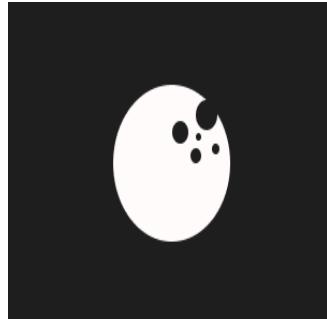


Effervescence — Brand Style Guide

Design Bible | Visual Identity Reference

1. Logo Usage

Primary symbol logo and event logo. Use white logo on dark backgrounds only.



2. Color Palette



Jet Black — #0B0B0B



Pure White — #FFFFFF



Electric Blue — #00AEEF



Vibrant Purple — #8E44AD



Festival Pink — #E84393



Energy Yellow — #F9CA24



Flame Orange — #E67E22



Neon Green — #2ECC71

3. Typography System

Display Font: Rounded Bubble Style (Logo, Titles). Body Font: Clean Sans-Serif (Poppins / Montserrat / Inter).
Hierarchy: H1 48–56px, H2 32–36px, Body 16–18px.

4. Visual Aesthetic

Rangara-inspired powder splash textures, high-contrast dark backgrounds, vibrant accent colors, circular bubble motifs.