

Effervescence 2025 – Rangara Brand Guidelines

1. Logo Usage

The Effervescence logo consists of a custom hand-painted text logo and a standalone brand symbol. Use the logo with sufficient clear space around it. Avoid distortion, recoloring, or adding effects.



2. Color Palette

The Rangara palette draws inspiration from vintage Bollywood posters, film reels, and festive lights.

Effervescence

★★ RANGARA STYLE GUIDE ★★

Color Palette

Vintage Sepia	#C47AAE / RGB 196, 122, 78
Bollywood Red	#D21F26 / RGB 210, 31, 38
Sunburst Yellow	#F8B819 / RGB 248, 184, 25
Vibrant Orange	#F05A2A / RGB 240, 90, 42
Deep Teal	#134A49 / RGB 19, 74, 73
Midnight Black	#1A0F0F / RGB 26, 15, 15

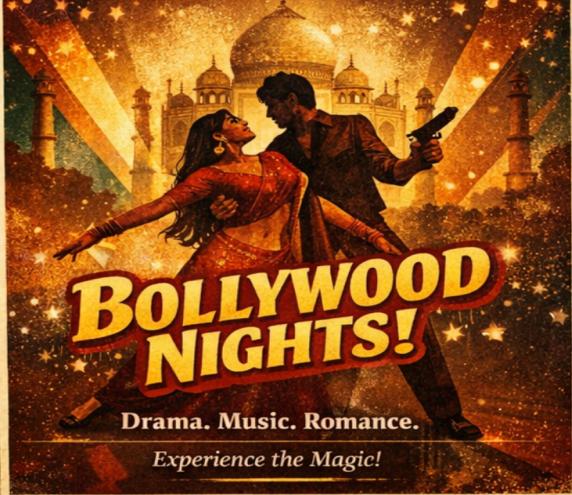
Typography

Display Fonts (Headers):
Bombay Glamour
from DaFont.com

Nostalgia Bold
from Google Fonts

Body Font (Text):
Merriweather
from Google Fonts

Sample Design



BOLLYWOOD NIGHTS!
Drama. Music. Romance.
Experience the Magic!

3. Typography System

Display fonts are used for headers and branding, while serif body fonts maintain readability with character.

Display Fonts: Bombay Glamour, Nostalgia Bold

Body Font: Merriweather

4. Visual Examples

Mockups demonstrate logo adaptability across light and dark backgrounds while preserving Rangara aesthetics.

