



SAHULAT

AI VOICE AGENT



LAUNCHING 2026



VOICE INTERACTION
FLOW SCHEMATIC

Design that speaks before anyone says a word

VERSION

1.0

LATENCY

< 50ms

ACCURACY

> 98%

00.31 200



SAHULAT

AI-Powered Public Service

AI-POWERED URDU TALK AGENT FOR GOVERNMENT SERVICES

CORE CONCEPT

The core concept is a 24/7 virtual assistant that can handle public inquiries in both voice and text, with a unique emphasis on **Urdu language** integration. It leverages natural language processing to understand questions (even in Urdu or Roman Urdu script) and provides accurate, conversational responses. By **automating** routine inquiries, the agent aims to streamline citizen facilitation and gradually replace or augment manual helpline functions.

GOAL

The goal is to create a **professional and modern** brand identity and awareness campaign for this AI talk agent that instills trust, innovation, and accessibility. The branding should position the AI agent as a solution for **inclusive e-governance**, emphasizing how it improves service delivery (faster responses, no wait times) while respecting local language needs. Ultimately, the campaign should persuade government decision-makers to adopt the system and educate the public on its use.

VISUAL TONE :

- Trustworthy and Secure
- Friendly and Approachable
- Innovative and Tech-Savvy
- Culturally Tuned & Inclusive

00S-S 3SS

PATTERNS AND GRAPHIC STYLE ELEMENTS :

- Circuit
- Waveform Pattern
- Iconography and illustrations
- Urdu Letter Abstract Pattern

DESIGN STATEMENT :

"Our AI Talk Agent's design will seamlessly blend innovative technology with Pakistani cultural identity, creating a brand that is as welcoming and familiar as it is forward-looking. We design a visual and experiential identity that speaks in the language of the people (literally, in Urdu) and symbolizes trust, efficiency, and accessibility. Through minimalist yet meaningful graphics, a warm and professional tone, and culturally resonant motifs, we aim to present the AI agent as a friendly extension of public service – one that bridges the gap between citizens and their government, 24/7."

COLOR PALETTE:



Primary
#01411C



Secondary
#00ADEF



Dark Charcoal
#333333



Navy
#002244



Accent
#FFFB25



Supporting Accent
#9A825

COMPETTITORS VISUALS :

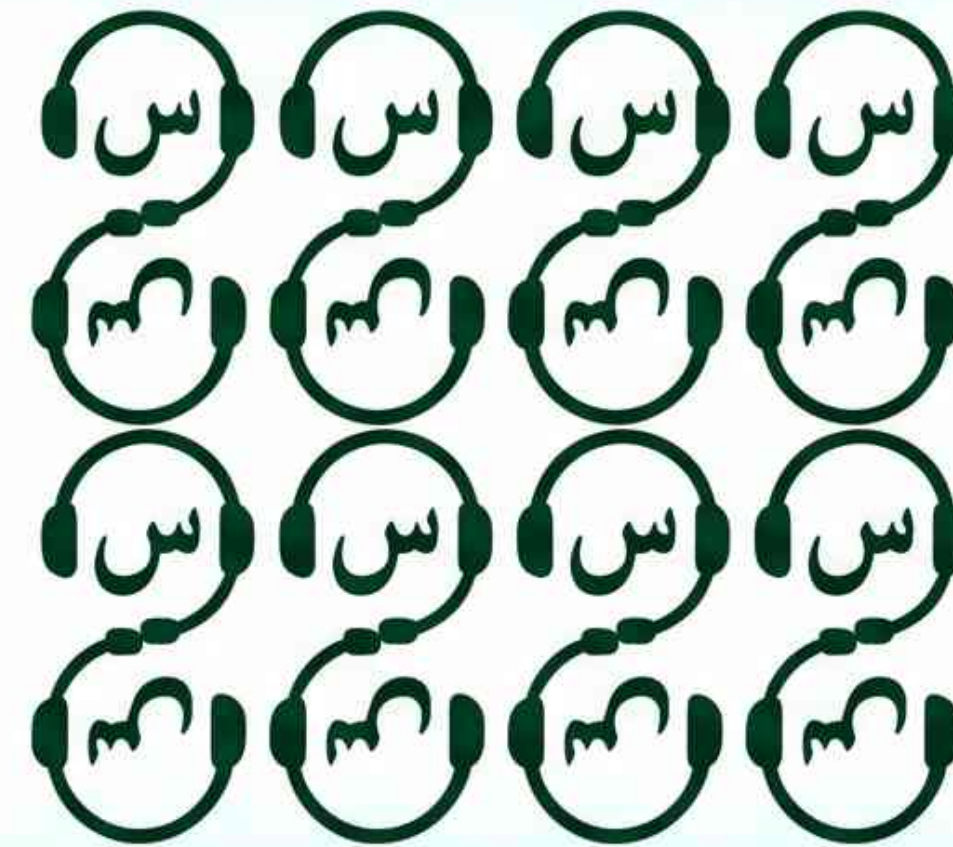


LOGO :

LOG-ID 01



#333333



085-S 385

SPEC-AID 21



SAHULAT

#01411C

GRID-STATUS: ENABLED



SAHULAT

#01411C

SPEC-AID 24

3400 1000

PAK-AI 01

085-11111111

TEXT :

TYPOGRAPHY ATTRIBUTES

Attribute

English Font Vibe

Urdu Font Vibe

Government Official

Source Sans 3

Jameel Noori Nastaleeq

Tech & AI Innovation

Inter / Montserrat

Noto Nastaliq Urdu

Friendly & Inclusive

Poppins

Mehr Nastaliq Web

085-S 385

TYPOGRAPHY USE CASE MATRIX

Use Case	English Font	Urdu Font	Description
① Logo Wordmark	Poppins Bold	—	For "SAHULAT" text under symbol
② Slogan (Bilingual)	Inter Regular	Noto Nastaliq Urdu	"Talk with Ease – آسانی سے بات کریں"
③ Body / Poster Copy	Source Sans 3	Mehr Nastaliq Web	Balanced reading experience
④ Headings / Campaign Graphics	Montserrat Bold	Jameel Noori Nastaleeq	Impactful contrast

PAK-BRAND 01

SAHULAT MOODBOARD



SAHULAT

AI-Powered Public Services

Talk with Ease - آسانی سے بات کریں



SAHULAT
AI Powered Public Services



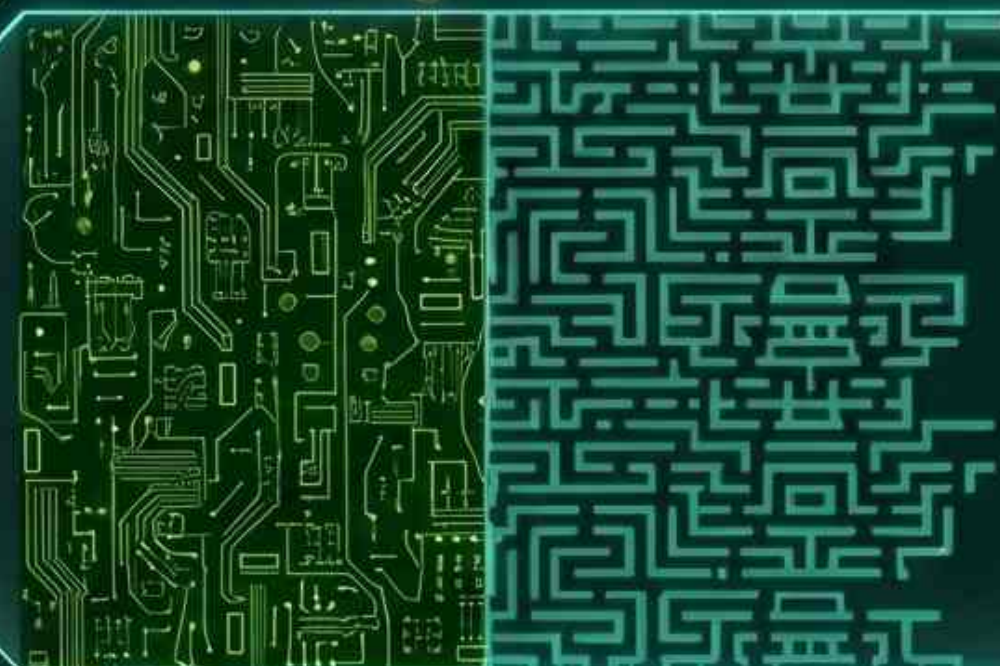
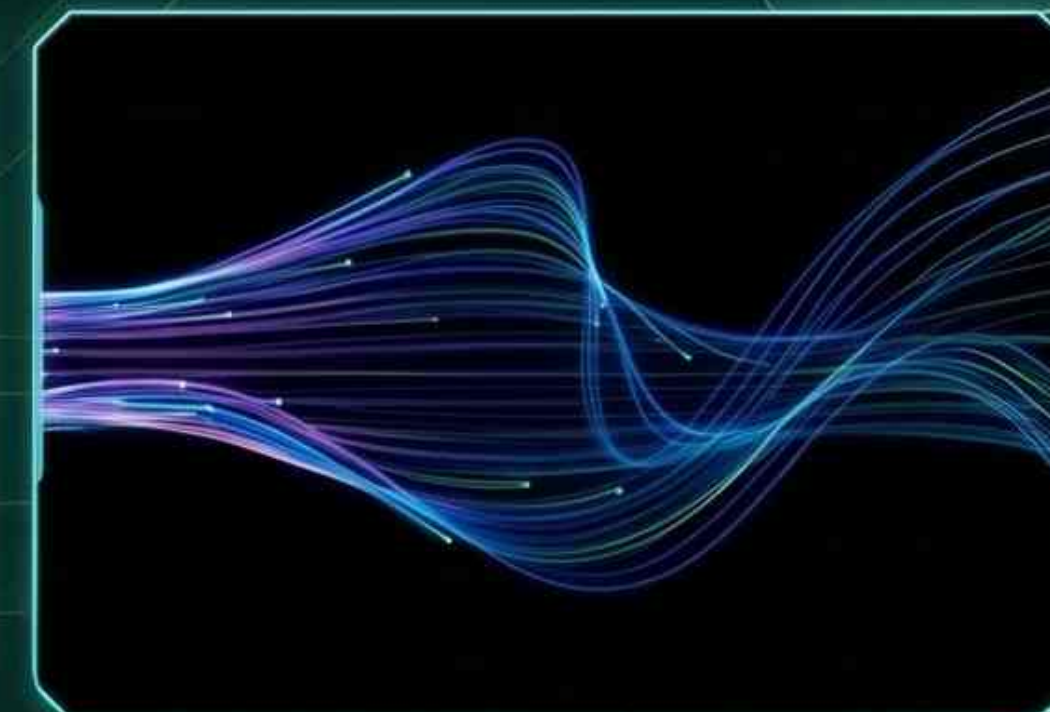
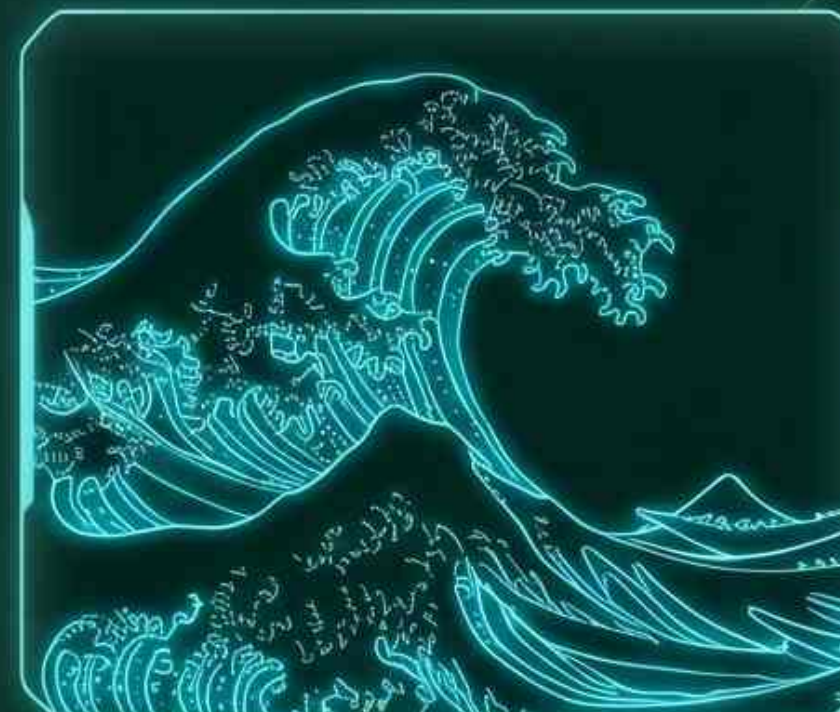
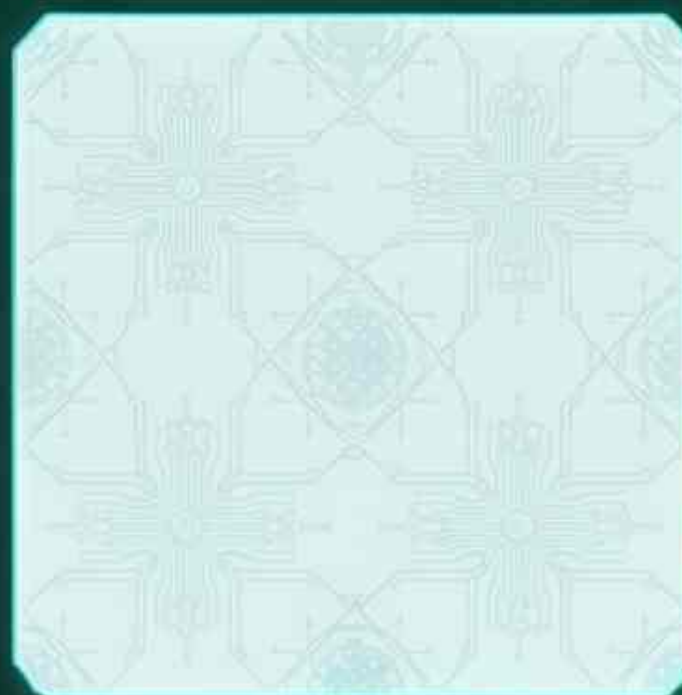
SAHULAT
AI Powered Public Services

Digital Services
Digital Public Services

Call Us
www.sahulat.go.vx
Malw Nasfalg Web

SPEC-AID 23

MOODBOARD VISUALS :



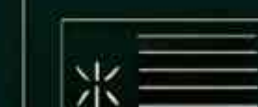
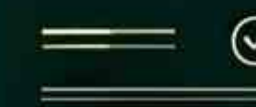
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#FFA01F



#0E3554



100%



SPEC-AID 23

PAK-AI 01

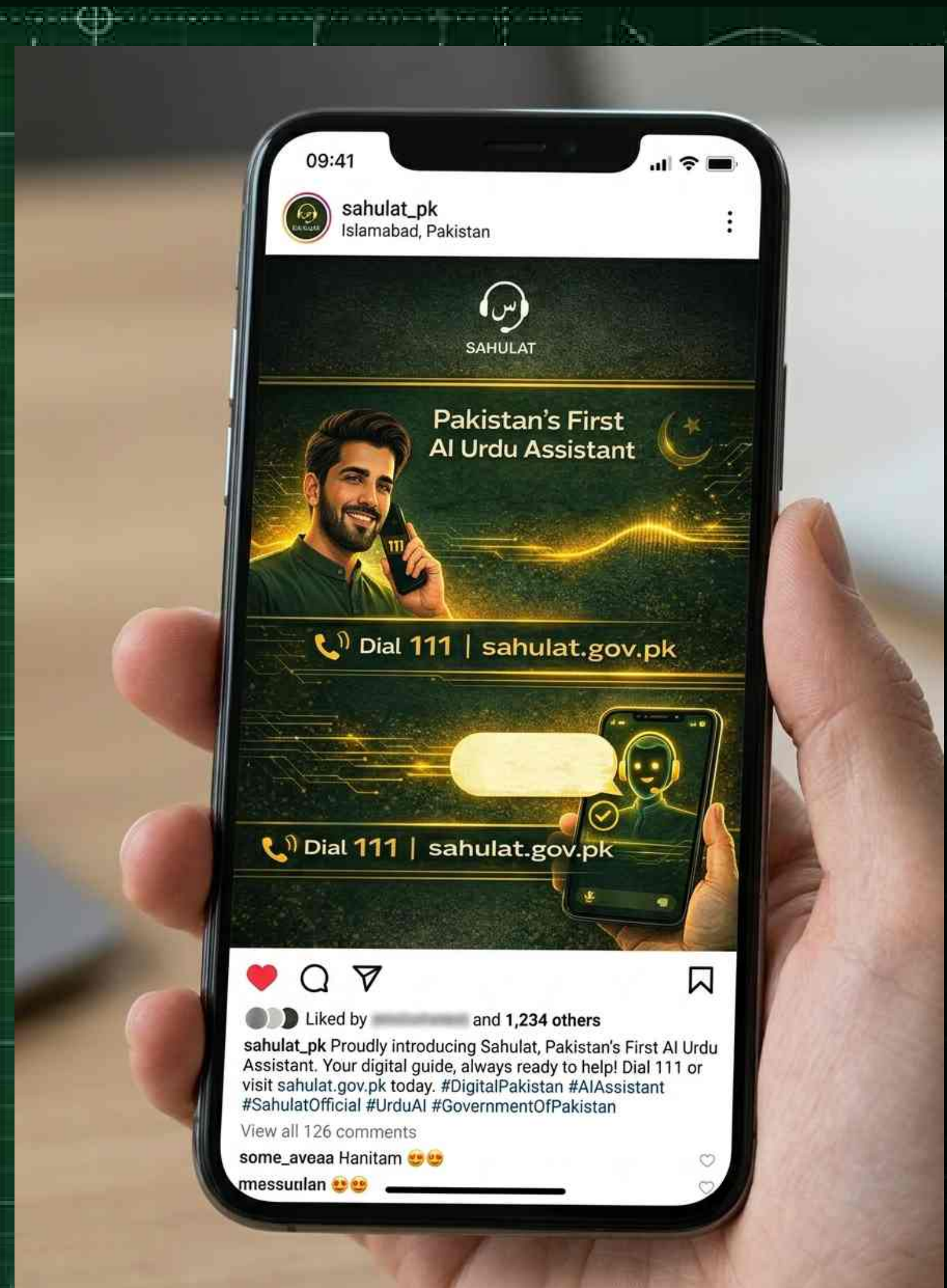
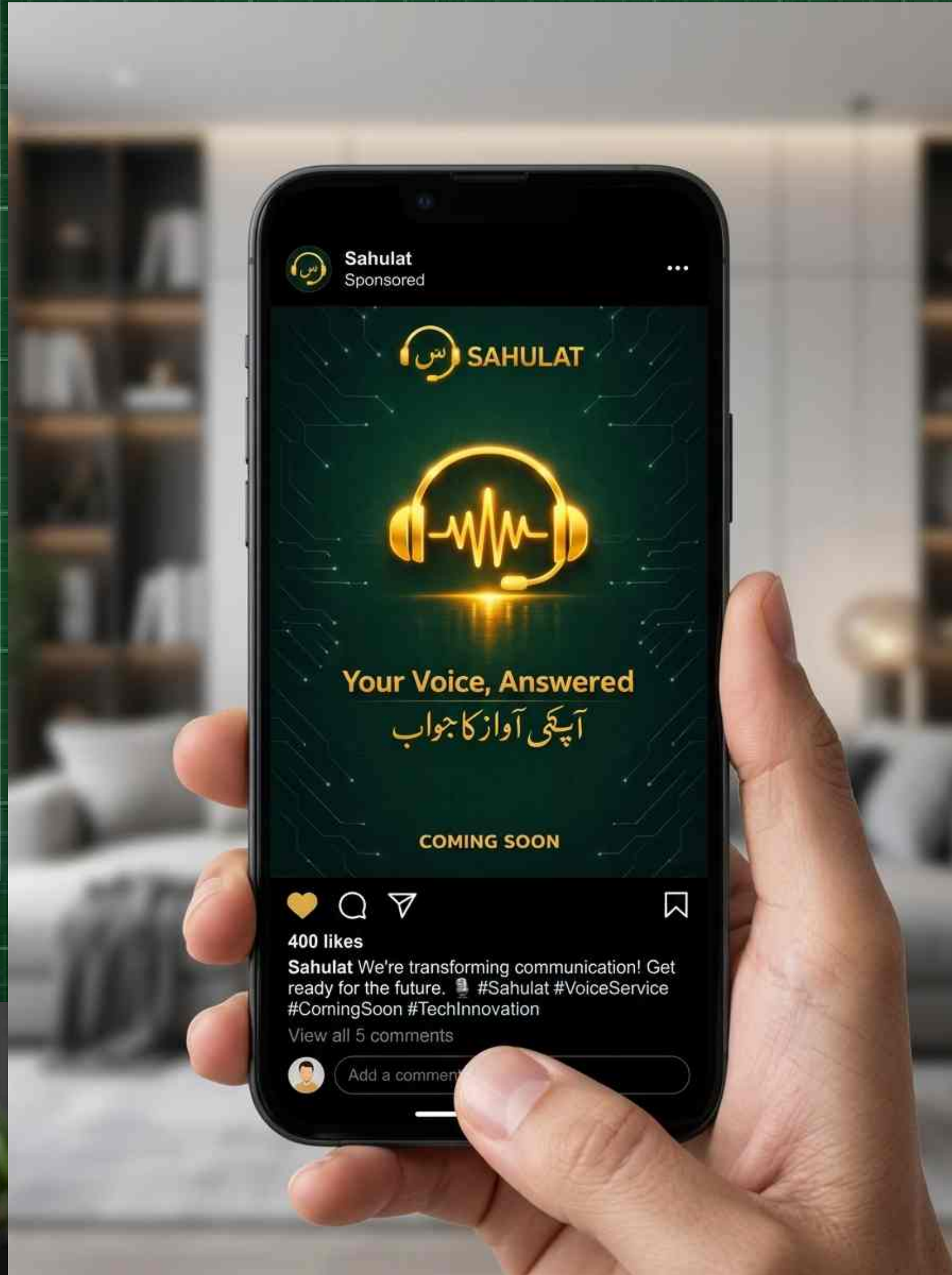
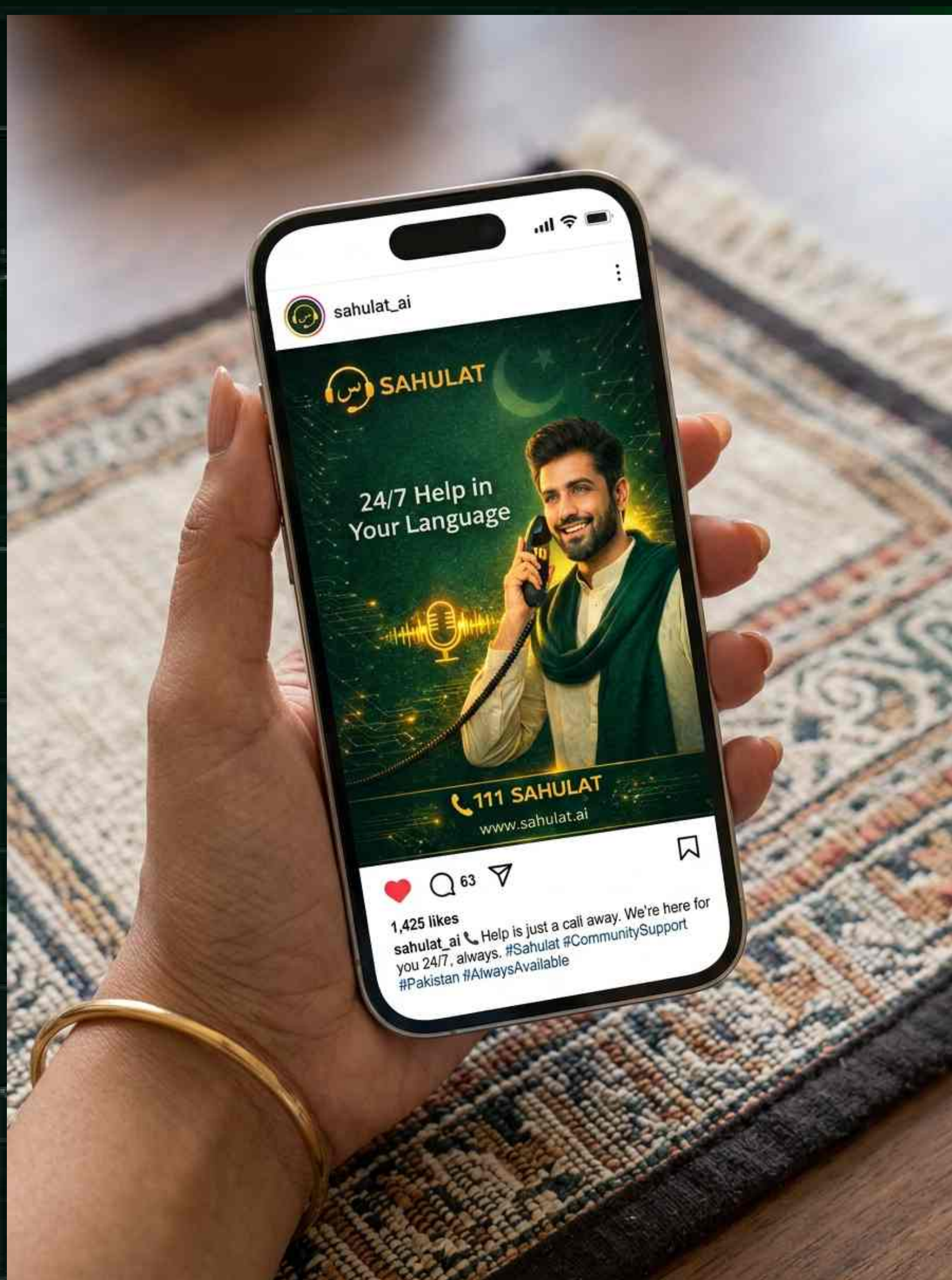
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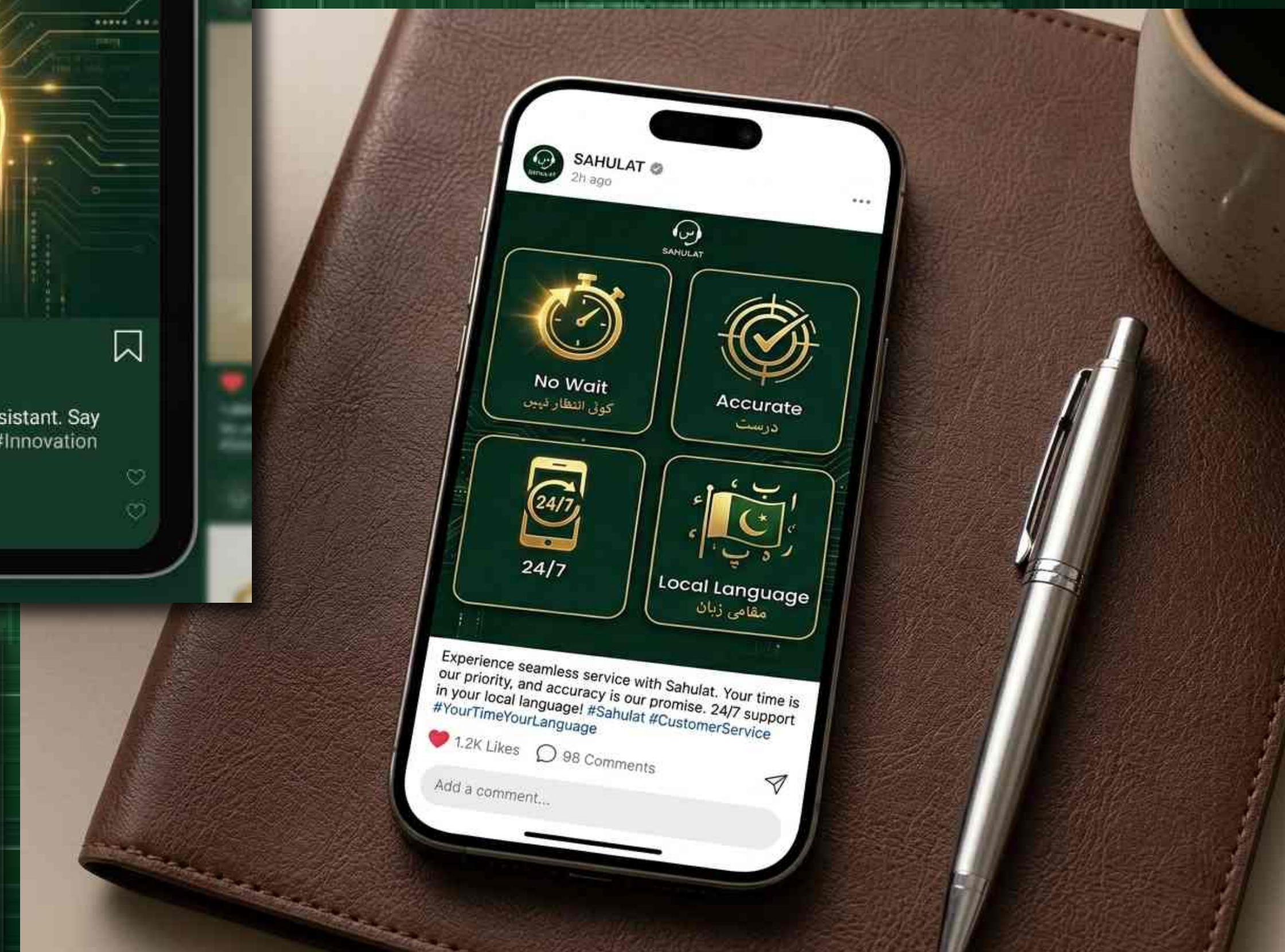
SOCIAL MEDIA AND PRINT MEDIA DESIGN

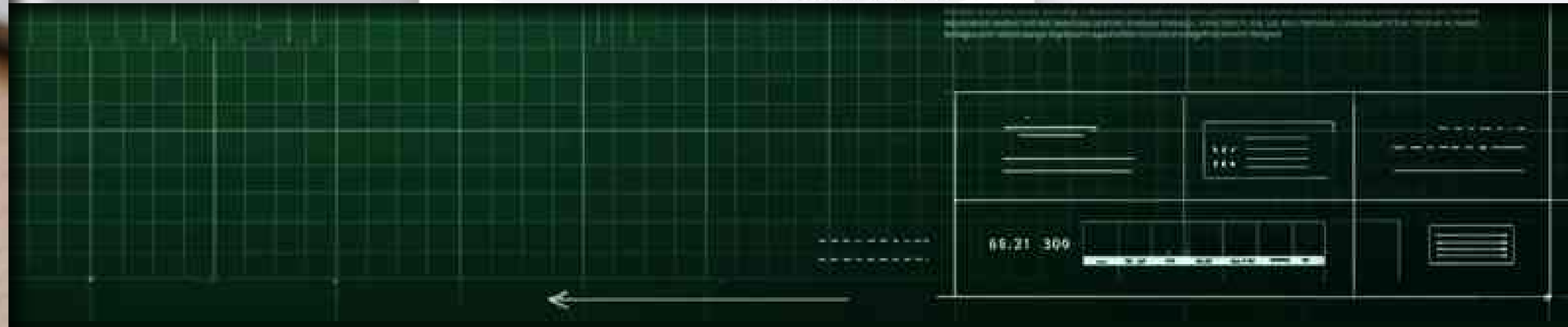
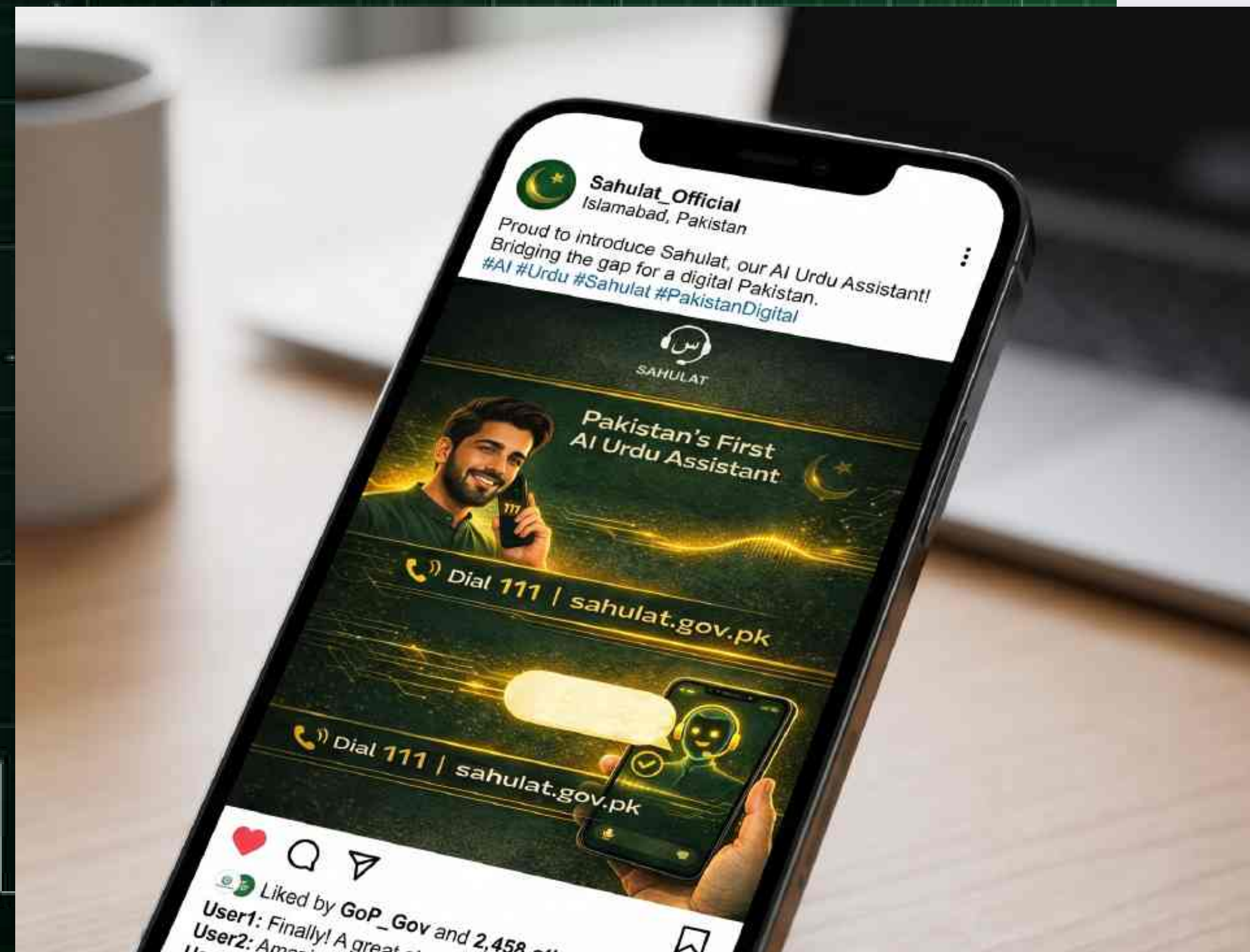
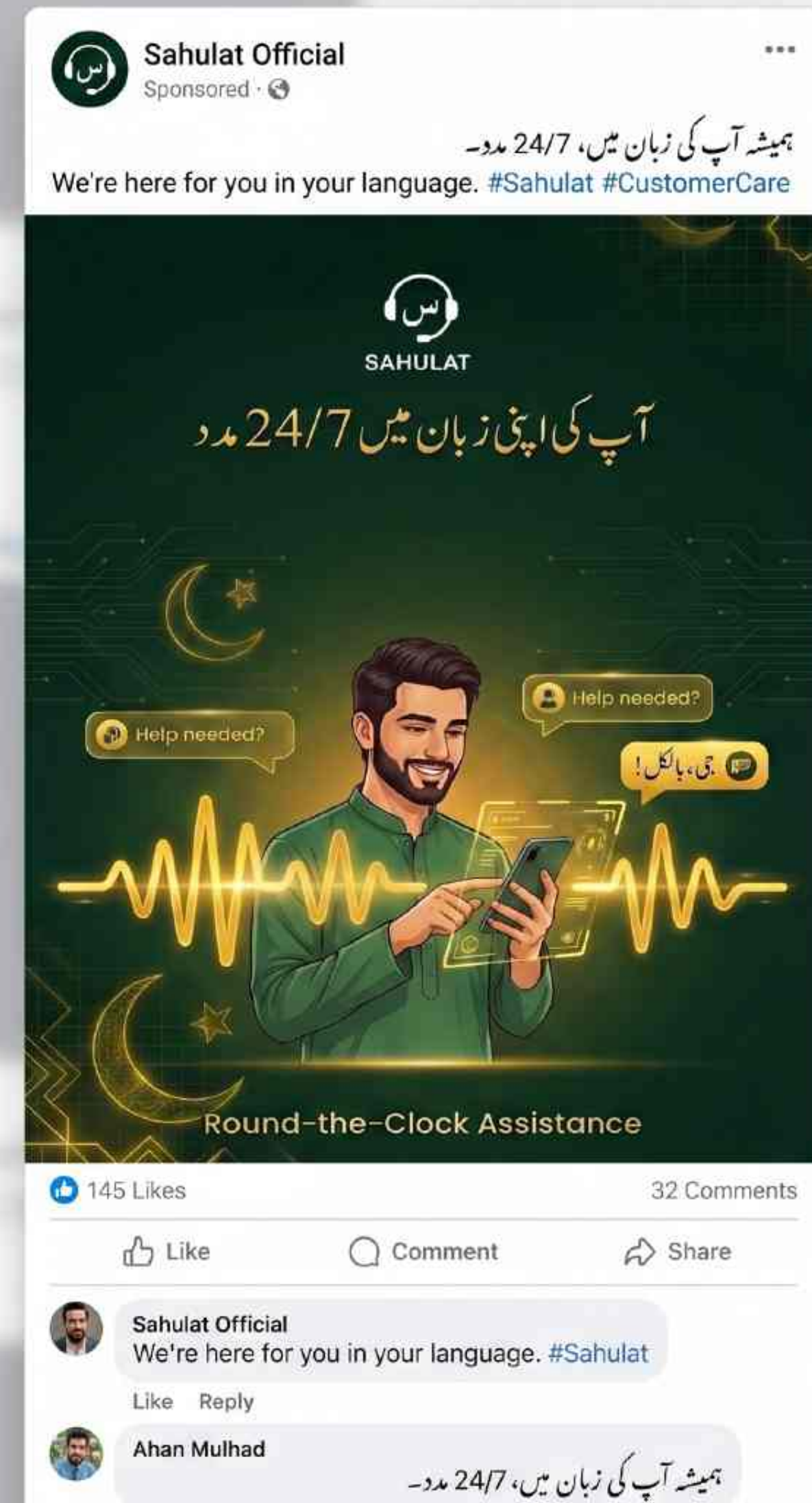
COMPREHENSIVE CAMPAIGNS & INTEGRATED VISUALS

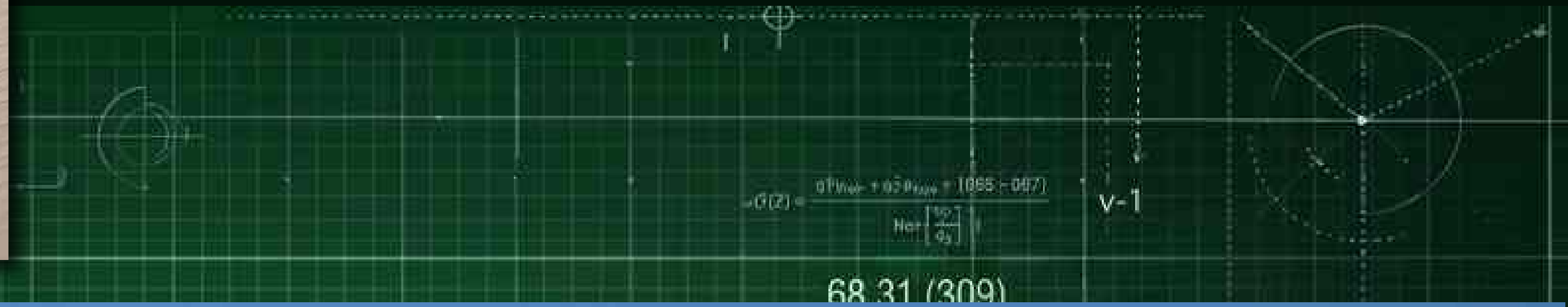
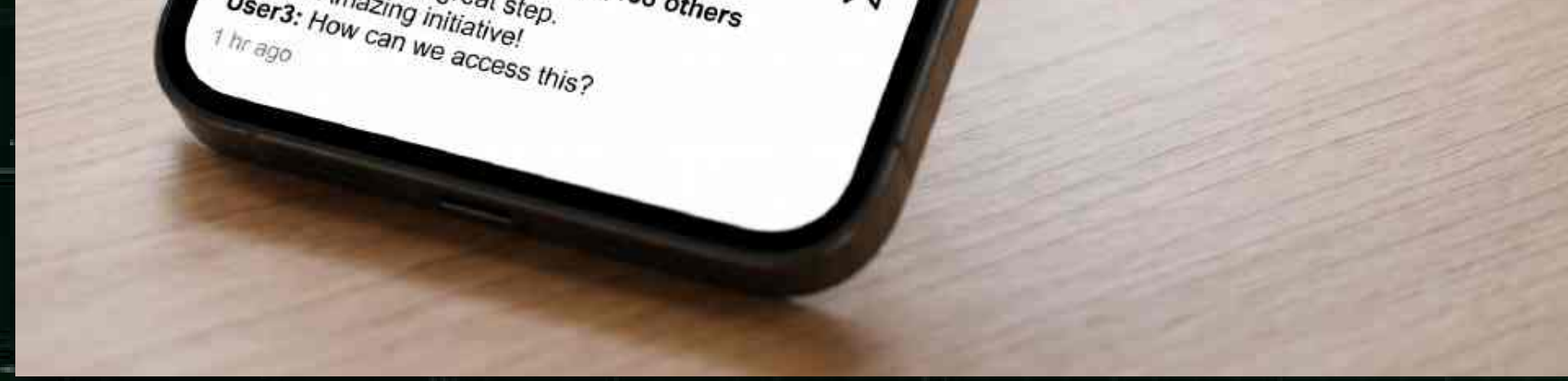
2026

Design that speaks before anyone says a word









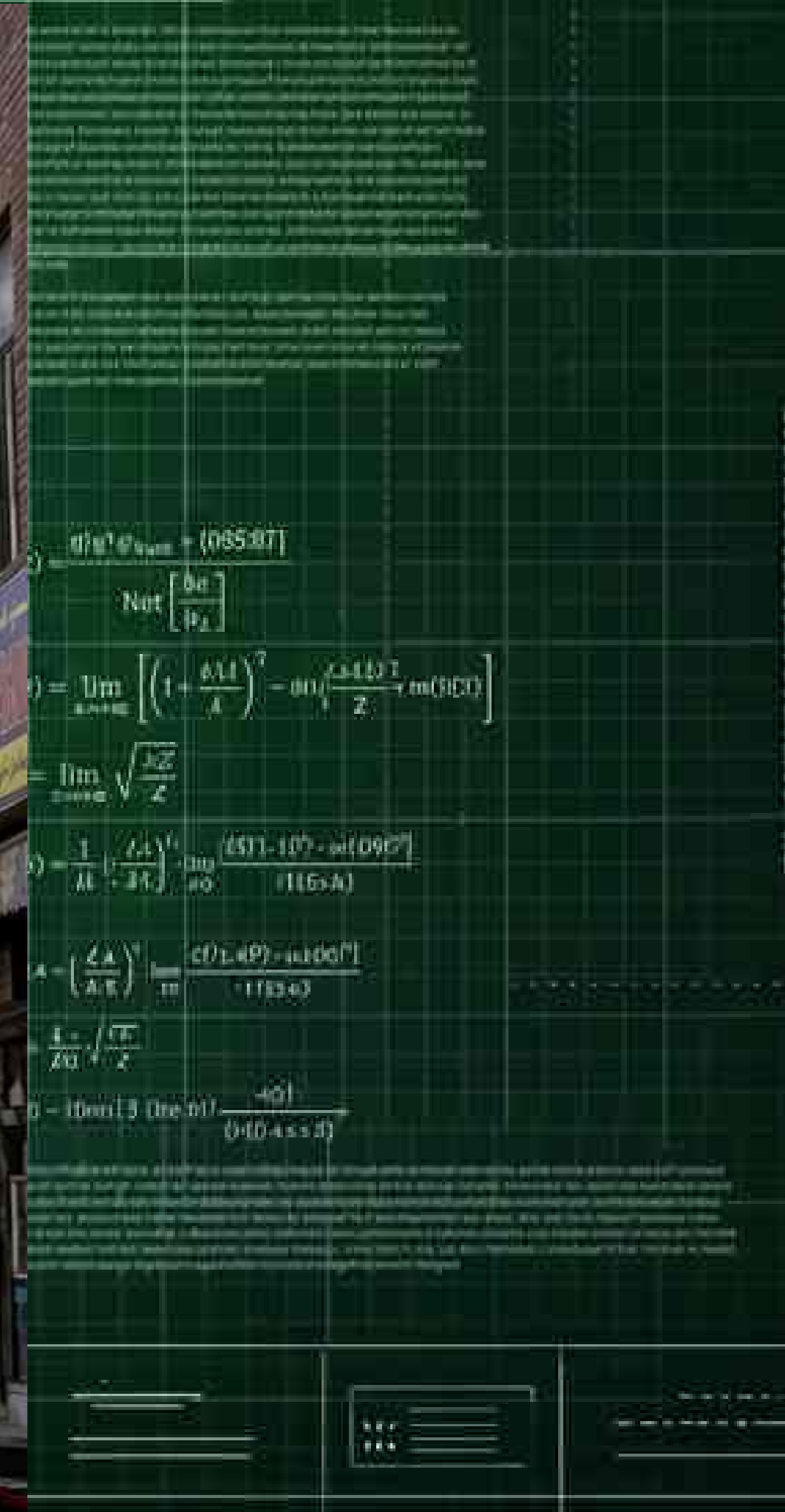


68.31 (309)





68.31 (309)



68.21 309

085-S 888

► **2026**

building like this projects

68.31 (309)

$$a(X) = \frac{n! x^n \prod_{0 \leq i \leq n} (1 - \alpha_i x^i)}{N \alpha \left[\frac{\partial \tau}{\partial n} \right]}$$
$$\delta(r) = \lim_{\lambda \rightarrow +\infty} \left[\left(1 + \frac{r-1}{\lambda} \right)^3 - 0.9 \left\{ \frac{(-1)^r}{Z} \cdot \text{cc}(Z) \right\} \right]$$
$$w^* = \lim_{\substack{\rightarrow \\ \text{SVD}}} \sqrt{\frac{\lambda_i}{\lambda}}$$
$$\xi(\epsilon) = \frac{1}{\pi} \left(1 - \frac{f_{\text{c}}}{2\epsilon} \right)^2 \lim_{\epsilon \rightarrow 0} \frac{(\epsilon |1 \cdot P) \cdot \epsilon [00]^{1/2}}{f(2\epsilon \kappa)}$$
$$\chi(T) = \left(\frac{LA}{\pi R} \right)^2 \lim_{SC} \frac{ZP_{\text{P-EP}} \cdot \sin 100^\circ}{17(\pi R)}$$
$$u = \frac{1}{\sqrt{1 - \frac{v^2}{c^2}}} \sqrt{\frac{1 + \frac{v^2}{c^2}}{2}}$$
$$u(x) = \frac{1}{2} \ln |3 - \sqrt{1 + 4x}| - \frac{1}{2} \ln |3 + \sqrt{1 + 4x}|$$

Важно отметить, что в настоящее время в России отсутствуют единые методические рекомендации по формированию профессиональных компетенций выпускников вузов. В связи с этим в настоящее время в России отсутствуют единые методические рекомендации по формированию профессиональных компетенций выпускников вузов. В связи с этим в настоящее время в России отсутствуют единые методические рекомендации по формированию профессиональных компетенций выпускников вузов.

00-3: 390
