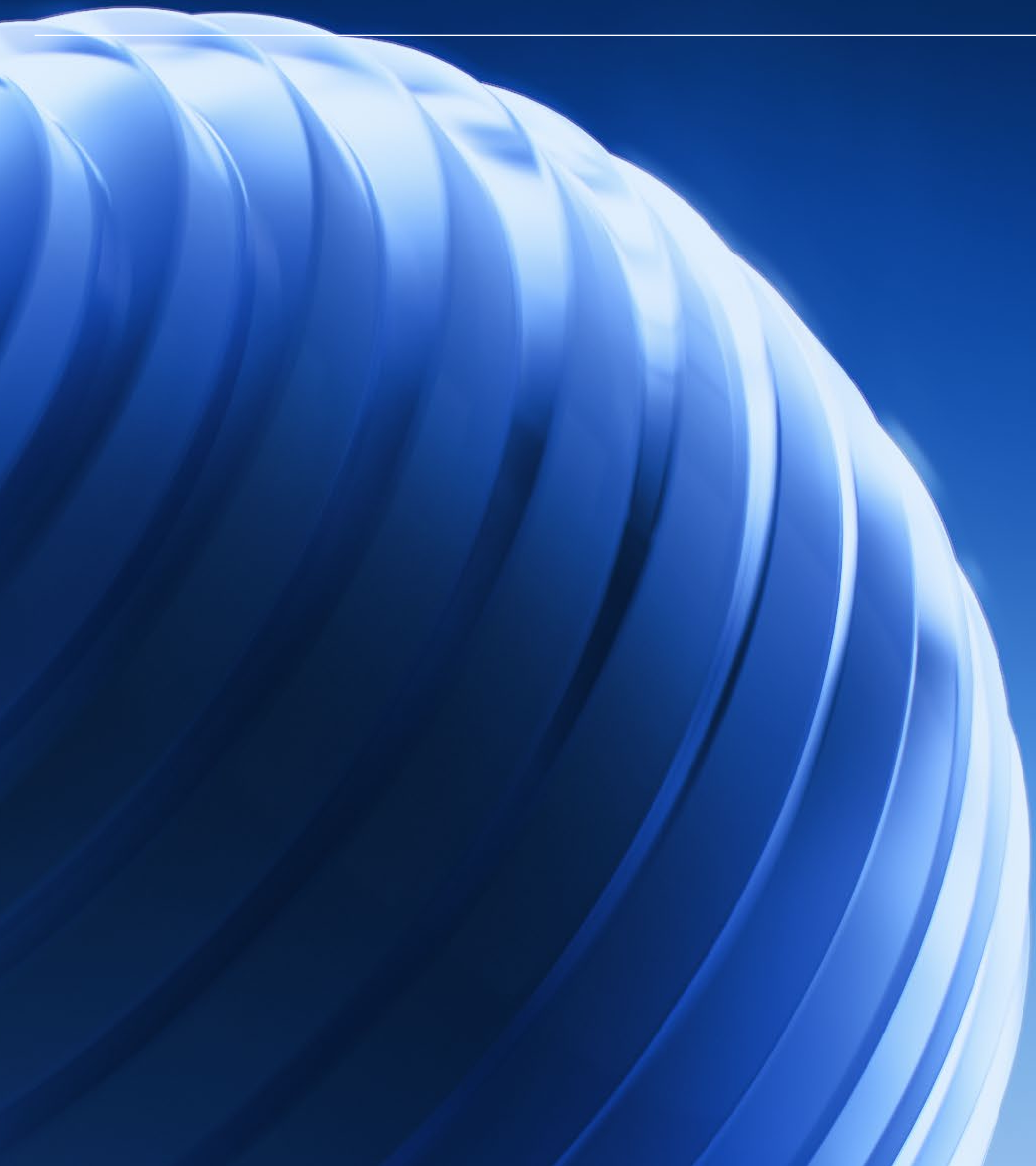




Uztelecom — Technologies for everyone

Context

Uztelecom is Uzbekistan’s national telecommunications operator, connecting more than 12 million subscribers across the country. The company has approximately 300,000 kilometres of fibre-optic lines and provides optical-network coverage to more than 98% of the country’s populated areas.

This scale encompasses a vast number of products, services and communication opportunities: mobile and fixed-line connectivity, home internet, television, cloud solutions, digital services, infrastructure projects, as well as work with businesses and government organisations.

Solution

The new positioning, “Technology for Everyone,” shifts the brand’s communication from the language of services to the language of human needs. The brand now begins not with a tariff or technical specification, but with the ways technology helps people live, work, learn, communicate and feel more confident. On this foundation, a unified verbal and visual system was created for B2C, while B2B and B2G communications were rethought.

The familiar wave was retained as a key recognition element, but became an active communication tool: it directs attention, creates rhythm in digital communication, visualises signal propagation and serves as the basis for 3D objects. The geometrically precise symbol, Uztelecom logotype, TT Turns VF variable font, blue palette, gradients, iconography, photographic style and transparent-glass 3D objects form one coherent system. The 3D objects visualise invisible technologies — data, signal and infrastructure — while the photographic style brings real people back to the centre. A modular logic allows messages to be assembled and adapted to any format, from an interface or social post to a billboard, LED screen or façade.

This logic extends into the physical environment through the retail book. Three formats — flagship office, franchise location and shop-in-shop — are united under the “Living Wave” concept. Fluted glass extends the form language of the symbol, while a contemporary interpretation of panjara connects the digital future with the local context. The combination of technological clarity and warm materials transforms the office from a formal service point into a space of digital hospitality.

Task

The problem was not a lack of information. On the contrary, the brand had too much to explain. The previous identity effectively represented Uztelecom as a large-scale technological infrastructure, but it did not help communicate the human meaning behind that infrastructure.

Communication often began with a tariff, speed, number of gigabytes or technical specification — while every service is connected to a specific life situation.

Someone needs a stable internet connection for work. Someone needs safe connectivity for their child. Someone needs a single solution for the whole family. For a business, it is not simply about speed, but about confidence in uninterrupted operations.

The task was to give the national operator a unified language capable of translating complex technologies into clear human value and working equally convincingly across digital, print, OOH and physical environments.

Result

We created not simply a new identity, but a communication system for a brand of national scale.

It allows the brand to speak about tariffs through life scenarios, technical upgrades through a sense of reliability, digital services through concrete benefits and large-scale projects through their significance for people and the country.

The same principle works at every level: in an interface, social media post, advertising message, printed material, outdoor structure, office, façade or regional service point.

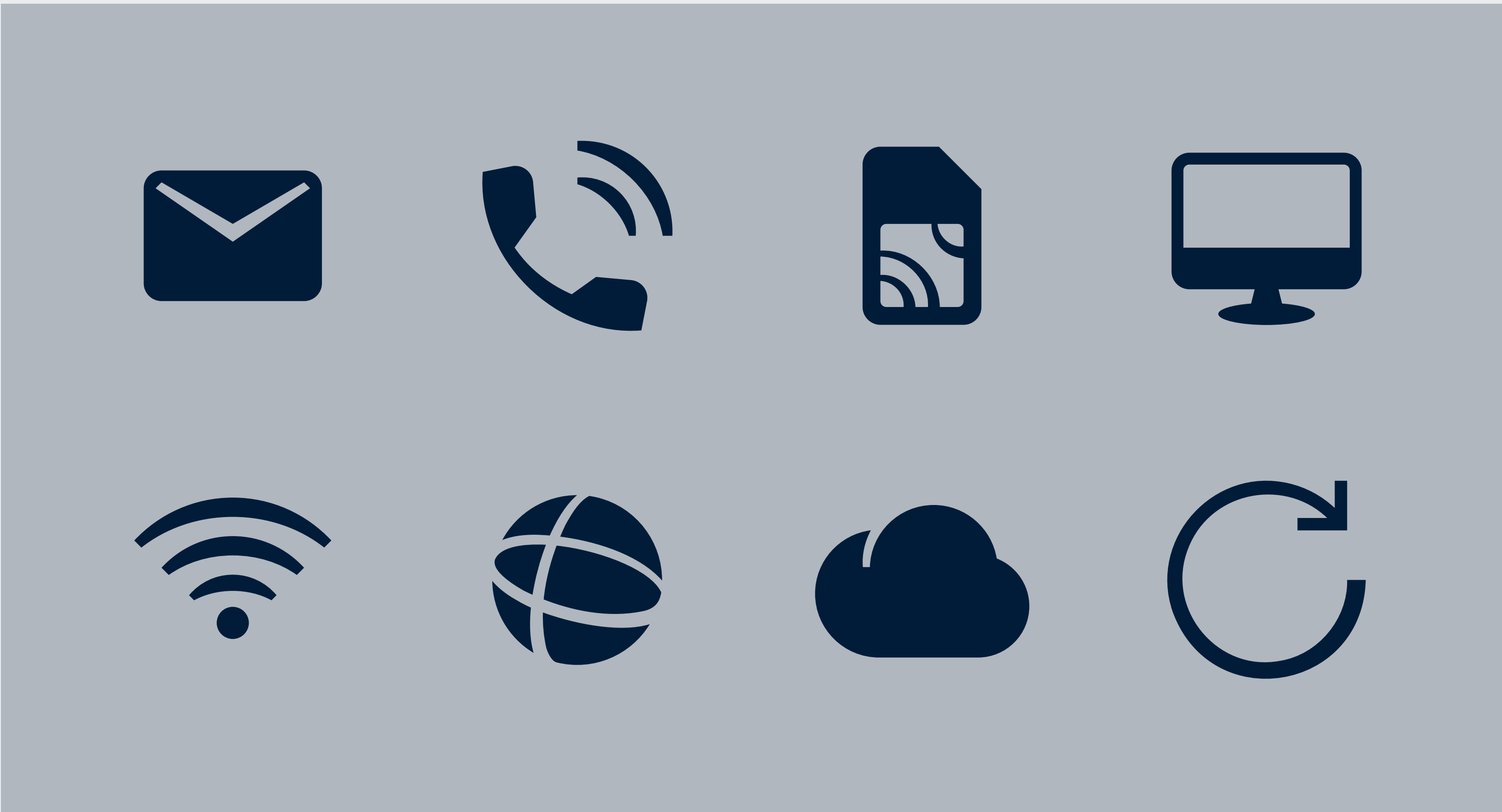
Uztelecom gained a language capable of uniting the complexity of a large technology company with the simplicity of human communication.

The brand is now recognisable not because it repeats the same logo across every touchpoint, but because every message is built on the same principle: technology exists to help people.

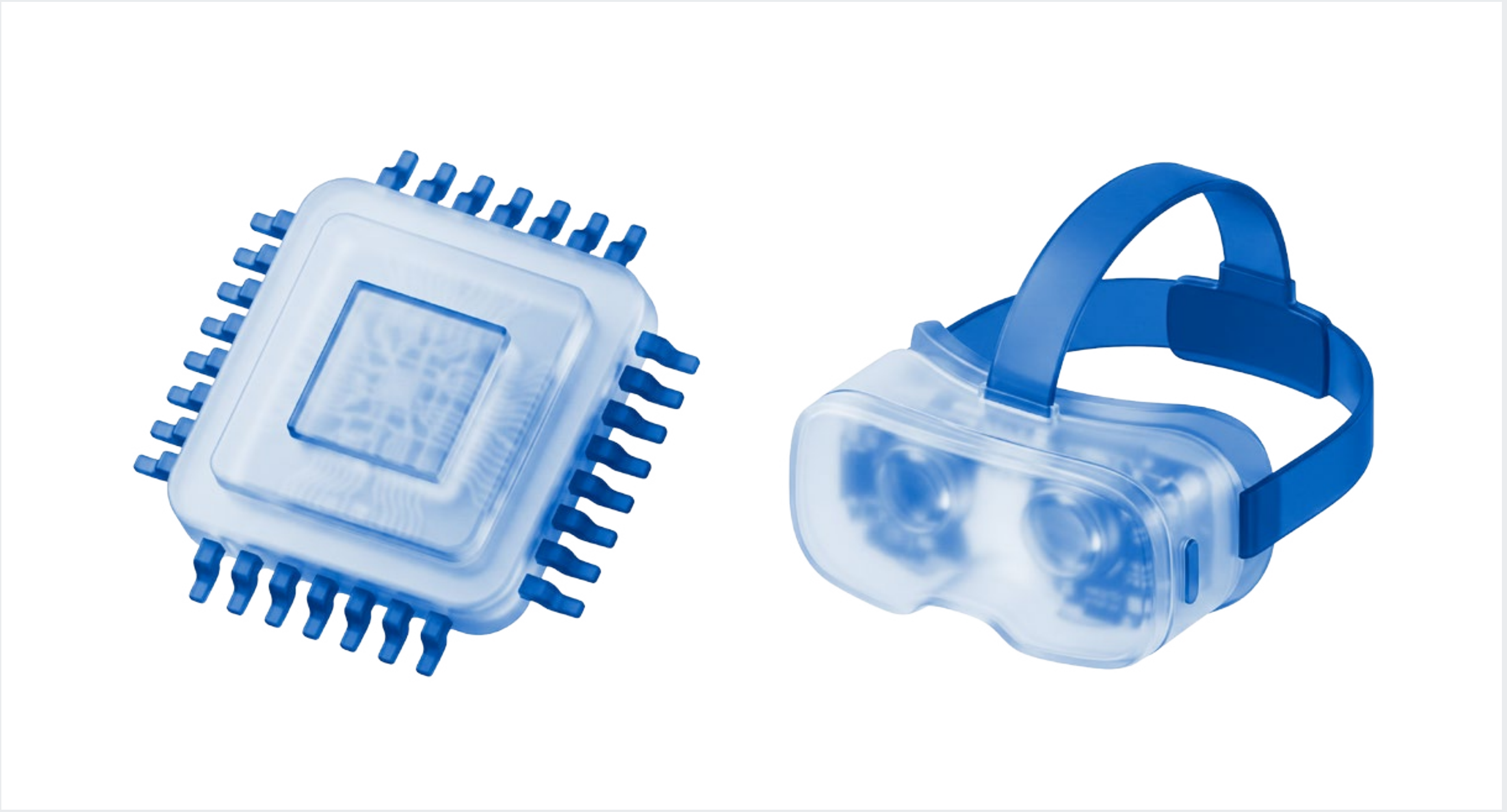


Uztelecom

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





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Uztelecom



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играйте с преимуществом



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PUBGM UC



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календарь
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С 1 ПО 31 ДЕКАБРЯ ОТКРЫВАЙТЕ КОРОБОЧКИ
В ПРИЛОЖЕНИИ И ПОЛУЧИТЕ ШАНС
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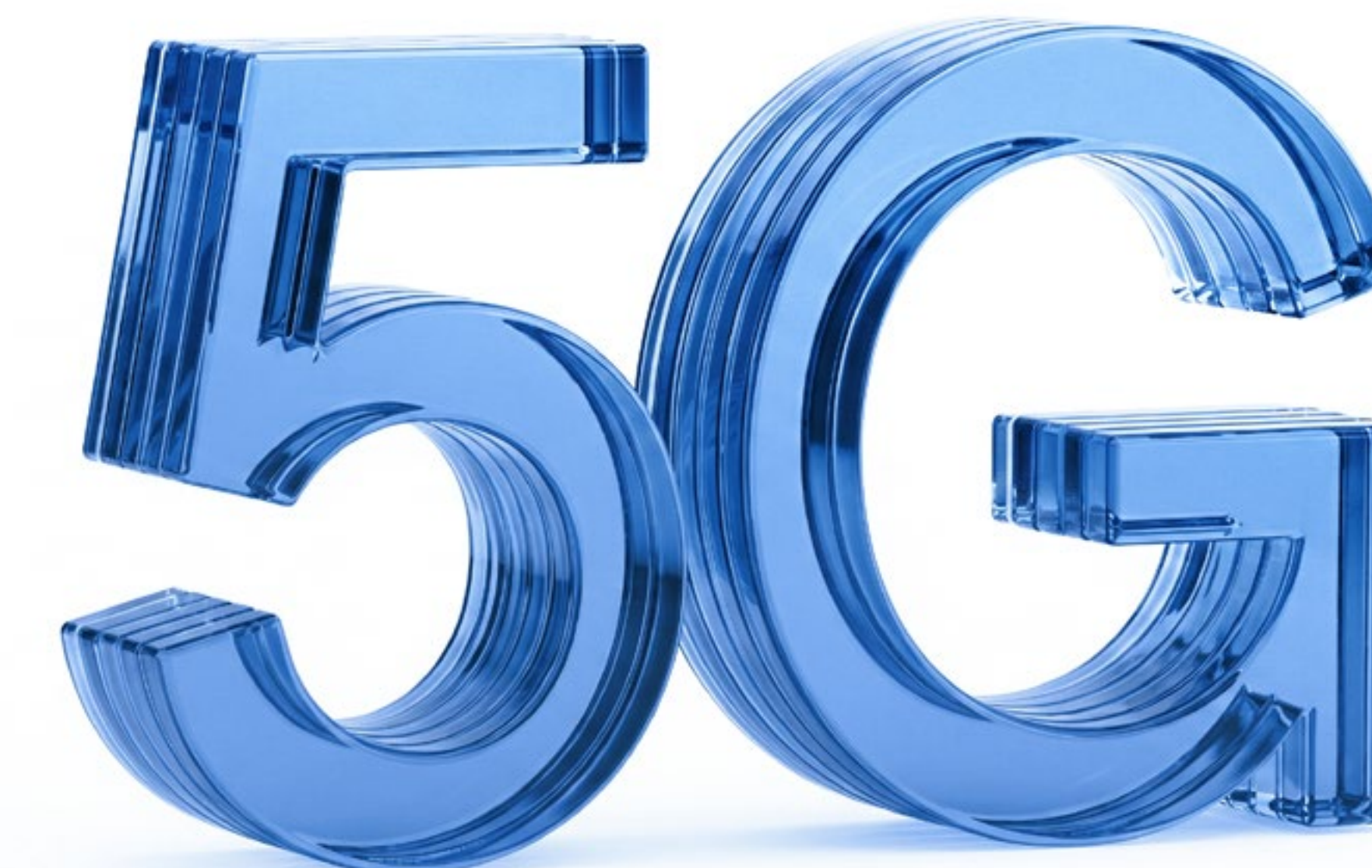
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Uztelecom стал
генеральным партнёром
ICTWEEK



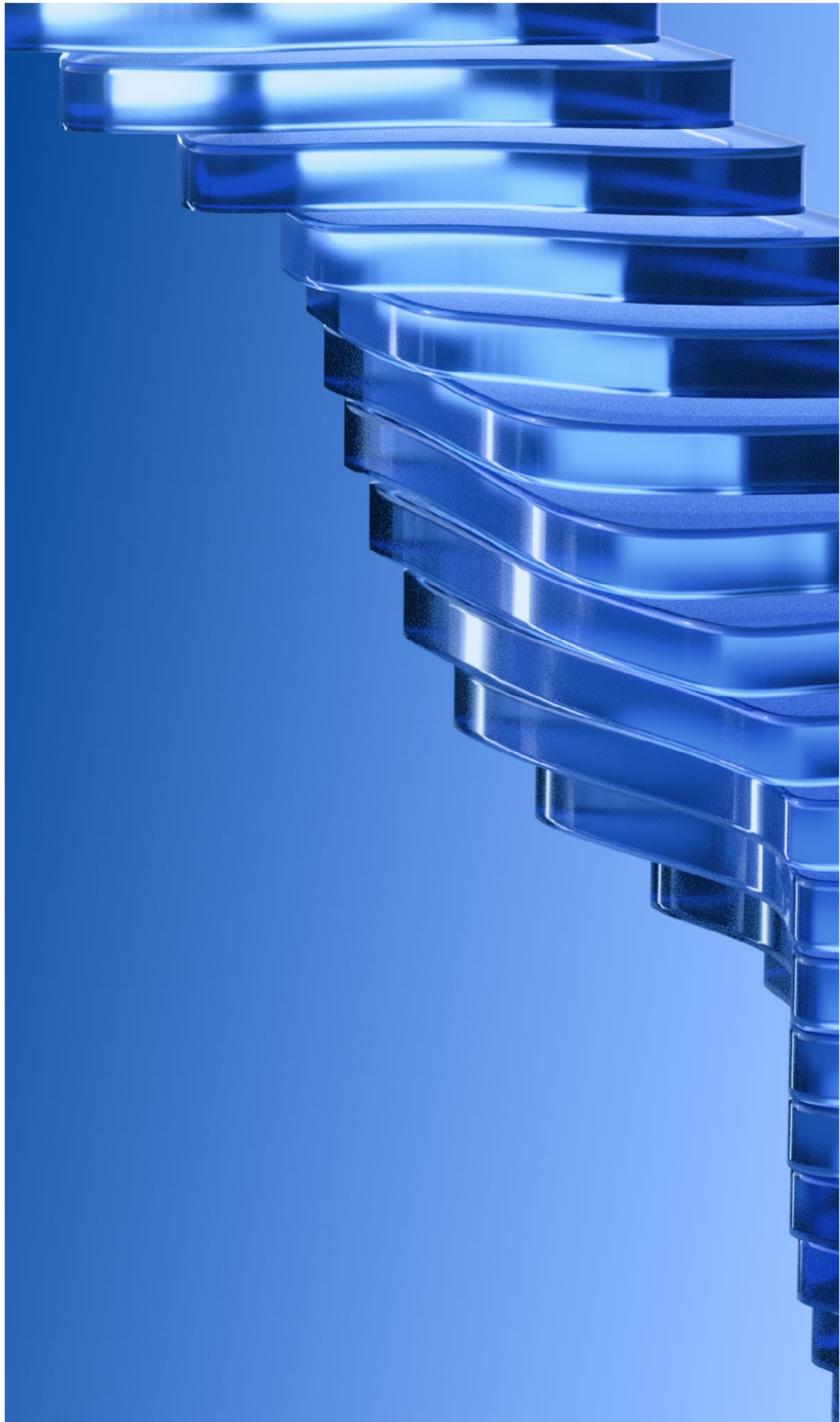
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связь последнего
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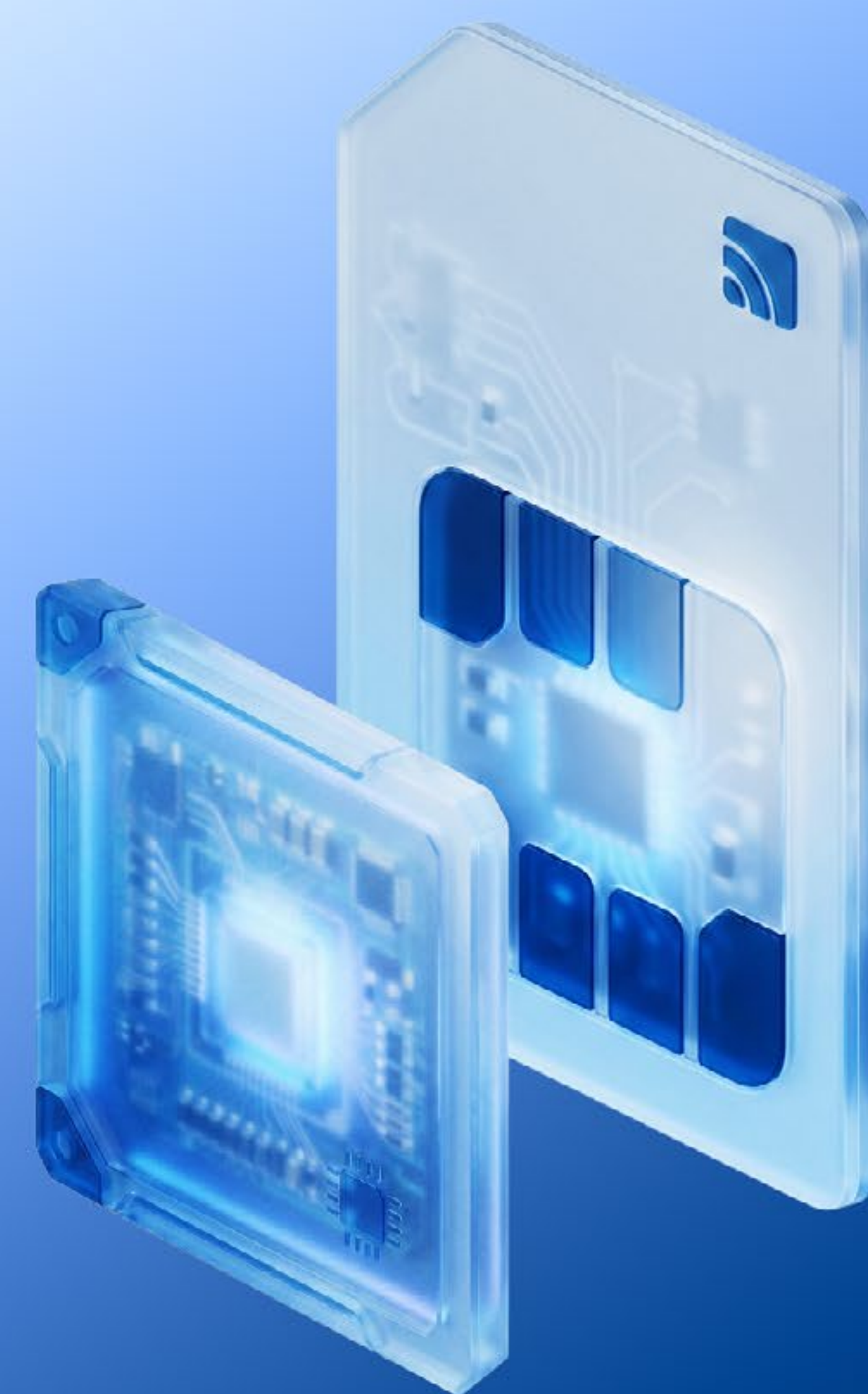
домашний
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SIM, eSIM

Подключение
мобильной связи



ОФОРМИТЬ ЗАКАЗ

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Расстояния больше не имеют значения

Специальные условия в роуминге

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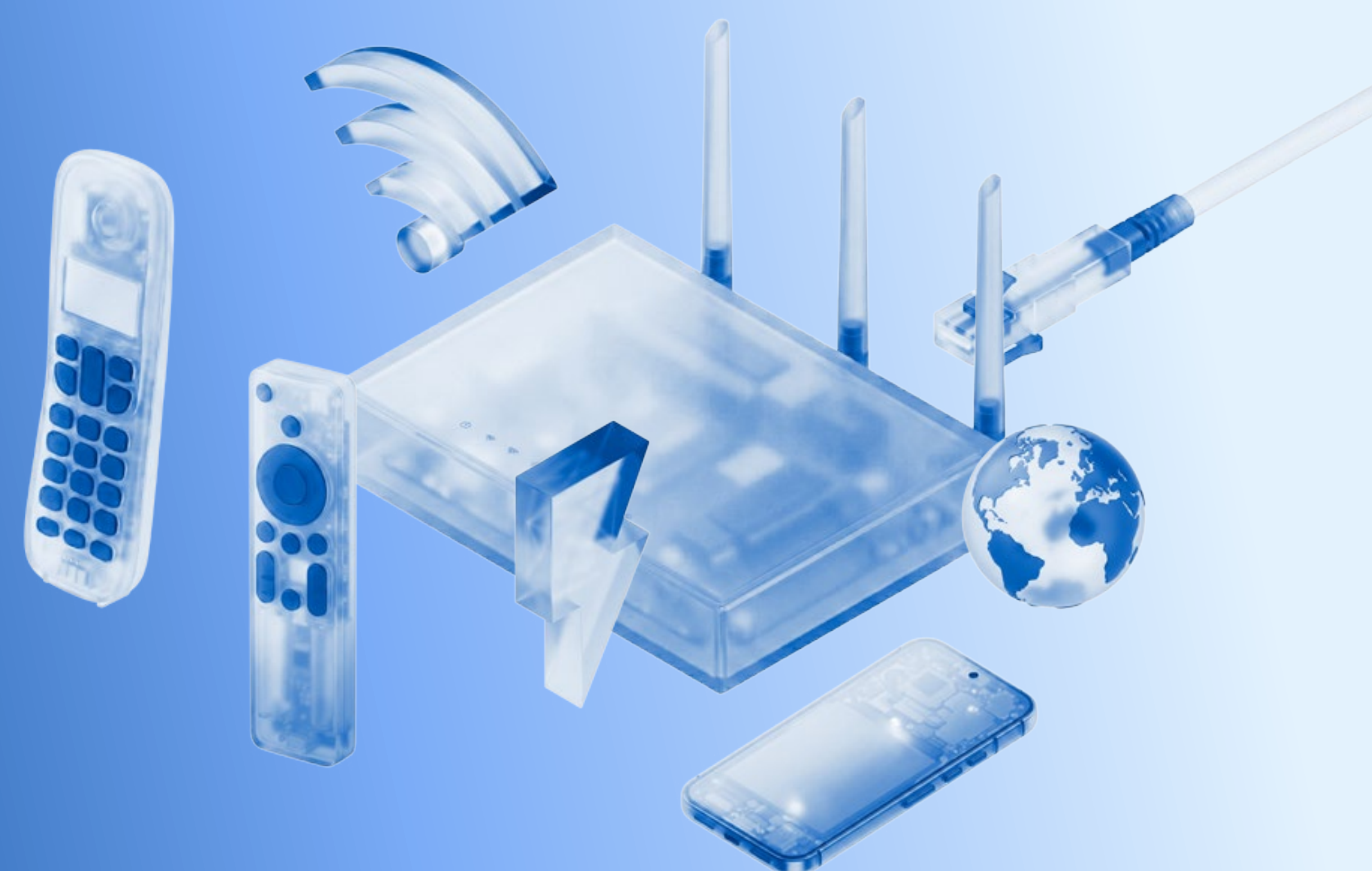
Uyingizda ilg'or optika
GPON'ga oson o'tish

Передовая оптика у вас дома. Лёгкий переход на GPON.



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Играйте с преимуществом.
Везде.

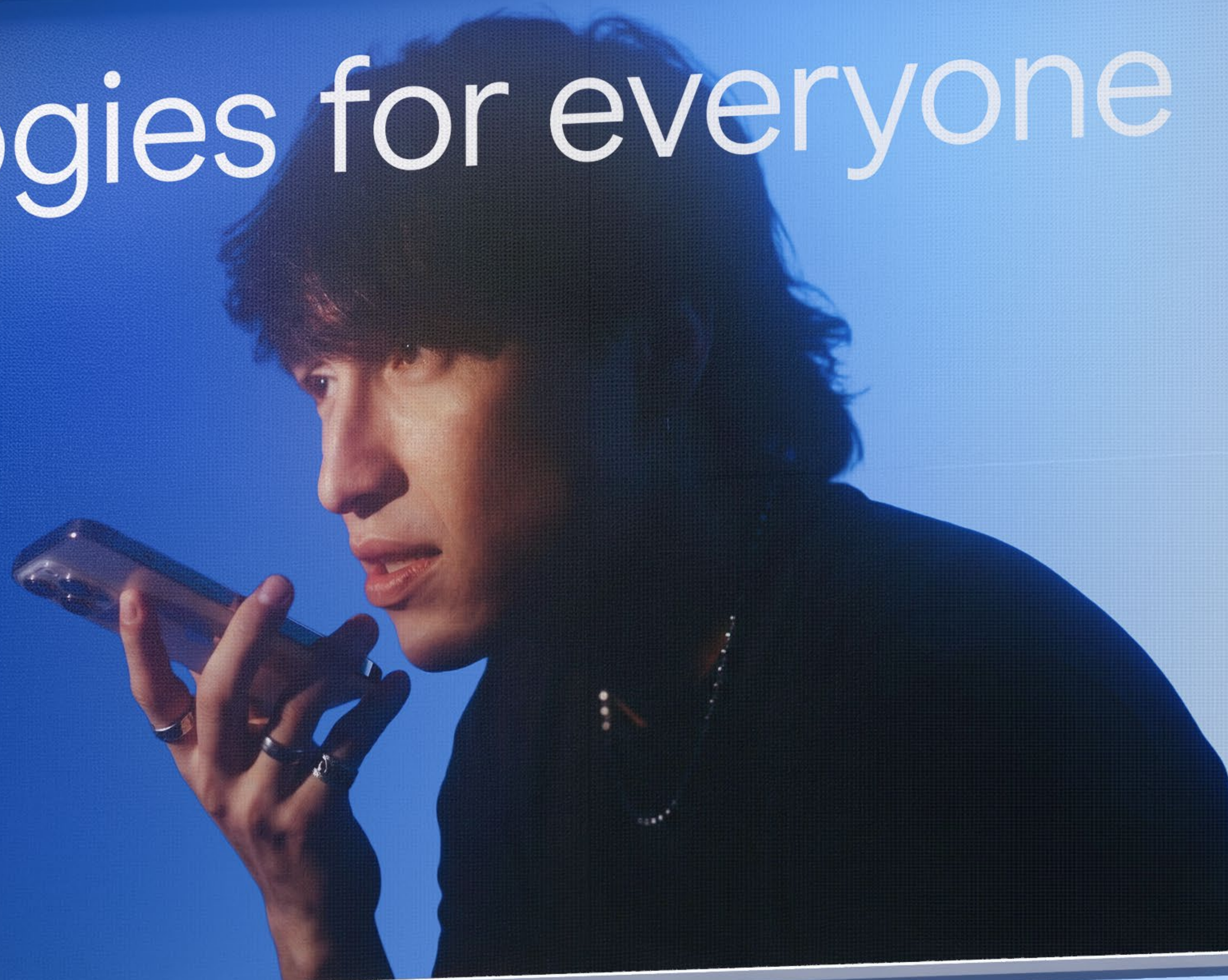


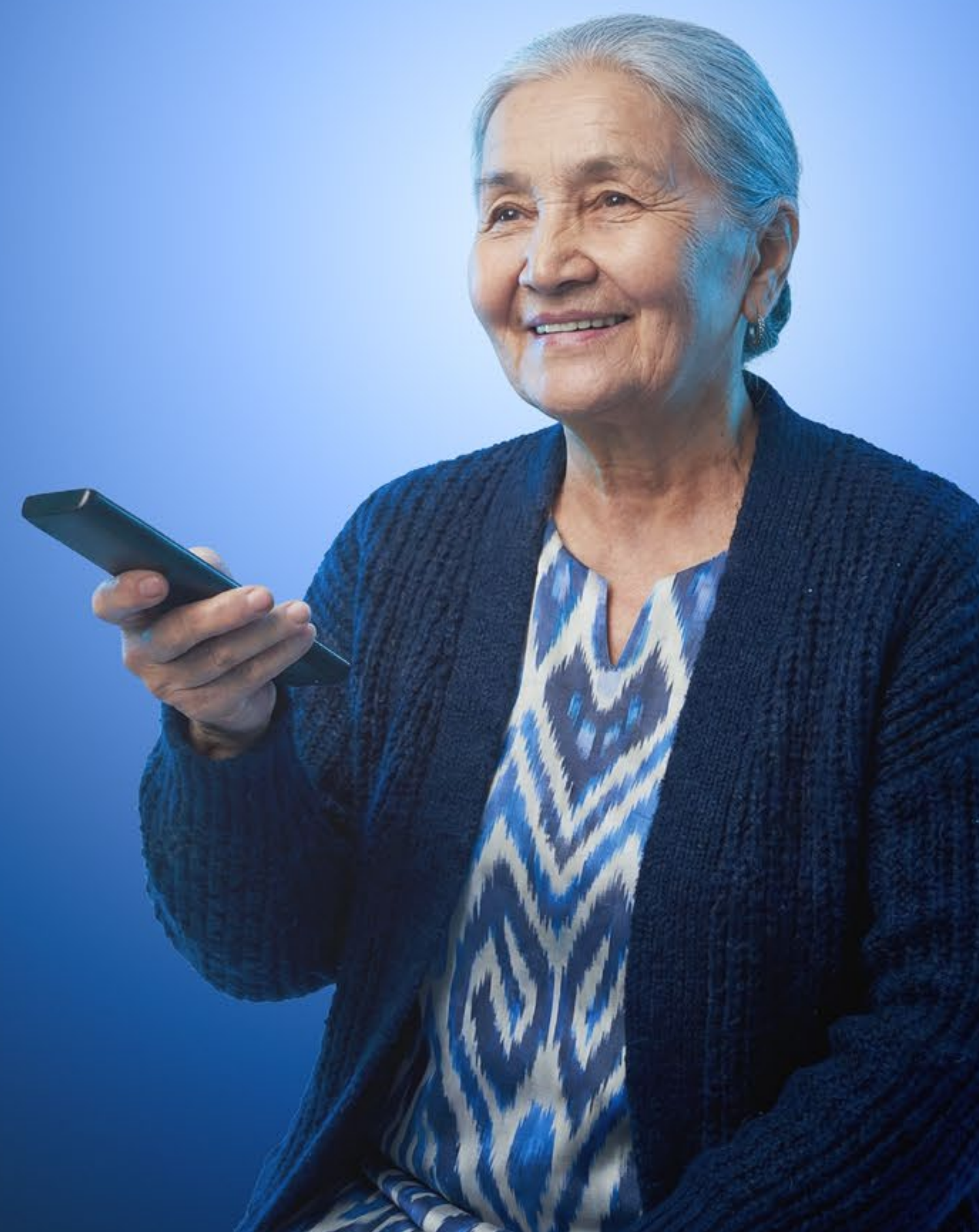
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yechimlar



Technologies for everyone

 Uztelecom





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va sevimli kanallaringiz

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bahramand bo'ling

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Yaqinlar bilan suhbat —
daqiqalar hisobsiz

Звоните любимым, не считая минуты



Cheksiz aloqa

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