

# GameSync Union: Visual Design Reference

## 1. Color Scheme & Branding

The GameSync Union website uses a high-impact red, black, and white theme that reflects energy, passion, and modern gaming culture.

- Primary Red: #e60023 (used for logo, buttons, and accents)
- Dark Background Black: #191818 (site backgrounds and containers)
- Secondary Faded Black: #1F1F1F (for darker sections)
- Text White: #FFFFFF (text and icon highlights)

The logo prominently displays the GSU initials in #e60023 with a bold video game controller embedded, providing instant brand recognition.

## 2. Background Design Concept

The website's background uses a solid #191818 black as the foundation, layered with faint outlines of platform logos (PlayStation, Xbox, Nintendo Switch, PC) for texture.

Visual elements:

- Transparent faded console icons as part of the background grid
- Occasional glowing red neon outline highlights to enhance immersion
- A subtle gradient may fade toward #1F1F1F near edges for depth

## 3. Logo Design

The logo contains the letters "GSU" integrated with a controller design. CSS and image placement notes:

- Use the image with transparent background
- Recommended size: 200px by 200px on navbars or headers
- CSS sample:

```
background-image: url('/assets/images/gsu-logo.png');
```

```
background-size: contain;
```

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background-repeat: no-repeat;

## 4. Imagery and Visual Elements

GameSync Union embraces strong visual integration. Key areas feature:

- High-quality game art and screenshots on pages (e.g., guides, profiles)
- Art showcase using hover-reveal effects
- Icons, badges, and platform logos reflecting users' preferences
- Community uploads displayed in modern card layouts

## 5. Typography

Fonts:

- Montserrat (headings, buttons)
- Roboto (body text)

Font colors depend on contrast:

- #FFFFFF on dark backgrounds
- #e60023 for highlights

## 6. Design Summary

This design ensures an immersive, stylish, and gamer-centric platform that reflects the identity of modern players. The color palette, logo, and interactive art components are central to user experience and brand cohesion.