

Emerging Pakistan

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Brief write up on Emerging Pakistan encompassing details of its Objectives and Mission.

Objectives:

We seek to achieve three key objectives through the Emerging Pakistan initiative: taking back control of our national image and narrative; presenting the country's reality -- that of a dynamic, promising and young nation -- to a diverse audience; and establishing the country as a preferred destination for investment.

Vision and Mission:

With a proactive drive to shape the narrative about Pakistan, we aim to tell a story different from the one the world usually gets to hear. We do this by presenting Pakistan as it truly is: positive and full of potential. We are building a cohesive and convincing brand that communicates the opportunities offered by Pakistan to a diverse audience including investors, both local and international. The ultimate aim is to place Pakistan firmly on the global economic map.

A written profile on Emerging Pakistan as an initiative.

At its simplest, Emerging Pakistan is a 'truth-telling' initiative.

For years, Pakistan has been cast in an image that does little justice to its reality. In truth, backed by a rising economy, vast natural resources, and a young population, Pakistan is a dynamic nation that is brimming with potential. Ever-increasing foreign investments in a variety of sectors affirm this. To communicate this exciting reality to the world, we have devised a new brand: Emerging Pakistan. 'Emerging' is a word that carries with it a sense of promise, a positive outlook on the future. Clearly, this is the perfect representation of today's Pakistan.

This initiative will showcase the boundless opportunities offered by Pakistan to investors both domestic and international. With a vision to incorporate all trade and investment related messages under the Emerging Pakistan brand, we aim to build a cohesive overarching identity for the country.

In order to compete in this hyper-connected and fiercely competitive world, most countries employ elaborate marketing speak in an attempt to stand out. However, our approach is a little different and is based on two guiding principles: simplicity and sincerity.

Visually, the brand expresses the narrative in a style that is simultaneously classic and contemporary. At the core of the brand identity are our key national symbols: the star and crescent, the colour green, and our national flower, Jasmine. Accompanying these timeless elements is a bold dash of colour and texture, and confident, crisp typography.

In short, the brand identity is rooted in our history and oriented towards the future.