

For my creative exploration, I chose to design the logo for Likha, a platform dedicated to showcasing artistic expression. Although I'm not a professional graphic designer, I approached the process with intention and intuition, relying on my creative instincts to guide me. I wanted the logo to visually communicate the essence of what Likha represents: a raw, authentic space where creativity thrives in all its forms.

To evoke this, I chose a brush stroke aesthetic that's deliberately blotchy, chalky, and streaked. This texture mimics the physicality of traditional artistic mediums, like oil pastels, charcoal, or dry brush acrylics, immediately signaling that Likha is a home for expressive art forms. The visual imperfections are not flaws; they're deliberate, an homage to the messy, beautiful process of creation.

I also incorporated both cursive and non-cursive lettering styles in the design. The fluid, hand-drawn script speaks to the emotional and intuitive side of art, while the non-cursive, cleaner typeface adds a sense of grounding and structure. This duality represents the polished and the raw, the refined gallery pieces and the spontaneous sketches alike. Art isn't just one thing, and I wanted the logo to reflect that diversity and complexity.

