

RANGARA: Design System

Effervescence '25 | Visual Identity Guide

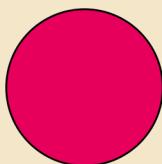
DESIGN SPECIFICATION (THE "DISCO MASALA" EDITION)

This specific visual identity captures the "Technicolor Disco" energy of the late 70s—think Don, Sholay, and Disco Dancer. Instead of earthy sepia tones, this edition leans into high-contrast saturation, deep midnight backgrounds, and the electric pulse of masala cinema. It is designed to be bolder, funkier, and distinct while retaining the nostalgic grain of the era.

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.

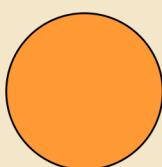
THE COLOR PALETTE — "TECHNICOLOR DREAMS"



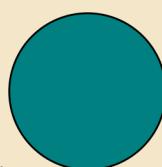
RANI PINK
#E6005C
PRIMARY BACKGROUND / ACCENT
USE: MAIN HEADERS, CTAs.



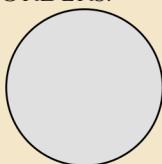
Midnight Indigo
#1A103C
Base / Dark Mode
Use: Primary background,
night-sky depth.



MARIGOLD ORANGE
#FF9933
HIGHLIGHT
USE: DECORATIVE SWIRLS,
BORDERS.



Talkies Teal
#008080
Contrast
Use: Sub-headers, contrast
boxes.



CINEMA SILVER
#E0E0E0
TEXT
USE: BODY TEXT AGAINST INDIGO.



Charcoal Black
#1C1C1C
Use: 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

Typography System — "The Billboard Look"

Headline Font: "Rozha One"

- Vibe: Thick, high-contrast, looks like 70s Hindi movie titles.
- Usage: Event Titles, "Effervescence 2025", massive headers.

fonts.google.com/specimen/Rozha+One

Sizes: 32px+ for web, 24pt+ for print

Sub-Header Font: "Rye"

- Vibe: Western/Cowboy style (very popular in Sholay-era Bollywood posters).
- Usage: Dates, Venues, "Coming Soon" tags.

fonts.google.com/specimen/Rye

Sizes: 16px for web, 10pt for print

Body Font: "Poppins"

- Vibe: Clean, geometric sans-serif.
- Usage: Long paragraphs, rules, footer text.
(Keeps it readable).

Link: fonts.google.com/specimen/Poppins

FONT PAIRING RULES

- Use Rozha One + Poppins together (main system).
- Headlines should be 2-3x bigger than body text (think Cinema Billboard scale).
- Don't mix Rye and Rozha One in the same text block (keep decorative fonts separate).
- Keep line spacing at 1.4x to 1.5x for Poppins body text to ensure readability against dark backgrounds.

DESIGN GUIDELINES

LAYOUT BASICS

- Use Midnight Indigo for 60-70% of backgrounds ("The Night Sky").
- Keep headlines massive—think "Cinema Billboard" scale.
- Leave proper margins (at least 5-10% on edges) to frame the chaos.
- Make sure Cinema Silver body text has high contrast against dark backgrounds.

FOR POSTERS

- Big bold headline at top (Rozha One)
- Use Rani Pink for event name or main title
- Add high-contrast drop shadows for a 3D billboard effect
- Include date/venue in stylized text (Rye)

✓ DO THIS

- Mix Rani Pink and Marigold Orange for dramatic, warm gradients.
- Add noise/grain to photos for a hand-painted poster texture.
- Keep body text in Poppins for legibility across all mediums.

✗ DON'T DO THIS

- Use Neon Green or Cyberpunk Blue (breaks the vintage masala vibe).
- Use Rye for long paragraphs (decorative font is hard to read).
- Use plain white backgrounds (always start with Midnight Indigo).

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