



Uztelecom



Uztelecom: One for All

The task was to refresh the brand identity without losing the trust built over decades and to shape a more modern, clear and human image for the country's largest operator.

Context

Uztelecom is Uzbekistan's national telecommunications operator, connecting more than 12 million subscribers across the country. The company has one of the largest telecommunications infrastructures in Uzbekistan: approximately 300,000 kilometres of fibre-optic lines, while optical networks cover more than 98% of populated areas.

The previous identity was highly recognisable and emphasised the company's technological reliability. However, the brand primarily spoke in the language of infrastructure, services and technical specifications.

The visual system was formal and static, failing to reflect the human value of connectivity — the way technology helps people communicate, work, learn and handle everyday tasks.

Solution

At the heart of the new platform is the idea of a caring techno-humanist — a reliable, technologically advanced partner that does not complicate people's lives, but makes them easier.

The new brand promise — “Technology for Everyone” — became the foundation of the entire system.

The familiar signal-wave motif was retained as a key element of brand recognition, but given a more precise geometric construction. A new logo, contemporary typography and a focused blue palette made the brand more open and contemporary.

The wave became a full-fledged visual language: it appears in patterns, concentric lines, gradients, 3D objects and the physical environment through fluted glass used in office interiors. The gradients convey the movement of data and the continuous spread of connectivity.

Result

Rather than an isolated logo refresh, a scalable brand system was created, bringing together strategy, brand language, visual identity, digital experiences, communications, retail spaces, wayfinding, façades, transport, uniforms and branded materials.

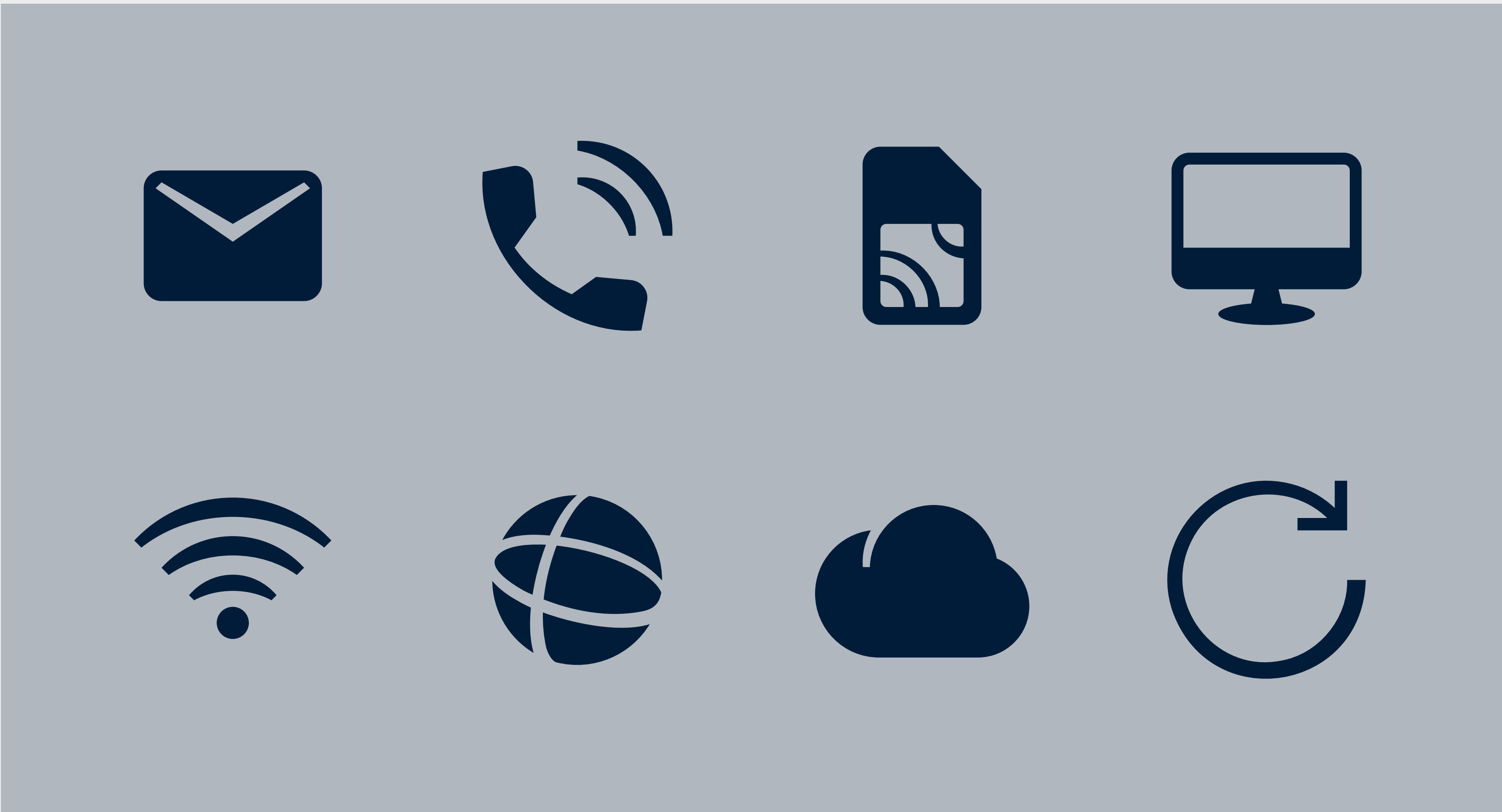
The new system preserves Uztelecom's recognisability while shifting the brand from the role of a purely infrastructural operator to that of a clear and caring digital partner.

The identity is ready to scale from an app icon and social media post to a flagship office, building façade and regional service point.

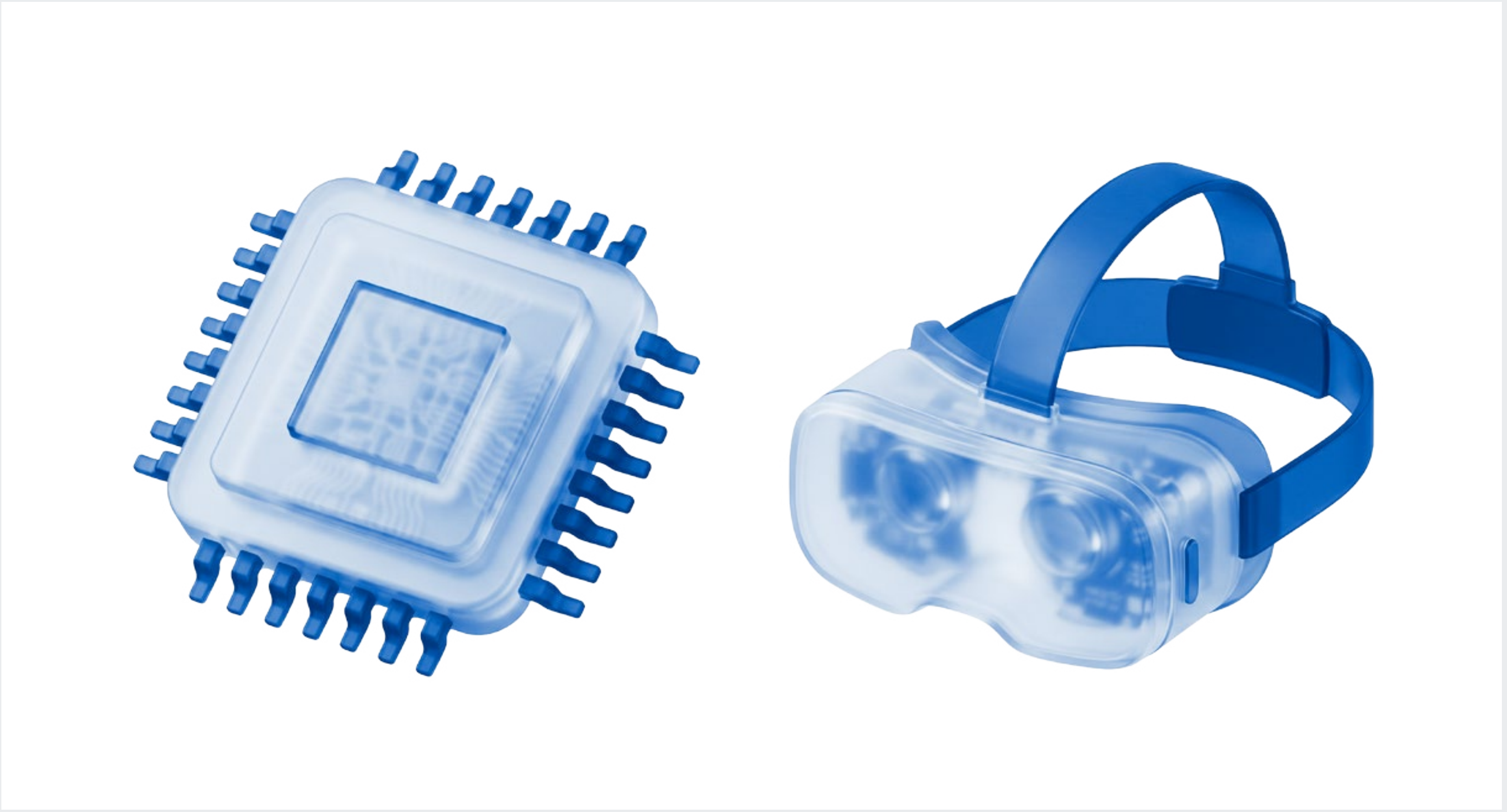


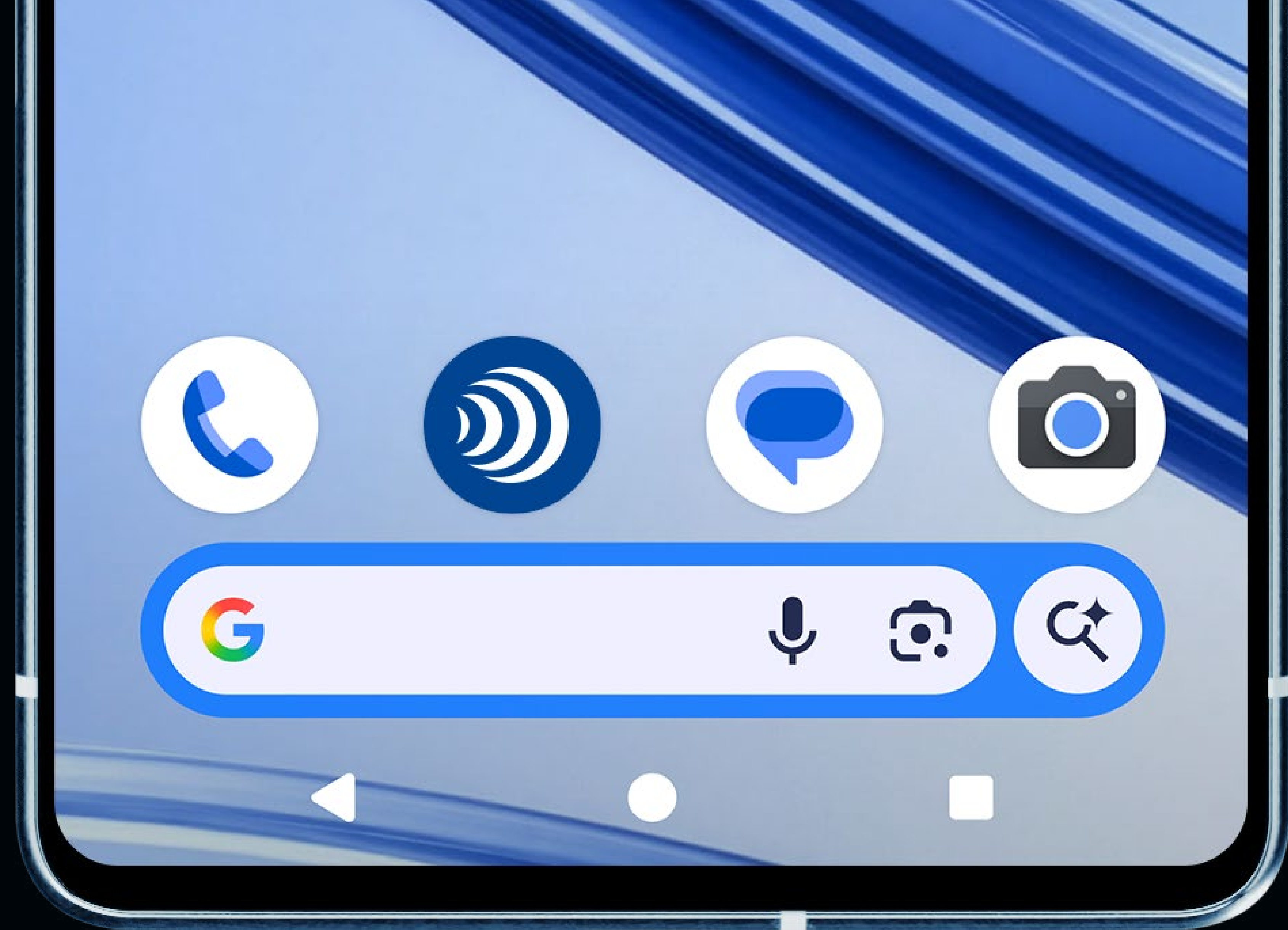
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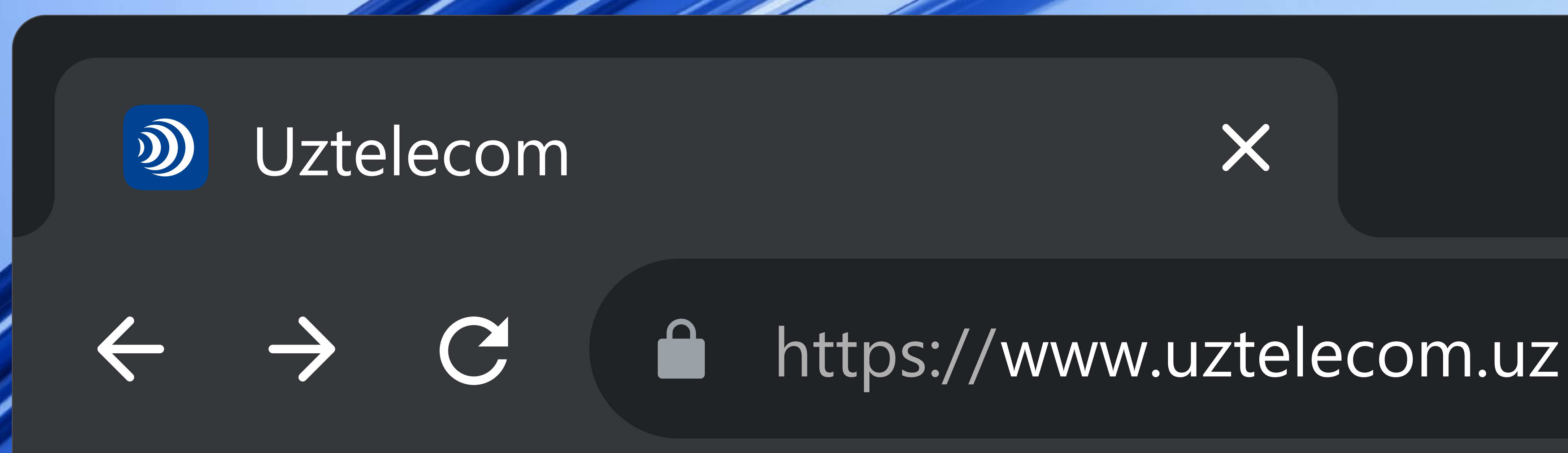


Data Blue	Core Blue	Terminal Black	Cloud Grey	Optical White
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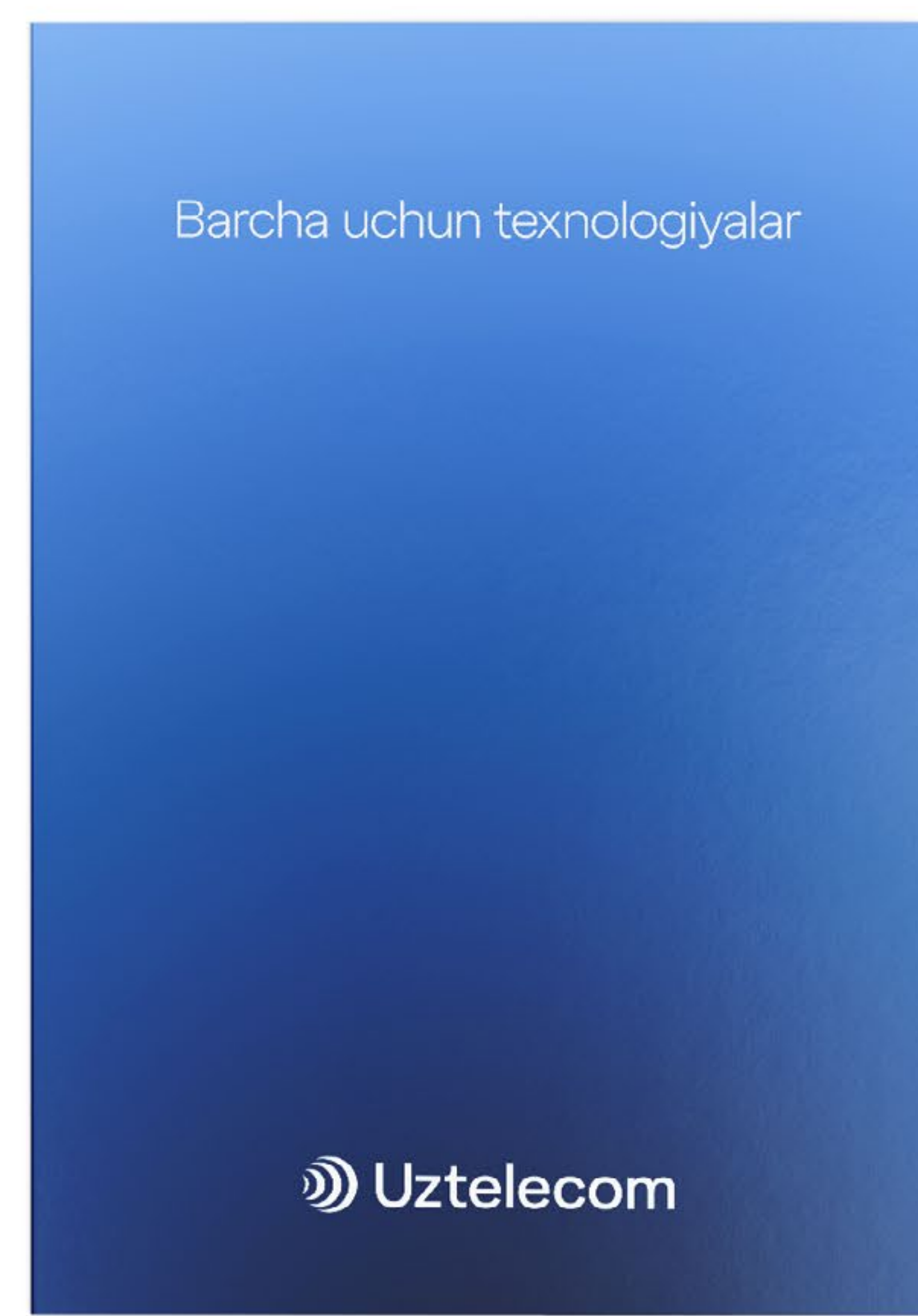
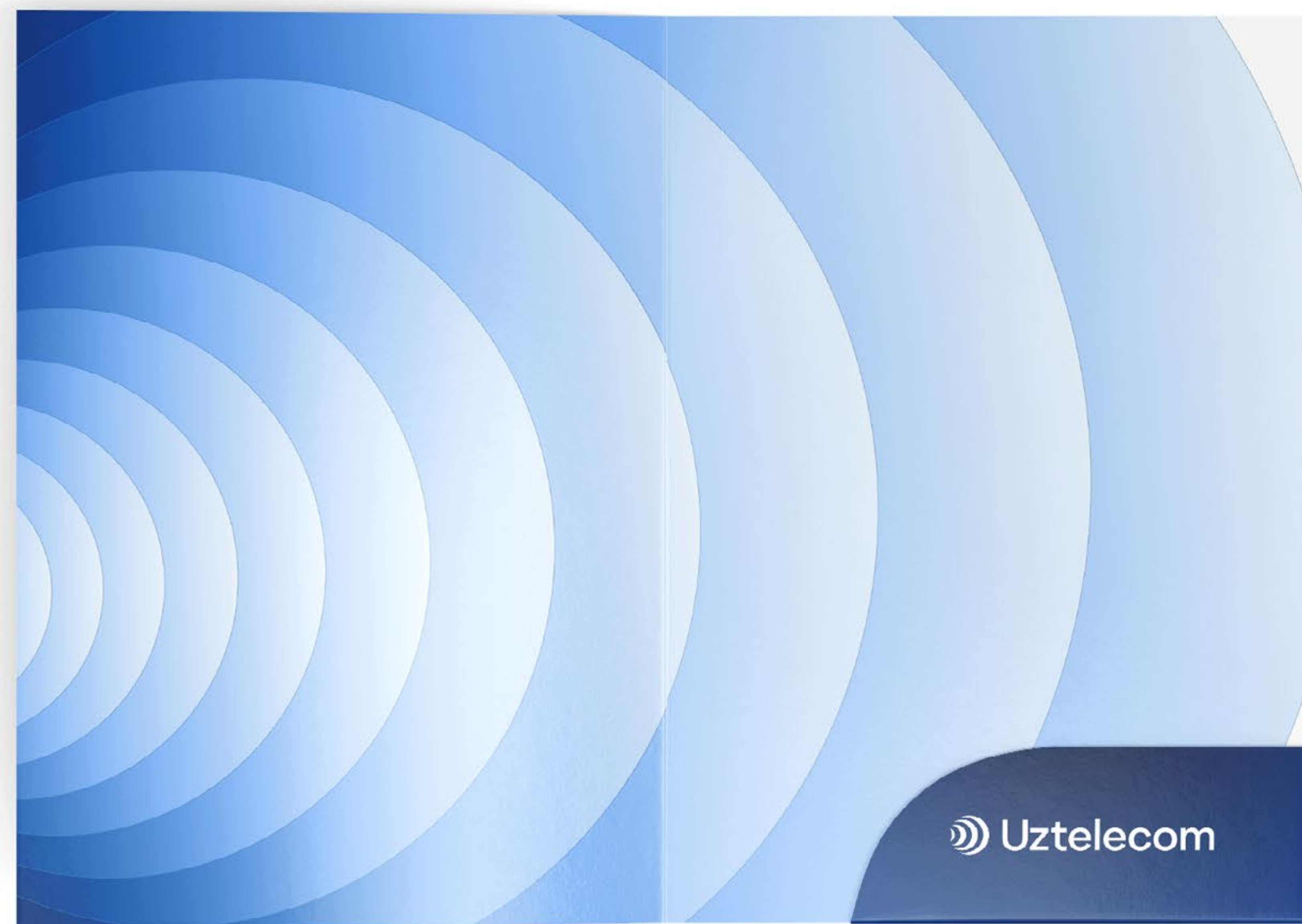


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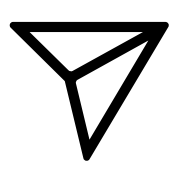


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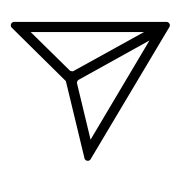
пакет PUBG Mobile 100 000 CUM

играйте с преимуществом



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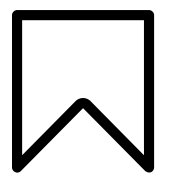
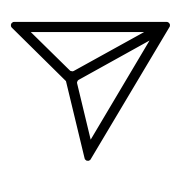
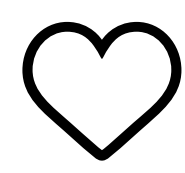
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календарь подарков

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В ПРИЛОЖЕНИИ И ПОЛУЧИТЕ ШАНС
ВЫИГРАТЬ СУПЕРПРИЗ



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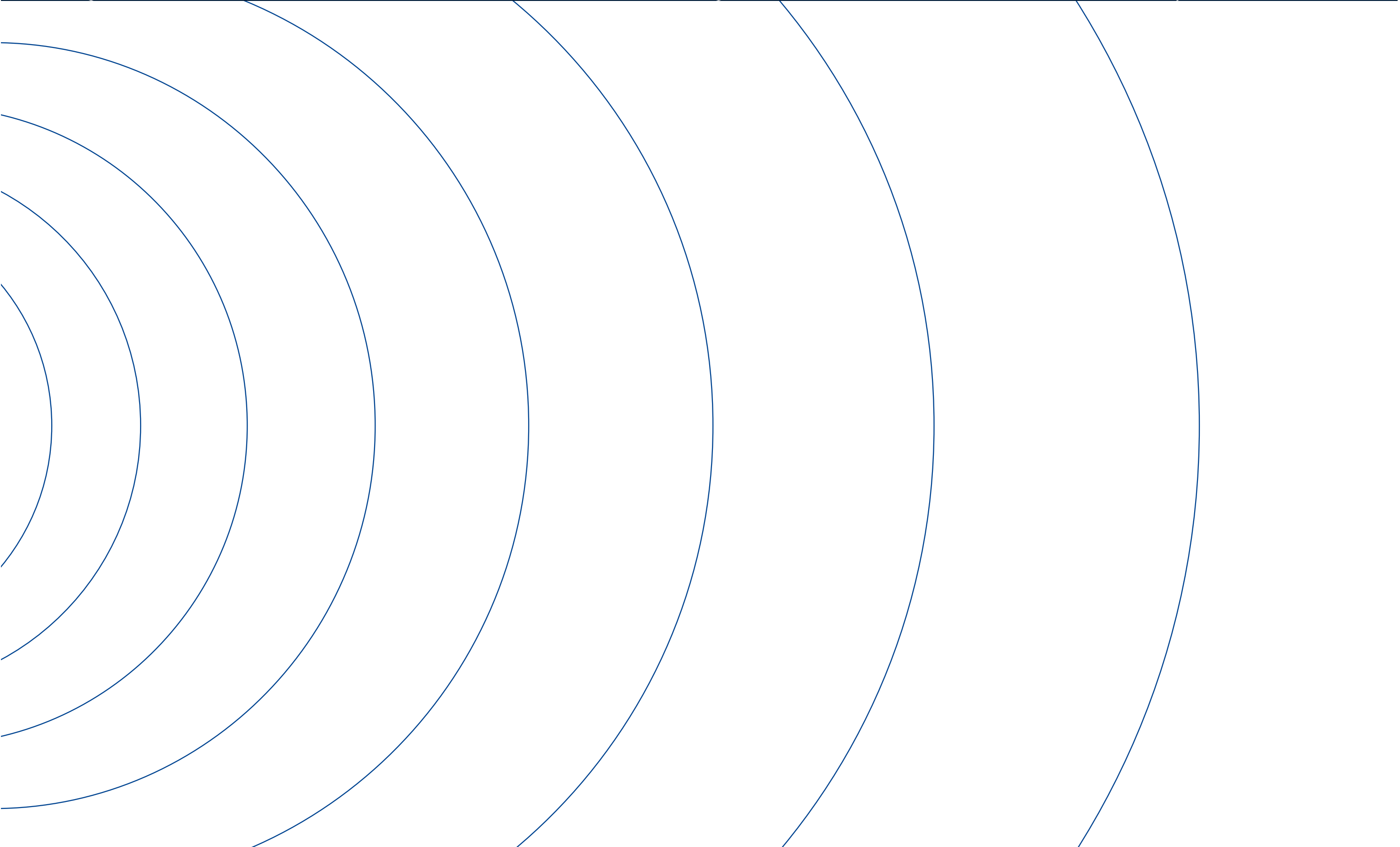
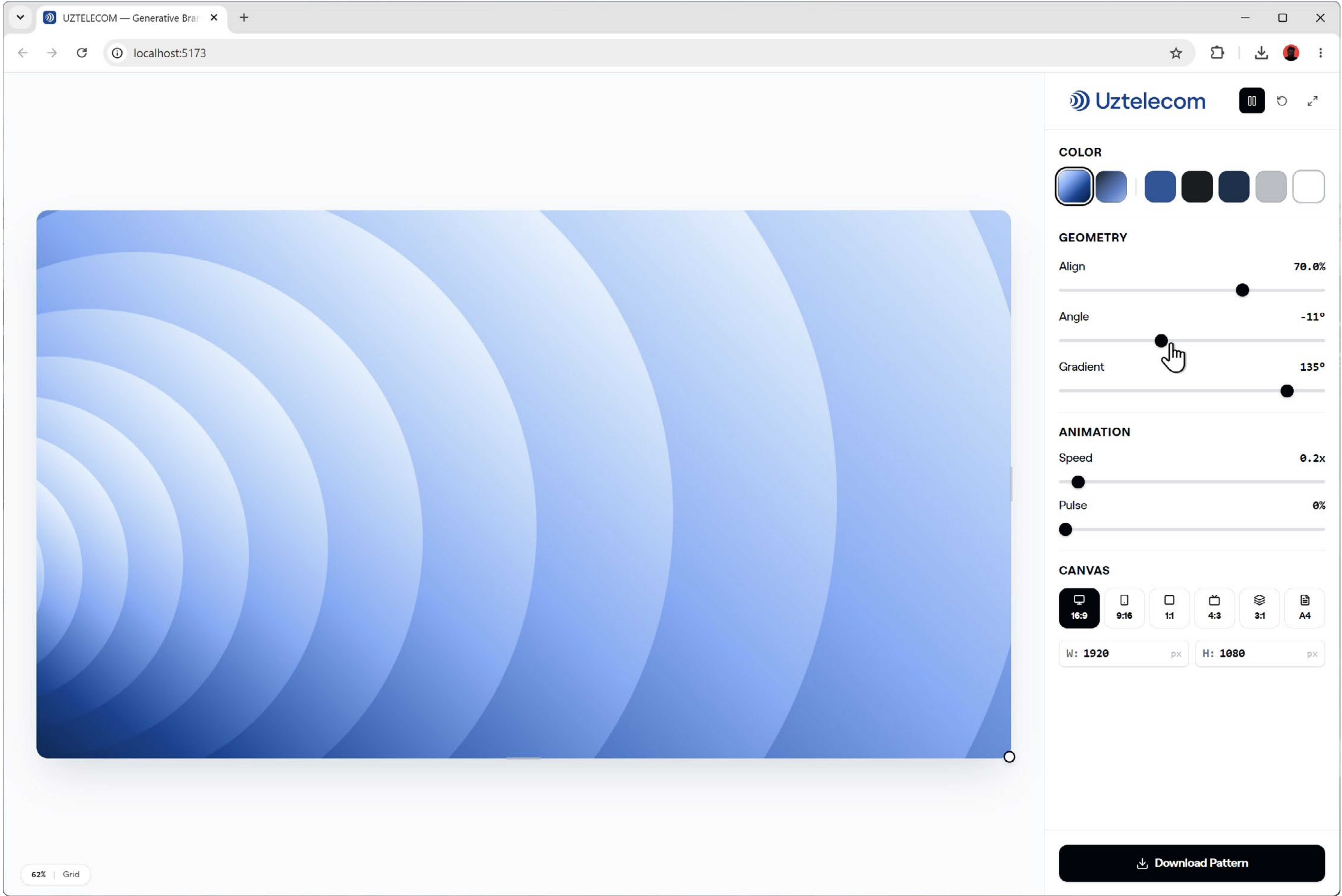


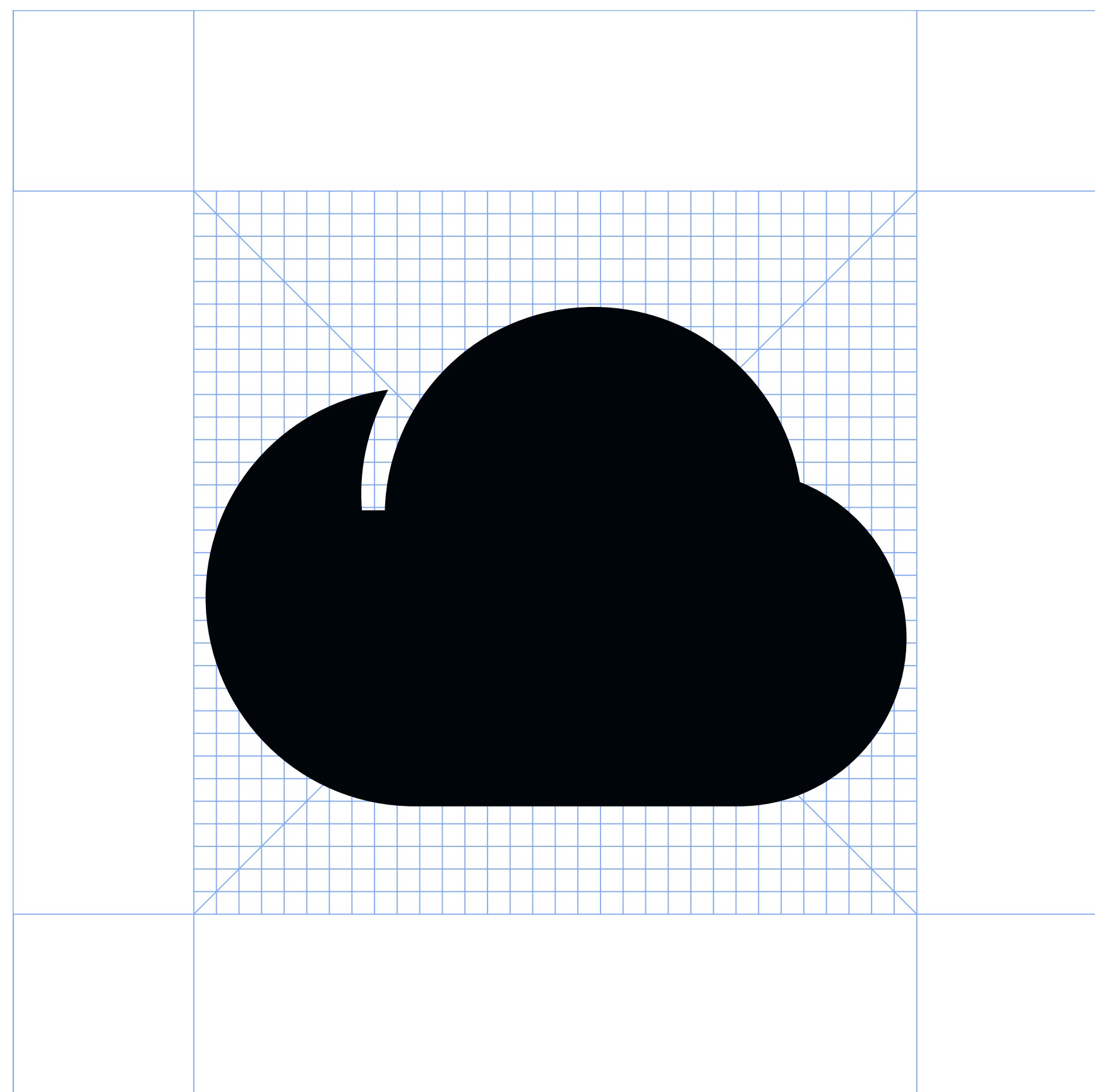
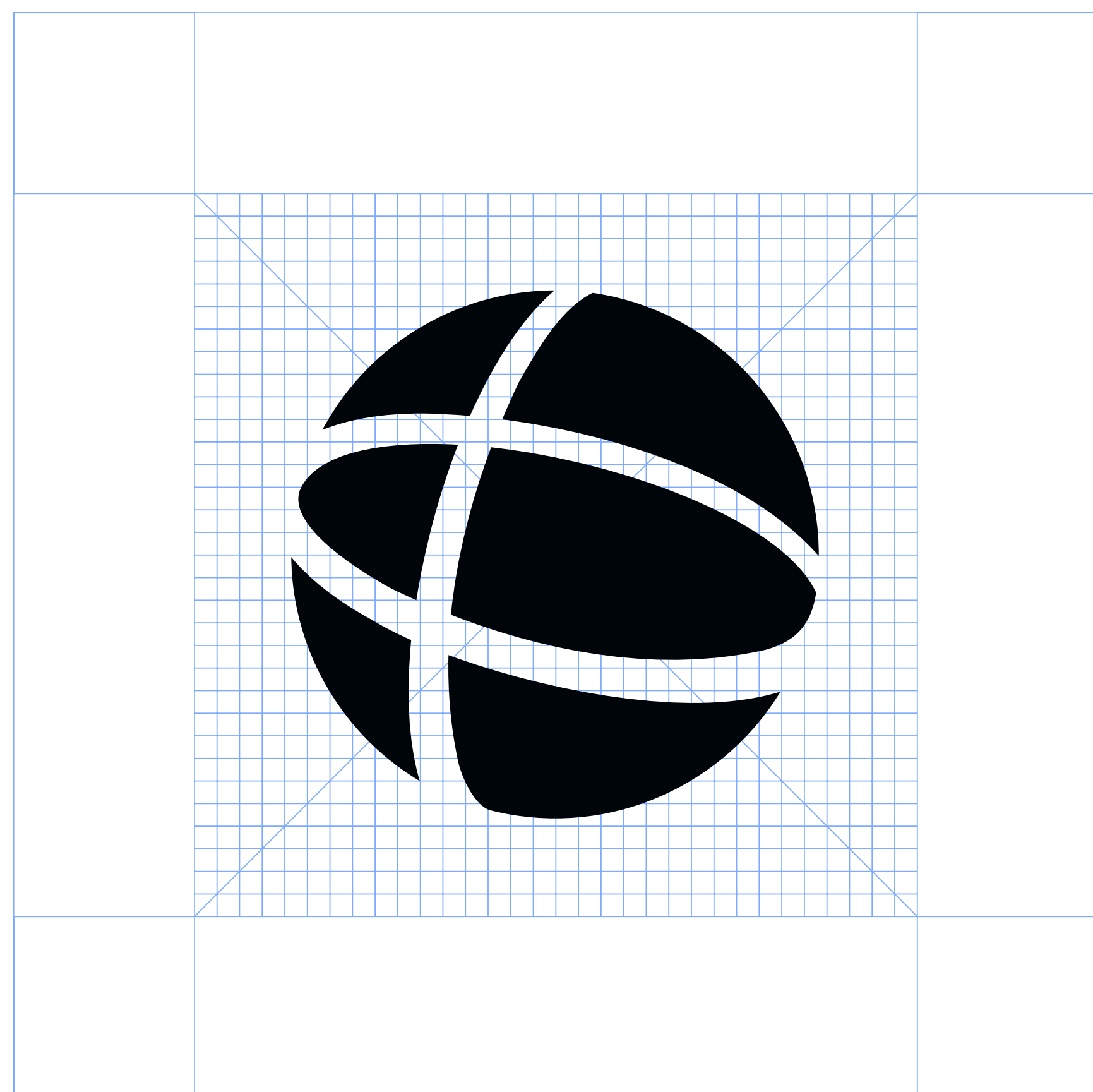
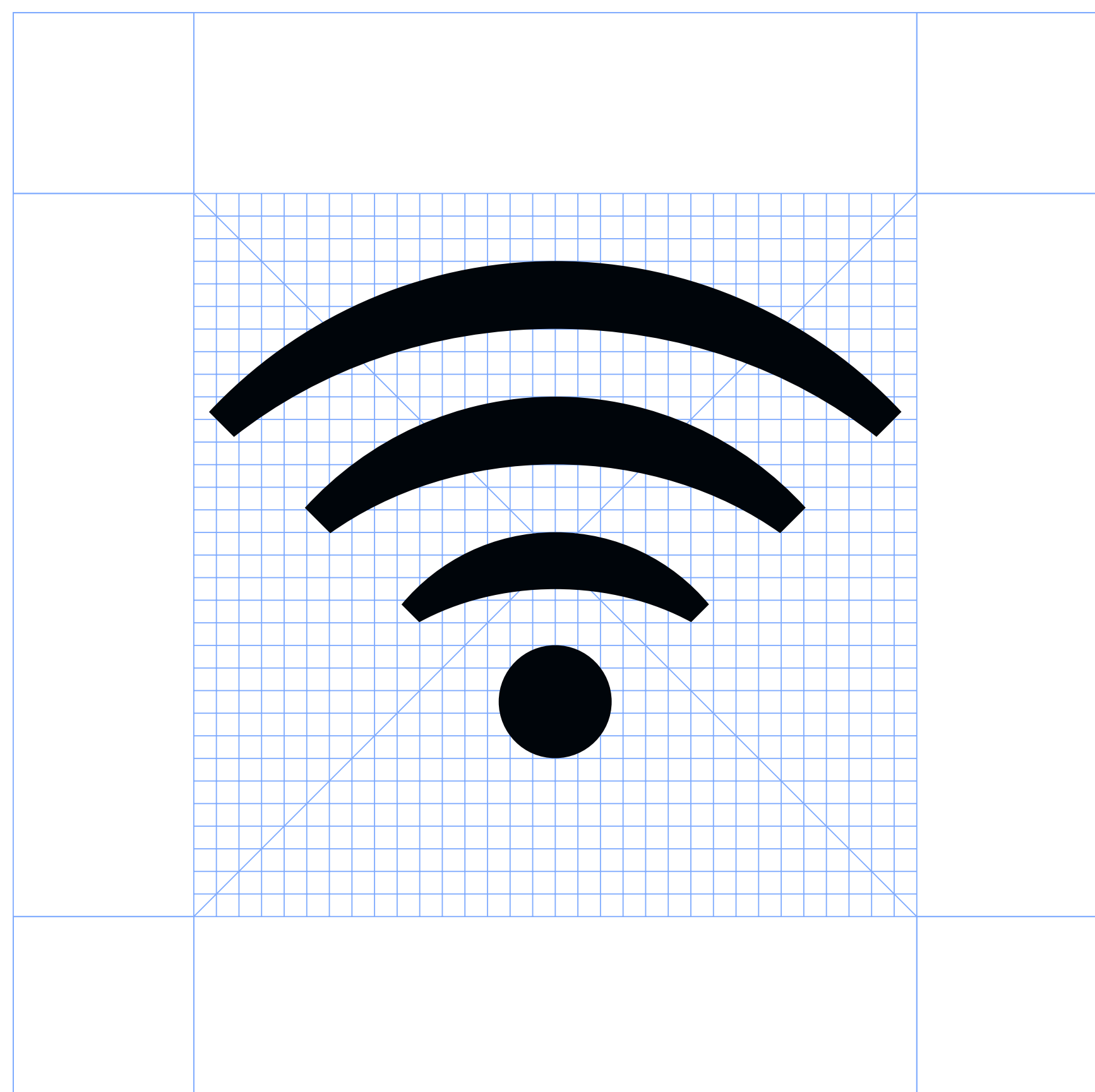
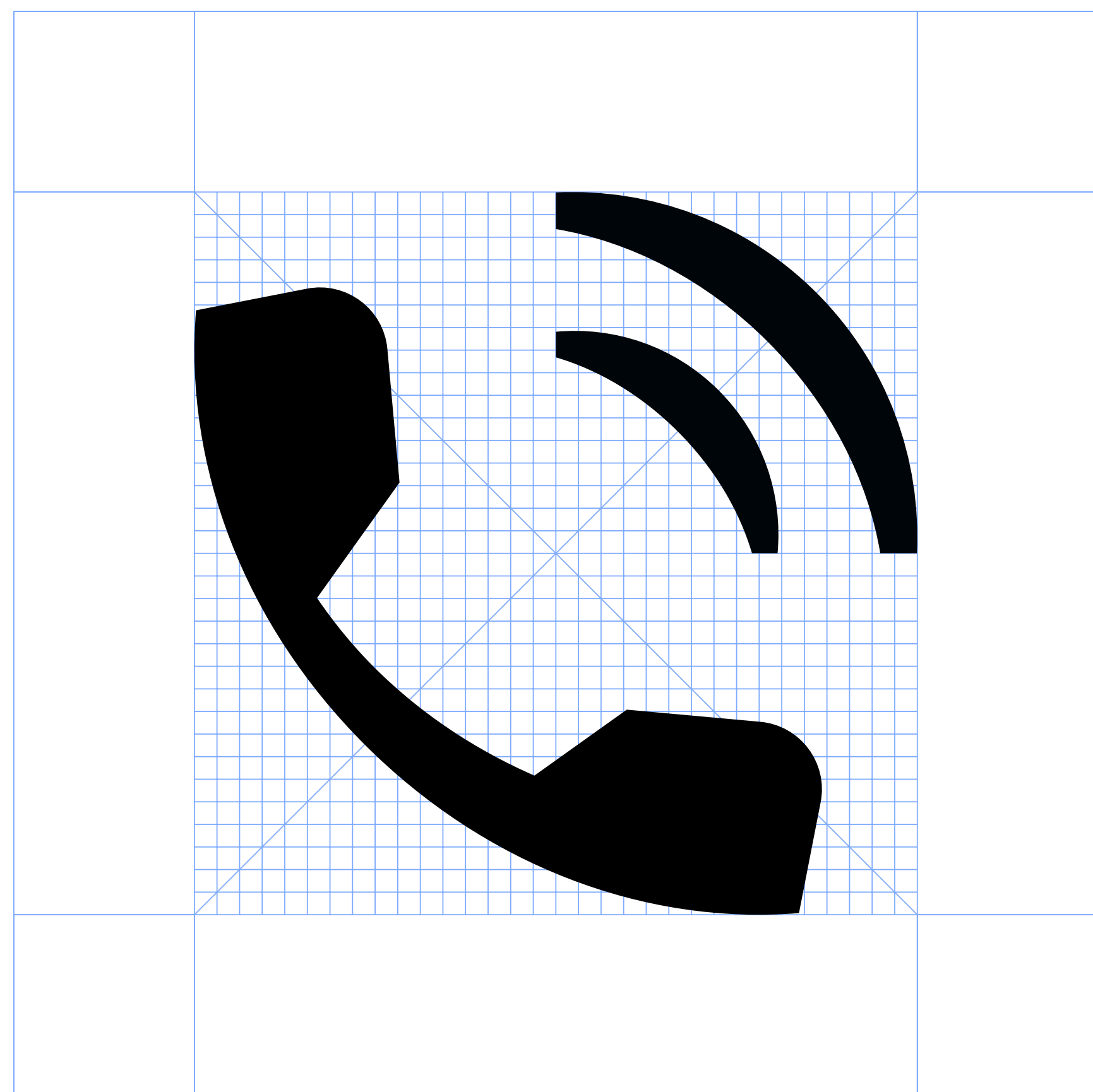
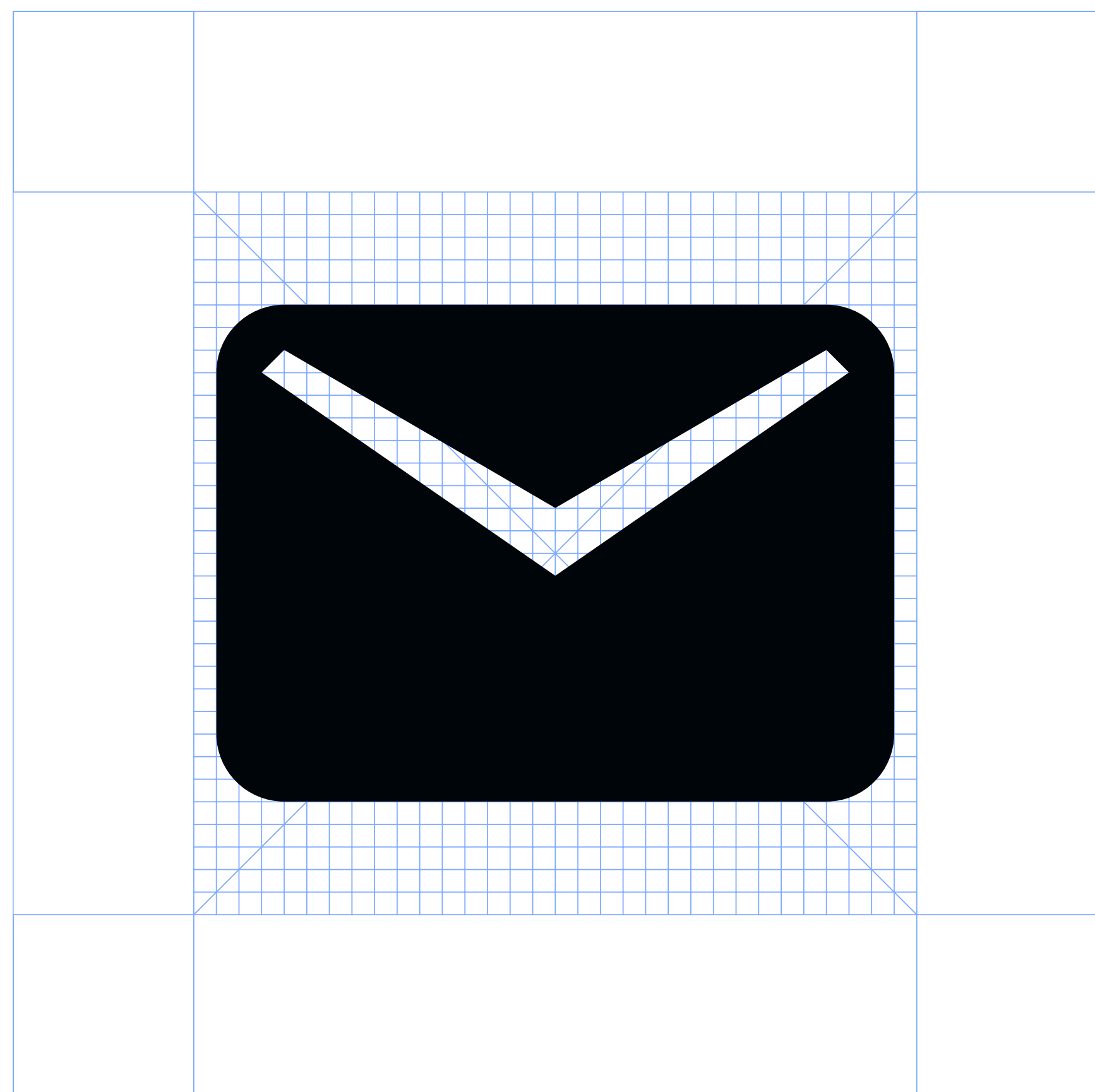
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Расстояния больше не имеют значения

Специальные условия в роуминге



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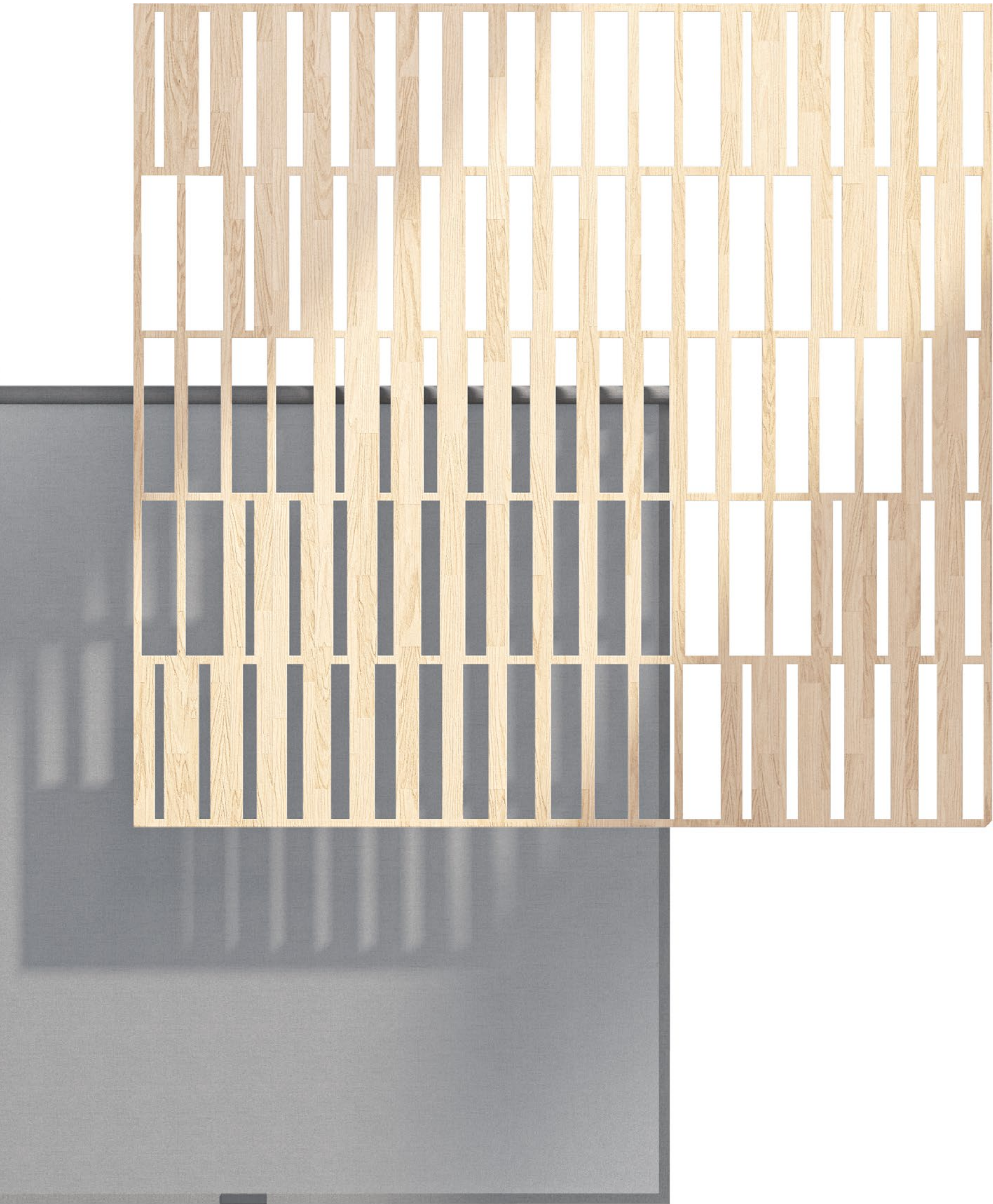


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Передовая оптика у вас дома. Лёгкий переход на GPON.









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