

ICON REFINEMENT RATIONALE

WAM Logo Facelift

Prepared for Emirates News Agency — WAM

01

Rationale

A focused evolution of the globe symbol — preserving WAM's recognition while making the identity clearer, more digital, and more scalable.

The Current Mark



A dotted sphere with a crescent arc set behind it
Five colours in one mark: navy, mid grey, charcoal, red and green
Dots vary in size and spacing without a governing grid
Drawn for print, with no digital, inverse or motion state

CURRENT LOCKUP, AS SUPPLIED

Legibility at Small Sizes

Below roughly 64 pixels the crescent closes on the sphere and the coloured dots merge into grey noise.



256 PX



128 PX



64 PX



32 PX



16 PX

Colour Count

No single colour carries the brand, and in one-ink reproduction four of the five collapse into the same value.

COLOUR IN THE CURRENT MARK	ROLE	REPRODUCES IN ONE INK
Navy	Wordmark and crescent	Yes
Mid grey	Majority of sphere dots	Flattens
Charcoal, red, green	Four dots, no stated meaning	Flattens

Motion and Digital Use

No build

The sphere and crescent are one flat drawing. There is no sequence to animate, so every video and title card uses a static PNG.

No inverse

On dark grounds the grey dots lose contrast against the field, and the crescent disappears entirely at broadcast bitrates.

No responsive form

One drawing serves every size, from a favicon to a building sign, with no simplified variant for the small end.

What Stays: The Wordmark

وكالة أنباء
الإمارات-وام
EMIRATES
NEWS AGENCY-WAM

Arabic and Latin settings, letter spacing, weight, hierarchy and colour are all retained exactly as they are. The recognition sits here, and it is not in question.

Benchmark: Peer Agency Marks

Across the wire agencies WAM competes with for pickup, the primary mark has converged on one ink and a symbol that works on its own.

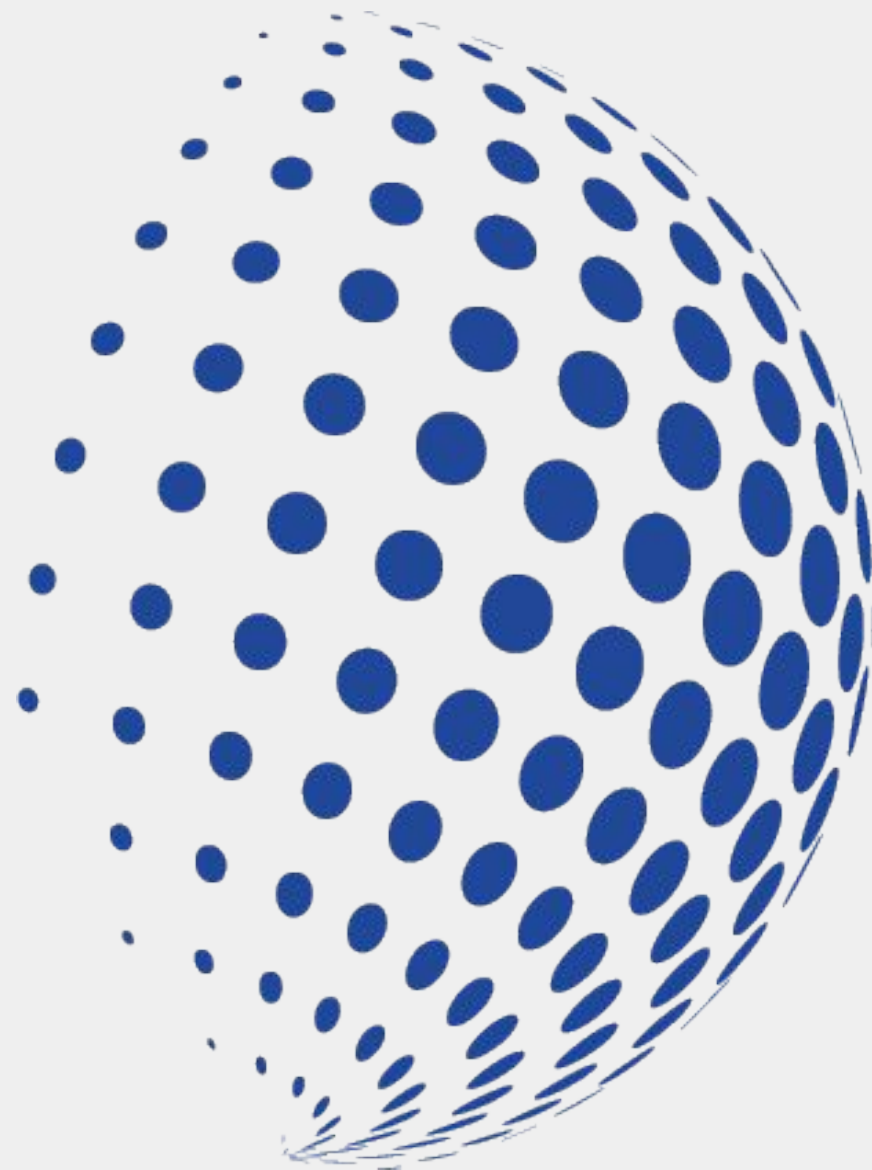
AGENCY	PRIMARY MARK	INKS	WORKS ICON-ONLY
Reuters	Wordmark with dot device	One	Yes
Associated Press	Letterform wordmark	One	Yes
Agence France–Presse	Letterform wordmark	One	Yes
Anadolu Agency	Wordmark with symbol	Two	Yes
WAM, current	Wordmark with dotted sphere	Five	No

STELLAR MEDIA ASSESSMENT OF PUBLICLY PUBLISHED BRAND ASSETS, SEPTEMBER 2026. PEER MARKS ARE DESCRIBED, NOT REPRODUCED.

02

The New Icon

The New Icon



One ink — the existing WAM blue, nothing added
Dots sit on a latitude and longitude grid, graduating to the horizon
The crescent is absorbed into the sphere's own edge
The form reads as rotation, which gives it a build

Wordmark Kept, Icon Changed

CURRENT



Five inks in the icon, dots on no governing grid, and a crescent that detaches from the sphere below 64 px.

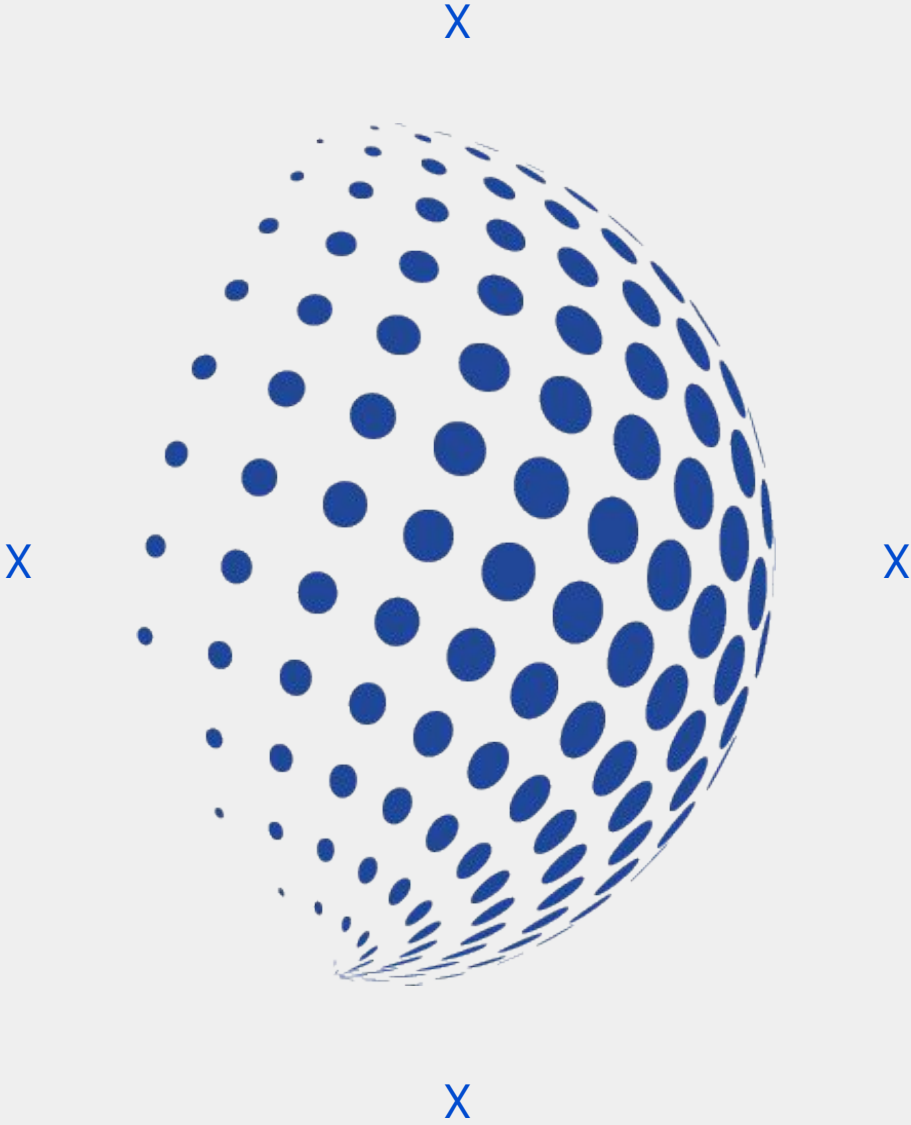
PROPOSED



One ink, dots on a latitude and longitude grid, and the crescent absorbed into the sphere's own edge.

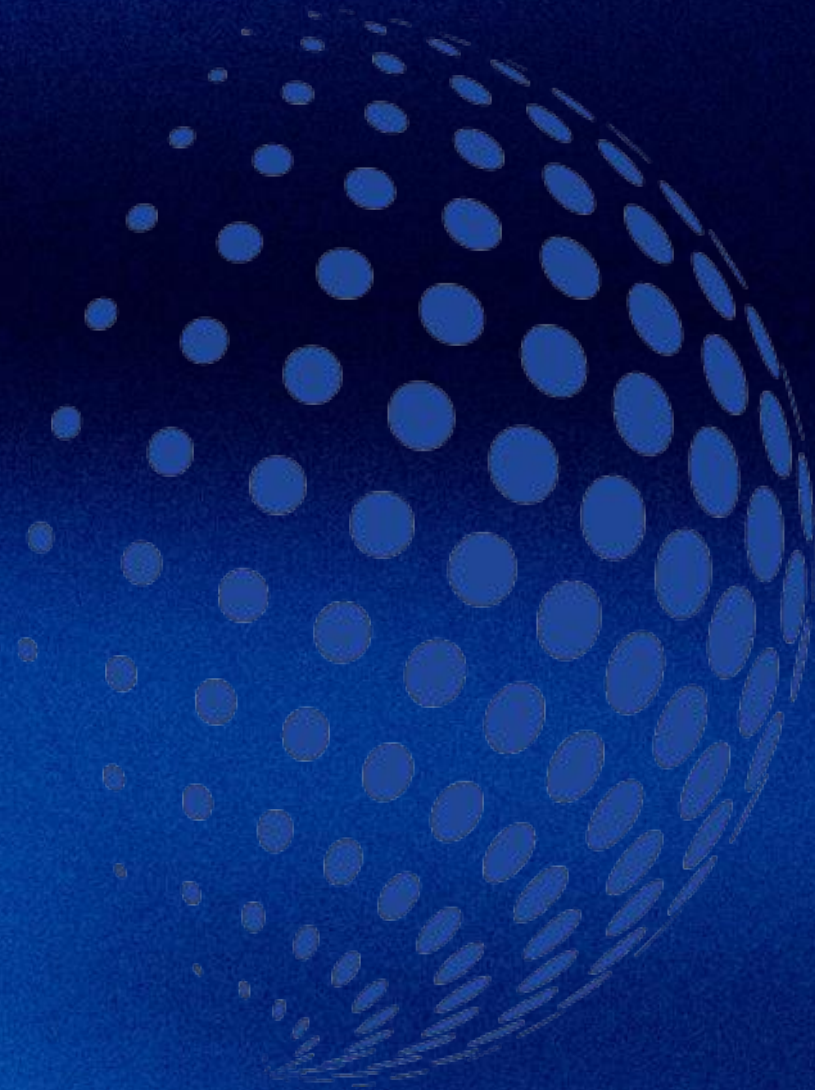
Unchanged: the Arabic and Latin wordmark, its weights, spacing and colour, and the lockup structure. **Changed:** the icon alone.

Construction and Clear Space



Clear space x equals one third of the icon's height on all four sides
Minimum digital size 24 px; minimum print size 8 mm
The icon may be used alone once the lockup has been established
Never recolour, outline, rotate or add a container

The Build

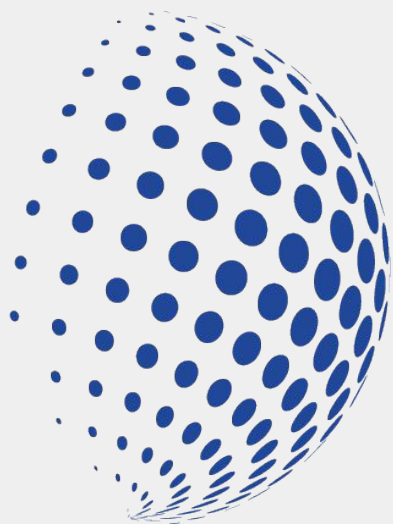


The dots resolve from the terminator outward over 1.4 seconds, holding the finished mark for two. The same sequence runs in reverse to close.

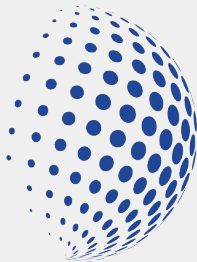
One build serves broadcast idents, social stings, app launch and the site header, so the mark behaves the same wherever it moves.

Legibility, Retested

The silhouette holds to 16 pixels: a single ink, a closed edge and no detached element to lose.



256 PX



128 PX



64 PX



32 PX



16 PX

03

The System

Primary Colours



WAM Blue

#244098 · Pantone 2126 C



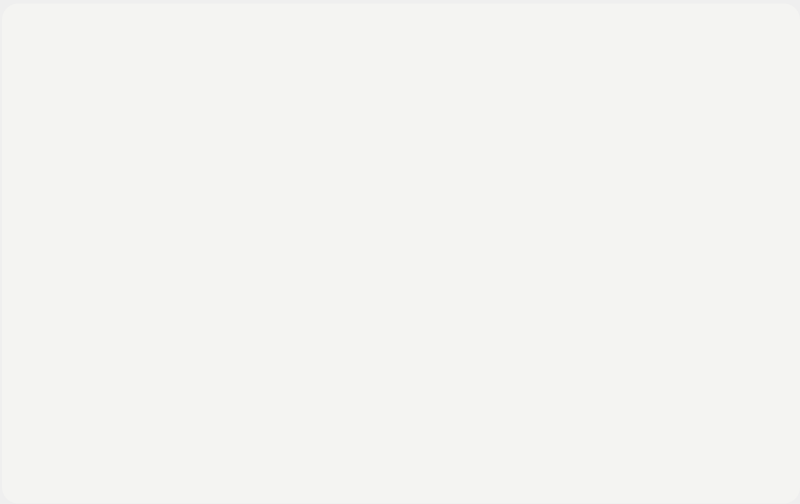
Ink

#0B1B45 · Headlines, body



Signal Teal

#17827F · Live, breaking



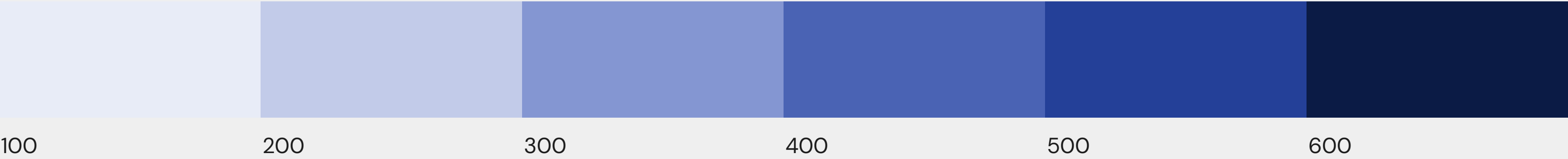
Paper

#F4F4F2 · Ground

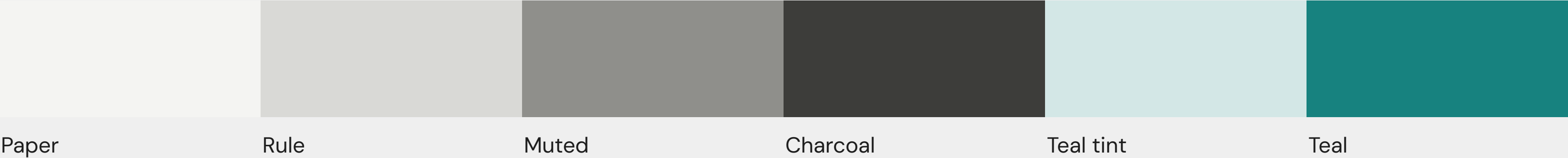
The red and green retire with the old sphere. Teal is the one accent, reserved for live and breaking states so that its appearance always means something.

Tonal Family

BLUE 100–600



NEUTRALS AND ACCENT



Latin Typography

Emirates News Agency

Abcdefghijklmnopqrstuvwxyz 0123456789

IBM Plex Sans

A humanist grotesque with the same open apertures and flat terminals as the existing wordmark, so headlines sit beside the logo without friction.

Four weights

Light for standfirsts, Regular for body, Medium for interface labels, SemiBold for headlines. No other weights are licensed for use.

Open licence

Free for print, web, broadcast and third-party partners, which removes the per-seat licensing that currently limits the agency's suppliers.

Arabic Typography

وكالة أنباء الإمارات

أبجد هوز حطي كلمن سعفص ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic

A geometric Kufi drawn on the same skeleton as the Latin, matching the wordmark's flat, low-contrast strokes rather than a Naskh's modulation.

Matched vertical

Arabic sets at 1.15 times the Latin size so the two scripts read at the same optical weight in bilingual headlines.

Arabic first

In every bilingual lockup the Arabic sets above or right of the Latin, as it does in the existing wordmark.

04

Applications

App Icon



DEFAULT



LIGHT



DARK

The icon is centred on the tile at 58 per cent of its width, leaving the full clear space inside the corner radius. No wordmark appears at this size.

Stationery



Letterhead and card reprint on the existing grid. Only the icon changes.

Stationery

Letterhead and card reprint on the existing grid. Only the icon changes.



Press Badge and Signage



Emirates
News Agency

PRESS

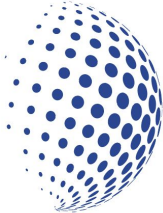
Name Surname

Emirates News Agency



Emirates News Agency

وكالة أنباء
الإمارات-وام
EMIRATES
NEWS AGENCY-WAM



Reversed on blue for exterior fascia, positive on white for interior panels. Both use the horizontal lockup at a minimum height of 90 mm.

Side by Side



CURRENT



PROPOSED

Same identity. Clearer expression.

Same identity.
Clearer expression.