

EFFERVESCENCE '25 THEME

RANGARA

The Indian Kaleidoscope

"Embellished with Colours"



PRIMARY VISUAL REFERENCE

THE PHILOSOPHY

A Shifting Canvas

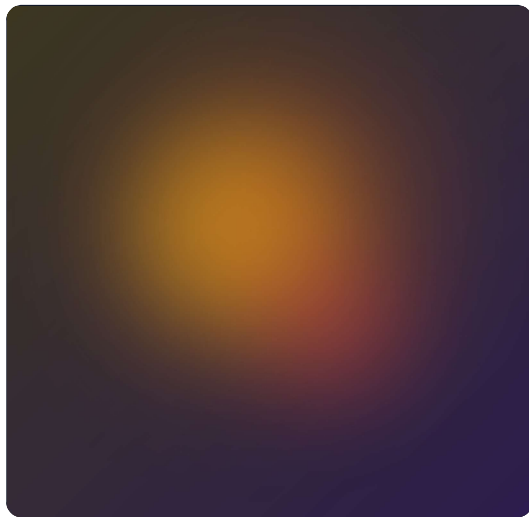
Rangara is derived from the essence of "Rang" (Colour). It represents a festival that is not just colorful, but *embellished* with color.

The theme, **Indian Kaleidoscope**, envisions India's culture as a living, breathing mosaic. It is a shifting canvas of painted streets, glowing bulbs overhead, music drifting through open lanes, and fragments of films, songs, and folklore coming together like patterns in motion.

"We are not looking for static tradition. We are looking for the vibrant, chaotic, and beautiful energy of an Indian street festival at night—where the old and new collide in a blur of light."

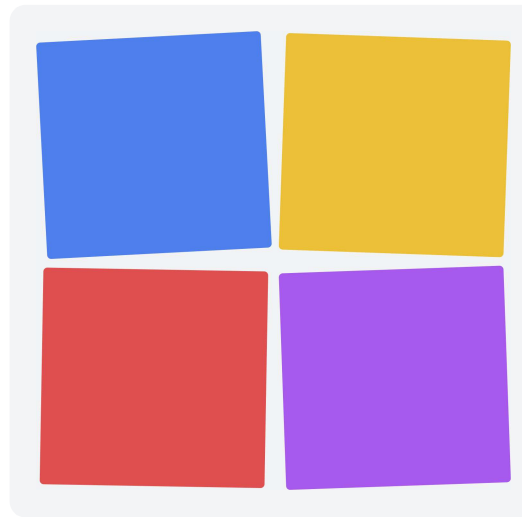
Visual Language

DECODING THE AESTHETIC



1. The Glow (Roshni)

Inspired by the "glowing bulbs overhead" in the reference. Use warm, incandescent bokeh effects.



2. The Mosaic (Kaleidoscope)

Reflecting the "fragments of films, songs, and folklore." Use layering and



3. The Street (Gali)

"Painted streets and open lanes." Incorporate textures of the street—worn walls, posters, fabric, and dust.

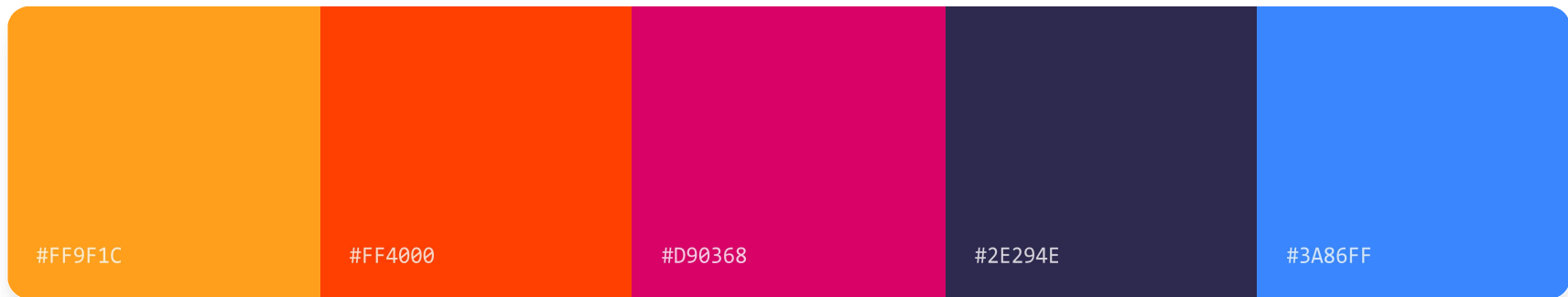
The light should feel like it's emanating from within the design, creating a warm, inviting atmosphere typical of Indian celebrations.

collage techniques. Elements should overlap and intersect, creating new shapes and patterns, much like a kaleidoscope. Avoid isolated elements; everything is connected.

The design should have grit and texture, not just clean digital gradients. It grounds the vibrant colors in reality.

The Rangara Palette

VIBRANT & LUMINOUS



Usage Strategy

The palette is high-contrast and saturated. **Midnight Ink** serves as the canvas (the night sky), allowing the warm tones (Marigold, Red, Pink) to glow against it. Electric Blue provides the "modern" accent, cutting through the warmth to add energy.

Gradient Guidance

Avoid smooth, linear gradients. Prefer radial gradients that mimic light sources (bulbs) or hard-edged color blocking that mimics the kaleidoscope effect.



Typography

BOLD & CULTURED

HEADLINE TYPEFACE

Rozha One

Rangara 2025

रंगारा

A high-contrast serif font with thick and thin strokes, reminiscent of traditional Indian calligraphy but with a modern poster appeal. Use for the main "Rangara" title and major headings.

SUBHEAD & BODY

BEBAS NEUE

Poppins (Regular / Medium)

THE FESTIVAL OF COLOURS

Experience the kaleidoscope of culture. Join us for a celebration that transcends boundaries.

Bebas Neue for emphatic, condensed sub-headlines (like movie poster credits). **Poppins** for all readable body text and details.

Execution Guidelines

DO'S & DON'TS

✓ Creative Do's

- **Embrace the "Mosaic":** Treat the layout as a collection of stories. It's okay to have multiple focal points if they are balanced.
- **Use Authentic Textures:** Overlay grain, paper, or wall textures to prevent the design from looking too "digital" or plastic.
- **Highlight the "Rang":** Colors should be the hero. Ensure they are saturated and luminous, not pastel or muted.
- **Typography as Art:** Treat the Hindi and English titles as graphic elements, weaving them into the visual layers.

⊗ Creative Don'ts

- **No Flat Minimalism:** Rangara is about abundance ("Embellished"). Avoid sterile, ample white space or flat vector illustrations.
- **Avoid Cliché Motifs:** Steer clear of elephants, snake charmers, or generic "Namaste" hands unless stylistically reinvented.
- **Don't Forget the Night:** The theme relies on "glowing bulbs". Without the dark contrast (Midnight Ink), the glow will be lost.

EFFERVESCENCE 2025 DESIGN SYSTEM
THEME: RANGARA - THE INDIAN KALEIDOSCOPE

