

# brand presentation



Celebrating  
British-Pakistani  
Culture in Design

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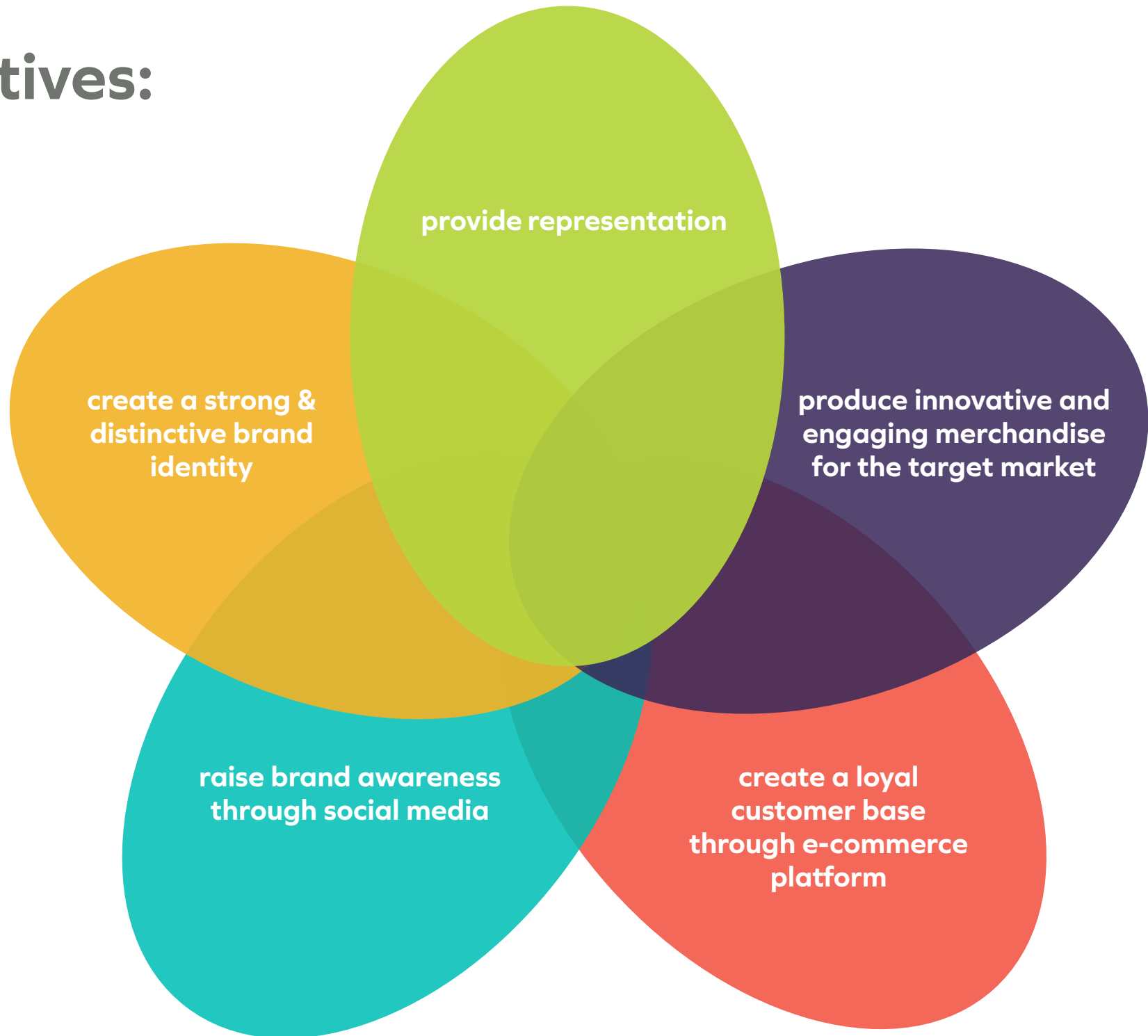
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**there is a real need for  
brands that communicate  
with all social & cultural  
demographics in society.  
representation matters.**

**the plan.....**

**create a brand for  
the under represented  
British-Pakistani  
population**

# objectives:



# values:



passion

**driven** by the **dynamic energy** and desire to create **social change** through positive actions.



authenticity

**creating** design solutions from a place of **experience** and **knowledge** of the target market



Innovation

always **ready to challenge** the status-quo and to **venture** into new territory **without fear**

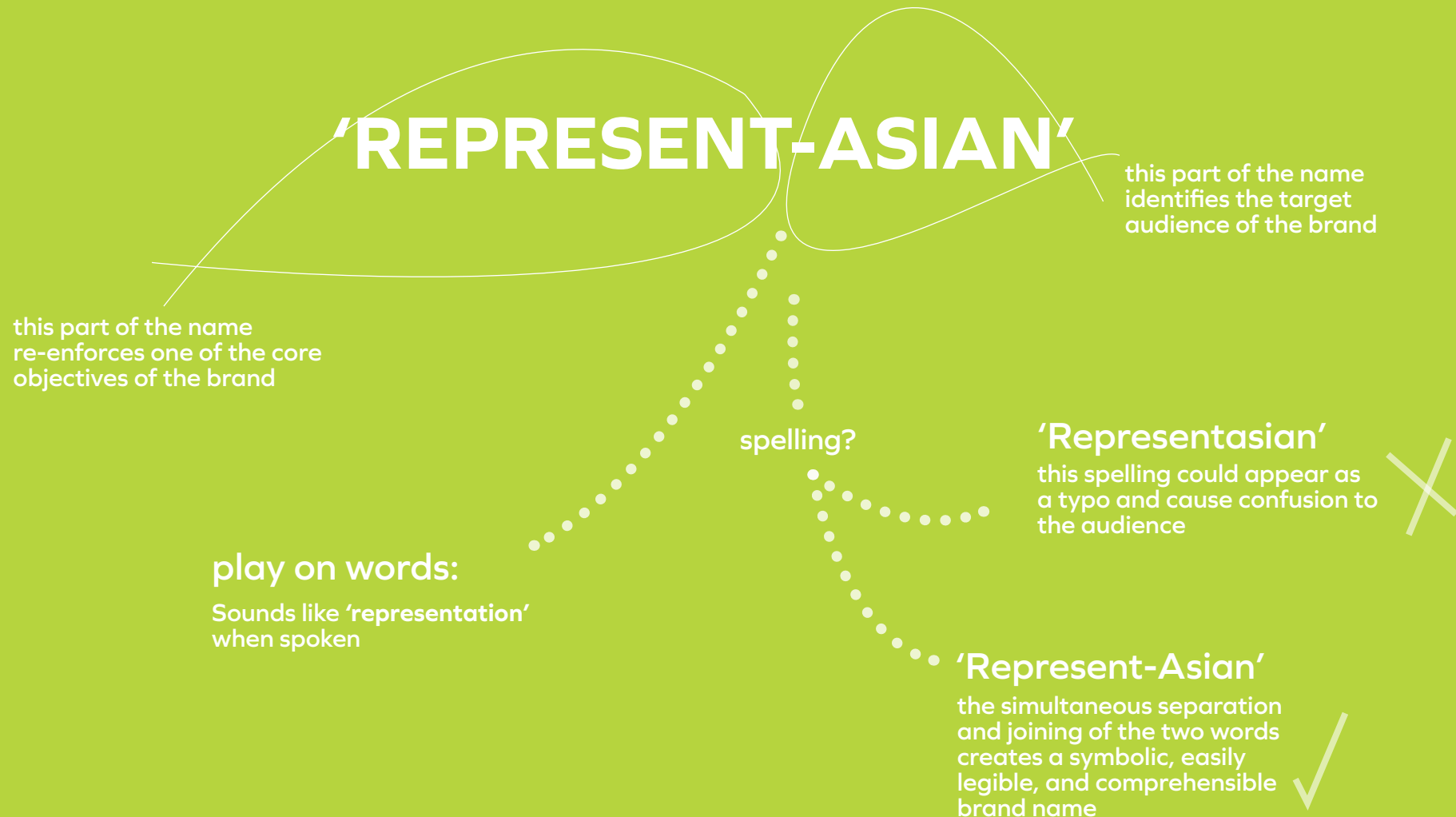


belonging

providing a **welcoming** and all **inclusive** space in design for the **under-represented**.

# brand name

After various iterations and feedback, this name is the one that most authentically sums up the purpose and identity of the brand.



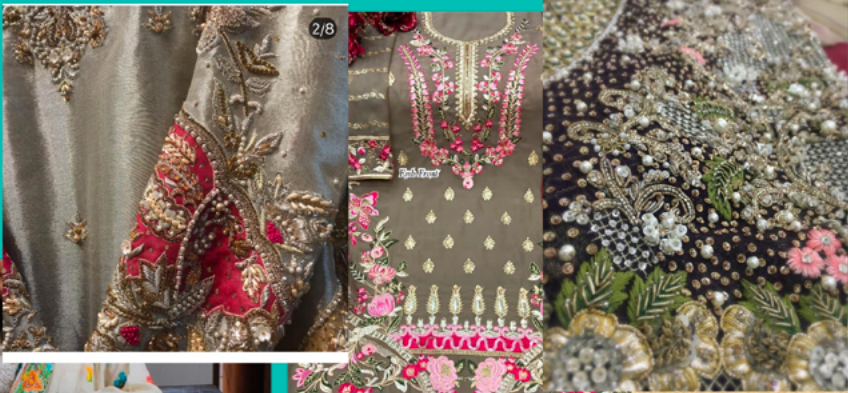
# brand assets



**seeking to find inspiration  
from the vivid colours  
& textures of Pakistan,  
reflecting them in the  
brand identity &  
merchandise**

# visual inspiration





2/8

EDS™



# logo

The logo brings together bold colours from Pakistani crafts & textiles, key words from the brand objectives, and the star and Union Jack from Pakistan and Great Britain's respective national flags. The combination of all elements effectively communicates the brand values to the audience.

The logo can be used in square or oblong format, and in two different colour-ways depending on the application.

Square Logo



Oblong Logo



# language

Represent-Asian's USP lies in the typographic fusion of Urdu and English, which is an integral part of the designs.

The following example shows the way in which the two languages have been hybridised in a celebration of the merging of cultural and linguistic identities.

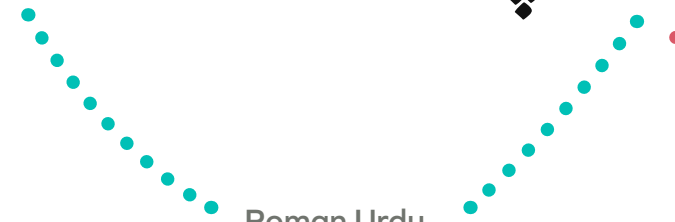
I have chosen to fuse Scrivano script (Roman) with Nastaliq script (Urdu) as it enables me to blend the letters together harmoniously, and still retains the essence and character of the distinctive strokes of both alphabets.

English translation (read left to right)

**chit chat**

Urdu (read right to left)

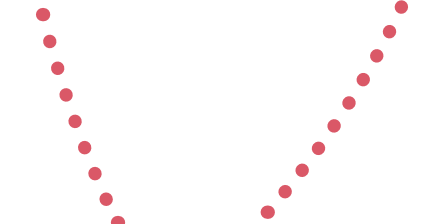
گپ شپ



Roman Urdu transliteration

**gup shup**

(Scrivano Script)



Hybrid Type

گپ شپ

# brand application

**the process of transferring  
my hybrid type compositions  
to appropriate merchandise  
applications**

# poster

## design one: 'gup shup'

the colloquial Urdu term for 'chit chat'.

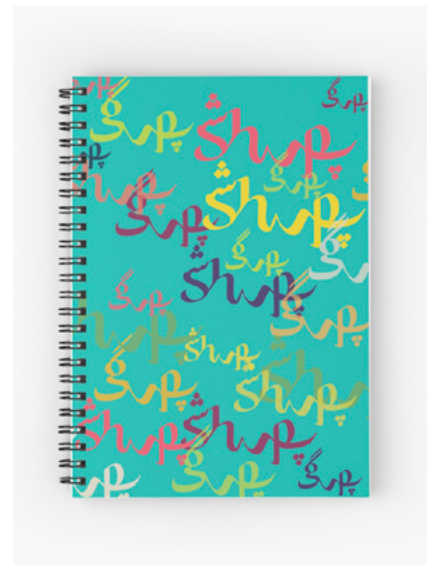
چہ شہ چہ رگ

This poster has been designed in the bright brand colours. The overlapping composition visually represents the pattern of lively chatter.





# merchandise



# poster

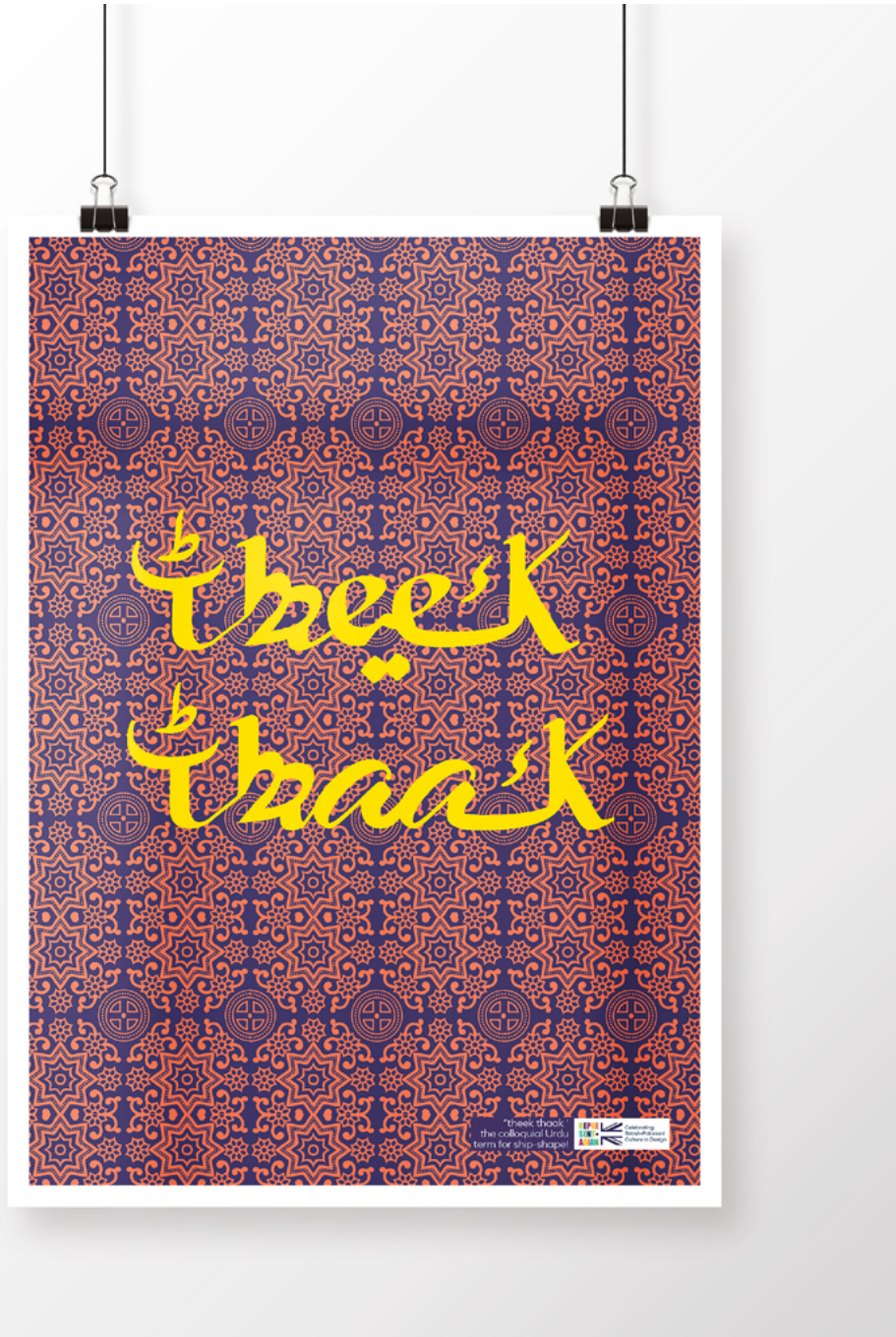
## design two: 'theek thaak'

the colloquial Urdu term for 'shipshape'.

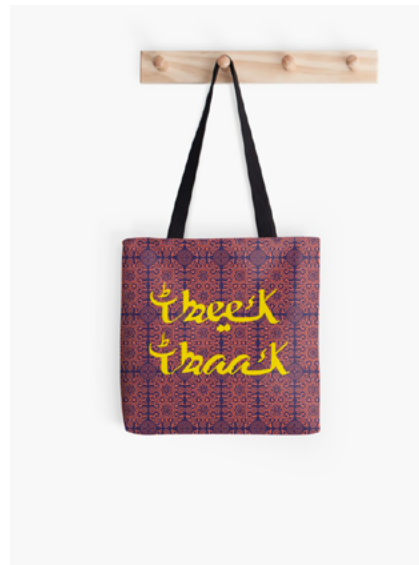
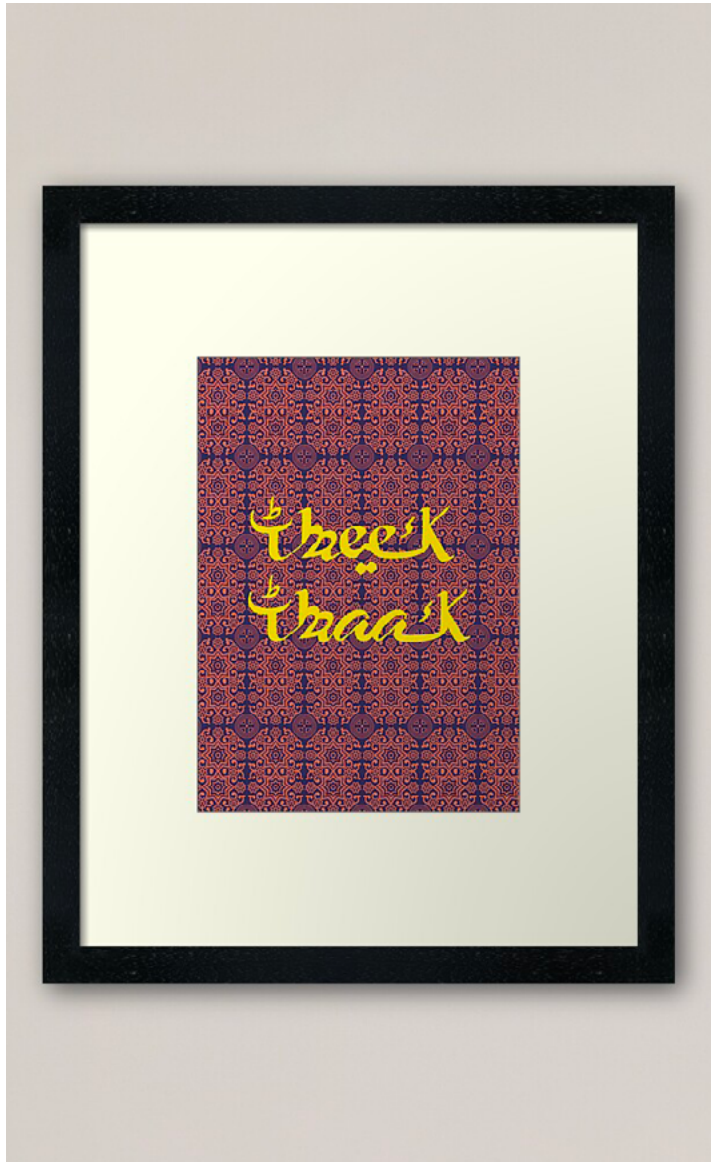
تھیک تھاک

This poster has been designed using the distinctive repeat 'Ajrak' pattern which originates from the Sindh area of Pakistan.

The neat repeating pattern visually represents the orderliness implied by the words 'theek thaak'/'shipshape'



# merchandise



# poster

## design three: 'chai shai'

the colloquial Urdu term for 'tea & sundry'

چائے شای

This poster has been designed in the bright brand colours, and is illustrated with patterns inspired by the truck art of Pakistani cities such as Karachi.

The phrase 'chai shai' refers to the propensity of Pakistani people to drink tea, and additionally refers to the inevitable mouth-watering spread that will always accompany a Pakistani cup of tea.



# merchandise



# poster

## design four: 'zabardast'

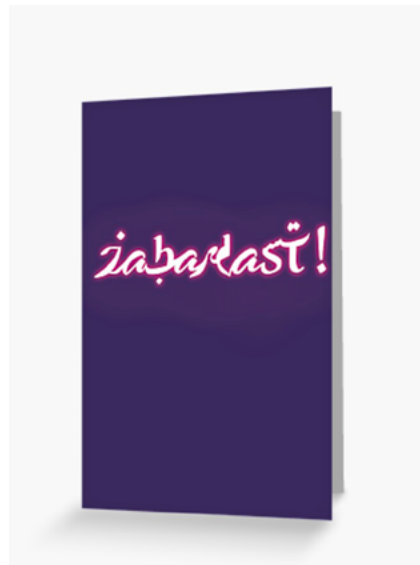
the colloquial Urdu term for 'awesome'.

*zabardast!*

This poster has been designed using a bold purple and deep blue from the brand colours and a neon effect for the lettering to really stand out and reflect the meaning of the phrase being communicated.



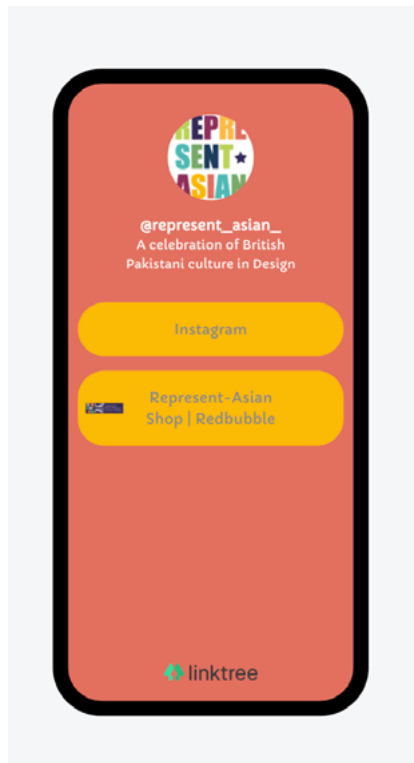
# merchandise



# social media

I discovered through my research that Instagram is an ideal platform on which to showcase my designs and to interact with my target audience. I have also created a linktree profile on which to provide links to the Instagram page and to my Redbubble e-commerce platform.

Linktree profile for Represent\_Asian\_



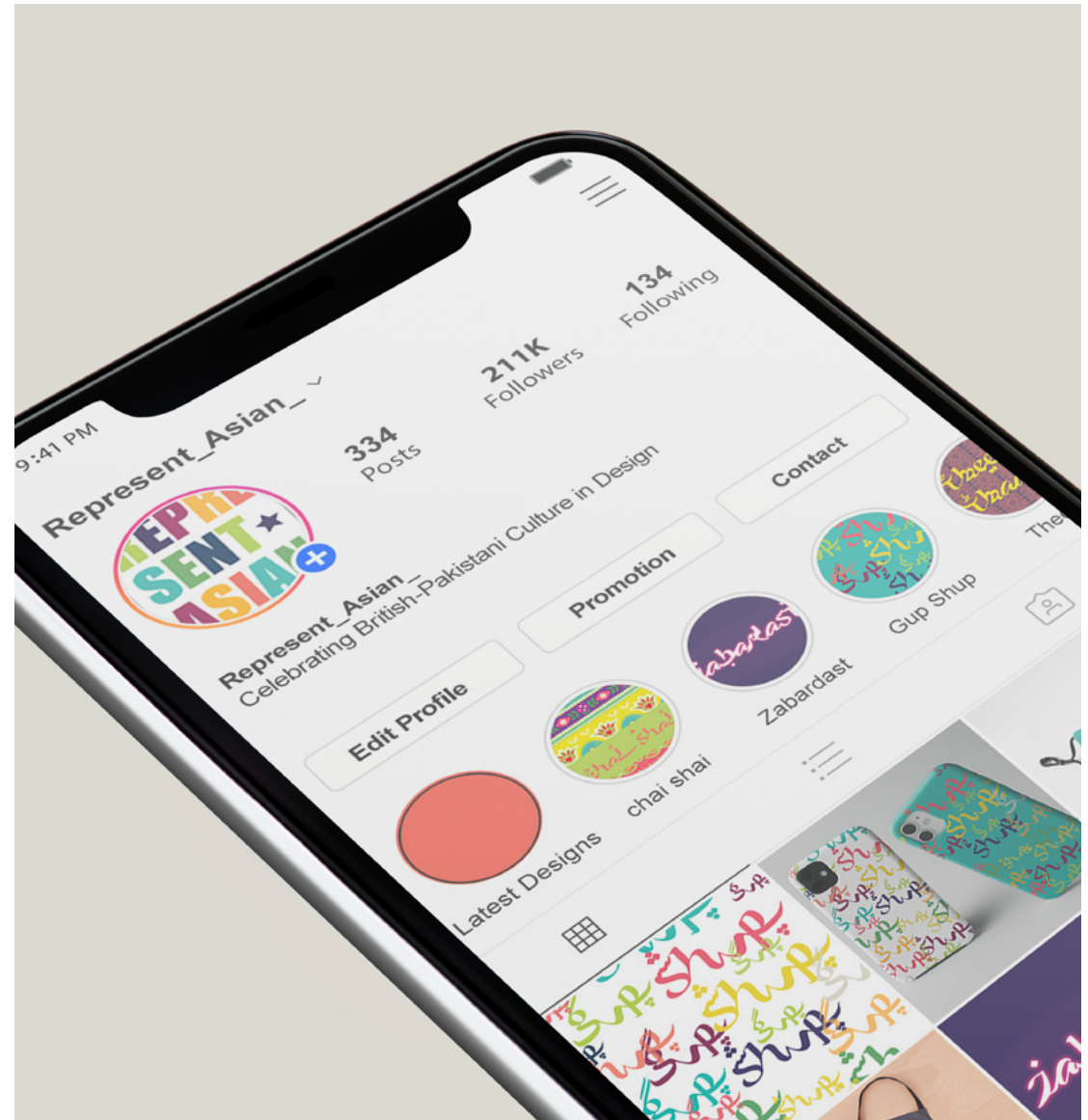
The text of the main logo has been condensed to create a social media icon.



Linktree QR code



Instagram Page





# e-commerce

My research into viable e-commerce options led me to Redbubble. This platform is ideal for my brand as it enables me to continuously upload new designs that can be applied to a huge range of appropriate merchandise. I have set up a shop and uploaded my first four designs. The shop is live and can be visited through the following link:

<https://www.redbubble.com/people/Represent-Asian/shop>



Spiral Notebook  
From £9.20



Magnet  
£7.29



Coasters (Set of 4)  
£14.90



Throw Pillow  
From £14.55



All Over Print Tote Bag  
From £13.23



Classic Mug  
From £9.74



Pin  
£3.33



Tall Mug  
From £9.74

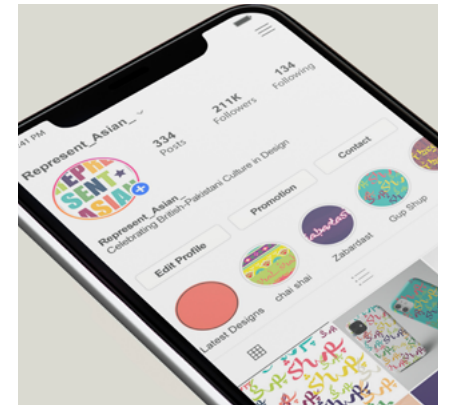
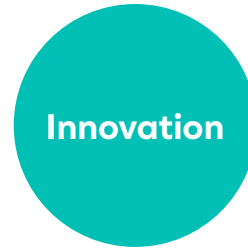
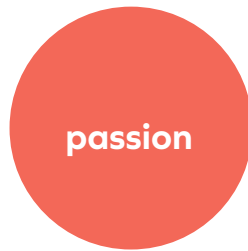


Travel Mug  
£20.50



Greeting Card  
From £1.48

# brand summary



Urdu

+

Roman Urdu

=

Hybrid Type

گپ شپ

+

gup shup

=

گپ شپ



**end**