



Brand of the Year 2022

Office of Marketing and PR
Webster University in Tashkent

MISSION AND VISION



— Mission

Webster University, a worldwide institution, ensures high-quality learning experiences that transform students for global citizenship and individual excellence.



— Vision

Our vision is to be a premier U.S.-based international university setting a distinct standard for global education.

WEBSTER BRAND VALUES



Students



Diversity & Inclusion



Learning



Global Citizenship

01 —

By sustaining a personalized approach to a global, student-centered education through small classes, close relationships with faculty and staff, and attention to student life.

4

02 —

By developing educational programs that join theory and practice, provide an international perspective, encourage creativity and scholarship, and foster a lifelong desire to learn and actively serve communities and the world.

5

03 —

By creating an environment accessible to individuals of diverse cultures, ages, and socioeconomic backgrounds and instilling in students a respect for diversity and an understanding of their own and others' values.

04 —

By educating a diverse population locally, nationally, and internationally, acting responsibly toward the environment to foster a sustainable future, and strengthening the communities we serve.

7

We promise

to provide degree programs and academic enrichment opportunities.

We promise

to help our students embrace their individual talents and strengths to achieve success.

We promise

to help students succeed in their lives and in their careers with our programs.

We promise

to bring first-class, real-world knowledge to classrooms with our distinguished faculty.



Webster
UNIVERSITY

We promise

to have exceptional opportunities for our students, faculty, and staff to connect with people from around the world.

We promise

to have strong local and international connections and provide unparalleled personal service to our students.

**200,000+ alumni
living and working
around the world.**

**BRAND
PROMISE**

We promise

to encourage innovation, collaboration and self-expression with highly interactive classes.

We promise

to have learning environment which embraces an appreciation for diversity and inclusion

**Innovative.
Global.
Diverse.**

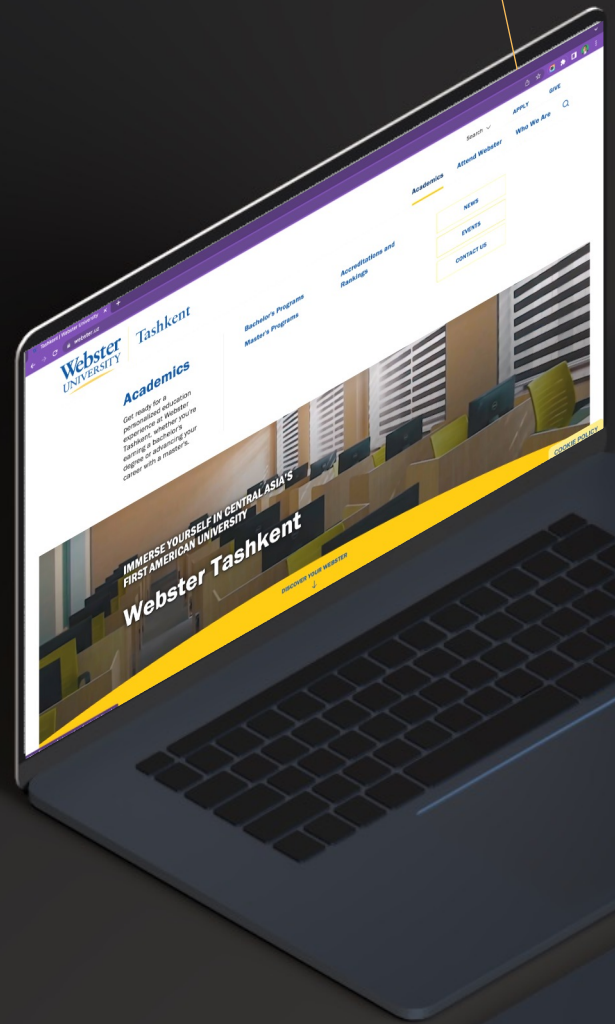
Webster
BRAND
TOUCHPOINTS

2022



Primary source of information

Website
webster.uz

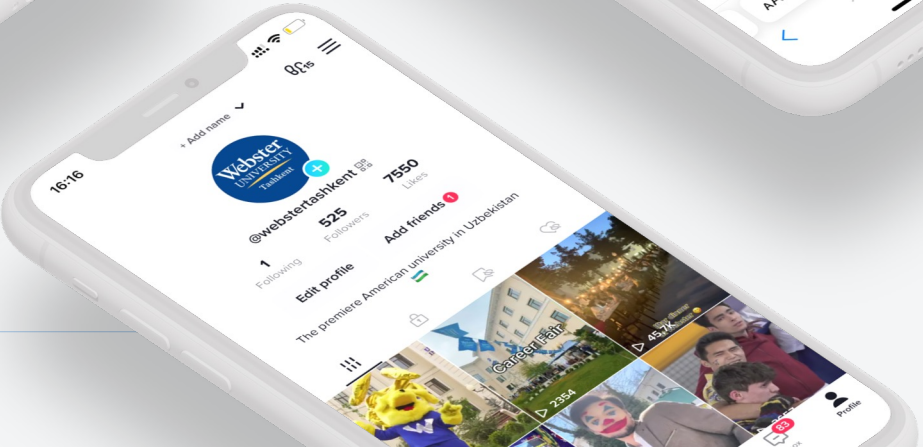
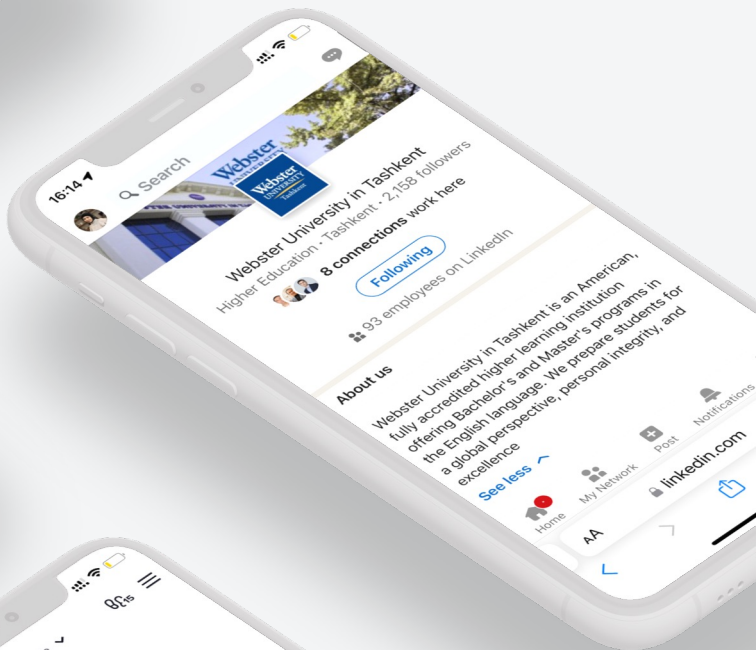
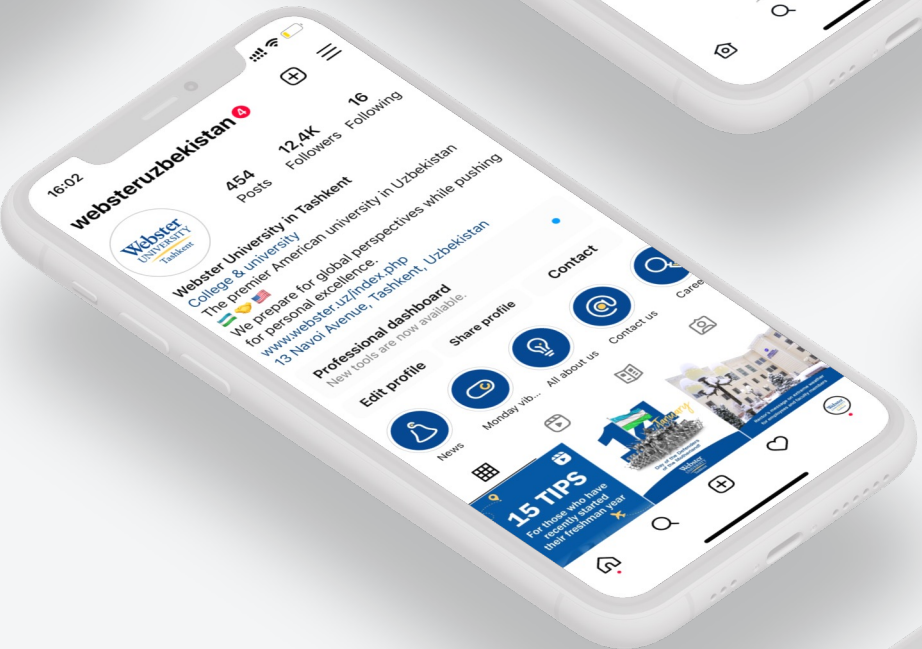
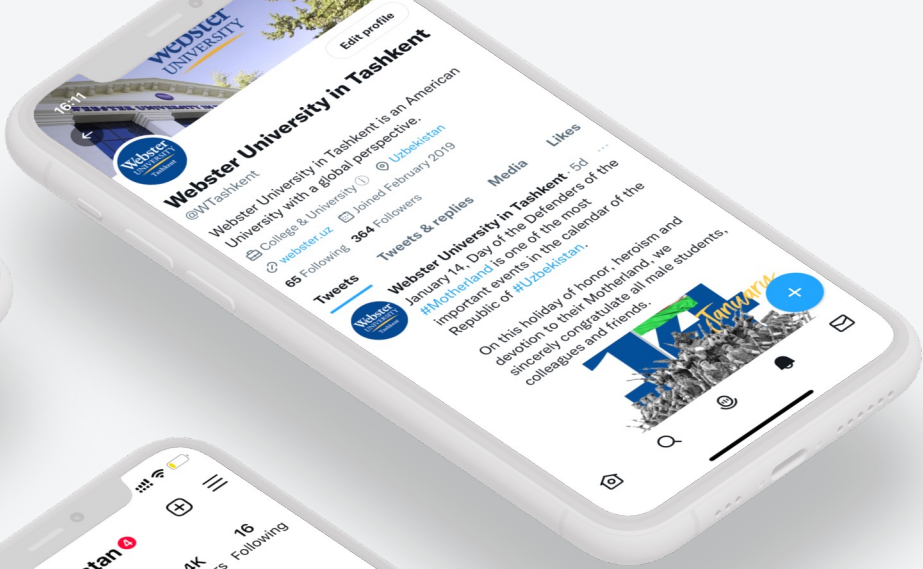
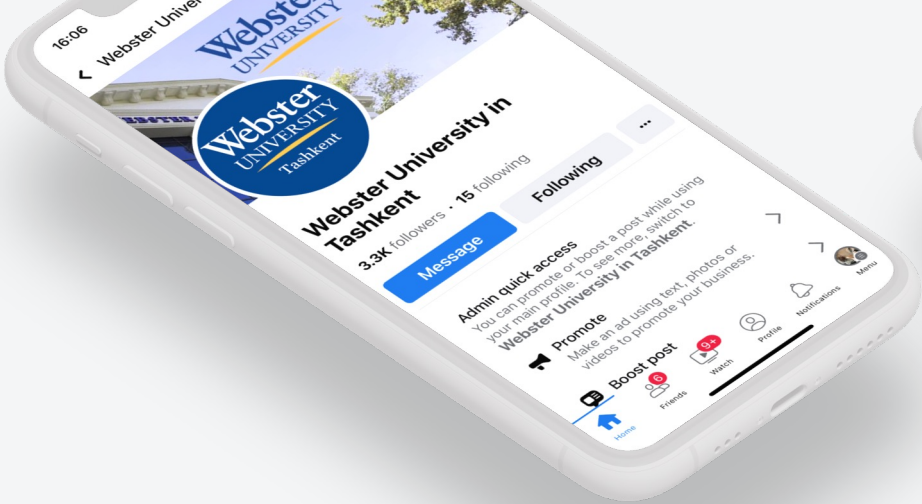


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Official Social Media Channels

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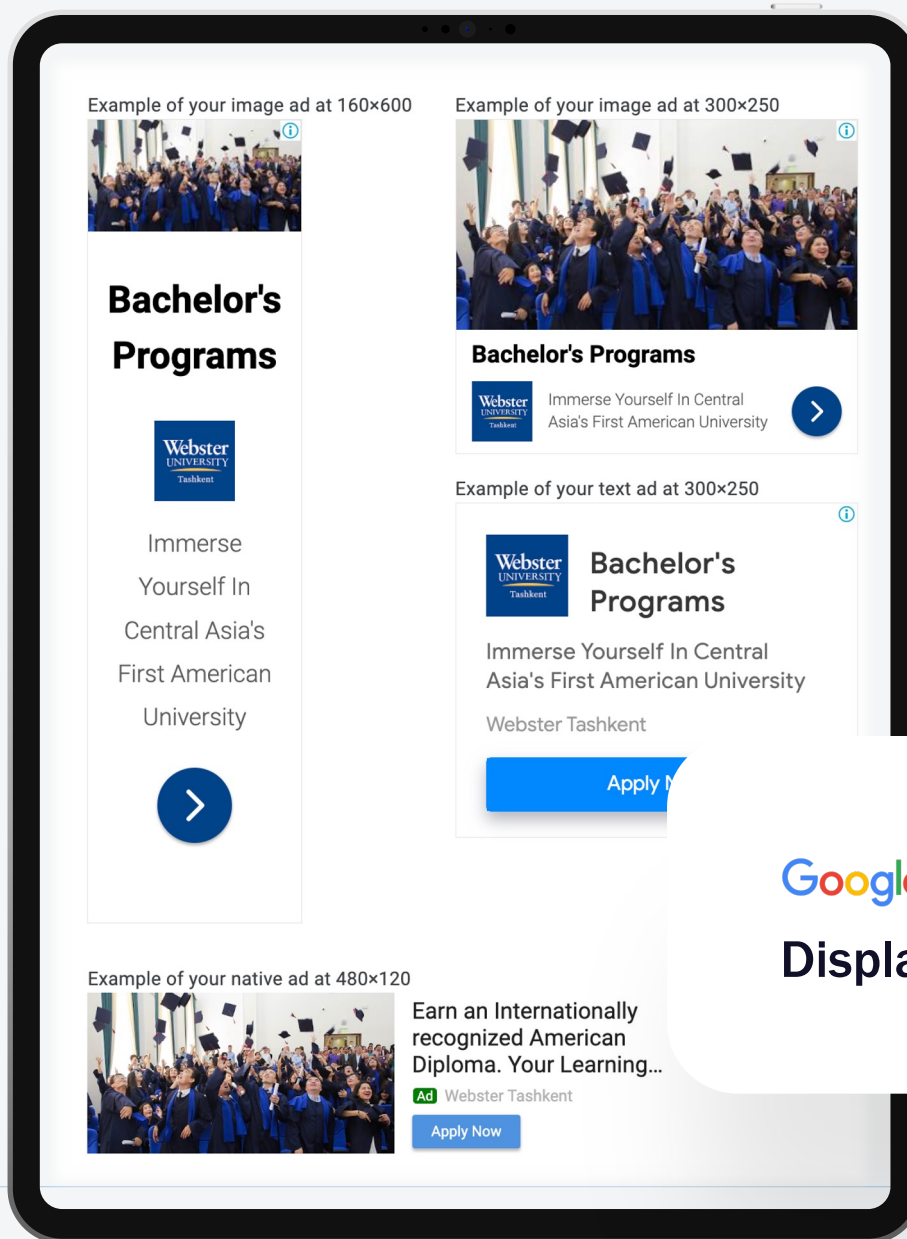
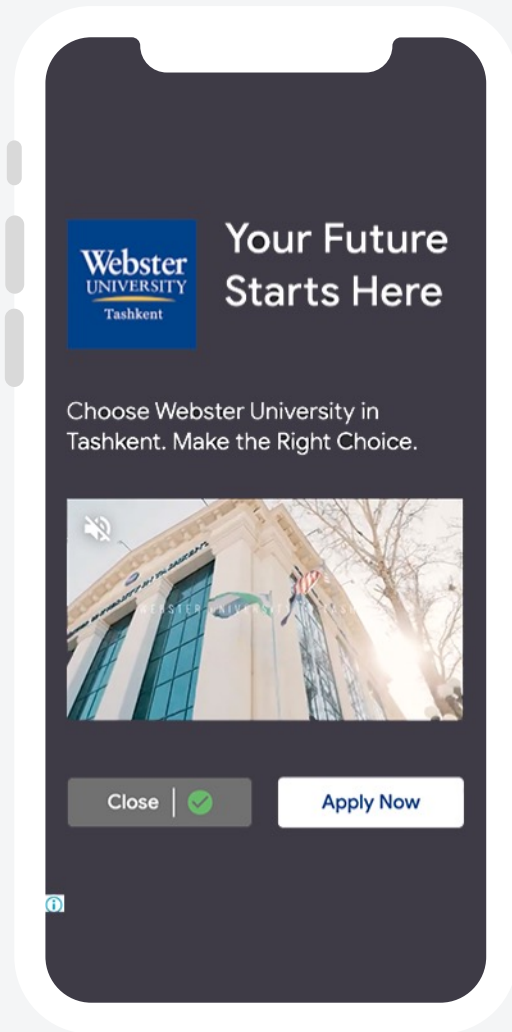
Wikipedia



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Internet



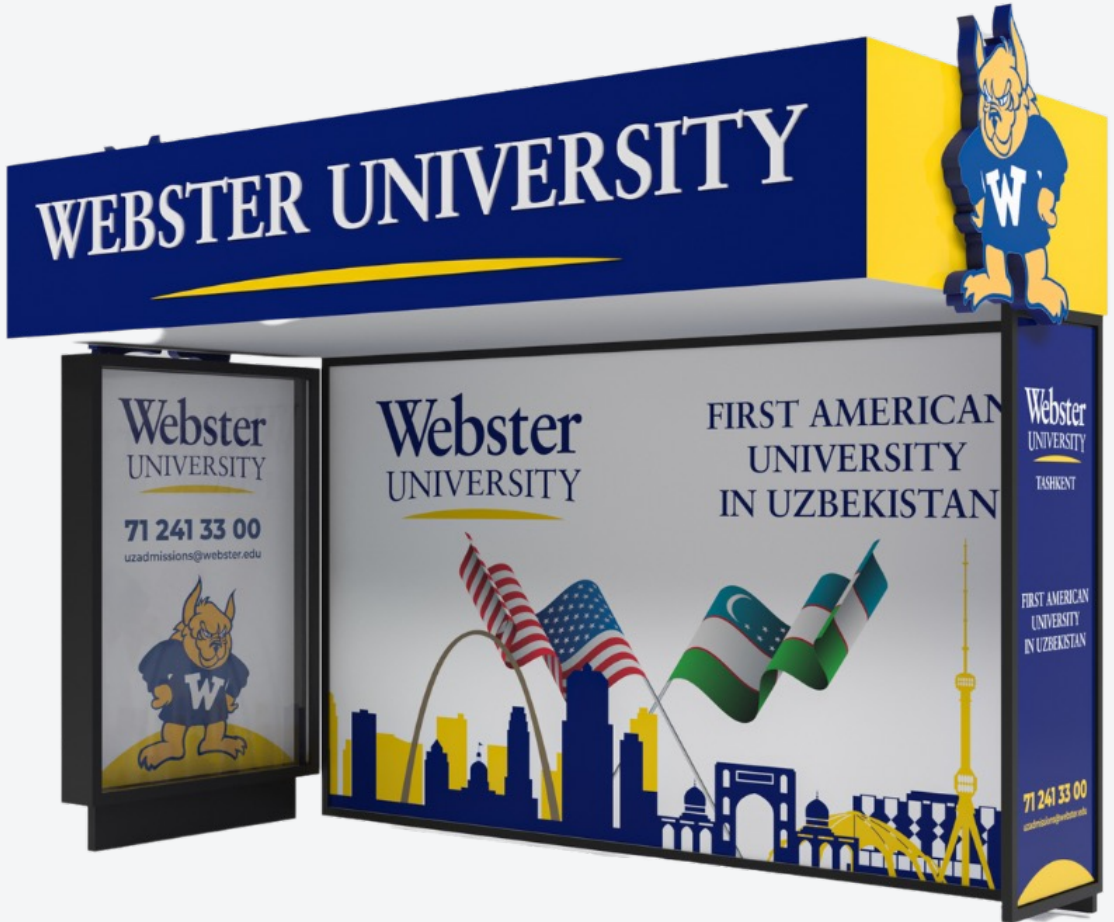
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Google
Search Ads



Google
Display Ads



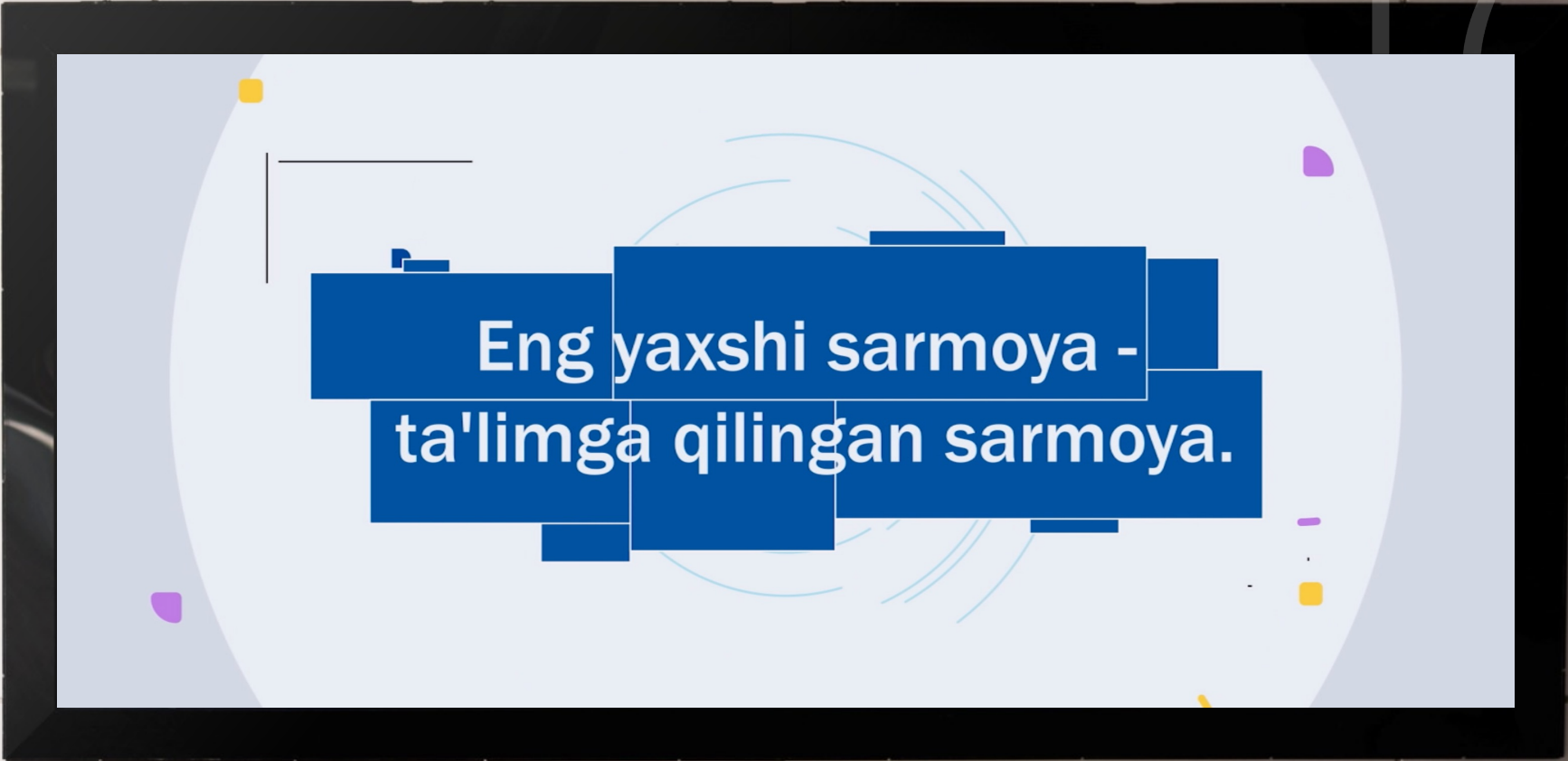
Branded Bus Stop

Info boards



LED screens
Billboards





Eng yaxshi sarmoya -
ta'limga qilingan sarmoya.

Lightboxes

Event Rollups





- Stationary
- Brochures and leaflets
- Corporate gifts
- Presentations
- Email correspondence
- Newsletter
- Phone etiquette
- Publications
- Banners (Online & Offline)
- Business cards
- Signage
- Posters
- Print & Digital advertisement
- Customer service
- Word of mouth
- Merchandise
- Sports uniforms
- Welcome kit
- Apparel
- Profile avatars
- Documents
- Copywriting
- Environment
- Affiliations
- Cars

and more...

**Thank you for
your attention.**

Webster University in Tashkent
Office of Marketing and PR