

EST. 2023

LEGEND[®]

EVERY DROP IS LEGENDARY

Problem

The bottled water market in Uzbekistan is booming — driven by hot climate, population growth, and a cultural shift toward hydration. Yet this growth has created overcrowded shelves, where dozens of local and international players compete with nearly identical promises of “purity” and “freshness.”

Non-carbonated water dominates daily consumption in big formats, but is perceived as generic and interchangeable.

Carbonated water is the fastest-growing segment (+35% YoY in 2024), but occupied mostly by global brands or premium imports like Borjomi and Perrier.

Regulatory barriers (TR 861, O'zDSt standards, digital labeling) increase complexity, while packaging trends move toward lighter PET and premium glass.

Consumers faced an uninspiring choice: either mass PET bottles with no clear story, or expensive imports disconnected from local culture.

Solution

Legend was launched as a brand with a cultural soul — blending heritage and modernity.

Visual identity: centered on a stylized dome inspired by Samarkand, Khiva, and Bukhara — a bridge between tradition and today's lifestyle.

Color palette: deep blue (trust, purity), turquoise gradients (freshness, dynamism), golden accents (value, culture), white (clarity, balance).

Product portfolio: two lines — still water for everyday hydration and sparkling water for the fast-growing refreshment segment.

Packaging: PET for mass retail, glass for HoReCa and premium channels; fully compliant with TR 861, O'zDSt, and digital labeling requirements.

The brand promise is captured in the line: Every drop is legendary.

Result

Legend entered the market as a recognizable and culturally relevant brand:

Stood out on shelves with symbolic design and premium cues, while remaining price-accessible.

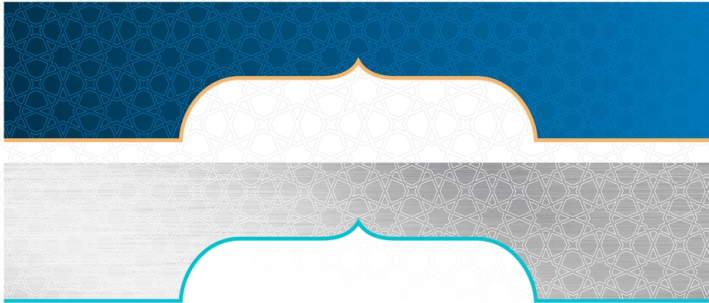
Offered a local alternative to premium imports — rooted in heritage, yet speaking the language of modern design.

Built trust through regulatory compliance and packaging innovation.

Established a scalable platform: still water for households and offices, sparkling water for HoReCa and impulse occasions.

Impact: Legend turned water from a commodity into a story of roots flowing into the future — showing that in Uzbekistan, even water can carry meaning.

The brand identity of Legend is inspired by the iconic domes of Samarkand, Khiva, and Bukhara.



A timeless symbol of heritage is reimagined in a clean, modern form. Deep blues and radiant gold echo tradition, while gradients and geometric patterns bring a contemporary rhythm.

A design where history rises into the future — just like every drop that becomes legendary.

Branding color palette



The Legend palette bridges heritage and modernity. Deep blue echoes the domes of Samarkand, symbolizing purity and trust. Turquoise gradients bring freshness and energy, inspired by the mosaics of the Silk Road. Golden accents recall the richness of culture while affirming the brand's premium quality. White space completes the harmony, creating clarity and balance.

Label design



Label design for still water



Label design for sparkling water

Label




Reg № 960524



478009812000511

LEGEND
GAZLANGAN, KISLOVD BILAN
BOYVULGAN ICHIMLIK SUVI
GAZLANGAN.

Yuridik manzil: «Tass primavers» MCHJ,
100060, Toshkent sh., Mirbod tum.,
Dzhirgatali ko'ch, 38/1.
Ishlab chiqarish manzili: Toshkent vil.,
G'afur tum., Doriyov QFY, Narbodov, 35.
Siv. №145846701.

Tel: +9985 120-23, www.legendwater.uz

Hamligi (sh)85% va harorati +1°C dan +25°C
gacha bo'lgan sharoitda 12 oygacha
saqlanadi.
Qadoq ochilgandan so'ng +1°C dan +25°C
gacha bo'lgan sharoitda, 24 soat davomida
istirod qilish tavsiya qilinadi.

Tayyorlangan sana: qadoq ushida.
OZBEKISTONDA ISHLAB CHIQARILGAN.

LEGEND
ОБЪЕДИНЕННАЯ ПИТЬЕВАЯ ВОДА,
ОБОГАЩЕННАЯ КИСЛОРОДОМ,
ГАЗИРОВАННАЯ.

Юридический адрес: ООО «Тасс примавер»,
100060 г. Ташкент, Мирободский р-н,
ул. Джиргатали, 38/1.
Производство: Ташкентская область,
Коркентский р-н, пос. Дориюв, Джиргов,
35. Сив. №145846701.

Тел: +9985 120-23-23, www.legendwater.uz

Хранить при влажности (ш) не более 85%
и температуре от +1°C до +25°C.
Срок годности: 12 месяцев.
После вскрытия крышки хранить при
температуре +1°C до +25°C. Рекомендуется
употребить в течение 24 часов.

Дата розлива: указана на бутылке.
ПРОИЗВЕДено в УЗБЕКИСТАНЕ.

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LEGEND®

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GAZLANGAN

1,0 L




Reg № 960524



478009812000681

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GAZLANMAGAN

1,0 L




Reg № 960524



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1,0 L

Premium glass water bottles





PET bottled sparkling water



PET bottled still water



Co-Branding



SKU

20SKU+







Thanks for watching!