

STELLAR MEDIA PRESENTS — تطوير الهوية البصرية

WAM Identity Evolution

Brand strategy and visual system for
Emirates News Agency

Prepared by Stellar Media

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AGENDA

What we will cover today

جدول الأعمال

01 **The Brief**

02 **Brand Philosophy**

03 **The Logo**

04 **Visual System**

05 **Applications**

06 **Guidelines & Rollout**

07 **Recommendation**

A familiar identity, made more useful

Recognition

The Arabic name and dotted globe remain the anchors.

Clarity

A stronger acronym hierarchy gives the name more presence.

Consistency

One set of assets supports newsroom, digital and physical use.

What changes, and why it matters

ELEMENT	CURRENT	PROPOSED
Name hierarchy	Bilingual full name in masthead	Prominent وام and WAM
Globe	Grey dots, colour accents, blue arc	Standalone dotted sphere in navy
Colour	Several colours within the symbol	One primary colour in the logo
Descriptors	Main component of the masthead	Supporting bilingual identification
Brand promise	None in current masthead	Optional three-word endorsement
Applications	Existing identity in use	A defined cross-channel system

02

Brand Philosophy

فلسفة الهوية

02 · THE CREATIVE IDEA

One signal. Many directions.

A recognisable source across every place WAM publishes.

هوية واحدة. حضور يتجاوز الحدود.



Three words that shape every decision

مصدقية

Credible.

Clear attribution and disciplined editorial presentation.

تواصل

Connected.

A visual language that travels across audiences and formats.

التزام

Committed.

Care in how the agency presents the UAE and its stories.

03

The Logo

الشعار





03 · LOGO RATIONALE

A bilingual mark with a global reach

- وام Arabic leads. The bold geometric wordmark grounds the identity in its origin.
- W Wide-set Latin letters mirror the Arabic weight for a balanced lockup.
- A globe of dots: signals, headlines and data travelling outward from the UAE.

Four elements, one lockup



A

Arabic wordmark

Primary; never smaller than the Latin.

B

Latin wordmark

Tracked wide to match the Arabic width.

C

Globe mark

Can stand alone as icon or pattern.

D

Descriptor & tagline

Bilingual descriptor; tagline under the rule.

Four versions for every context



CREDIBLE. CONNECTED. COMMITTED.

PRIMARY



CREDIBLE. CONNECTED. COMMITTED.

MONOCHROME



CREDIBLE. CONNECTED. COMMITTED.

REVERSED



CREDIBLE. CONNECTED. COMMITTED.

ONE COLOUR

A logo family for different spaces



ENDORSED SIGNATURE

Corporate presentations and large formal applications.



CORE SIGNATURE

Everyday documents where the full name is useful.



CONTEXTUAL ICON

Avatars where the account name identifies WAM.

04

Visual System

النظام البصري



Navy leads; national colours accent

Primary Blue

#0A1D46

Steel Gray

#687280

Silver

#E8EBEF

UAE Green

#007A3D

UAE Red

#CE1126

One family across two scripts

LATIN

Aa

IBM Plex Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ARABIC

أب

IBM Plex Sans Arabic

أبجد هوز حطي كلمن سعفص ٠١٣٣٤٥٦٧٨٩

The globe becomes a signature pattern

- Cropped and oversized on covers, envelopes and vehicles.
- Silver tint as a quiet watermark on letterheads.
- Reduced to a single dot cluster for favicons and social avatars.



An editorial voice that respects the story

Factual and direct

Headlines describe the event. Captions explain what the audience is seeing.

Clear international English

Plain wording, consistent transliteration and meaningful context.

Arabic with natural rhythm

Modern Standard Arabic with accurate names, titles and place names.

News and brand stay distinct

The tagline belongs in institutional communication and selected end frames.

Motion follows the same discipline

0.0–0.4 s

Signal appears

A quiet dot sequence begins.

0.4–1.2 s

Globe resolves

The approved sphere becomes visible.

1.2–2.0 s

Name settles

The WAM signature reaches its final position.

2.0–3.0 s

Identity holds

A clean end frame supports attribution.

05

Applications

التطبيقات

The everyday touchpoints

Letterhead with silver watermark

Two-sided business card

Envelope with cropped globe

Lanyard and staff badge



Legible in motion and at scale



Broadcast fleet livery



Headquarters flag

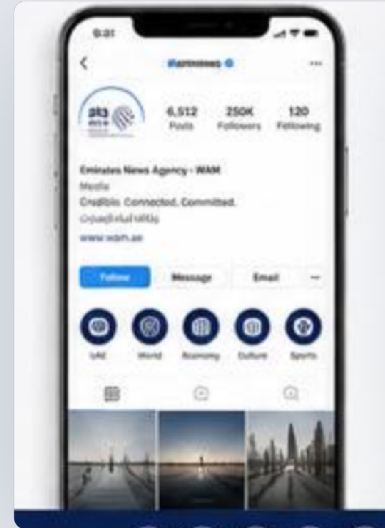
05 · DIGITAL

Built for the screen first

Social profiles across X, Instagram, YouTube, LinkedIn, Facebook and TikTok

Globe dot cluster as favicon and app icon

Poster and story templates carry the tagline



One hierarchy across social formats

FORMAT	CANVAS	CONTENT RULE
Feed post	1080 × 1350	One headline and one focal image
Story / vertical video	1080 × 1920	Core identity and headline inside a central 4:5 area
Landscape video	1920 × 1080	Separate title, lower third and attribution
Square avatar	1080 × 1080	Dedicated icon with circular-crop clearance

Guidelines & Rollout

القواعد والتنفيذ



Clear rules protect the identity

USE

RULE

Proportions

Keep the master artwork intact. Scale proportionally.

Clear space

At least one Arabic stem-width as the initial spacing rule.

Typography

Keep custom logo lettering. Use IBM Plex for supporting text.

Backgrounds

Choose a flat, high-contrast area or a solid backing.

Symbol

Keep the globe geometry and dot placement fixed.

Effects

Clean artwork — no outlines, shadows or gradients.

The proposed brand handover

WORKSTREAM

Identity masters

Brand guidelines

Editorial templates

Corporate suite

Physical applications

Release package

DELIVERABLES

Primary, horizontal, core, monochrome, reverse and micro assets

Logo rules, typography, palette, patterns and bilingual use

Social, video covers, lower thirds, end frames and photo credits

Letterhead, business cards, email signature, folder and presentation

Press pass, lanyard, microphone, signage, fleet and flags

SVG / PDF / PNG exports, editable templates and team training

A six-week implementation plan

Week 1

Alignment

Selected direction, naming and usage priorities

Weeks 2–3

Identity development

Vector masters, lockups, palette and typography

Weeks 4–5

Application design

Digital, editorial and corporate template suite

Week 6

Testing & handover

Final approvals, export package and team guidance

A recognisable WAM. A more consistent identity.

Approve the visual direction, confirm the brand promise and move into master artwork development.



THANK YOU

شكراً

Thank you

Credible. Connected. Committed.

Stellar Media

Info@stellarmedia.ae · Abu Dhabi, UAE

لا تقنع بما دون النجوم