

WE_US



JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Designing for a Collective:

Expanding the Identity and Web Presence of
The We_Us Collective in Hyderabad

VOL. 1 of 2

Student : **Rohan Rajesh**

Sponsor : **Studio Bahubhashi**

Mentor : **Aastha Gohil**

Consultant : **Shreyansh Agarwal**

Programme :

Bachelor of Design (B.Des)

Integrated Communication Design

THE 
GRADUATION
PROJECT 2025

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Herewith, for the project titled "**Designing for a Collective:** Expanding the Identity and
Web Presence of The We_Us Collective in Hyderabad" on fulfillment of requirements by

Jury Chairman

Jury Member

Jury Member

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
JK Lakshmipat University

Acknowledgement

I would like to express my heartfelt gratitude to everyone who made this project possible.

My sincere thanks to Studio Bahubhashi for giving me the opportunity to work on a project that challenged, inspired, and shaped me as a designer. The whole team at Bahubhashi, Shreyansh for guiding and pushing me, Purvi, Yashi and Advaith for their support throughout.

A special thanks to Aastha Gohil for their sharp feedback, and trust throughout the process.

I am deeply grateful to the We_Us Collective for being open, collaborative, and incredibly rooted in their vision.

This document is a reflection of many minds and many moments. Thank you for being part of it.

Preface

This document is the culmination of my final graduation project as part of my Communication Design degree. It reflects not just a design outcome, but a journey of learning, listening, and evolving both as a designer and as a person.

What started as a website design brief for the We_Us Collective eventually expanded into something more layered: the articulation of a brand, a story, and a cultural identity. Through this project, I had the opportunity to explore the role of design in shaping how people gather, express, and belong.

I hope this document reads like a conversation between culture and design, community and space, identity and intent.

Synopsis

This graduation project involved working with Studio Bahubhashi, a multidisciplinary design practice based in Bangalore. The project began with a brief to design a website for the We_Us Collective, a Hyderabad-based cultural initiative aimed at making art and creativity more accessible.

Over time, the project evolved into a deeper inquiry into brand systems, cultural communication, and visual storytelling. My role expanded to include defining the collective's brand identity, shaping its visual language, messaging, and digital presence.

This document outlines the research, design process, visual exploration, and final outcomes of creating a cohesive brand and digital platform for We_Us, a space where art meets community, and culture is shaped collectively.

About

Me I'm Roro, a Communication Designer from Bangalore, India.

I've grown up in all parts of the world and spent the last 10+ years in different creative fields; writing, photography, videography, and music production, to my current role as a Communication Design student at JKLU, Jaipur. I also have experience working in Advertising, Design, Content Writing and Digital Marketing spaces.

My diverse background infuses every project with a unique perspective and my creative compass guides me through uncharted territories of design.



Studio Bahubhashi

Studio Bahubhashi was built where culture meets clarity and design becomes a shared language. Being Bahubhashi means being multilingual in every sense, across mediums, identities, and industries.

Meet the Founder

Shreyansh Agarwal founded Studio Bahubhashi with the idea of merging Context, Culture and Business to build long-standing, successful brands. Bahubhashi translates to 'Multilingual' and that's where we find our essence - in creating meaningful conversations across the branding landscape to help your business communicate more closely with audiences.

Shreyansh Agarwal





Purvi Rajpuria and Yashi Pareek hard at work in the studio on a usual evening.



from left
(Advait Mahesh,
Purvi Rajpuria, Yashi
Pareek, Rohan Rajesh,
Shreyansh Agarwal)



Client

Harika Vedula is a theatre actor, director, and cultural curator whose artistic journey began in 2010 in Hyderabad. Over the years, she has honed her craft through workshops and mentorships with acclaimed figures such as Adishakti, Yuki Elias, and Naseeruddin Shah. Her deep roots in performance evolved into directing and producing theatre, while also venturing into film and digital storytelling.

In 2022, she founded Popsicle Productions, a creative platform known for its inclusive and impactful storytelling. Her work consistently aims to create meaningful artistic experiences that resonate with both performers and audiences.

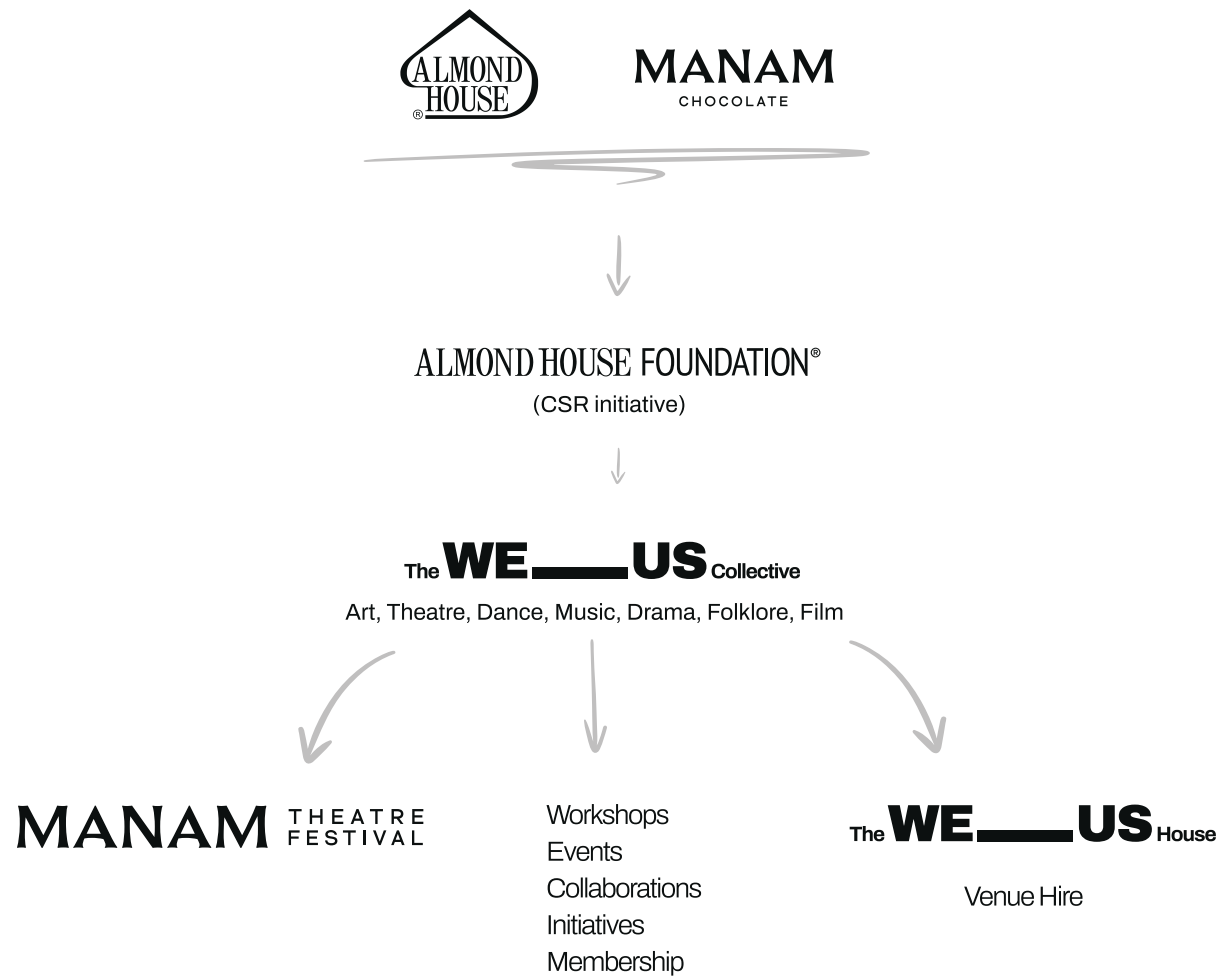
Harika is also the Founder, Curator, and Organiser of the Manam Theatre Festival, and the Founder of the We_Us Collective — a cultural initiative supported by the Almond House Foundation. Through We_Us, she envisions uniting Hyderabad's creative community in a collaborative, month-long celebration of art, performance, and participation.

Driven by a belief that theatre and culture should be accessible to all, her work continues to build spaces where diverse voices come together, engage, and thrive.



Harika Vedula

Context



The We_Us Collective

is a cultural initiative supported by the Almond House Foundation, the CSR arm of Manam Chocolate and Almond House. As a parent platform, We_Us aims to bring together various expressions of art including theatre, music, dance, drama, folklore, and film and serves as an umbrella for multiple creative initiatives.

These include the Manam Theatre Festival, a celebration of contemporary and classical performance, and the We_Us House, a physical space that supports venue rentals, workshops, and community gatherings.

The collective functions as a growing ecosystem curating events, workshops, collaborations, and creating inclusive platforms for artistic engagement across Hyderabad.

Brief

The We_Us Collective is a Hyderabad based cultural initiative that creates inclusive spaces for people to participate in arts, performances, and creative learning regardless of background, age, or discipline.

Initial Design Brief

Designing a Website for
The WE_US Collective

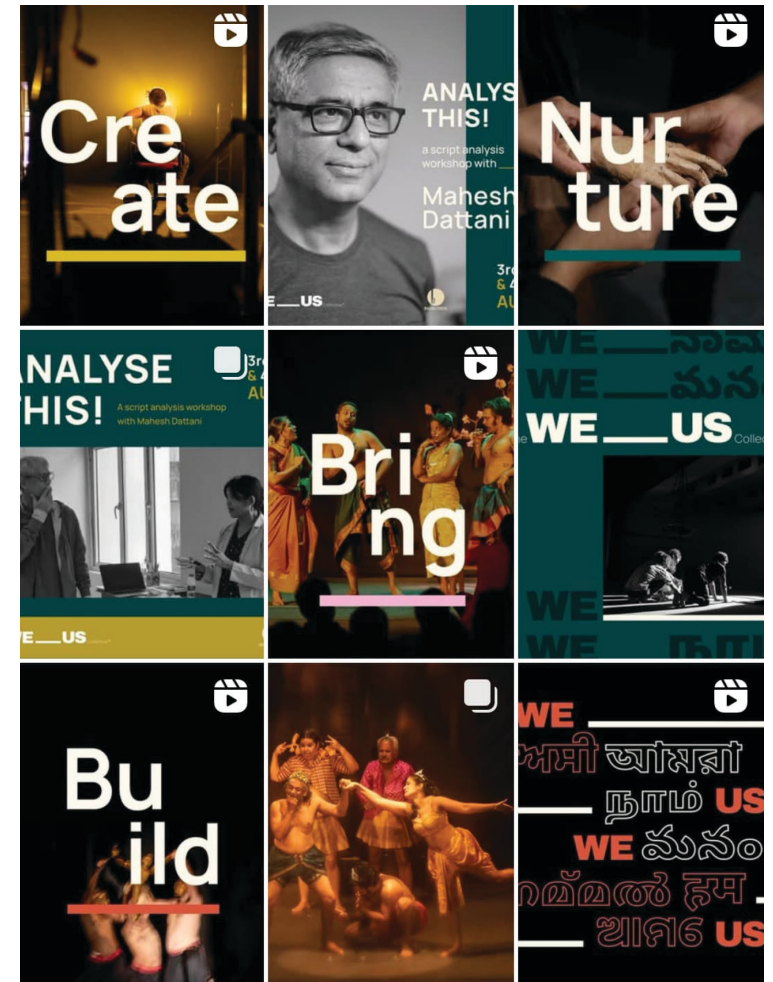
Objective

To conceptualize, design, and develop a functional and expressive website for the collective.

Deliverables

- Responsive website design
- Pages for Events, About, Space, Membership, Media and Contact
- Visual alignment with existing materials and tone

The **WE__US** Collective



Existing logo and visual material

Research

As part of the initial research phase, I conducted a comparative study of leading art and cultural institutions, both globally and within India, to understand how they structure their digital presence.

This included exploring the websites of museums, cultural centres, and foundations, with a focus on key pages such as the landing/homepage, events section, membership models, and archives.

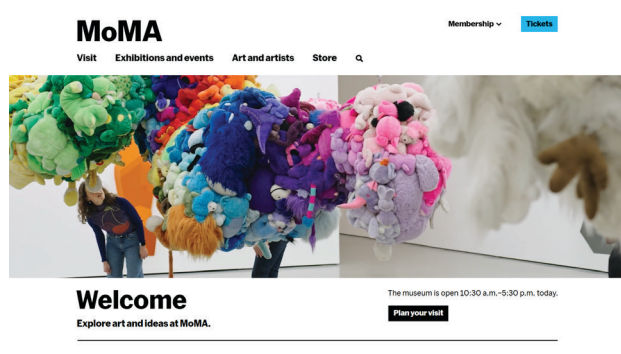
The objective was to gather references for UI layout, content strategy, and overall user experience. This exploration served not just as visual and structural inspiration, but also as a benchmark ensuring that the We_Us website could hold its own alongside international cultural platforms while staying rooted in its local ethos.

Studying these diverse digital ecosystems helped identify current design trends, meaningful content hierarchies, and interactive elements that could translate well into the We_Us web experience.

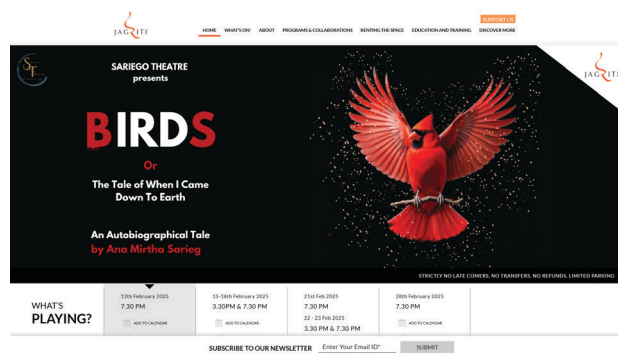
A key insight from the research phase was observing how different websites structure their hero sections — the first point of visual and informational contact. I began to notice how some designs prioritized visual storytelling while others led with concise, high-impact copy CTAs to direct users.

This raised important questions around what a user processes first: are they seeing or reading? How much information is revealed at first glance? And how does that shape their decision to scroll, click, or engage?

These observations helped me better understand the balance between clarity and intrigue leading to a design strategy for We_Us that invites the user in visually, while gradually layering information in a way that feels intuitive and intentional.



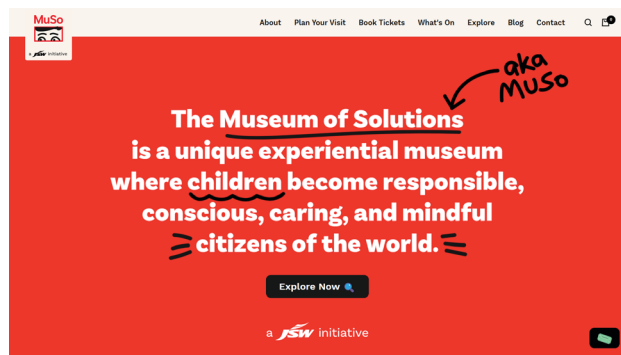
source: <https://www.moma.org/>



source: <https://www.jagrititheatre.com/>



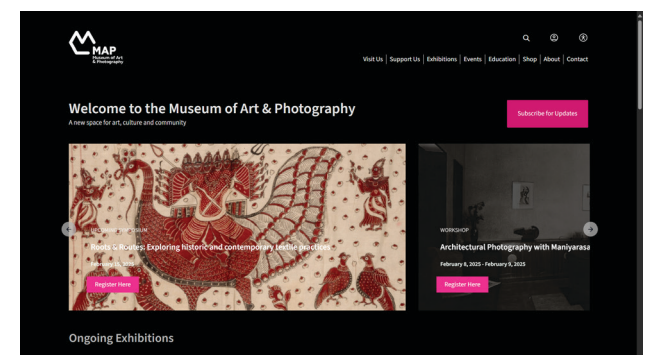
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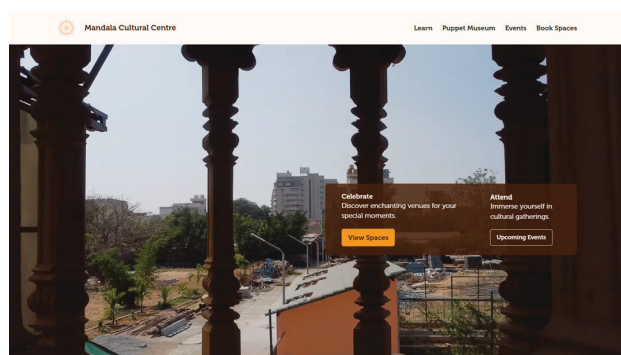
source: <https://www.museumofsolutions.in/>



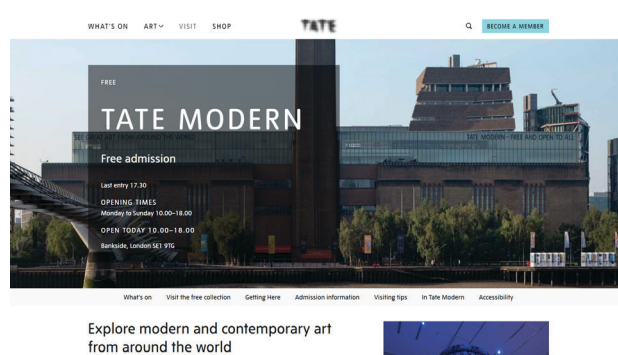
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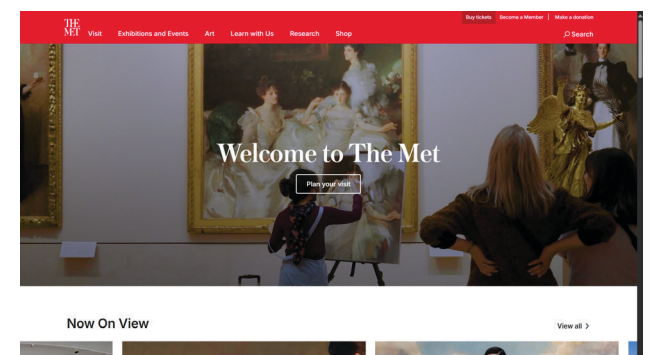
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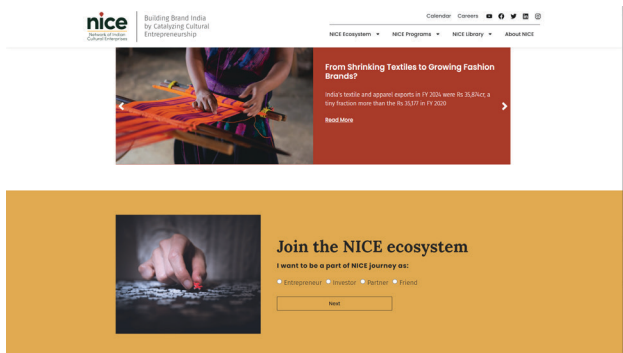
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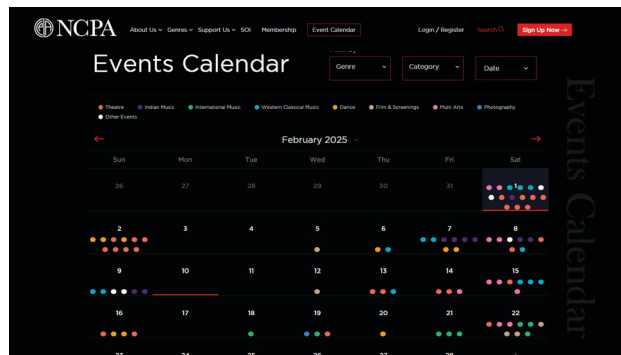
source: <https://www.tate.org.uk/visit/tate-modern>



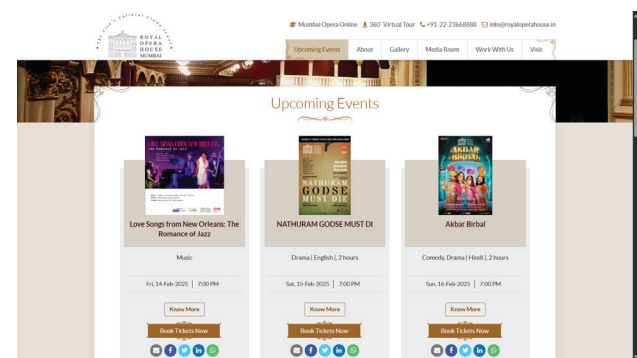
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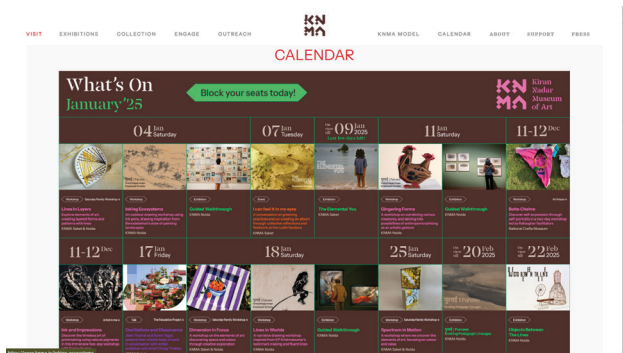
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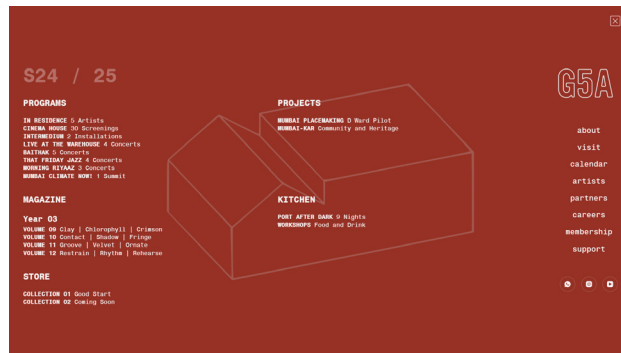
source: <https://www.ncpamumbai.com/event-calendar/>



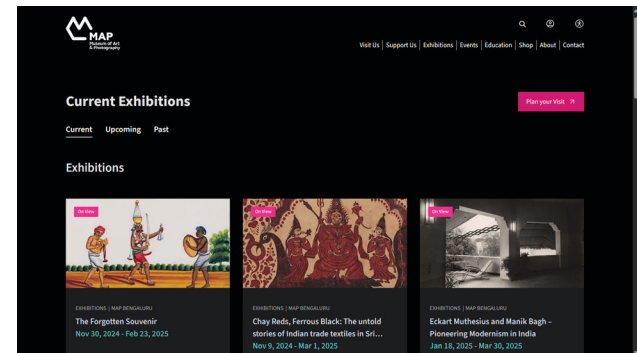
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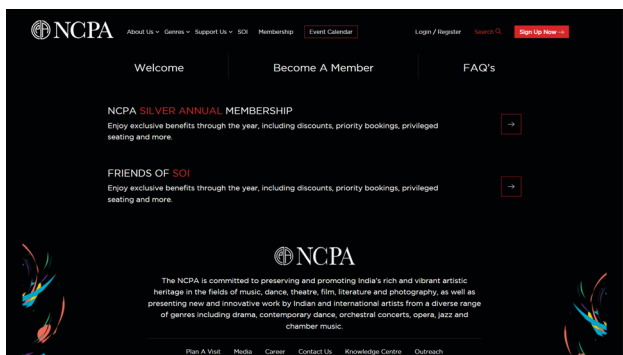
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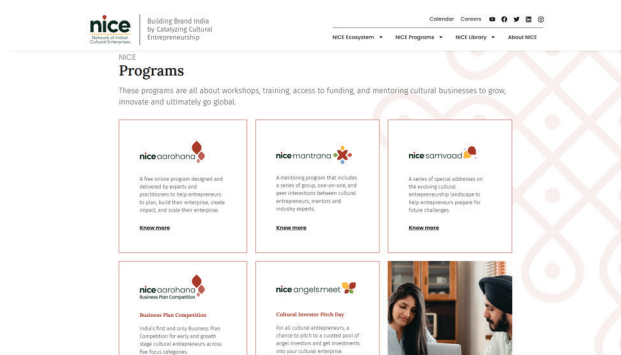
source: <https://g5afoundation.org/>



source: <https://map-india.org/events/>



source: <https://www.ncpamumbai.com/become-a-member/>



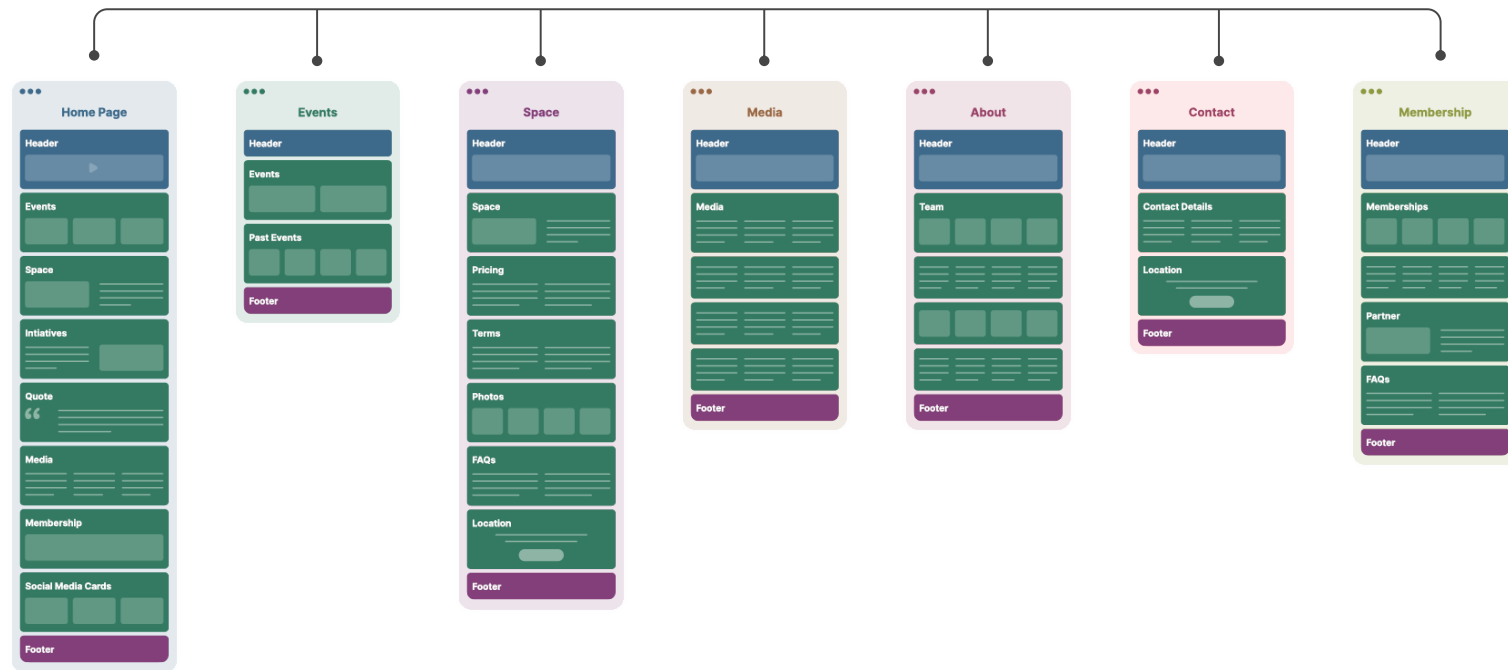
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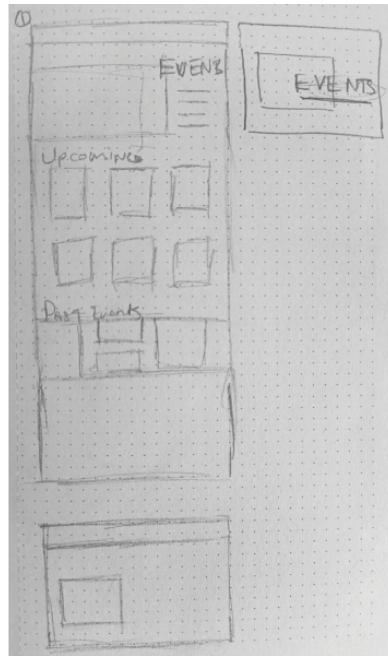
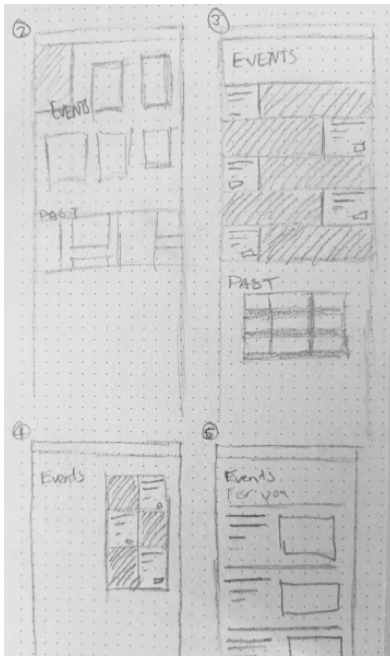


source: <https://tofucollective.com/>

A site map was developed to define the structure and user flow of the We_Us website. The aim was to create a clear navigation system that reflects the collective's offerings. This structure served as the blueprint for designing a cohesive and functional digital platform.

Web Structure





a few scans of early wireframing

In the early stages of design, low-fidelity wireframes were developed to explore layout variations, content hierarchy, and user flow across the We_Us website.

This phase focused on experimenting with how different types of content such as events, initiatives, media, and membership could be organized and navigated intuitively. The wireframes helped evaluate multiple structural possibilities.

[illegible][illegible][illegible][illegible]

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Explore Our Arts & Culture Events

Analyse This

David Shields' new book is a collection of essays and photographs that explore the lives of famous people who have died. It's a dark and thought-provoking read that will keep you up at night.

100 pages
\$14.95
Available Now

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Initial Web Design

This was the initial version of the We_Us website designed under a short timeline with a focus on functionality and content clarity. The layout followed a clean, editorial-meets-modern approach, successfully organizing all the required sections and information.

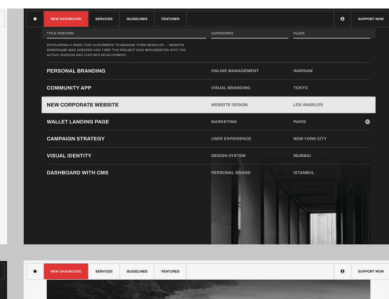
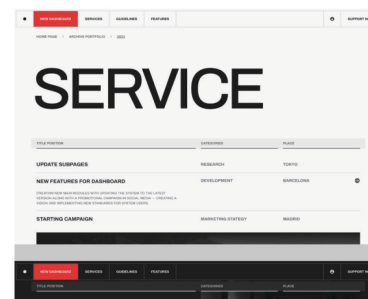
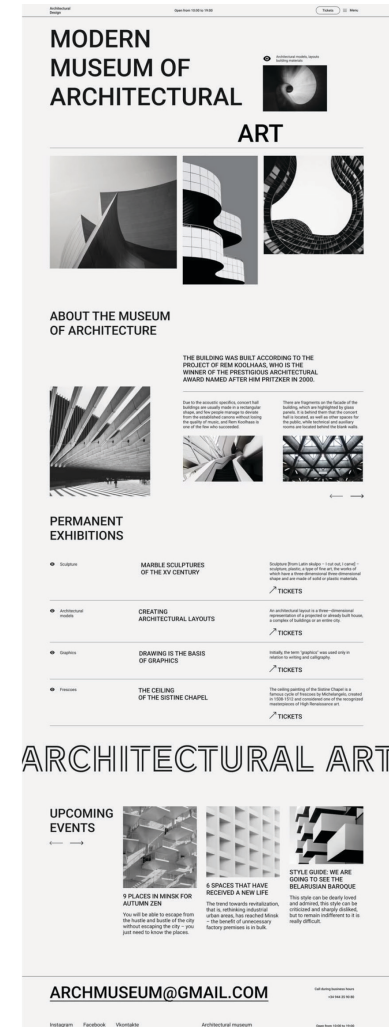
Taking a step back

However, upon reflection, it became clear that the design lacked a distinct visual identity that could set We_Us apart especially from its associated initiatives like the Manam Theatre Festival.

At this point, I chose to pause and re-evaluate the visual direction. This led to a renewed phase of moodboarding, where I explored stronger visual references, refined the communication tone, and worked toward building a unique and ownable identity system for the We_Us Collective.

Visual Style Board

To redefine the visual identity of the We_Us website, I revisited the design direction through a dedicated moodboarding phase. The goal was to move beyond functionality and infuse the interface with stronger character and clarity. I anchored the new visual approach around three key principles: **Bold, Editorial, and Modern.**



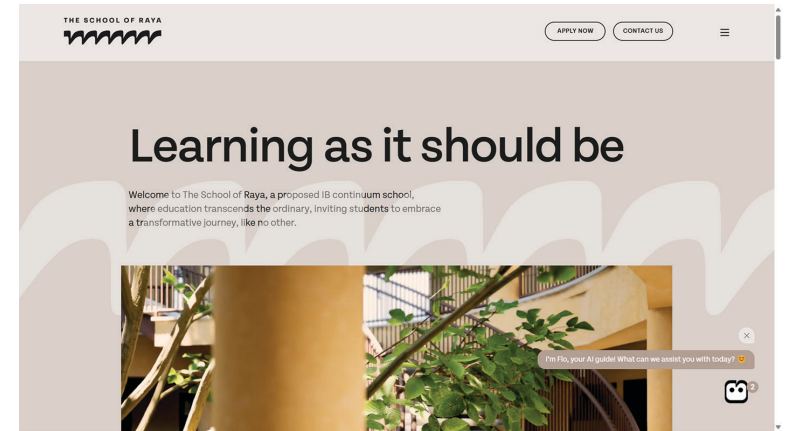
Communication Style Board

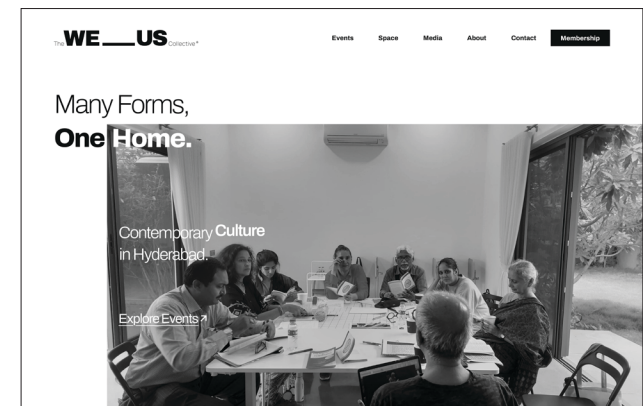
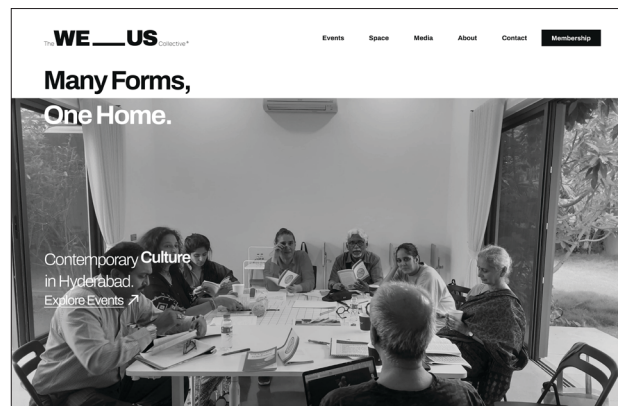
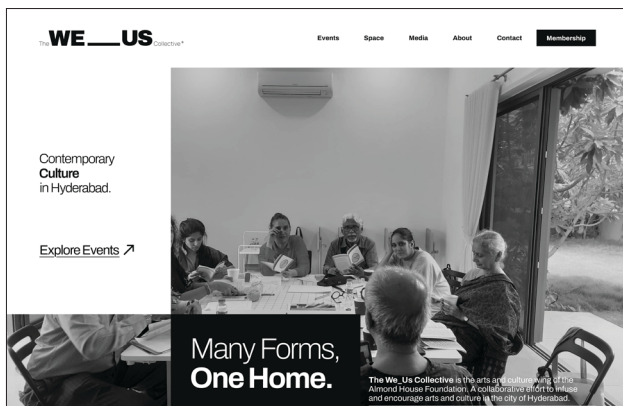
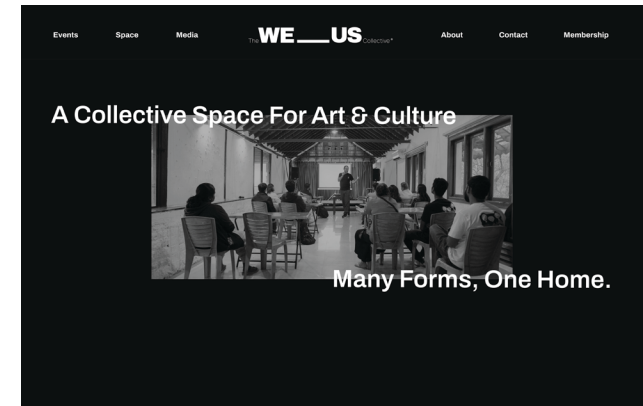
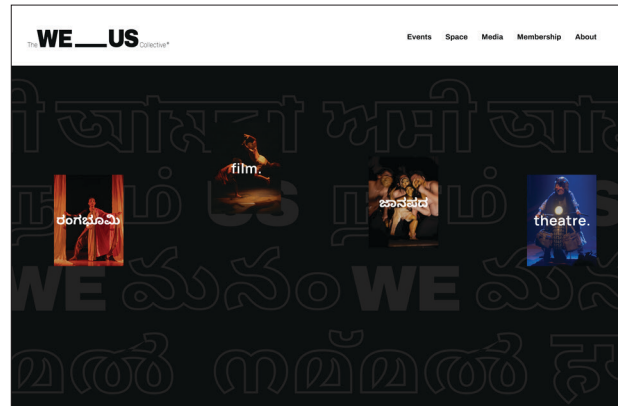
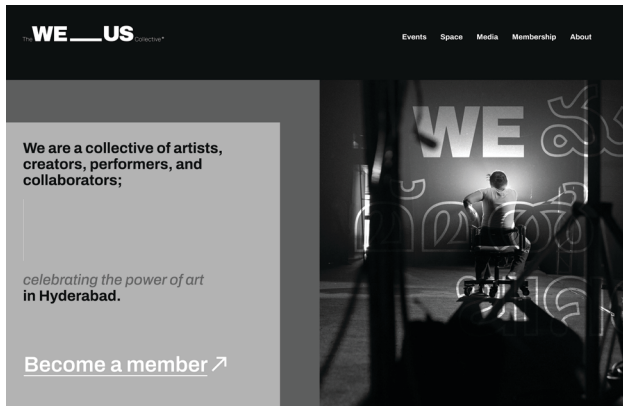
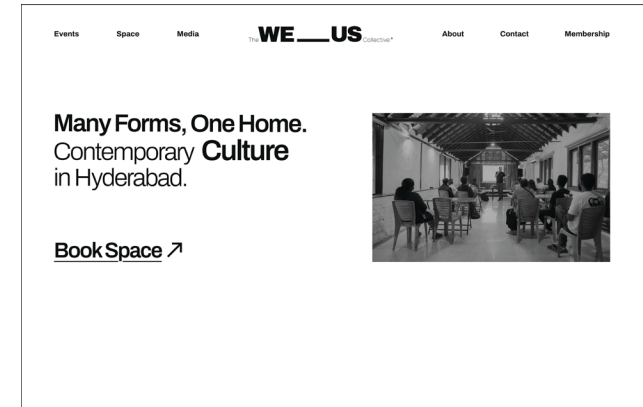
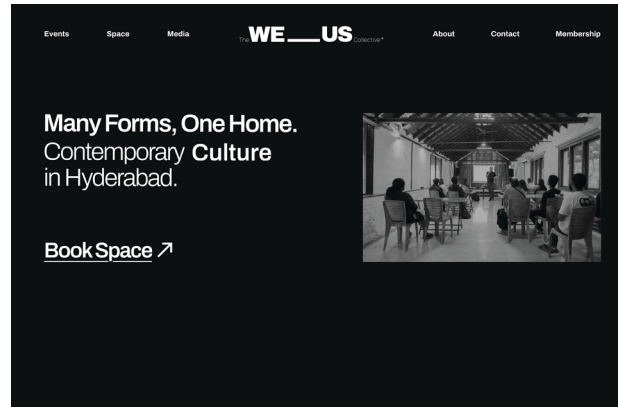
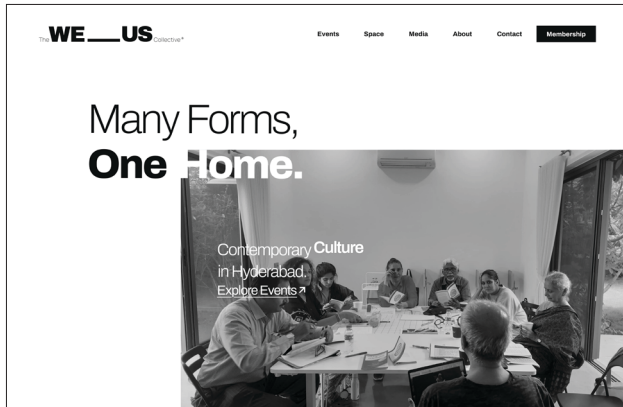
Alongside refining the visual identity, I explored references to define a distinct communication style for the We_Us website.

Drawing inspiration from brands like Hippo, Museum of Solutions, and The School of Raya, I studied how approachable and inviting language could build emotional connection and clarity.

While the visual direction was intentionally bold and structured, the copy tone was designed to feel warm, conversational, and inclusive ensuring the collective felt accessible to diverse audiences.

This intentional contrast between visual and verbal identity helped enhance the brand's personality, making it both striking and welcoming, while reinforcing We_Us as a space for everyone.



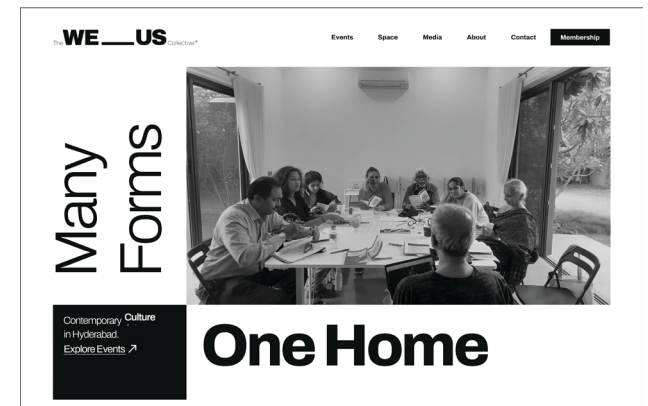
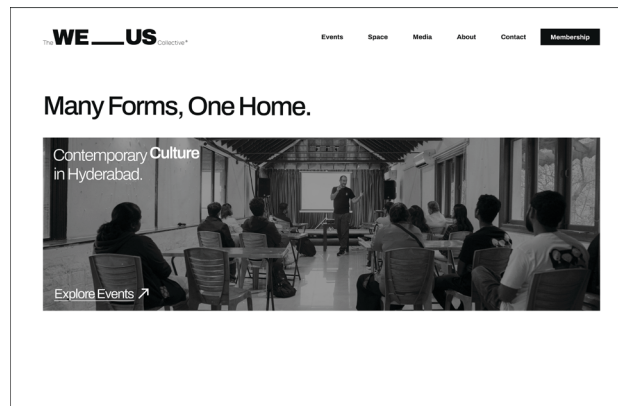
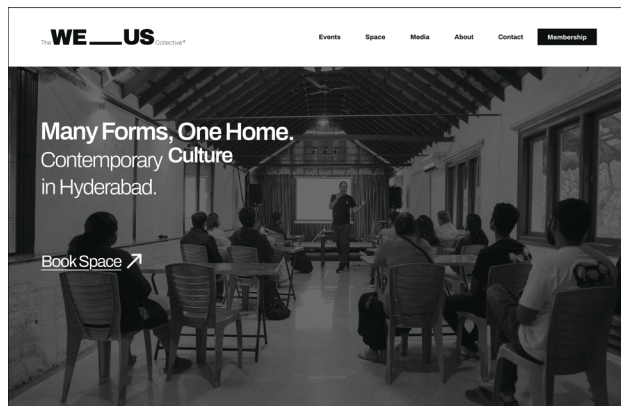


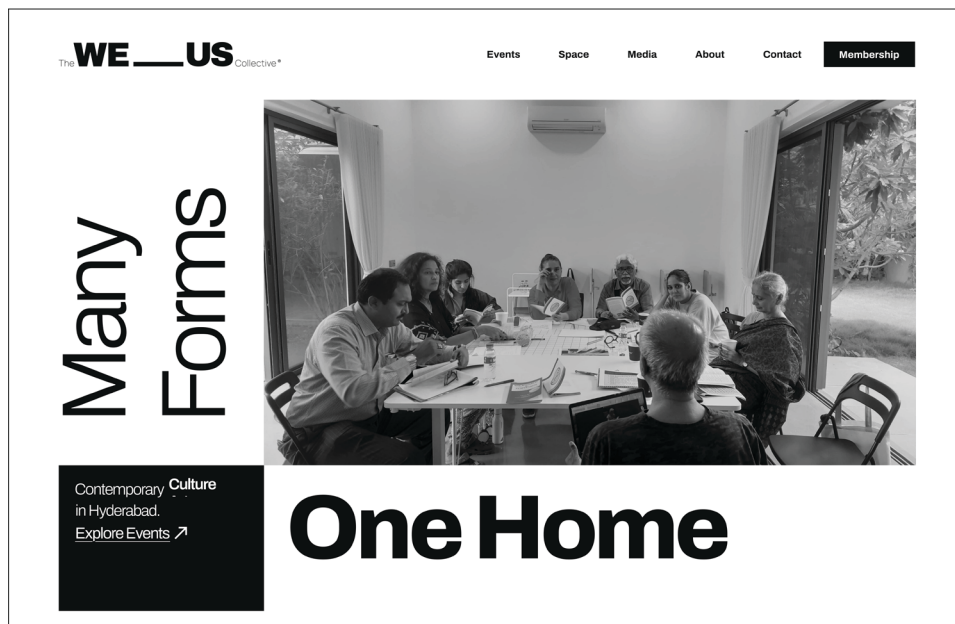
Hero Section

To establish a cohesive visual direction for the We_Us website, multiple iterations of the hero (landing) section were explored.

This process allowed for experimentation with layout, typography, visual hierarchy, and tone helping define how We_Us would present itself at first glance.

Since the hero sets the visual tone for the rest of the site, it was treated as a key anchor point. Once the right balance of boldness, clarity, and character was achieved in this section, the design language could be confidently extended across the remaining pages, ensuring consistency and coherence throughout the platform.

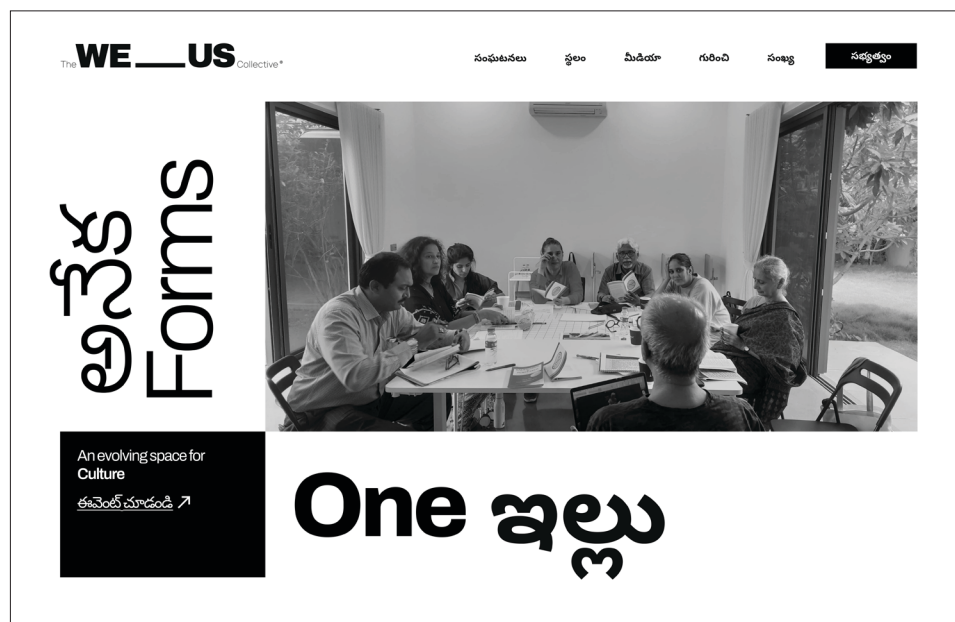




This version of the hero section was selected as the foundation for the We_Us website’s visual language.

The vertical alignment of “Many Forms” paired with the bold “One Home” creates a sense of movement and modularity, reinforcing the collective’s inclusive and evolving nature.

The layout prioritizes visual entry over textual overload, guiding the user through an intentional first-glance experience. This direction became the anchor for the rest of the website’s design — influencing typography, layout systems, image treatments, and overall tone across pages.



To add cultural depth and regional relevance, Telugu translations were incorporated into key parts of the website interface. These translations appear on hover over specific text elements, such as headlines and call-to-actions, subtly reinforcing the platform’s Hyderabad roots.

This approach maintains a clean, modern aesthetic while honoring local identity — making the site feel both contemporary and contextually grounded. The bilingual interaction not only increases accessibility but also strengthens emotional resonance for native speakers, without compromising the visual hierarchy or clarity for non-Telugu users.

NOTE

This document is a **work in progress** and does not represent the final submission. The We_Us project is still ongoing and has experienced natural pauses and delays over time due to its evolving nature and the collaborative working environment. Additionally, several recent developments and design outputs have not yet been documented here, as the real-time workflow has taken priority over retrospective compilation. The final version will reflect all updates and completed outcomes.

