

“Likha” means “creation” in Tagalog, and it embodies the spirit and soul of this project. Likha is not just a platform, it is a curated space where artistic expression is the central focus. From its visual identity to its voice, everything about Likha has been designed to celebrate the work, thoughts, and perspectives of artists. While professionalism is essential, Likha does not strive to appear sterile or overly corporate. Instead, it leans into the organic, the expressive, and the emotional, the same values that art itself often reflects.

At the heart of Likha is the belief that the art and the artist’s voice should be front and center. This means that other components navigation, UI elements, and even typography are all designed to serve, not overshadow, the art. The mood is a consistent thread throughout. It helps maintain a certain emotional rhythm across pages and interactions. This consistency is crucial, especially in an artistic space, where mood and tone contribute just as much as functionality to the user experience.

Color plays a major role in setting this tone. The background color, a deep, tranquil green (#004643) was chosen to evoke calmness, groundedness, and a connection to nature. It creates a serene backdrop that allows vibrant artworks and expressive content to come alive without visual clutter. The green adds a subtle emotional layer to the experience, hinting at renewal, creativity, and quiet strength.

Typography also supports the style guide’s vision. The chosen typeface, Subjectivity, is a display font family that balances professionalism with artistic flair. Its experimental features, such as the playful tails on the letter “A,” give the text a distinctive personality. It’s clean and legible but not dull, reflecting both structure and spontaneity. Likha is, above all, about artistic honesty. This style guide is meant to ensure that every design choice supports that ideal.

