)



The screenshot shows a web browser window displaying the 'Gears Design System' styleguide. The page has a dark background with white text and light-colored components. At the top, there is a navigation bar with a gear icon, a search bar, and a sidebar menu. The main content area features a large title 'Gears Design System' and a sub-section 'Create Steam interfaces with better clarity and consistency.' Below this, there is a 'Quick links' section with four cards: 'Foundations', 'Components', 'Patterns', and 'Resources'. The 'Foundations' card includes a description of understanding color, typography, layout, icons, and design system tokens. The 'Components' card describes foundational components at the core of patterns and interfaces. The 'Patterns' card uses flexible patterns to recreate complex pages and features quickly. The 'Resources' card explores resources and provides help on using the design system.

Gears Design System · zeroheight

zeroheight.com/248380d25/p/0095d9-gears-design-system-

 Search...

OVERVIEW

- Introduction
- Get Started >
- Principles
- Accessibility
- Release Notes >
- Contributing to Gears

FOUNDATIONS

- Colors >
- Icons & Media >
- Layouts >
- Typography

COMPONENTS

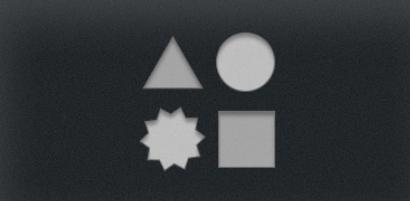
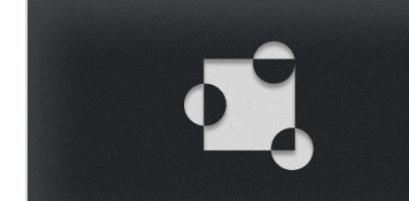
- Banner >

Styleguide updated about 21 hours ago

# Gears Design System

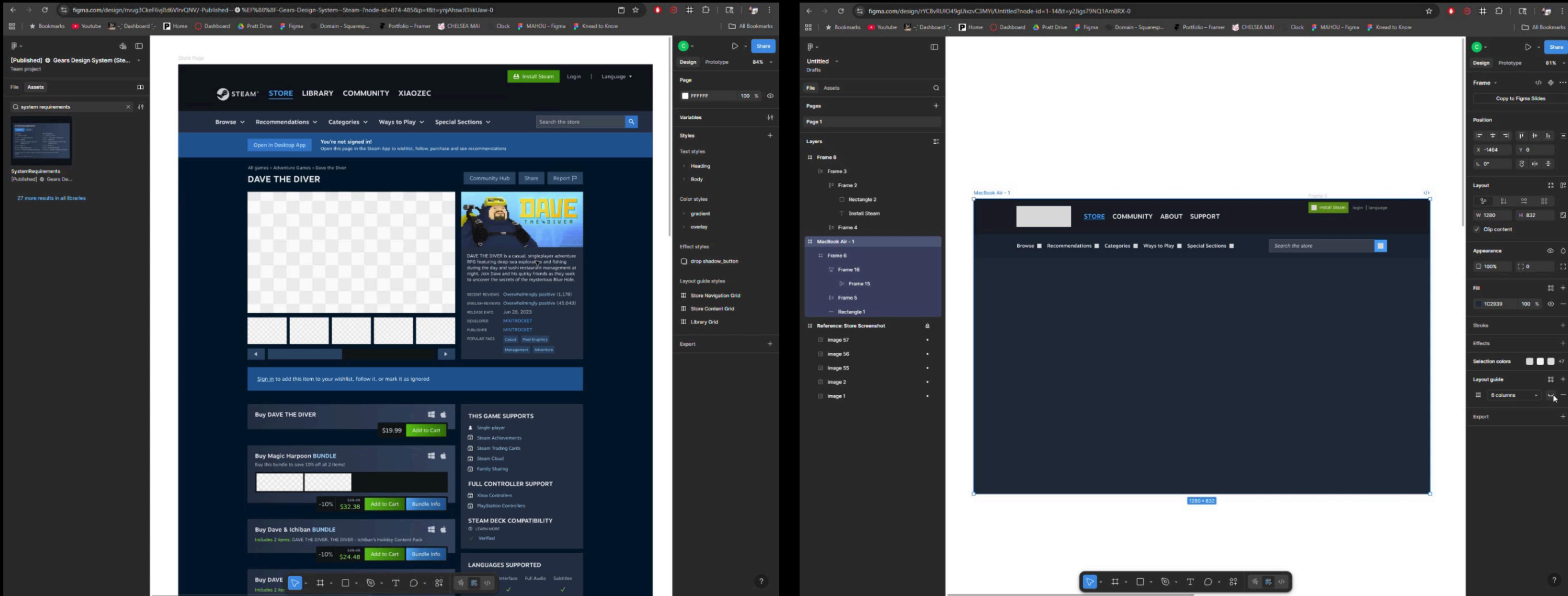
Create Steam interfaces with better clarity and consistency.

 Quick links

 Foundations Understand color, typography, layout, icons, and design system tokens	 Components Foundational components at the core of patterns and interfaces	 Patterns Use flexible patterns to recreate complex pages and features quickly	 Resources Explore resources and get help on using the design system
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Styleguide created with

 zeroheight



12:28.28

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!