



# Uztelecom



# Uztelecom: Barchaga birdek

Vazifa oʻnlab yillar davomida toʻplangan ishonchni yoʻqotmagan holda aydentikani yangilash va mamlakatning eng yirik operatori uchun yanada zamonaviy, tushunarli va insoniy obrazni shakllantirishdan iborat edi.

## Kontekst

Uztelecom — Oʻzbekiston boʻylab 12 milliondan ortiq abonentni birlashtiruvchi milliy telekommunikatsiya operatori. Kompaniya mamlakatdagi eng yirik telekommunikatsiya infratuzilmalaridan biriga ega: qariyb 300 000 kilometr optik tolali liniyalar, optik tarmoqlar qamrovi esa aholi yashaydigan hududlarning 98 foizidan ortigʻini tashkil etadi.

Avvalgi aydentika yaxshi tanilgan va kompaniyaning texnologik ishonchliligini taʼkidlagan. Biroq brend asosan infratuzilma, xizmatlar va texnik koʻrsatkichlar tilida soʻzlardi.

Vizual tizim rasmiy va statik boʻlib, aloqaning insoniy ahamiyatini — texnologiyalar odamlarga muloqot qilish, ishlash, oʻqish va kundalik vazifalarni hal qilishda qanday yordam berishini — aks ettirmasdi.

## Yechim

Yangi platformaning markazida gʻamxoʻr texno-gumanist obrazi paydo boʻldi — inson hayotini murakkablashtirmaydigan, aksincha, uni osonlashtiradigan ishonchli va texnologik hamkor.

Brendning yangi vaʼdasi — «Barchaga texnologiyalar» — butun tizimning asosiga aylandi.

Signal toʻlqinining tanish obrazi brendning tanib olinishini taʼminlovchi asosiy element sifatida saqlab qolindi, biroq u yanada aniq geometrik konstruksiyaga ega boʻldi. Yangi logotip, zamonaviy tipografika va yaxlit koʻk palitra brend obrazini yanada ochiq va zamonaviy qildi.

Toʻlqin toʻlaqonli vizual tilga aylandi: u patternlarda, konsentrik chiziqlar tizimida, gradientlarda, 3D obyektlarda va ofis interyerlaridagi riflyoniy shisha orqali moddiy muhitda namoyon boʻladi. Gradientlar maʼlumotlar harakati va aloqaning uzluksiz tarqalishini ifodalaydi.

## Natija

Alohida logotip yangilanishi bilan cheklanib qolmay, strategiya, brend tili, vizual identitet, raqamli yechimlar, kommunikatsiyalar, chakana savdo markonlari, navigatsiya, fasadlar, transport, forma va brendlangan materiallarni birlashtiruvchi masshtablanadigan brend tizimi yaratildi.

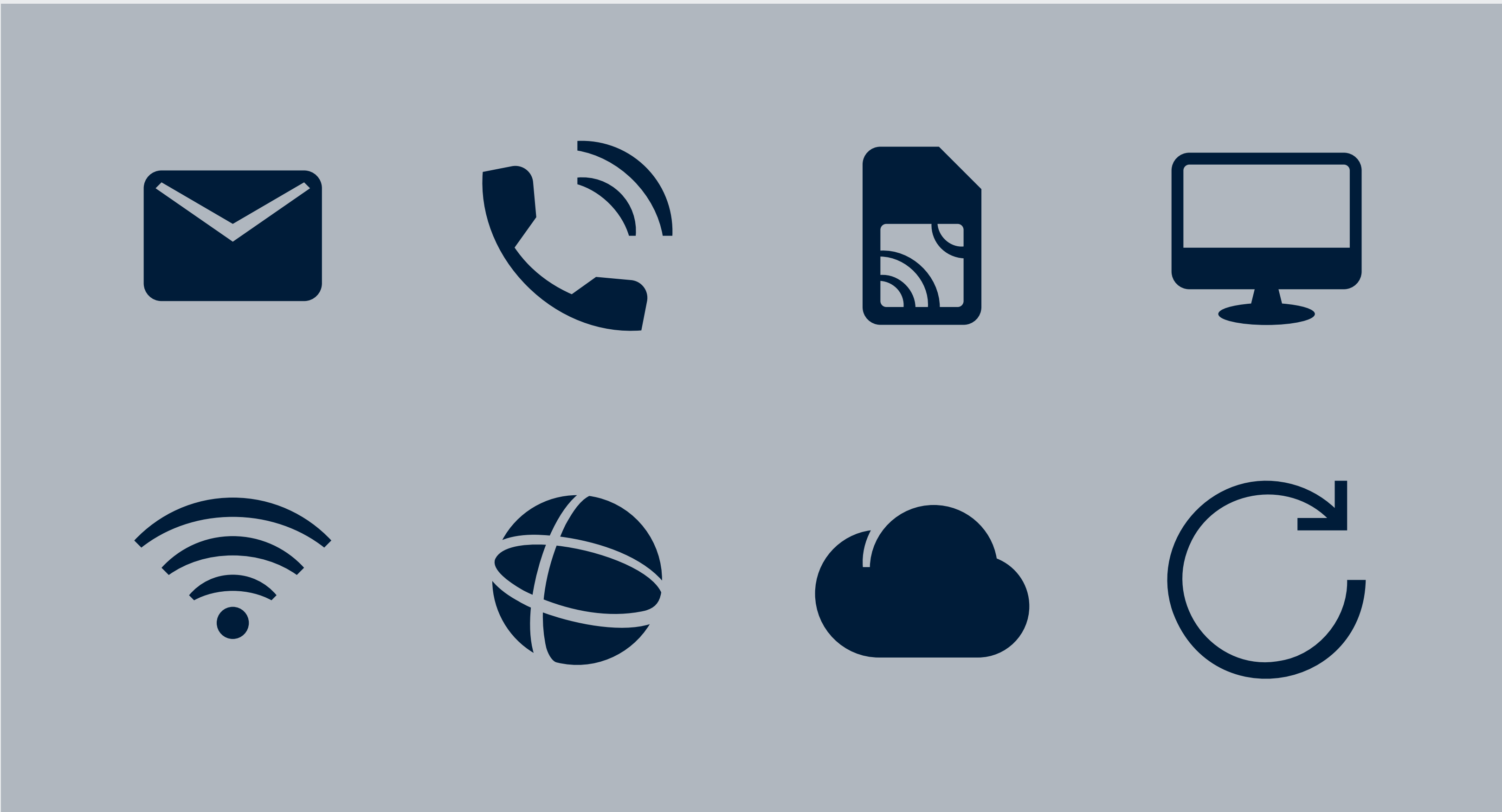
Yangi tizim Uztelecomning tanib olinishini saqlab qoladi, biroq brendni faqat infratuzilmaviy operator roldan tushunarli va gʻamxoʻr raqamli hamkor roliga oʻtkazadi.

Aydentika ilova ikonkasidan va ijtimoiy tarmoqdagi postdan tortib, flagman ofis, bino fasadi va hududiy xizmat koʻrsatish shoxobchasigacha kengayishga tayyor.

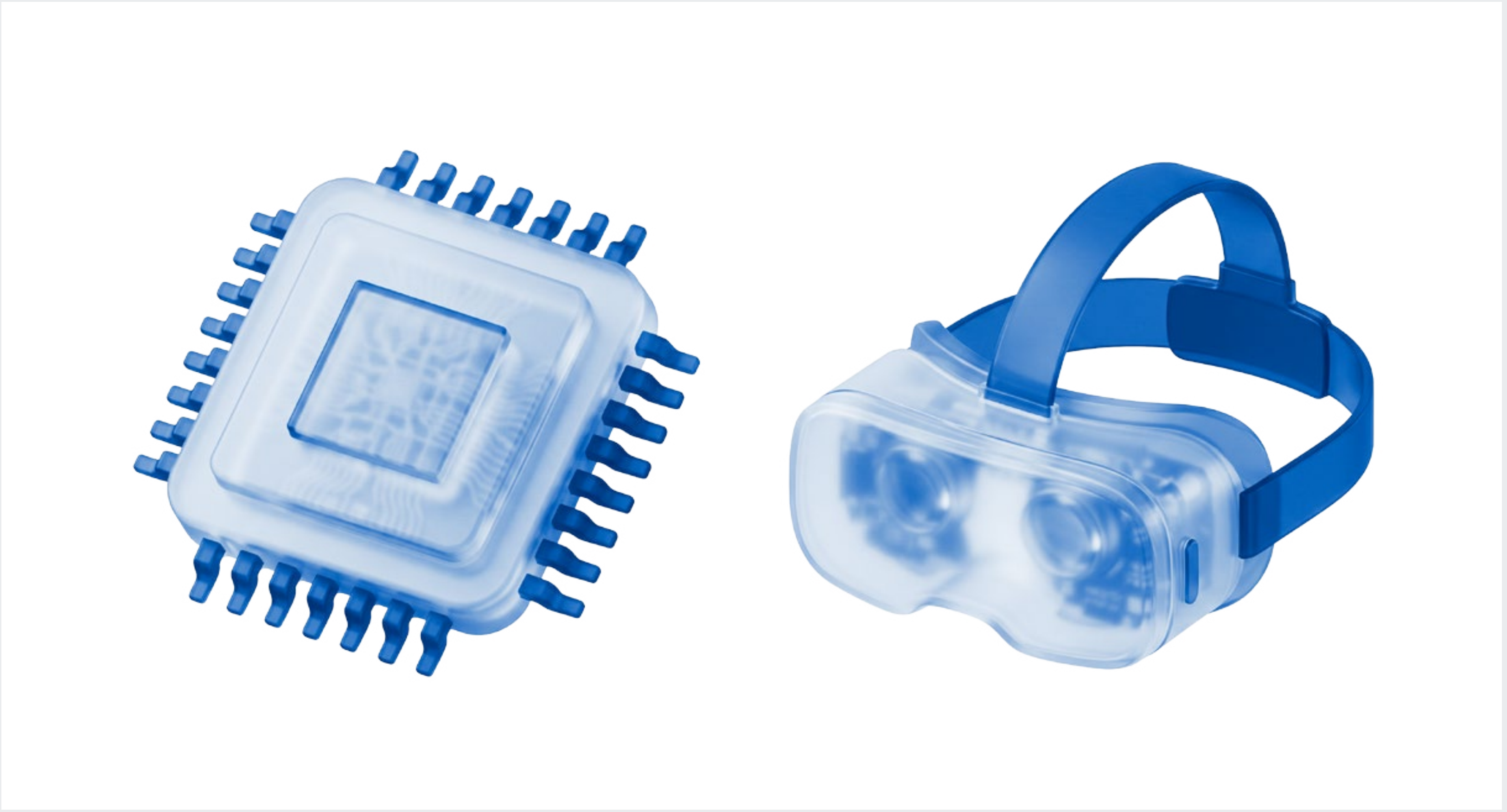


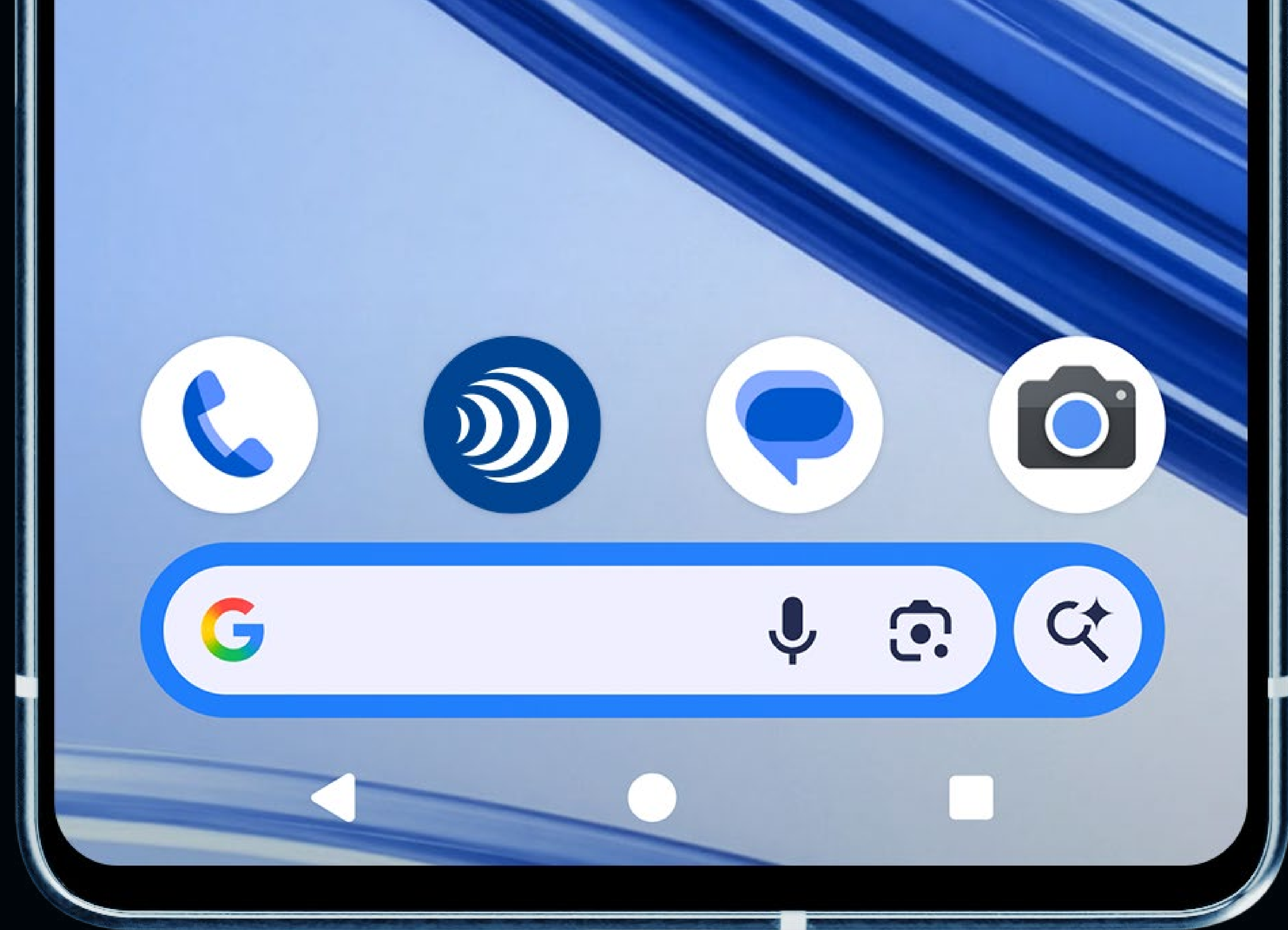
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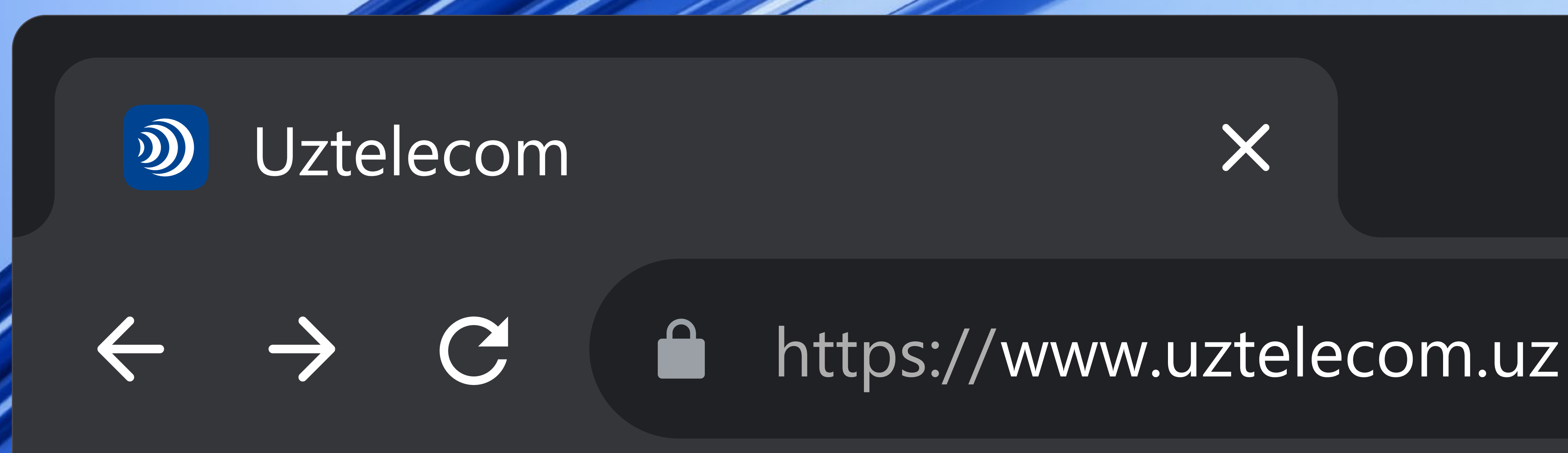


| Data Blue                                                                                        | Core Blue                                                                                      | Terminal Black                                                                                          | Cloud Grey                                                                                         | Optical White                                                                                |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| HEX #004491<br>RGB 0, 68, 145<br>CMYK 100, 64, 0, 16<br>Pantone 2945 C<br>RAL 5017<br>Oracal 057 | HEX #001C39<br>RGB 0, 28, 57<br>CMYK 100, 72, 0, 73<br>Pantone 282 C<br>RAL 5026<br>Oracal 050 | HEX #00050A<br>RGB 0, 5, 10<br>CMYK 100, 61, 32, 96<br>Pantone Black 6 C<br>RAL 000 15 00<br>Oracal 562 | HEX #B0B7BF<br>RGB 176, 183, 191<br>CMYK 29, 19, 15, 0<br>Pantone 4274 C<br>RAL 9006<br>Oracal 090 | HEX #FFFFFF<br>RGB 255, 255, 255<br>CMYK 0, 0, 0, 0<br>Pantone —<br>RAL 9016<br>Oracal White |



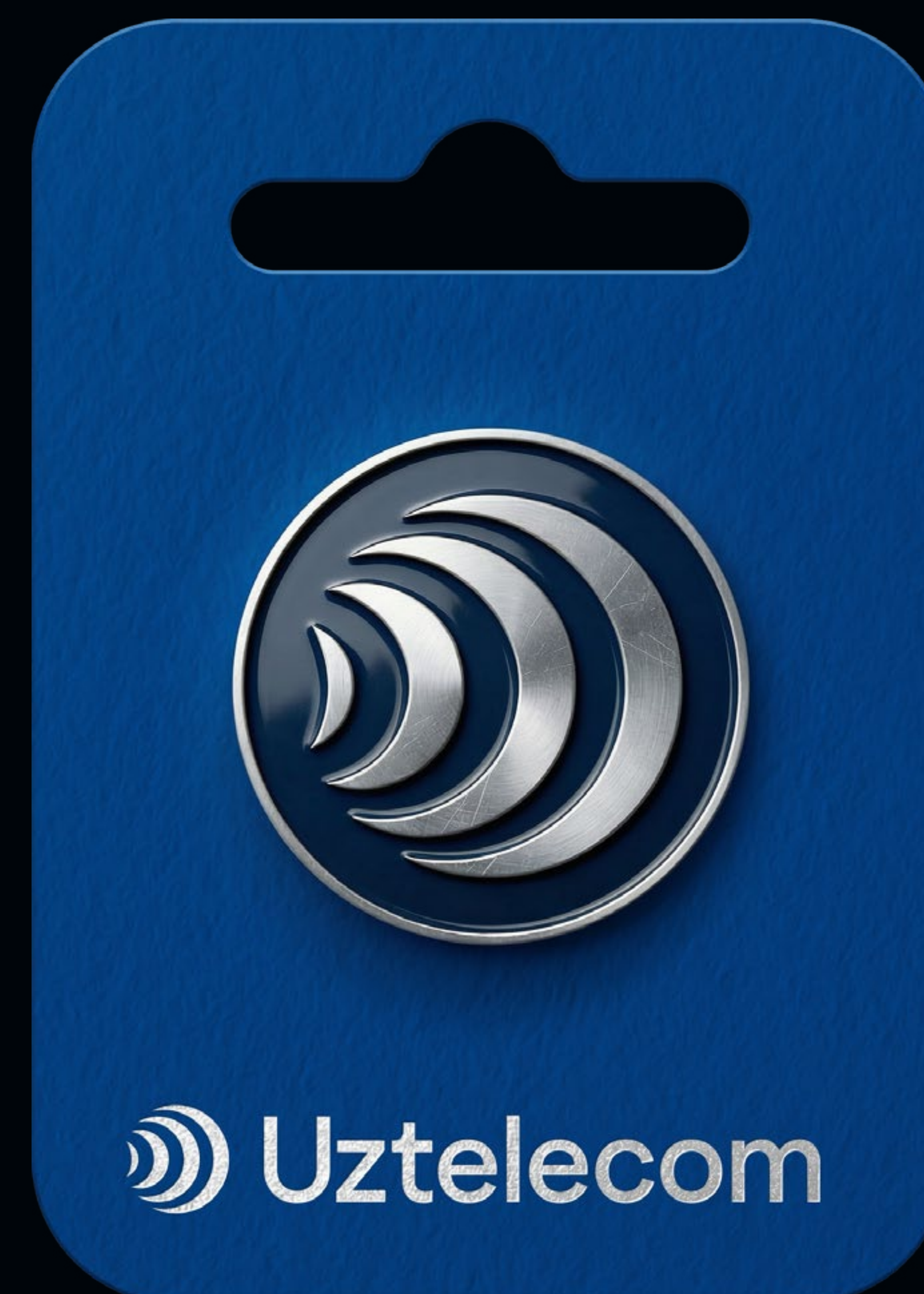
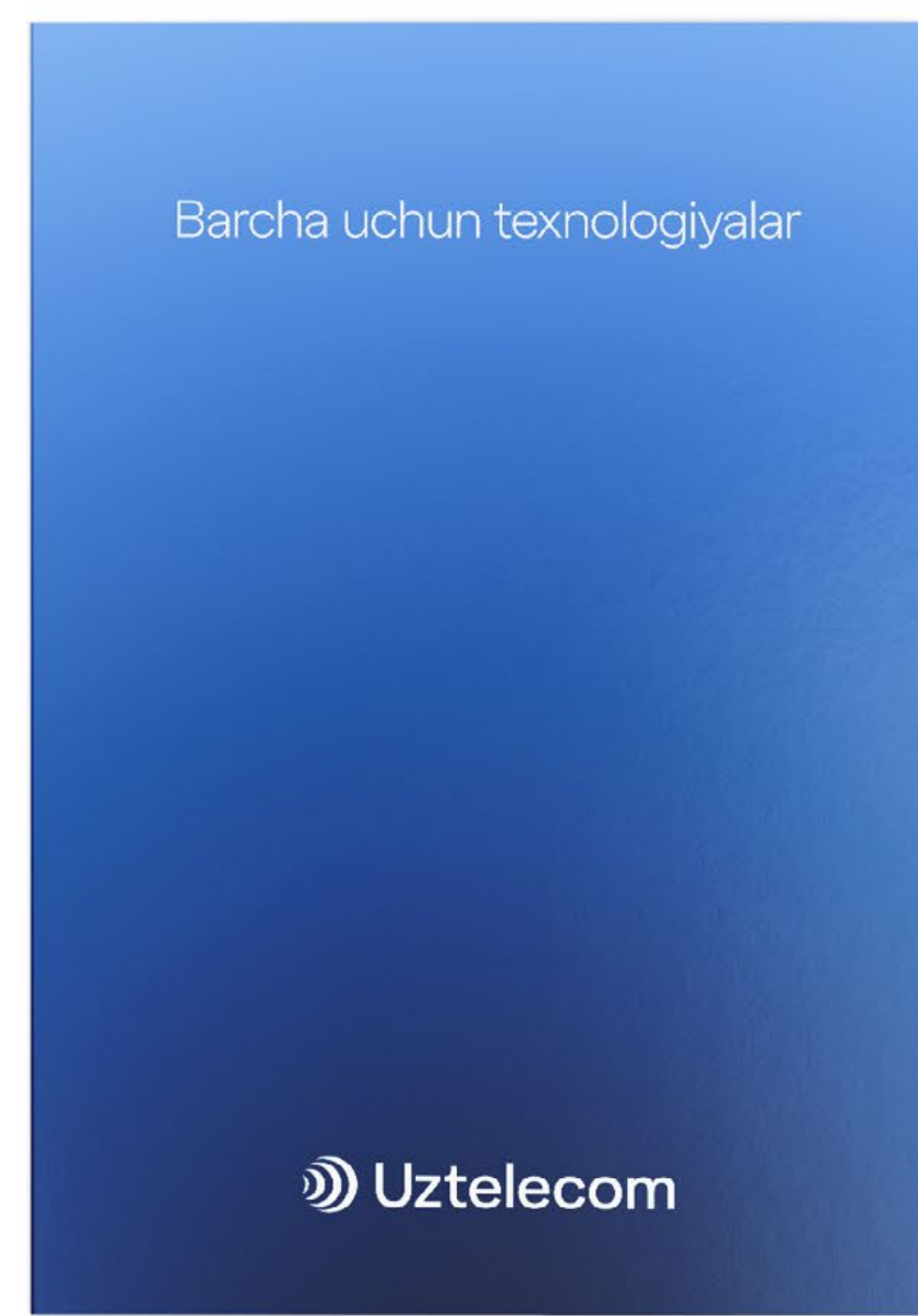
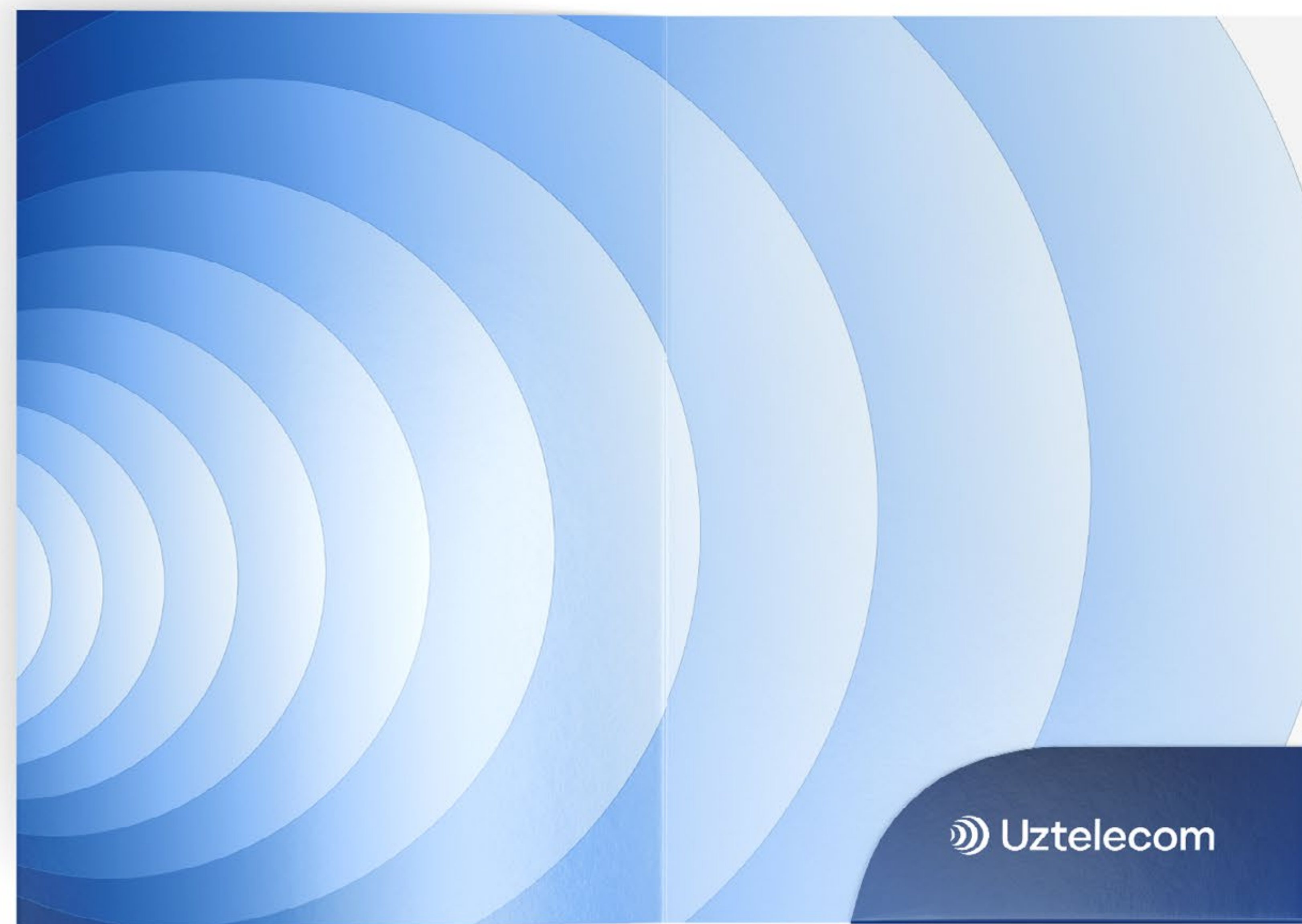


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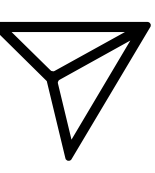


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# 12 000 000

абонентов





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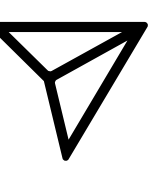
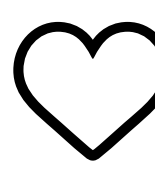
пакет PUBG Mobile 100 000 CUM

играйте с преимуществом



100 GB 3 ПРОМОКОДА PUBGM UC 



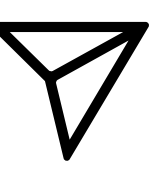
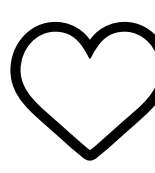


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# календарь подарков

С 1 ПО 31 ДЕКАБРЯ ОТКРЫВАЙТЕ КОРОБОЧКИ В ПРИЛОЖЕНИИ И ПОЛУЧИТЕ ШАНС ВЫИГРАТЬ СУПЕРПРИЗ



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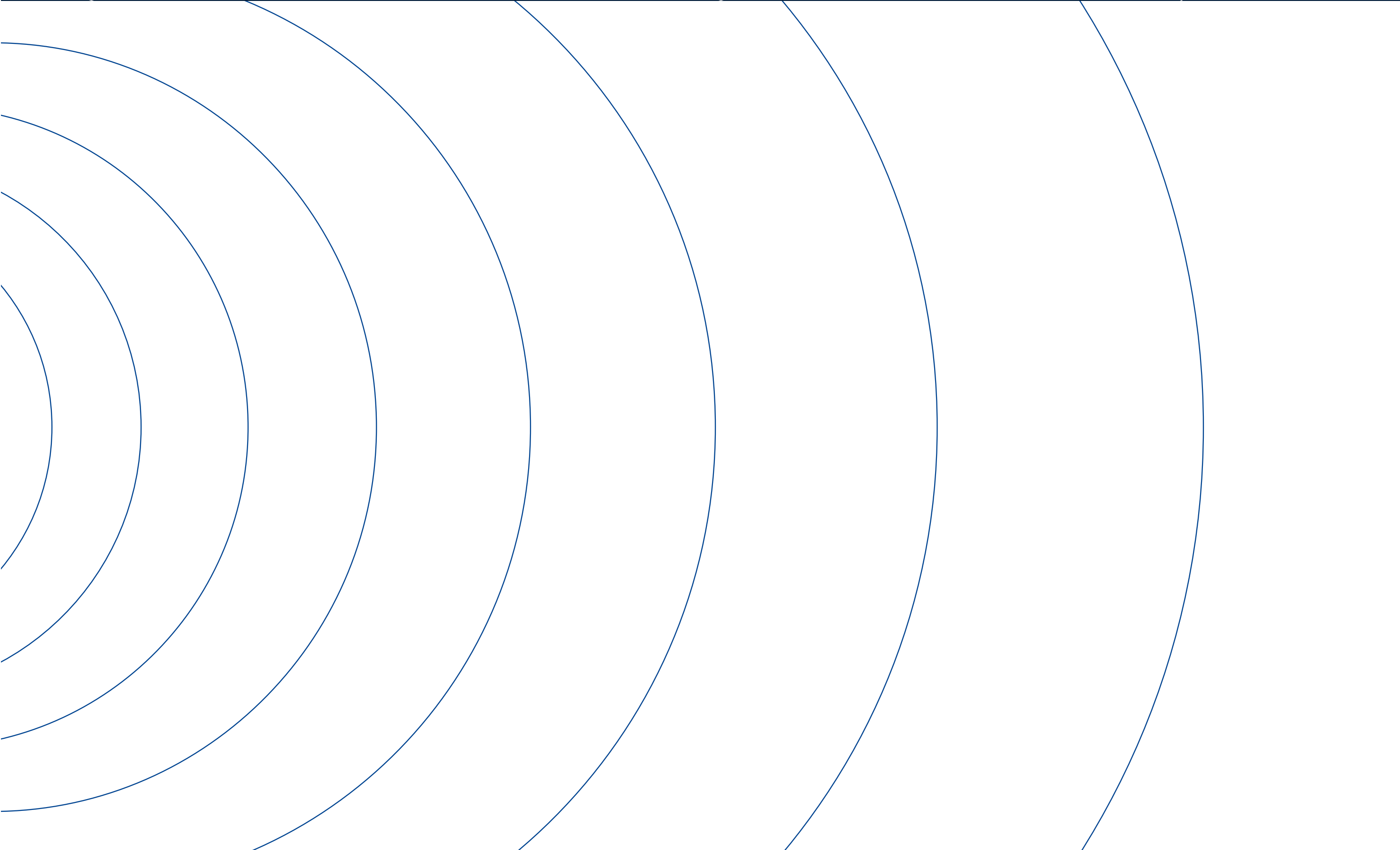
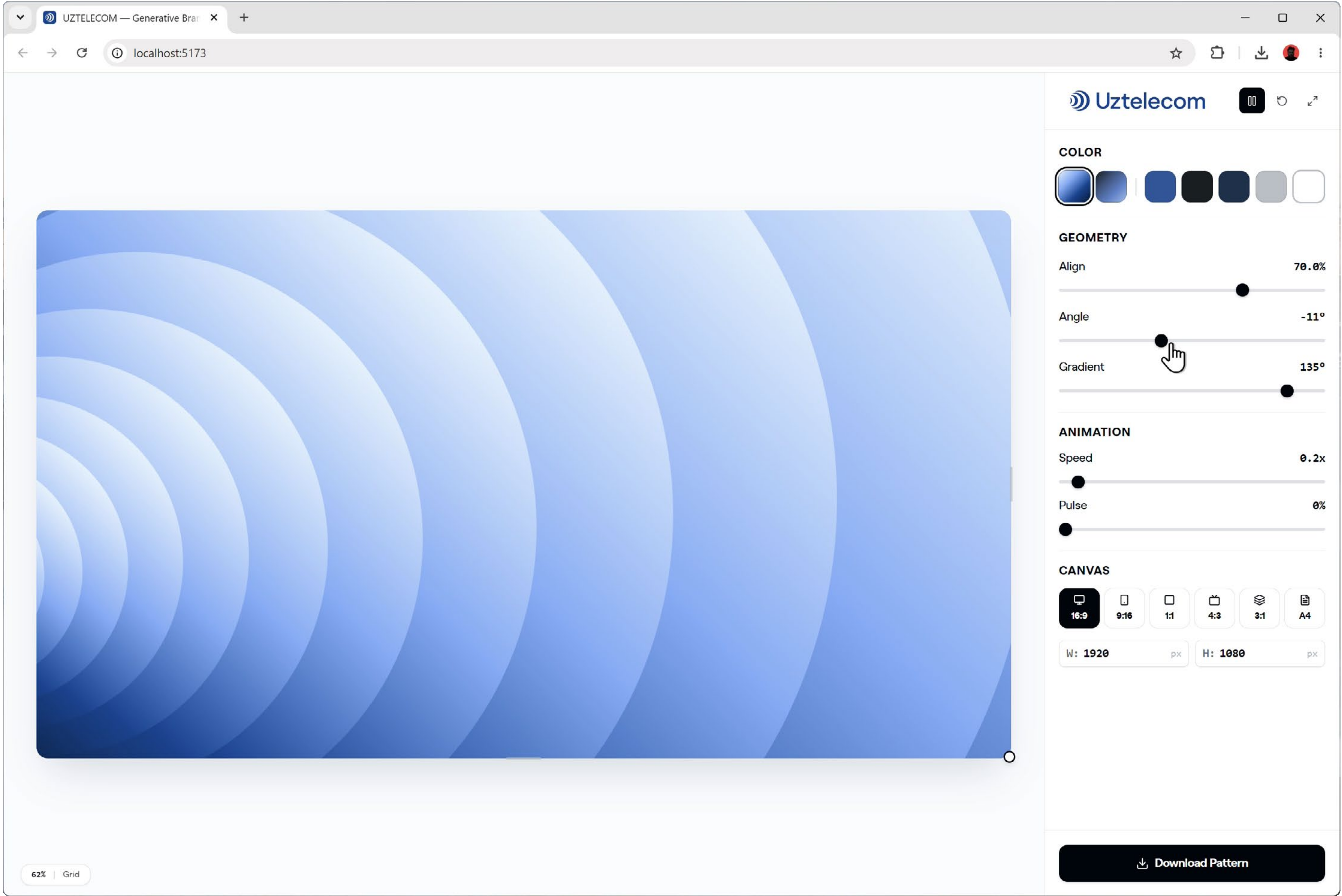


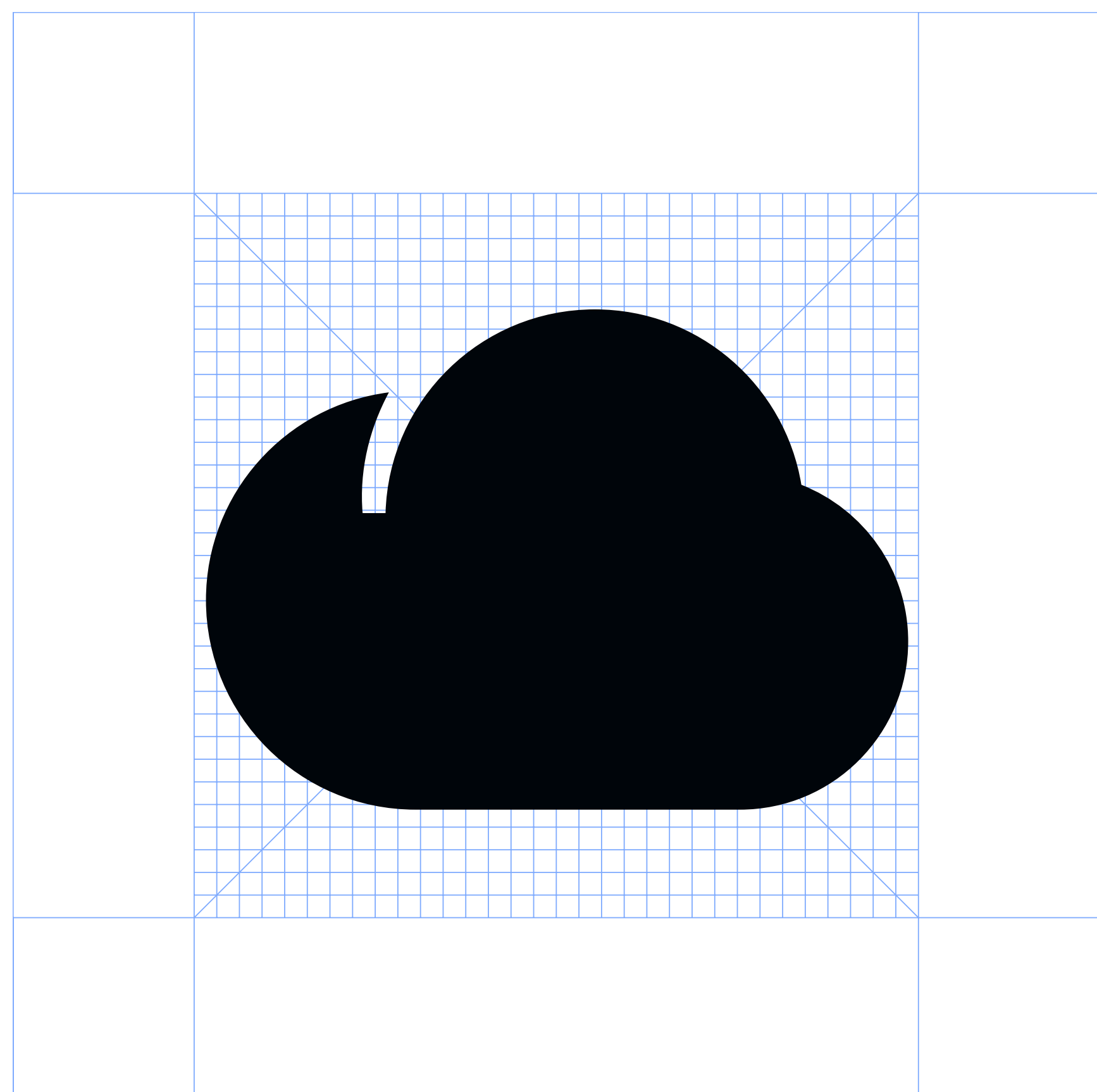
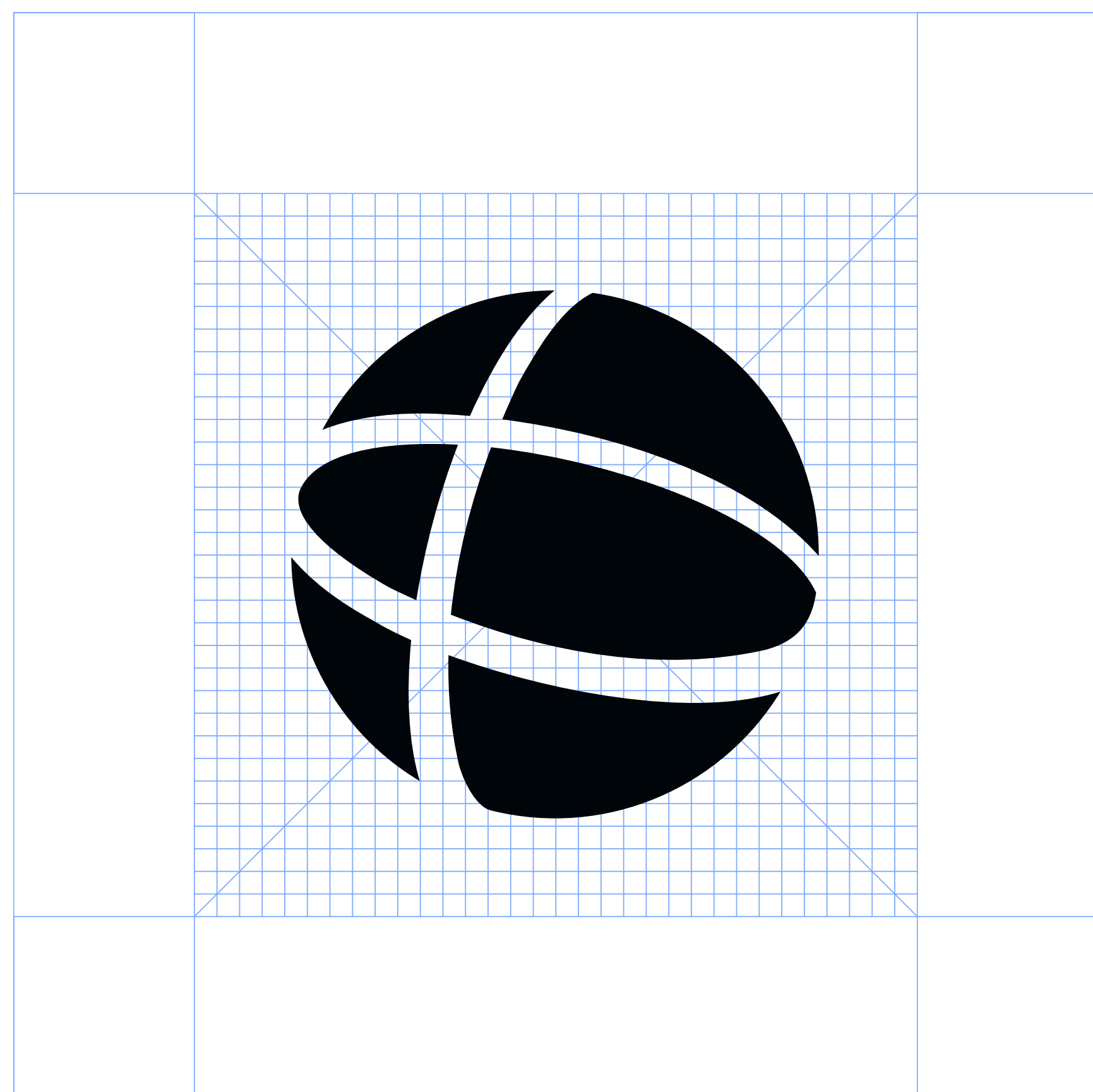
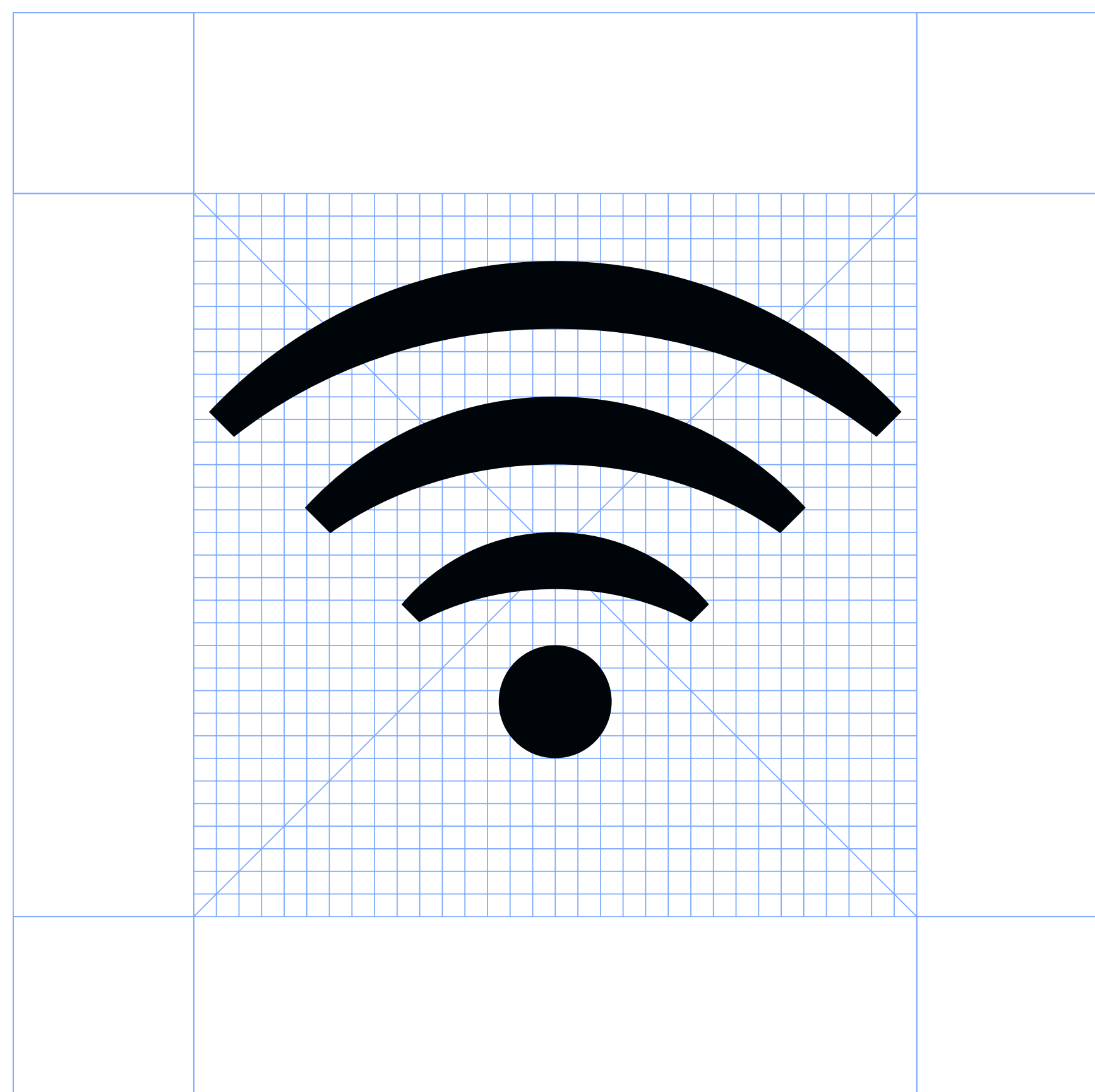
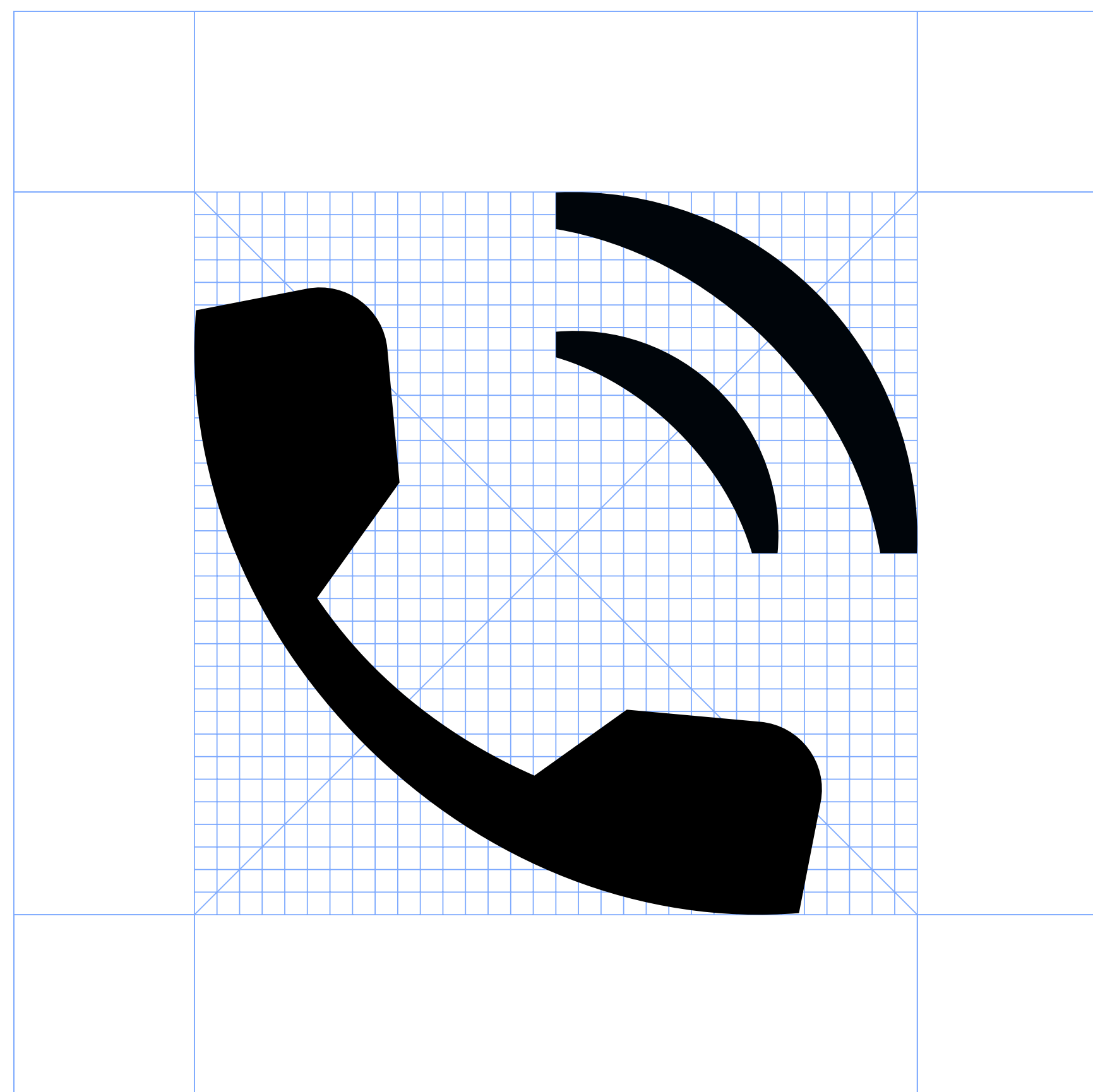
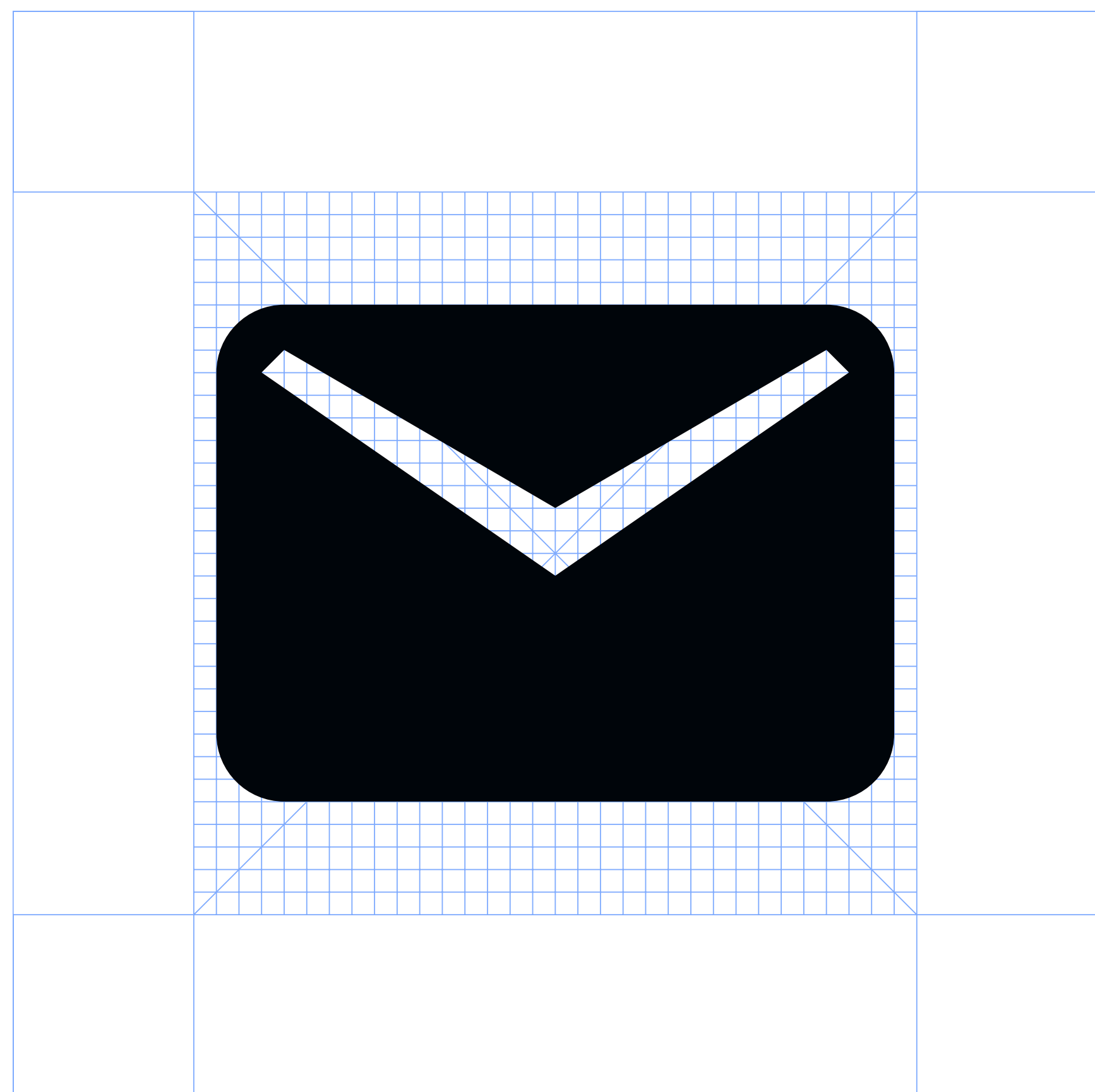
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# Расстояния больше не имеют значения

Специальные условия в роуминге



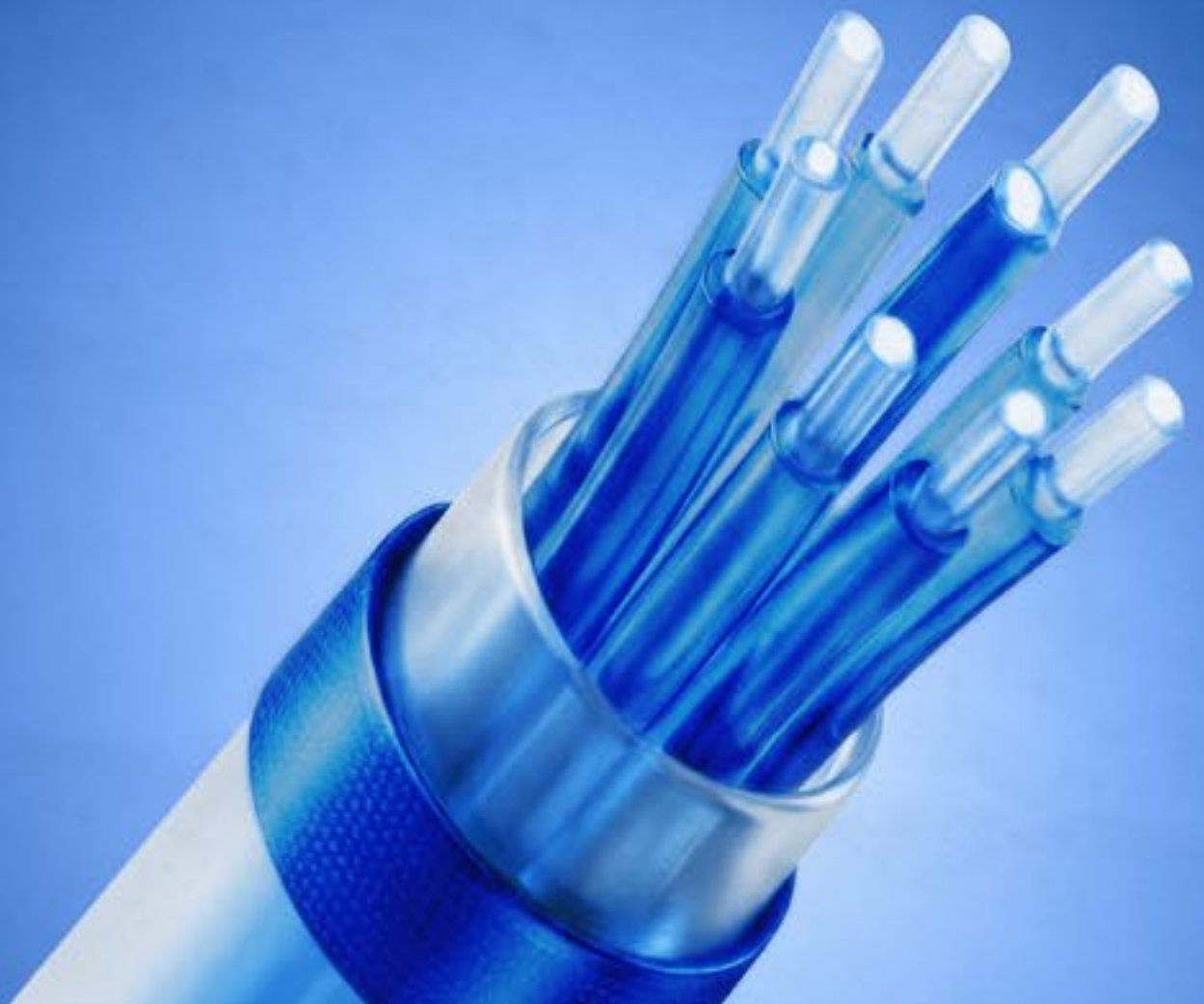
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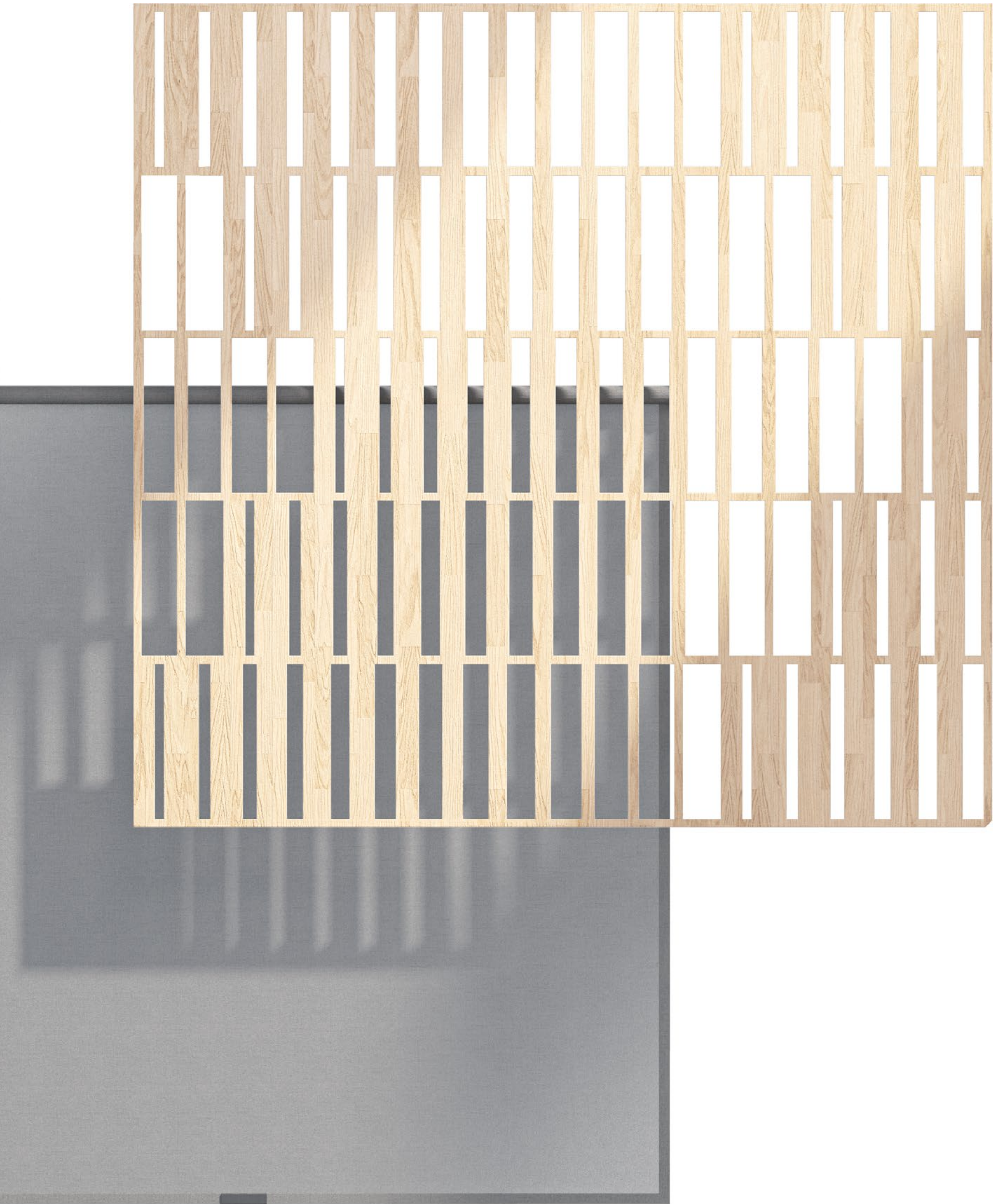
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Uyingizda ilg'or optika  
GPON'ga oson o'tish

Передовая оптика у вас дома. Лёгкий переход на GPON.











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