रंगारा Rangara

About the Theme

Rangara celebrates the vibrant visual style of 1970s-80s Bollywood cinema. The design system uses bold colors, dramatic typography, and vintage aesthetics inspired by hand-painted film posters.
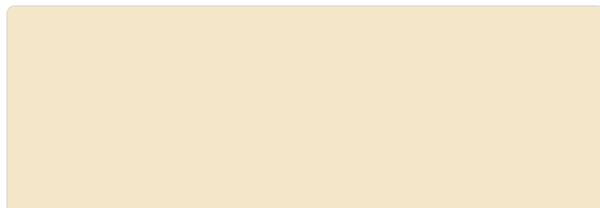
Color Palette

Burnt Sepia

#7A4A2E

RGB: 122, 74, 46

Main backgrounds, vintage film tone

Ivory Cream

#F3E6C9

RGB: 243, 230, 201

Body text on dark backgrounds

Masala Red

#B11226

RGB: 177, 18, 38

Headlines, important buttons

Mustard Gold

#D4A017

RGB: 212, 160, 23

Highlights, borders, decorations

Teal Blue	**Charcoal Black**
#0F4C5C	#1C1C1C
RGB: 15, 76, 92	RGB: 28, 28, 28
UI elements, contrast	Shadows, outlines, depth

Usage Tips

- **Primary combo:** Burnt Sepia background + Ivory Cream text
- **For attention:** Use Masala Red sparingly (less than 10%)
- **Avoid:** Teal Blue text on Burnt Sepia (poor contrast)

Typography

Cinzel Bold

Use for: Event titles, poster headlines, main headings
Link: fonts.google.com/specimen/Cinzel
Sizes: 32px+ for web, 24pt+ for print

Libre Baskerville

Use for: Body text, descriptions, paragraphs
Link: fonts.google.com/specimen/Libre+Baskerville
Sizes: 16px for web, 10pt for print

Yatra One

Use for: Taglines, special emphasis (sparingly!)
Link: fonts.google.com/specimen/Yatra+One
Note: Don't use for body text or long paragraphs

Font Pairing Rules

- Use Cinzel + Libre Baskerville together (main system)
- Headlines should be 2-3× bigger than body text
- Don't mix all three fonts in one design
- Keep line spacing at 1.5× for body text

Design Guidelines

Layout Basics

- Use Burnt Sepia for 50-60% of backgrounds
- Keep important text large and bold
- Leave proper margins (at least 5-10% on edges)
- Make sure text is readable - use contrast wisely

For Posters

- Big bold headline at top (Cinzel)
- Use Masala Red for event name
- Add subtle texture overlay for vintage feel
- Include date/time in smaller text (Libre Baskerville)

✓ Do This

- Use high contrast for text
- Keep it dramatic and bold
- Add vintage textures
- Test readability

✗ Don't Do This

- Use too many colors at once
- Make text too small
- Ignore contrast ratios
- Overuse Yatra One

For Digital/Web

- Export as PNG or JPEG (RGB mode)
- Minimum 16px for body text
- Use web-safe fallback fonts

For Print

- 300 DPI minimum resolution
- CMYK color mode
- Add 3mm bleed on all sides

Quick Reference

Main Colors: Burnt Sepia (#7A4A2E) + Ivory Cream (#F3E6C9)
Accent Colors: Masala Red (#B11226) + Mustard Gold (#D4A017)
Headlines: Cinzel Bold, 32px+
Body Text: Libre Baskerville, 16px+
Special Touch: Yatra One (use sparingly)