

Stellar ▪ Media

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NMA-RFT-2026 · ROUND 2 SUBMISSION · WAM BRAND & VISUAL IDENTITY REVAMP

Technical Proposal

العرض الفني

Emirates News Agency (WAM) · National Media Authority

Submitted Monday 21 September 2026. Includes the brand benchmarking study. No pricing appears in this file.

لا تقنع بما دون النجوم

info@stellarmedia.ae · 055 988 8290 · stellarmedia.ae

What is inside

Four sections. The benchmarking study sits inside this document as Section B, scored and visualised. The creative directions are presented in the accompanying creative deck.

A	B	C	D
The Brand Challenge	Competitor Benchmark	System and Delivery	Launch
Context, differentiation and the design principle	14 agencies, 8 dimensions Scoreboard, gap, whitespace	Bilingual, motion, sonic, digital Training, timeline, team	The Golden Jubilee film Storyboard and rollout

Two gated deliverables are committed: the benchmarking methodology at Section B and the Talent and Technology Gap Report at Section C.



A

The Brand Challenge

WAM is not competing on speed. It is competing on belief.



CONTEXT · DIFFERENTIATION · PRINCIPLE

Three things happened at once

01

A new federal authority

The Federal Decree Law of December 2025 consolidated the UAE Media Council, the National Media Office and WAM under the National Media Authority. The mark must read at federal scale.

02

Fifty years on the record

1976 to 2026. The Golden Jubilee gives the institutional shift a public moment, and gives the brand a heritage claim no regional peer can match.

03

Trust moved to video

Audiences now decide what to believe on social and video surfaces, where WAM is under represented relative to the authority it holds.

One identity has to serve all three: a mark fit for a federal authority, a heritage moment worth marking, and a system that performs natively in a vertical feed.

The differentiation, stated precisely

Peer set	What they compete on	What WAM owns instead
Regional state agencies SPA · QNA · KUNA · BNA · ONA · MENA	National sourcing within their own market, primarily in Arabic with an English tier	Eight language distribution and a fifty year record, at a scale no regional peer matches
International wires AP · AFP · Reuters	Global speed, commercial subscription, breaking news urgency	Direct access to leadership and official status: the source the wires themselves cite

The design consequence

A commercial wire aesthetic, with rolling alert bars, saturated reds and high urgency motion, moves WAM onto ground it does not want and cannot win. The identity should read as institutional permanence: measured typography, a calm layout rhythm, restrained alerting, and a mark that behaves like a seal rather than a banner.

Official before urgent. Where a design choice can express either speed or authority, it expresses authority. Alerting is restrained and reserved. The mark is a seal of record, not a shout. Motion resolves rather than accelerates.

B

Competitor Benchmark

Fourteen agencies, eight dimensions, one scale. WAM scored on the same scale as its peers.



GATED DELIVERABLE · SCOREBOARD · GAP · WHITESPACE

The set and the method

A gated deliverable. Committed here as contractual, delivered alongside the discovery validation report.

Fourteen agencies, three tiers

Tier	Agencies
Direct regional peers	SPA, QNA, KUNA, BNA, ONA, MENA
Sovereign global agencies	TASS, Xinhua, Kyodo, PA Media
Global wire standards	Reuters, AP, AFP
Baseline	WAM, scored on the identical scale

Eight dimensions, five point scale

	Dimension
01	Logo and identity
02	Bilingual lockup
03	Small size behaviour
04	Colour and typography
05	Digital presence
06	Video and motion
07	Brand protection
08	Sonic identity

Controls: every score is set against captured assets dated at time of capture, carries a written justification, and is reviewed by a second assessor. Where a figure is not publicly disclosed the study says so rather than estimating one.

Scoreboard

Preliminary scores from public observation. Every cell is re-scored against captured assets in the delivered study.

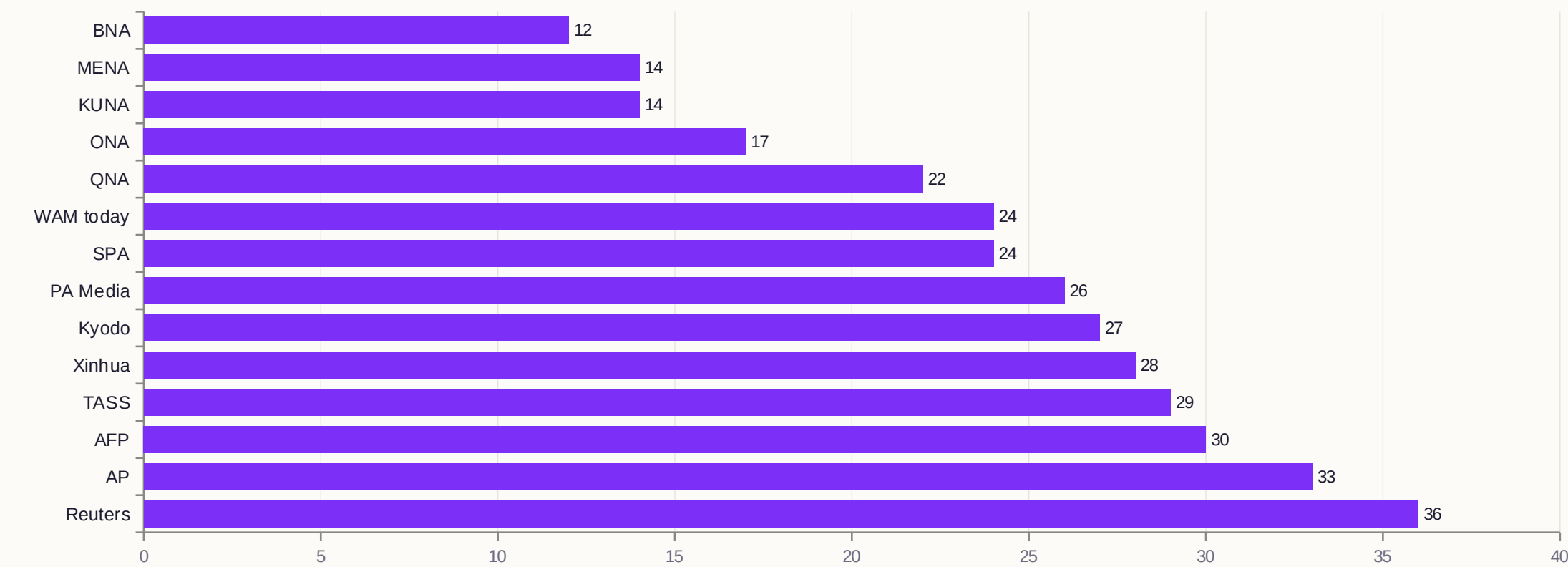
	01	02	03	04	05	06	07	08	TOTAL
SPA	4	2	3	3	4	3	2	3	24
QNA	3	2	3	3	4	3	2	2	22
KUNA	2	2	2	2	2	2	1	1	14
BNA	2	1	2	2	2	1	1	1	12
ONA	3	2	2	3	3	2	1	1	17
MENA	2	2	2	2	2	2	1	1	14
TASS	4	3	4	4	4	4	3	3	29
Xinhua	4	3	4	3	4	4	3	3	28
Kyodo	4	4	4	4	4	3	2	2	27
PA Media	4	3	4	4	4	3	2	2	26
Reuters	5	3	5	5	5	5	4	4	36
AP	5	3	5	4	5	4	4	3	33
AFP	4	3	4	4	4	4	4	3	30
WAM today	3	2	3	3	3	3	3	4	24

01 Logo and identity · 02 Bilingual lockup · 03 Small size behaviour · 04 Colour and typography · 05 Digital presence · 06 Video and motion · 07 Brand protection · 08 Sonic identity Scale 1 to 5, 40 maximum.

THE METRIC

Total score, ranked

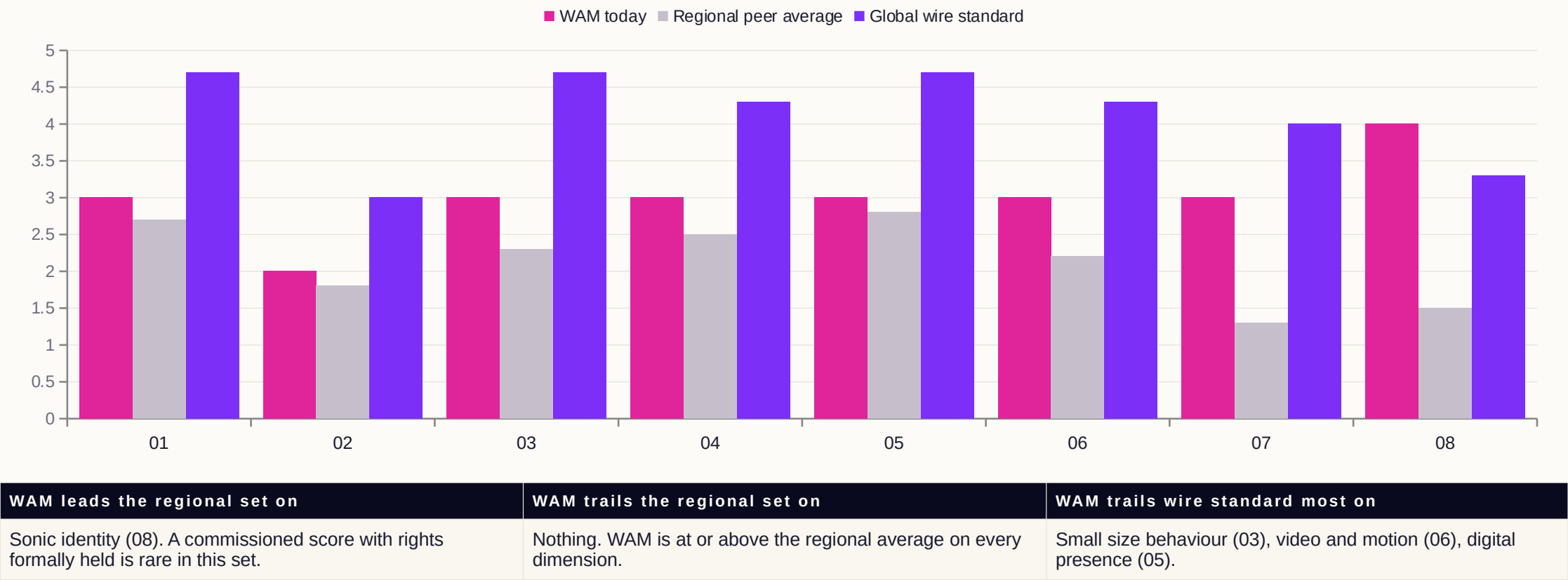
WAM sits level with the strongest regional peer and twelve points behind wire standard. The gap is concentrated, not general.



Preliminary scores, to be re-scored against captured assets in the delivered study.

Where the gap actually sits

WAM against the regional peer average and the global wire standard, dimension by dimension.



The whitespace

Derived from the scoring. Each finding is answered by at least one of the creative directions in the accompanying creative deck.

WHITESPACE 01

The unified bilingual mark

Bilingual lockup is the lowest scoring dimension across the regional set. No peer holds a mark where Arabic and Latin share one geometry. Most set an Arabic mark beside a separately drawn Latin acronym.

WHITESPACE 02

Official vertical video

No GCC state agency scores above 3 on video and motion. The category still treats video as broadcast output rather than as the primary surface where trust is decided.

WHITESPACE 03

The authenticated mark

Brand protection is the weakest dimension region wide. No peer treats the mark as a seal of verification rather than as decoration.

Three cross cutting findings also hold: colour is a crowded axis because nearly every regional agency takes its primary colour from the national flag, the globe device is the category cliché, and at application icon scale the regional lettermarks are close to interchangeable.



C

System and Delivery

Where a brand system is won or lost: the bilingual build, the protection, the handover, the people.



BILINGUAL · PROTECTION · MOTION · DIGITAL · TRAINING · TIMELINE · TEAM

Bilingual build and mark protection

Optical weight parity

Arabic and Latin do not share a baseline, an x height or a stroke logic. Set at the same nominal size, one script dominates. We construct the lockup on measured optical weight: matching stroke density, cap height to Arabic body height, and counter volume, verified at four scales from wire header to application icon. Right to left is handled with directional tokens, separate Arabic and English social masters, and independent lower third builds. All eight languages are stress tested at template stage.

Tamper resistance, four layers

- Structural mark design so a clean crop or solid overlay leaves visible damage to the frame.
- A composited brand bug with a defined edge relationship, so a replacement logo cannot sit cleanly in its place.
- Identity distributed across lower thirds, typography, colour and the sonic sting, so stripping the logo does not strip the brand.
- A forensic watermark layer specified and evaluated, scoped as a technology recommendation rather than an agency build.

We will not claim any mark is impossible to remove. What we commit to is raising the cost and visibility of removal to the point where stripped content is recognisably stripped.

Motion, sonic and digital handover

Workstream	What is delivered
Motion	Animated marks in full and short form, six motion template categories, platform specific social frames, independent Arabic and English lower thirds, motion style guide. Delivered as After Effects and Premiere Pro projects with editable text layers.
Sonic	Analysis first: the existing composition by Taha Al Ajmi is transcribed and mapped before any new material is written. The core theme is then extended across seven content categories with stings and short cues, every piece documented against the original.
Digital system	wam.ae component library specified to the existing custom platform and WAM News System, not to a replacement. Two mobile applications, CMS refresh, eight language infographic system.
Handover	Figma library with tokens, variants and both directional modes, mirrored into Illustrator, Photoshop and Premiere Pro formats named to match. The department keeps working in Adobe; Figma carries the system.

Each critical and high priority platform receives platform specific template design, rather than resized versions of a single master.

SONIC IDENTITY · Reference material and work in progress: drive.google.com/drive/folders/1dh1wvqBZcEWZT4hNNzUW31TxZArivx77

Independence in thirty days

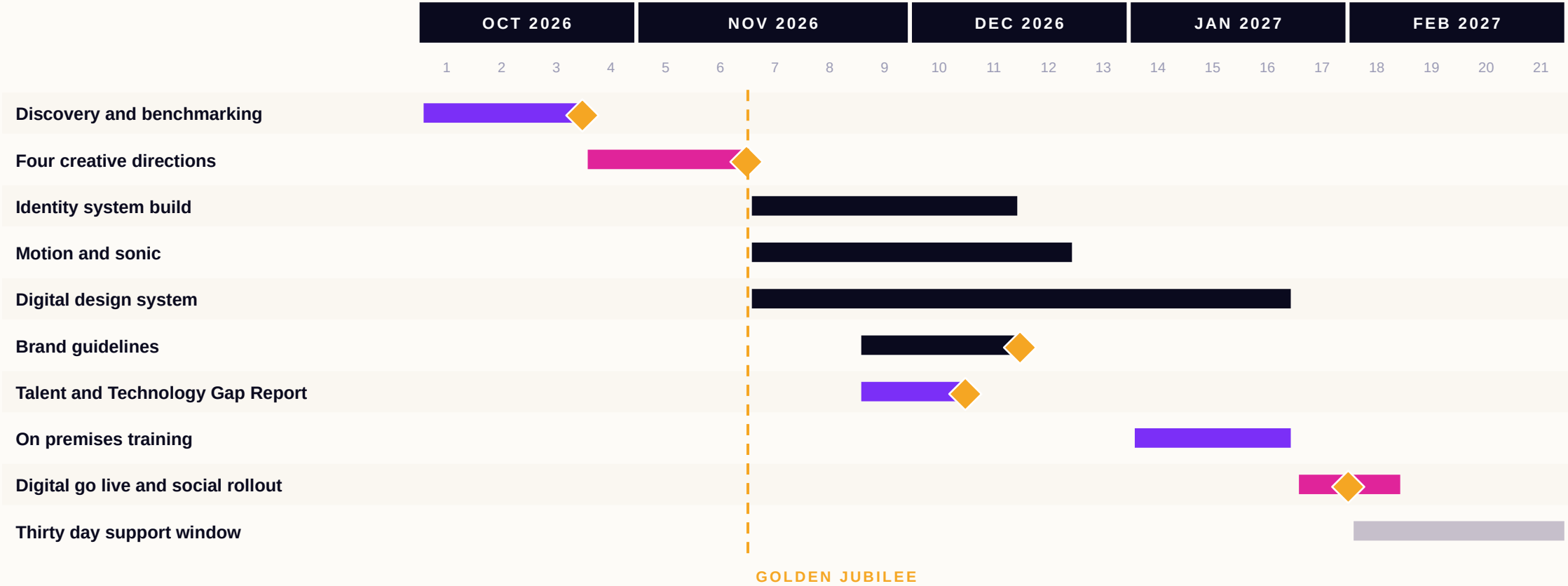
GATED DELIVERABLE · Talent and Technology Gap Report, submitted in writing before any training is delivered. Skills inventory, an observed practical task in each designer’s own tools, an output review and a department lead interview, producing a per person development path.

	Session	Content
01	Brand system orientation	Strategy behind the identity, mark usage, colour and type rules, decisions the team can make without escalation
02	Motion identity	Working the templates in After Effects and Premiere Pro, editing text layers safely, the alert register, export specs
03	Production tooling workshop	Hands on use of the recommended tools against real WAM tasks, with licence, compatibility and governance for each
04	Figma and asset library handover	Navigating the component library, using tokens, maintaining the file, naming and taxonomy conventions
05	Multilingual template production	Producing across eight languages, right to left rules, text expansion, quality checks before publication

All five delivered on WAM premises in Abu Dhabi across the first three weeks of January 2027. Remote delivery is not proposed. Materials in Arabic and English, handed over as WAM owned assets. Every session recorded. A thirty day support window with a four hour response follows go live.

Timeline

Planned from contract award. Dates assume kick-off on Monday 5 October 2026 and move week for week with the award date.



◆ Milestone for approval and billing

Milestones and risk

Milestones

Date	Milestone
Mon 21 Sep 2026	Round 2 proposal submitted
Mon 5 Oct 2026	Kick-off and mobilisation
Fri 23 Oct 2026	Discovery and benchmarking report
Thu 12 Nov 2026	Four directions presented, one selected
November 2026	Golden Jubilee, heritage edition of the film
Fri 11 Dec 2026	Talent and Technology Gap Report accepted
Fri 18 Dec 2026	Brand guidelines delivered
Mon 4 Jan 2027	Five training sessions begin
Mon 25 Jan 2027	Digital go live
Mon 1 Feb 2027	Social rollout, support to end of February

Principal risks and controls

- Approval cycles across several stakeholders. Single authorised approver confirmed at kick-off, consolidated feedback windows, decisions logged in writing.
- Direction selection slipping past 12 November. Directions presented with benchmark evidence, pre read five days ahead, fallback narrows to two within a week.
- Year end compressing the build. Training is scheduled from 4 January so no session falls in the holiday weeks.
- Platform team availability. Coordination opened in week one; the system is specified to the existing platform.
- Typeface licensing. Route confirmed at concept stage, with an open licence alternative carried for each direction.
- Sonic source material. Requested in week one; where stems are unavailable the composition is transcribed from released masters.

Direction selection to digital go live is ten weeks. That is the critical path, and it runs with the digital system built in parallel from week seven.

The team on WAM

A dedicated delivery unit, allocated to this programme for its full duration.

15+

YEARS

Abdelrahman Hossni

Founder and Managing Director

Programme lead and brand strategy. Discovery validation, positioning, approvals discipline, and WAM's single point of contact from kick-off to close.

15+

YEARS

Alex Debare

Strategic Creative Director

Creative authority across all four directions. Second reviewer on every benchmark score, and present at every WAM milestone.

22+

YEARS

Marwa Elkhawaja

Senior Art Director

Identity build, bilingual lockup and brand guidelines. Rebranding credits include Allianz and EgyptAir, across the UAE, Saudi Arabia and Egypt.

10+

YEARS

Abdelrhaman Farid

Senior Designer

Identity applications, digital design system, social and infographic templates across eight languages.

12+

YEARS

Umazaki Anam

Senior Multimedia Designer

Motion identity, animated marks, video templates and lower thirds, and production of the sonic system.

74+ years of combined experience. Each lead delivers the on premises training session for their own workstream, so WAM's designers learn the system from the people who built it.

D

Launch and the Golden Jubilee

The Jubilee is the moment. The film carries it, then carries the new identity into market.



HERO FILM · STORYBOARD · ROLLOUT

Born with the News

مولود مع الخبر

One life and one agency, growing along the same fifty years.

A man is born in the winter of 1976, the same season the agency begins. He hears the first bulletin from a radio in his mother's arms. He watches the nation being built on a television in the family majlis. He studies media, joins the agency, and spends a working life inside it. Today he walks the corridor of the National Media Authority and looks back at the record he helped write.

WHY IT WORKS 01

The Jubilee becomes proof

Fifty years is not a birthday in this film. It is evidence. The agency is measured by a life it accompanied rather than by an anniversary lockup that expires in December.

WHY IT WORKS 02

Authority told as intimacy

The official record is shown from inside one family. That is how an institutional brand earns warmth without trading away credibility.

WHY IT WORKS 03

A bridge between identities

Two editions. The Jubilee edition in November closes on the heritage mark and a new chapter. The launch edition in January closes on the new identity.

كبرنا مع الخبر، وكبر الخبر معنا

We grew with the news, and the news grew with us.

STORYBOARD

Twenty five frames, 1976 to 2026



Hand drawn pencil treatment. Tone: human and warm. Three acts: the child and the radio, the student and the archive, the man and the corridor.

What the film proves about the identity

Frame	What is on screen	What it proves
04	The first radio bulletin	The mark has to work in audio alone. This is where the sonic identity carries the brand, and why the existing composition is extended rather than replaced
07 and 09	Television, archive footage, the flag	The brand bug in its earliest broadcast form. Establishes the lineage the new mark evolves from
13	The agency name written by hand	The wordmark at its most reduced. If it survives being written by hand it survives at any scale
16 and 18	Office 2002, then the name transitions	The architecture stated plainly on screen: one agency, several institutional names, one continuous record
21 and 22	The National Media Authority building, the corridor of photographs	The mark at architectural scale and on the archive wall. Signage and print, shown rather than described
25	Look to camera, the closing line	The verbal identity in its final form, Arabic first

Rollout across the Jubilee and the launch

Phase	Window	What runs
Jubilee edition	November 2026	The heritage edition of the film for the Golden Jubilee, closing on the current mark and the line كبرنا مع الخبر. It needs nothing from the new identity, so it is never at risk from the build
Teaser	Mid January 2027	The new mark alone, no explanation. Period fragments from the film: a radio dial, a television glow, a hand writing the name. Built for the vertical feed
Identity go live	25 January 2027	Website and applications launch on the new system. Profile changeover across the four critical platforms on 1 February
Launch edition	Late January 2027	The film re-cut to close on the new identity, with a sixty second broadcast cut, a thirty second social cut and six second bumpers
Sustain	February 2027 onward	Frames from the film become the template system for anniversary content across eight languages. The Jubilee expression retires; the identity does not

The film is presented as a launch concept demonstrating the identity in application. Its production sits outside the base scope of this tender and is quoted separately on instruction.

Every clause, traced

Clause	Requirement	Answered in
3.1	Brand strategy, discovery validation, retain versus evolve, bilingual tone of voice	Sections B and C
3.2	Benchmarking and competitive landscape audit (gated)	Section B
3.3	Visual identity system, all variants, tamper resistant construction	Section C and the creative deck
3.4 and 3.5	Video and motion identity; sonic modernisation preserving the original	Section C
3.6 to 3.9	Digital workstream, applications, Figma handover, guidelines, asset library	Section C
4.1 and 4.2	Integration with the existing platform; five on premises training sessions, recorded	Section C
4.2	Talent and Technology Gap Report (gated); three technology recommendations	Section C
4.4	Optical weight parity, right to left competency, eight language scaling	Section C
5.2	At least three distinct creative approaches, with a showreel for each	Creative deck, four directions
5.1	Named project team: creative direction, strategy, typography, motion	Section C
5.3	Phased plan, team structure and risks to the programme window	Section C
Launch	Golden Jubilee anchor and the identity shown in application	Section D
Instructions	No part of the commercial proposal appears in this file	Confirmed throughout

The word that counts.

Official. Multilingual. On the record.



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Digital Stellar Media LLC · Abu Dhabi · info@stellarmedia.ae · 055 988 8290