

# WIDENTITY

**+3347 NEW STUDENTS IN 2025 AFTER DESIGN REFRESH**

**Background.**  
Webster is the first American university in Uzbekistan. For five years, the university has grown steadily—and with it, the expectations for communication: it should inspire, lead, and spark the changes.  
“Be the change” is the positioning for 2025. At the same time, the university has a global identity: the brand core is fixed, while local needs—communication materials, campus wayfinding, presentations, and social media—require more flexibility and expressiveness.  
The challenge was not the brand’s essence but its delivery. The visual language was often perceived as a “narrow interpretation”—restrained, static, and not flexible enough for different contexts. As a result, Webster’s strengths (a worldwide campus network, multiculturalism, student leadership) did not always come through at first glance.  
We needed to widen the “field of view” without changing the brand’s DNA. The task was defined as “widen within the framework”: enhancing the system’s expressiveness while keeping the logo, tone, and constants intact. The solution had to avoid “effect for the sake of effect” and instead translate the university’s idea into visual behavior—so that every touchpoint feels part of one living, contemporary system, with “worldwide opportunity” conveyed through structure, rhythm, and motion.

**Idea.**  
Wide Angle Identity. The concept is to expand the viewing angle of the existing design system. We interpret “wide opportunity” literally—as expanding the frame, the field, and the context.  
The name *Widentity* brings together three-in-one: Webster, wide, and identity. Within this principle, every brand element receives expansive behavior. Color. From two voices to a harmony: a broader palette to adapt to different situations—from academic announcements to student initiatives. Photography. Frames with more air and depth: we show the breadth of campus life, where place, people, and movement all matter. Typography. Headlines stretch with meaning: long ideas are given space. Words become visual assertions of the brand. Graphics. Moving from a “gathering point” to a “network of connections”: energy collects and disperses, reflecting how experiences concentrate and spread further. Mascot & Icons. Bolder, more dynamic, and more expressive: they signal growth and invite audiences to move forward.

The core idea remains: the wider your view, the wider your opportunities. We are not changing the brand—we are expanding the brand experience, making it more legible, dynamic, and expressive across all touchpoints.

**Execution.**  
We started with the form embedded in the brand’s DNA—the signature curve in the logo—and turned it into the system’s “seed.” This arc became the basis for perspective expansion in framing, typography, graphics, and even the mascot.  
The system spans everything—from admissions campaigns (posters, banners, billboards) to campus wayfinding (pylons, signage) and social media (post and story templates with “frame expansion”). Across all touchpoints, one principle applies: the wider the view, the wider the opportunities.

We worked within the framework of Webster’s global identity: the logo and core remain unchanged, but the brand gained breadth, flexibility, and motion—enough for a living, contemporary communication system.

# BECOME WORLDWIDE WEBSTAR





# **WEBSTER WIDENTITY**



**BE THE  
CHANGE**

Admission 2025 open

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Tashkent

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**WIDER  
SCOPE**



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**LOCAL TO  
GLOBAL**



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# GORLOK

The Gorlok is Webster University's school mascot, representing a mythical creature made up of the paws of a speeding cheetah, the horns of a fierce buffalo and the face of a dependable Saint Bernard. The Gorlok embodies the highest standards of speed, agility and stamina in an atmosphere of fairness and good conduct. The name "Gorlok" is derived from the combination of two streets (Gore Ave. and Lockwood Ave.) that intersect in the heart of Webster Groves, site of Webster University's home campus.



