

A New Identity for WAM

هوية جديدة لوكالة أنباء الإمارات

Prepared for the Emirates News Agency · Rebrand pitch



AGENDA · المحتوى

What we'll walk through

01 Where WAM stands today

Audit and brief

02 The Mark

Globe, dots, bilingual wordmark, lockups

03 The System

Color, typography, voice

04 In Use

Digital, broadcast, stationery, social, field, environment, motion

A national voice with global reach — carried by a brand built for a different era.

1977

Founded as the official news
agency of the UAE

19

Languages published daily to a
worldwide audience

24/7

Wire, web, app, social and
broadcast — one story, many
screens

What we found

ما وجدناه

1

Inconsistent across channels

Different marks, colours and type appear on wire, web, app and social. The agency reads as several brands.

2

Weak at small sizes

The legacy emblem loses detail as an app icon, avatar or lower-third — where most audiences now meet WAM.

3

Global reach, local look

Nothing in the current identity signals a worldwide news network publishing in 19 languages.

01 • THE BRIEF

Build one mark that carries the UAE's story to the world — and reads clearly at every size, in both languages.

شعار واحد يحمل قصة الإمارات إلى العالم، واضح في كل حجم وبكل لغة.

02

CHAPTER 02

The Mark

الشعار



THE NEW IDENTITY

A world in motion, in WAM blue.

عالم في حركة، بأزرق وام

وكالة أنباء
الإمارات - وام

Emirates News Agency- WAM



RATIONALE · THE GLOBE

From the UAE, to the world

The globe places WAM where it belongs: a national agency with an international audience. Its tilted axis suggests motion — news that is always moving, never static.

الكرة الأرضية تضع وام في مكانها الطبيعي: وكالة وطنية بجمهور عالمي.

RATIONALE · THE DOTS

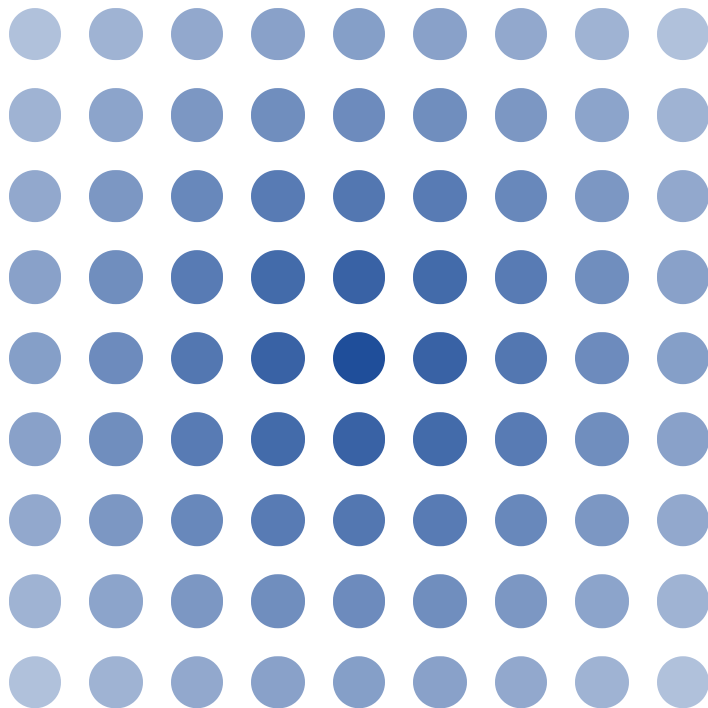
Every dot is a story

The globe is built from points, not lines. They read three ways at once: correspondents and bureaus on a map, data flowing across a wire, and pixels on the screens where news is consumed today.

Network

Data

Digital



RATIONALE · THE WORDMARK

Two scripts, one voice

Latin and Arabic are set at matched optical weight and x-height, so the pair reads as a single mark whichever language leads.

LATIN

WAM

ARABIC

وام

One mark, four configurations

أربع تكوينات للشعار



Primary · horizontal



Reversed · on blue



Mono · one colour



Symbol · app & avatar



CLEAR SPACE & MINIMUM SIZE

Room to be seen

Clear space	X = height of the globe
Minimum print	24 mm wide
Minimum screen	120 px wide
Below minimum	Use the symbol only

03

CHAPTER 03

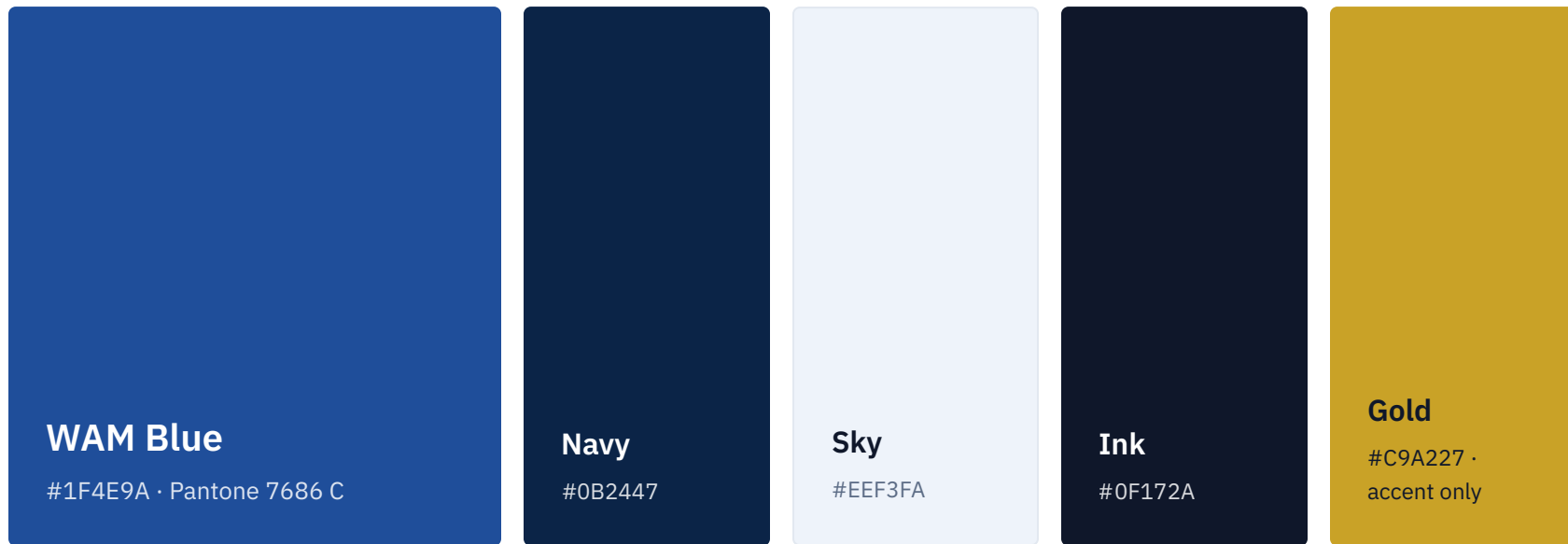
The System

النظام البصري

COLOR PALETTE

Blue leads. Everything else supports.

الألوان



70% Blue & Navy

25% White & Sky

5% Gold — breaking news, honours, highlights

TYPOGRAPHY

One family, both scripts

IBM Plex Sans Arabic was drawn as a single system — Arabic and Latin share rhythm, weight and spacing, so bilingual layouts stay balanced without manual tuning.

Headlines

Bold 700

Sub-heads & UI

SemiBold 600

Body

Regular 400

Aa Bb Cc

أ ب ج د

The UAE and the world,
reported first and reported
right — every hour, in nineteen
languages.

الإمارات والعالم، نخبركم أولاً ونخبركم
بدقة — كل ساعة، بتسع عشرة لغة.

BRAND VOICE & TONE

How WAM sounds

صوت وام

Authoritative, not official

We state facts plainly and cite sources. We never sound like a press release.

"Cabinet approves 2027 federal budget of AED 71.5 billion."

Clear, in every language

Short sentences. Active verbs. Written to translate cleanly across 19 editions.

"Rain expected across the northern emirates from Thursday."

Fast, never first-and-wrong

Speed is our edge; accuracy is our licence. We label developing stories as such.

"Developing — details to follow."

04

CHAPTER 04

In Use

التطبيقات

Built for the small screen first

Website header



App icon



WAM News

Social avatar



@wamnews

BROADCAST & PRINT

On air and on paper

Broadcast lower-third

WAM

**President receives credentials of
new ambassadors**

Abu Dhabi · Qasr Al Watan

LIVE



Mariam Al Suwaidi

Senior Correspondent · مراسلة أولى

wam.ae · +971 2 000 0000

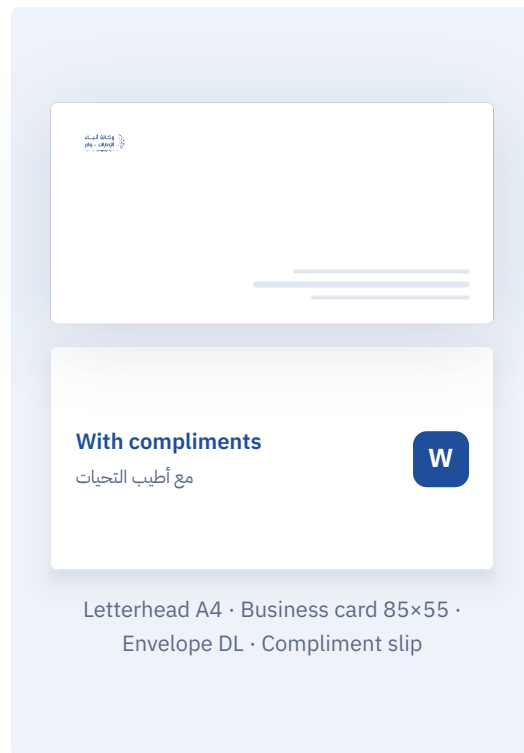
WAM

وام

COLLATERAL · STATIONERY

The corporate suite

المطبوعات الرسمية



Recognisable before it's read

قوالب التواصل الاجتماعي

BREAKING WAM

**UAE Cabinet
approves
national AI
strategy through
2031**

wam.ae · 14:02 GST

QUOTE WAM

**"الإمارات ستبقى جسراً
بين الشرق والغرب."**

Minister of Foreign Affairs

IN NUMBERS WAM

4.2%

Non-oil GDP growth, H1
2026

Source: FCSC

Story · 9:16

Live from ADIPEC

Grid

COLLATERAL · PRESS & FIELD

Worn by the people who report

في الميدان

Press ID



Microphone flag



Field vest & cap



At the scale of a building

اللافتات والمركبات

Newsroom façade

WAM

وكالة أنباء الإمارات

Wayfinding

Newsroom

غرفة الأخبار



Studio 1

الاستوديو 1



Fleet

WAM

wam.ae

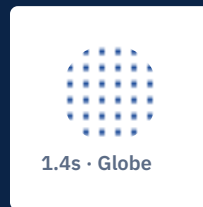
COLLATERAL · MOTION

The dots assemble

A two-second ident opens every video, reel and broadcast segment: scattered points converge into the globe, then the wordmark resolves.

Silent-safe — it reads without audio.

Video ident · Lower-third in/out · App splash · Loading state



What we never do

الاستخدام غير الصحيح

وكالة أنباء
الإمارات - وام
Emirates News Agency- WAM

✗ Stretch or distort

وكالة أنباء
الإمارات - وام
Emirates News Agency- WAM

✗ Recolour

وكالة أنباء
الإمارات - وام
Emirates News Agency- WAM

✗ Busy backgrounds

وكالة أنباء
الإمارات - وام
Emirates News Agency- WAM

✗ Rotate or add effects

NEXT STEPS

Let's give the voice a face.

لنمنح الصوت وجهاً

Stellar Media
info@stellarmedia.ae

Week 1–2

Approve direction

Sign-off on mark, palette and type

Week 3–6

Build the system

Guidelines, templates, motion, asset library

Week 7–10

Roll out digital

Web, app, social, wire

Week 11–12

Launch

Broadcast, print, signage — one WAM everywhere
