



# Kunga4Green Campaign

## Website

**Digital Campaign Strategy & Development**

**Developed By:** Ashmit Srivastava **Role:** Frontend Developer & UI Designer **Date:** 15th November 2025

GREEN HOUSE VICE-CAPTAIN

# KUNGA TSEPAK

COWABUNGA!!! VOTE FOR KUNGA!!!

Your Vote, Your Voice. Everything for Green House.

GREEN HOUSE • VICE-CAPTAIN • KUNGA TSEPAK • COWABUNGA

## A PROVEN WINNER

Delivering victories for Green House, time and time again. A track record built on sweat, strategy, and spirit.

**HOUSE CHAMPION**

**Legacy of Victory**

- Winner – Inter-House Futsal (2024)
- Winner – Inter-House Basketball (2025)
- Winner – Inter-Batch Basketball (2025)
- 2nd Position – Cross Country (2024)

**70 %**  
**COMMITMENT**  
To Green House Victory.

**Your Voice**

I listen, I act, I deliver.  
Representing every member of our house with transparency.

**Vote for Kunga**

Let's make Green House the best it's ever been. Together.

**ELECTION DAY**

**SUNDAY  
30 NOV**  
02:00 PM - 05:00 PM

Be there. Support Green House.

## EVERYTHING FOR **GREEN HOUSE**

Cowabunga Spirit →

Team Unity →

"VOTE FOR KUNGA!!!"

# 1. Executive Summary

[\*\*Kunga4Green.me\*\*](#) is a high-performance election campaign website designed and developed for Kunga Tsepak, a candidate for the Green House Vice-Captain position. The project served as the digital headquarters for the campaign, consolidating the candidate's manifesto, achievements, and voting information into a single, shareable platform. The site played a pivotal role in the candidate's successful election victory.

## 2. Problem Statement

In the crowded environment of student elections, candidates often struggle to cut through the noise. Traditional methods like physical posters and scattered WhatsApp messages make it difficult to:

- showcase a verifiable track record of achievements.
- communicate a consistent brand identity.
- distribute voting logistics (time and location) effectively to the student body.

Kunga Tsepak needed a centralized, professional medium to validate his "Legacy of Victory" and ensure his message reached students on their mobile devices.

## 3. The Solution

I engineered a fully responsive, mobile-first website that served as the "single source of truth" for the campaign.

- **Strategic Showcase:** Implemented a "Bento Grid" layout to visually organize sports victories (Futsal, Basketball), instantly establishing credibility.
- **Digital Branding:** Translated the campaign slogan ("Cowabunga!") into a visual experience using high-energy neon aesthetics, scrolling marquees, and dynamic animations.
- **Accessibility:** Optimized the site for mobile performance, ensuring the manifesto was readable and voting details were accessible to students on the go.

## 4. Impact & Results

The website professionalized the campaign, distinguishing the candidate from competitors. It saw high engagement during the election week and successfully drove voter turnout by providing clear, accessible information. Kunga Tsepak won the election, securing the Vice-Captain position.

## 5. Design System

The visual identity, codenamed "*Apple Aesthetic meets High Energy*," utilizes high-contrast neon accents against deep forest tones to create a modern, commanding visual hierarchy.

### Typography

- Primary Typeface: Inter (Google Fonts)
  - Black (900): Used for headlines and the "KUNGA" hero text to project strength.
  - Bold (600/800): Used for navigation and section headers.
  - Light (300): Used for subtext to provide a clean, modern contrast.

### Color Palette

- Deep Forest (Background): #0a210f — Sets a premium, serious foundation for the house identity.
- Electric Lime (Accent/CTA): #ccff00 — Matches the "Cowabunga" energy; used for buttons and highlights.
- Campaign Green (Secondary): #14532d — Used for gradients and intermediate depth.
- Mint Ice (Light Mode): #f0fdf4 — Provides a clean background for the "Achievements" section.

## 6. Technical Implementation

During the term of this Agreement and for [Number months for noncompetition] months thereafter, the Consultant shall not engage, directly or indirectly, as an employee, officer, manager, partner, manager, consultant, agent, owner or in any other capacity, in any competition with the Client or any of its subsidiaries, including any company engaged in [Type of business].

## 7. Nonsolicitation of Customers

The project was built using a modern frontend stack focused on performance and animation.

- Core Framework: HTML5 & Tailwind CSS
  - Usage: Tailwind was configured with a custom theme (`tailwind.config`) to manage the specific campaign color palette and responsive breakpoints.
- Animation Engine: GSAP (GreenSock Animation Platform) & ScrollTrigger
  - Usage: Used for complex reveal animations, including the "Hero Text" slide-up effect, the Bento Grid cascade, and the dynamic counter for the "100% Commitment" statistic.
- UI Patterns:
  - Glassmorphism: Navigation bars and cards use `backdrop-filter: blur(12px)` to create depth.
  - Marquee Effects: Custom CSS keyframe animations were used for the infinite scrolling text tape at the bottom of the hero section.