

The Mark.

A working review

العلامة — مراجعة أولية



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About WAM.

عن وكالة أنباء الإمارات

01

The official voice of the United Arab Emirates.

Emirates News Agency — WAM — is the national news agency of the United Arab Emirates. It reports the nation’s news to domestic and international audiences, supplies wire copy to media organisations worldwide, and publishes in Arabic, English and a range of other languages.

وكالة أنباء الإمارات هي الوكالة الوطنية الرسمية لأخبار دولة الإمارات العربية المتحدة، تنقل أخبار الدولة إلى الجمهور المحلي والدولي بالعربية والإنجليزية ولغات أخرى.

ESTABLISHED

1976

BASED

Abu Dhabi

PUBLISHED IN

Arabic, English and other languages

The Mark.

العلامة

02

The same globe, drawn for a smaller screen.

الكرة نفسها، بخط مرسوم لشاشة أصغر.

CURRENT



Four colours, two scripts at near-equal weight, and a globe of twenty-two dots that closes up below 48 px.

PROPOSED



One blue. Arabic leads at display weight, English sits beneath it, and the globe is redrawn on an open grid that survives an app icon.

Five reasons to redraw.

خمسة أسباب لإعادة التصميم.

01

Legibility at small sizes

The old globe breaks up in an app icon, a favicon or a broadcast bug.

02

Arabic leads

The Arabic wordmark becomes the primary voice; English carries the support line.

03

One colour

A single blue replaces four competing colours and reproduces anywhere.

04

Digital-native

Built for screens, motion and lower-thirds, not only for print.

05

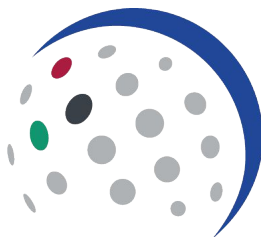
Continuity

Same globe, same blue. A facelift, not a rebrand — no equity is thrown away.

Where the old globe closes up.

حيث تنغلق الكرة القديمة.

CURRENT



128 px



64 px



32 px



16 px

PROPOSED



128 px



64 px



32 px



16 px

Four inks become one.

أربعة ألوان تصبح لوناً واحداً.

CURRENT·FOUR



#214898 #AFB2B4 #AB1D40 #119670

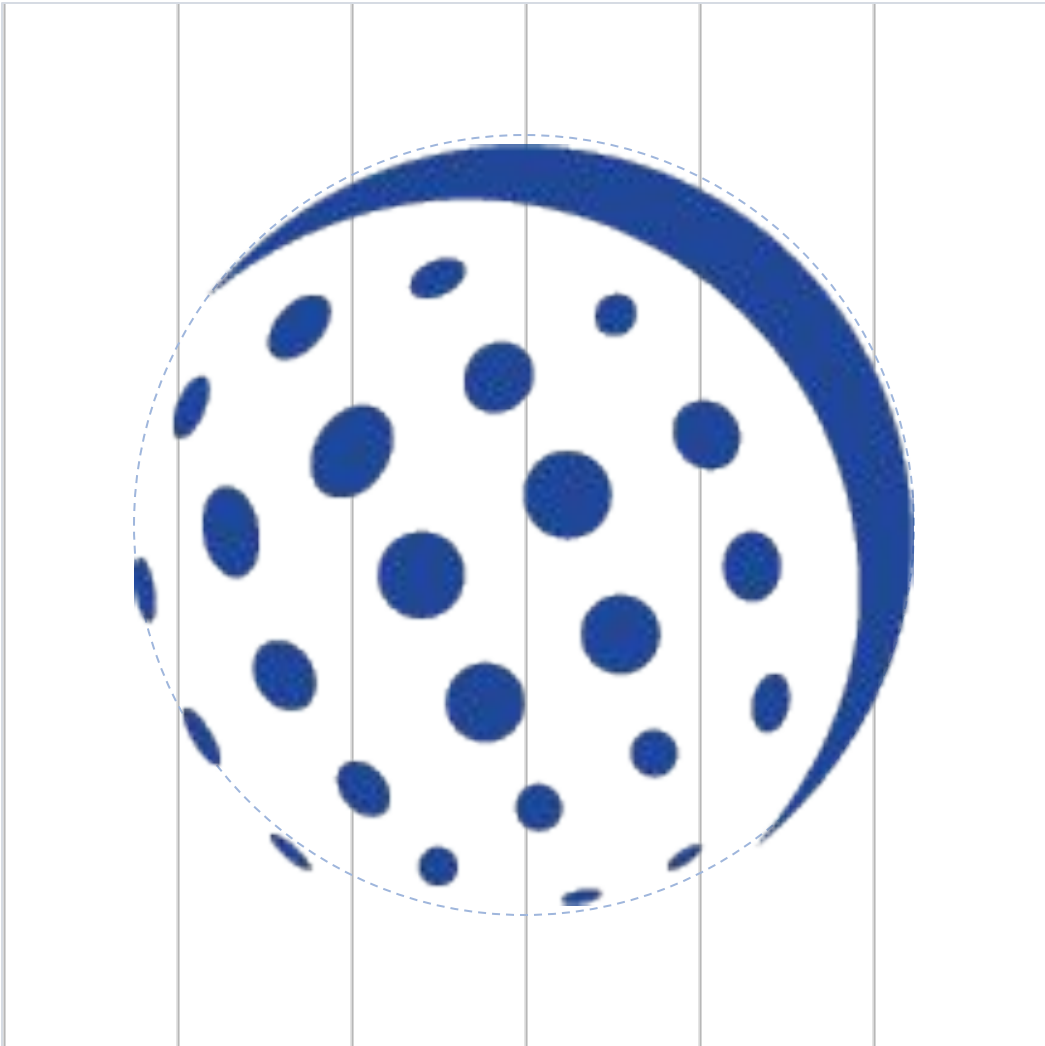
Plus a near-black in the dot cluster. Five inks in total, none of which reproduce reliably in single-colour print, engraving or embossing.

PROPOSED·ONE



WAM Blue · #214898

One ink carries the whole identity. The mark reverses to white, prints in mono black, and debosses without losing a single element.



One circle, one crescent, one field of dots.

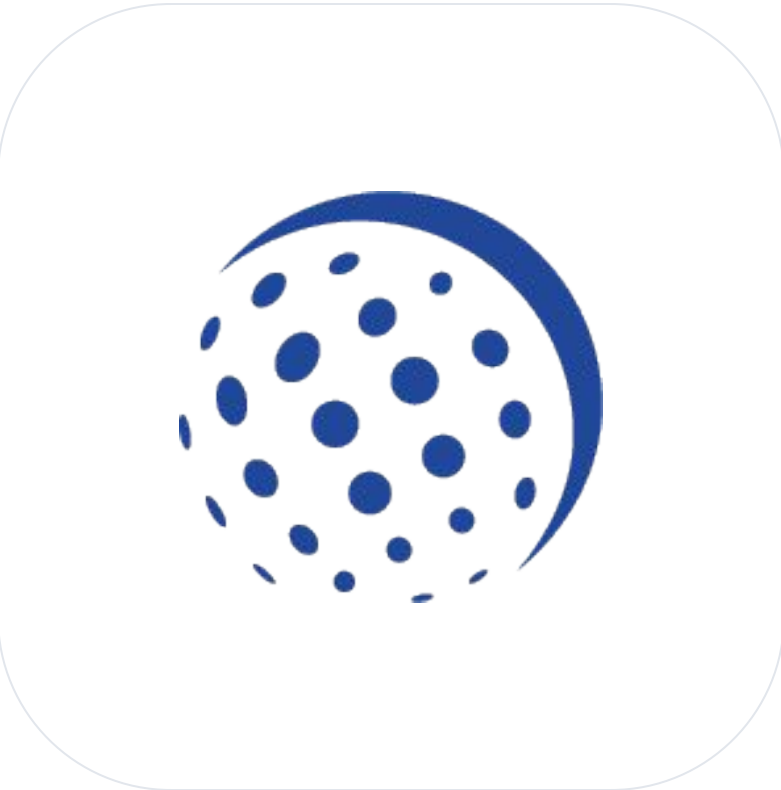
دائرة واحدة، وهلال، وحقل من النقاط.

- 01 The mark sits inside an 8 × 8 unit square; the globe fills the inner 6 × 6.
- 02 The crescent is the difference of two circles offset on the diagonal.
- 03 Dots scale from the centre outward, largest at the core, smallest at the rim.
- 04 No dot is smaller than one quarter unit, which is the small-size floor.

Geometry described from the supplied artwork. To be confirmed against the final vector file.

The globe can stand by itself.

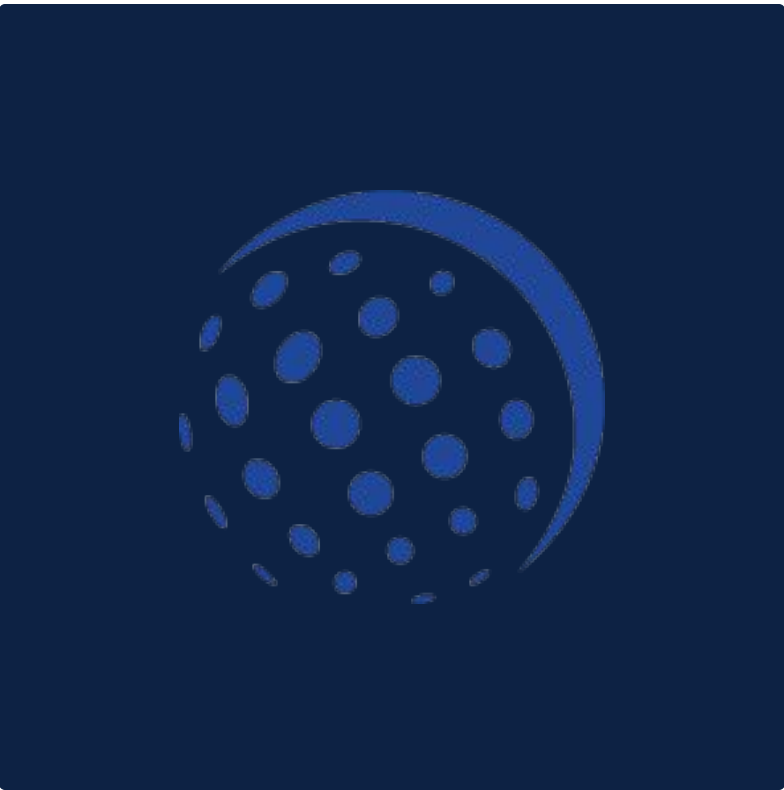
يمكن للكرة أن تقف وحدها.



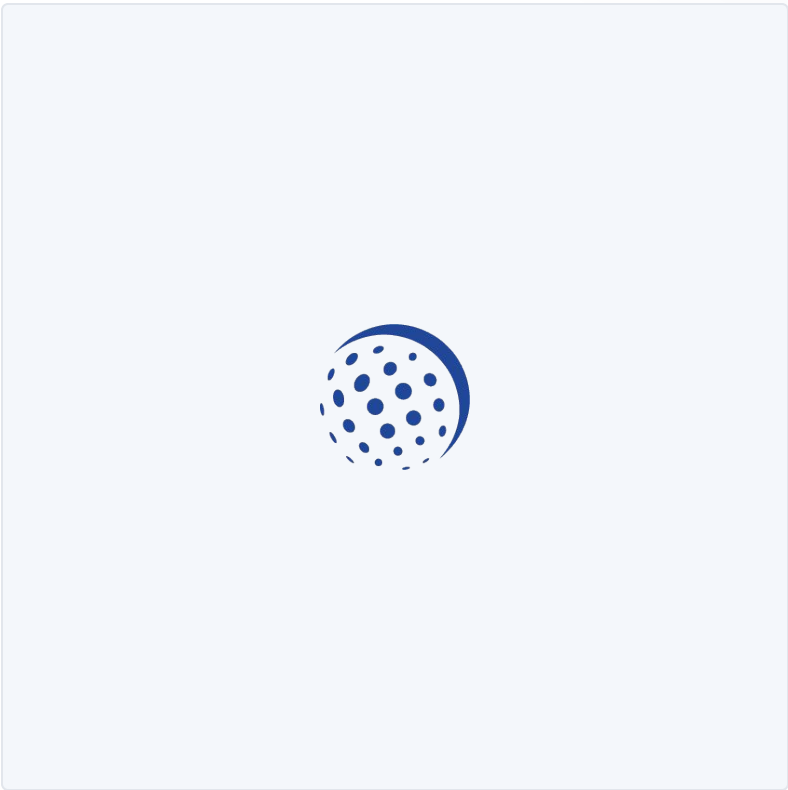
APPICON
Blue on white, 22% corner radius



AVATAR
Reversed white on blue



BROADCASTBUG
White, corner-safe area



FAVICON
Shown at true 32 px relative scale



Primary lockup, horizontal.

الشعار الأساسي — أفقي

Use the full-colour horizontal lockup on a light background wherever width allows. The symbol sits to the right of the wordmark, optically centred on the Arabic line.

Ink	WAM Blue #214898
Ground	White
Alternatives	Reversed white · Mono black

Three lockups, one mark.

ثلاث صيغ، وعلامة واحدة.



HORIZONTAL·PRIMARY

Default for documents, web headers, signage bands



STACKED

Where width is limited — social, portrait formats



SYMBOL

Icons, avatars, bugs — where the name is already present

Arabic moves to the top line.

العربية تتصدر السطر الأول.

CURRENT·FOURLINES

وكالة أنباء
الإمارات-وام
EMIRATES
NEWS AGENCY-WAM

Four lines of near-equal weight. The eye has no entry point, and the English shouts as loudly as the Arabic.

PROPOSED·THREELINES

وام
وكالة أنباء الإمارات
Emirates News Agency- WAM

وام leads at display weight. The full Arabic name follows, and the English descriptor closes the lockup at caption scale.



Nothing enters
the zone.

لا شيء يدخل هذه المساحة.

X is the height of the Arabic wordmark. A protected zone of 1/2 X surrounds the lockup on every side. No type, image, rule or page edge may enter it. The zone may be larger – never smaller.

Below these sizes, use the symbol.

دون هذه المقاسات، استخدم الرمز وحده.



LANDSCAPE·1920×1080

Min 480 px wide



SQUARE·SOCIAL

Min 320 px wide



PORTRAIT·A4PRINT

Min 60 mm wide

Four grounds, four treatments.

أربع خلفيات، وأربع معالجات.



White · full colour



Pale blue-grey · full colour



WAM Blue · reversed white



Navy · reversed white

Six ways to break it.

ست طرق لإفساد العلامة.



Don't stretch or condense



Don't recolour the mark



Don't rotate or tilt



Don't add shadows or effects



Don't drop below full contrast



Don't rebuild the lockup

Benchmarking.

المقارنة المرجعية

03

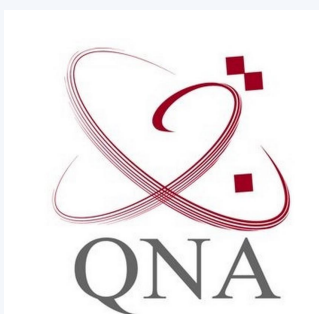
Who WAM is measured against.

مع من تقاس وام.

GLOBALWIRES



GCCAGENCIES



Eight marks, five measures.

ثمانی علامات، وخمسۃ مقاییس

1
single-ink mark
in the entire set

MARK	INKS	SYMBOL	SCRIPT	AT32PX	WORDMARK
	Two	Dot ring	Latin only	Holds	Sans, lower case
	Two	None	Latin only	Holds	Sans, caps
	Two	Dot globe	Latin only	Holds	Sans, italic caps
	Gradient	Letter block	Arabic + Latin	Palm detail lost	Sans, caps
	Two	Orbit lines	Latin only	Breaks up	Serif, caps
	Two	Dot globe	Arabic + Latin	Arcs break up	Sans, caps
	Four	Dot globe	Equal weight	Closes up	Sans, two scripts
	One	Dot globe	Arabic-led	Holds	Drawn, Arabic

Read from the supplied artwork. The proposed mark is the only single-ink mark in the set and the only one that leads in Arabic; its dot globe is shared with Reuters, AFP and KUNA.

The dot globe is the category convention.

الكرة المنقطة هي التقليد السائد في القطاع



Reuters
Open dot ring, no enclosing circle. Latin only.



AFP
Dot sphere set right of the wordmark, on a blue field.



KUNA
Solid globe inside broadcast arcs, Arabic above Latin.



WAM proposed
A crescent cut through the dot field, and an Arabic-led lockup. One ink.

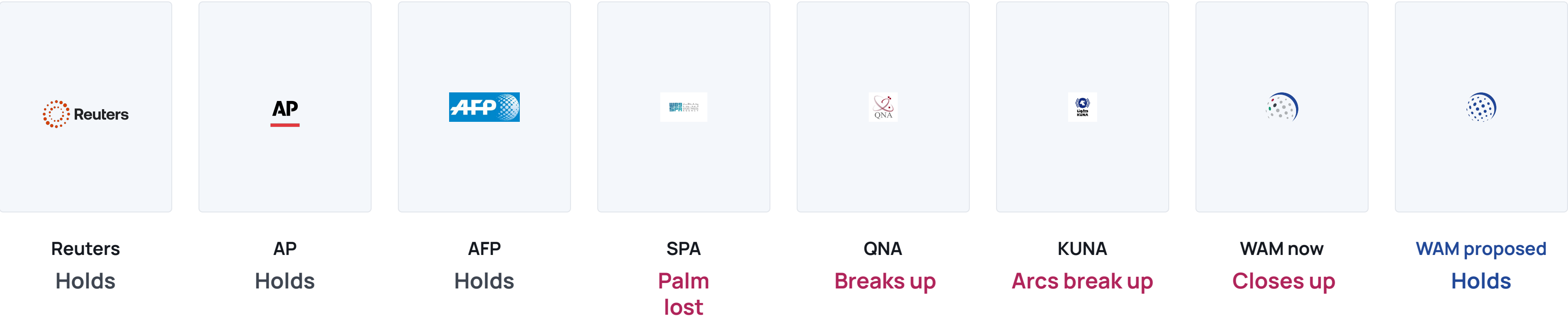
WHAT SETS IT APART
The crescent is geometric, not decorative — no peer mark carries one.

AND
Arabic leads the lockup. KUNA and SPA carry Arabic; neither leads with it.

BUT
Differentiation of the symbol alone remains the open risk in this section.

Every mark at 32 pixels.

كل علامة بحجم 32 بكسل.



Shown at true 32-pixel height on a 1920-pixel sheet. Four of the eight marks lose an element at this size; the three global wires and the proposed WAM mark do not.

The proposed mark is competitive with the field.

العلامة المقترحة تنافس المجال

1 / 8

Single ink

No other mark in the set reduces to one colour.

1 / 8

Arabic-led

KUNA and SPA carry Arabic; neither gives it the lead line.

4 / 8

Hold at 32 px

The three global wires, and the proposed mark. WAM's current mark does not.

4 / 8

Use a dot globe

Reuters, AFP, KUNA and WAM. The convention, not a liability – but the open risk.

On the measures that can be read off artwork, the proposed mark matches the global wires and leads the GCC agencies. What it cannot settle on paper is whether the dot globe is distinctive enough to own – that is the question to take to the room.

Colour.

اللون

04

WAM Blue.

أزرق وام

The single primary. It carries the mark, headings, rules and interactive elements. Everything else is neutral.

HEX	#214898
RGB	33 · 72 · 152
CMYK	96 · 79 · 0 · 14
Pantone	To be matched on press

Full strength

60% tint

30% tint

Mono black

Tints are permitted for charts and background fields only. Type and the mark itself always print at full strength.

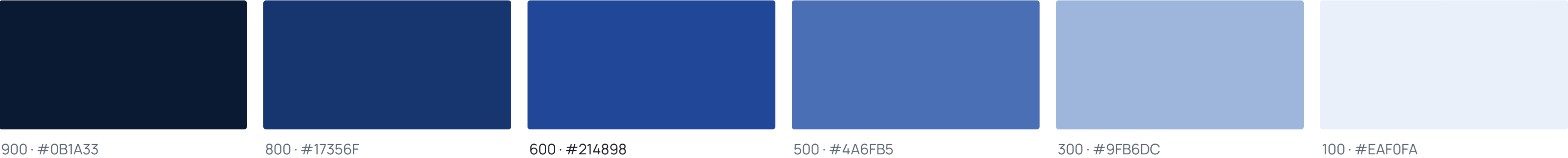
PRIMARY

#214898

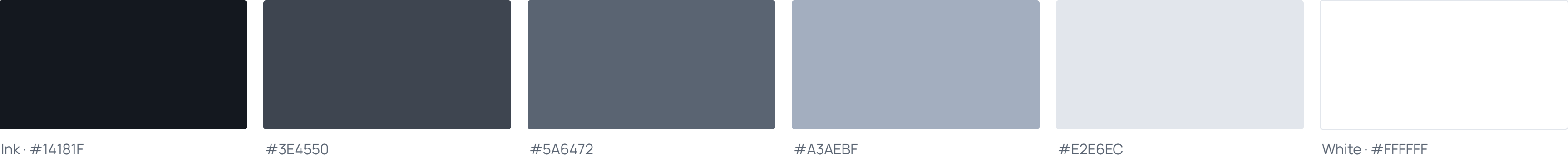
One blue ramp, one neutral scale.

تدرّج أزرق واحد، وتدرّج محايد واحد.

BLUE·SIXSTEPS

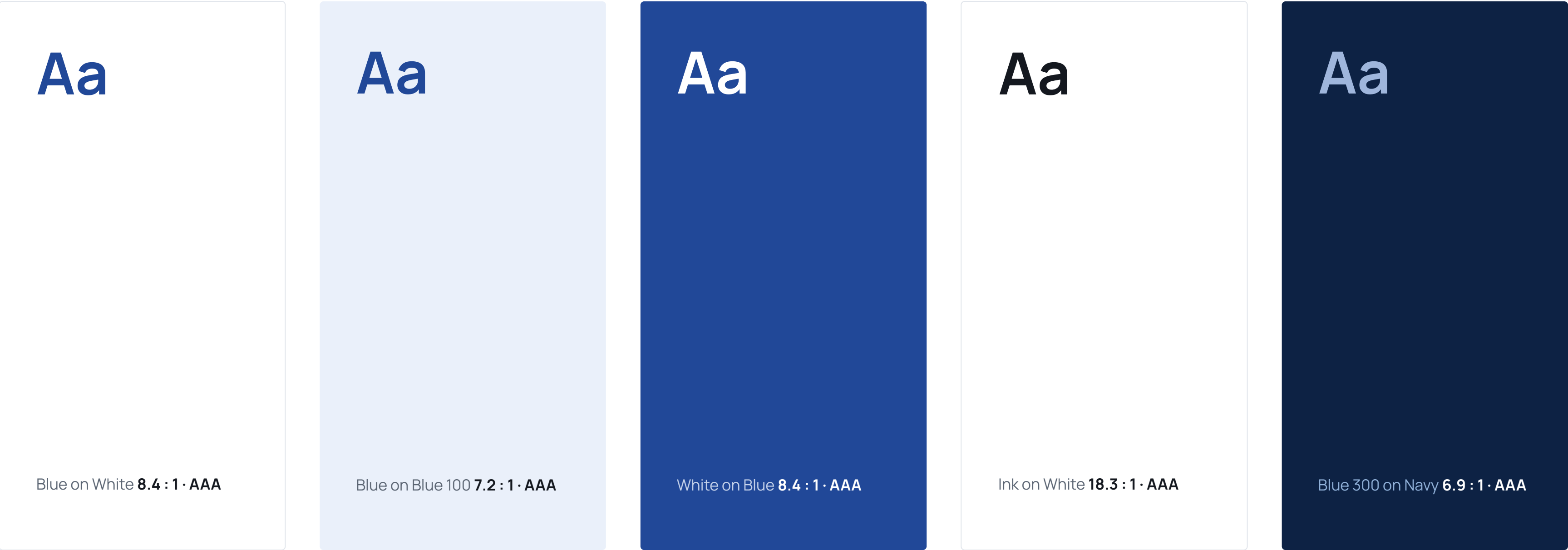


NEUTRAL·SIXSTEPS



Five pairings, all tested.

خمسة تركيبات، جميعها مختبرة.



Typography

الخطوط

05

The Latin text face is still to be chosen.

لم يُختَر الخط اللاتيني بعد.

The Arabic wordmark is set in Lafet Bold (see §07.4). Everything else in this document uses a placeholder pairing — Manrope with Cairo — until the Latin text face is chosen. The wordmark does not depend on that choice, but the system around it does.

01

Matched Arabic and Latin

Designed together, not paired after the fact.

03

Broad weight range

Light through bold for display and interface.

02

Wire-copy legibility

Long news text at small sizes, on screen.

04

Licensable agency-wide

Desktop, web and broadcast under one licence.

PLACEHOLDERSETTING

Aa
أبجد

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م
ن ه و ي

Five roles, two scripts.

DISPLAY · 64	The nation’s news.	أخبار الوطن.
HEADLINE · 40	Reported first, reported right.	الخبر أولاً، والخبر صحيحاً.
SUBHEAD · 24	Section introductions and standfirsts.	مقدمات الأقسام والعناوين الفرعية.
BODY · 16	Body copy carries wire text, captions and the bulk of all written communication.	يحمل النص الأساسي خدمة الأخبار والشروح والجزء الأكبر من المحتوى المكتوب.
CAPTION · 12	DATELINE · ABU DHABI · 11 SEPTEMBER 2026	أبوظبي · ١١ سبتمبر ٢٠٢٦

Applications.

التطبيقات

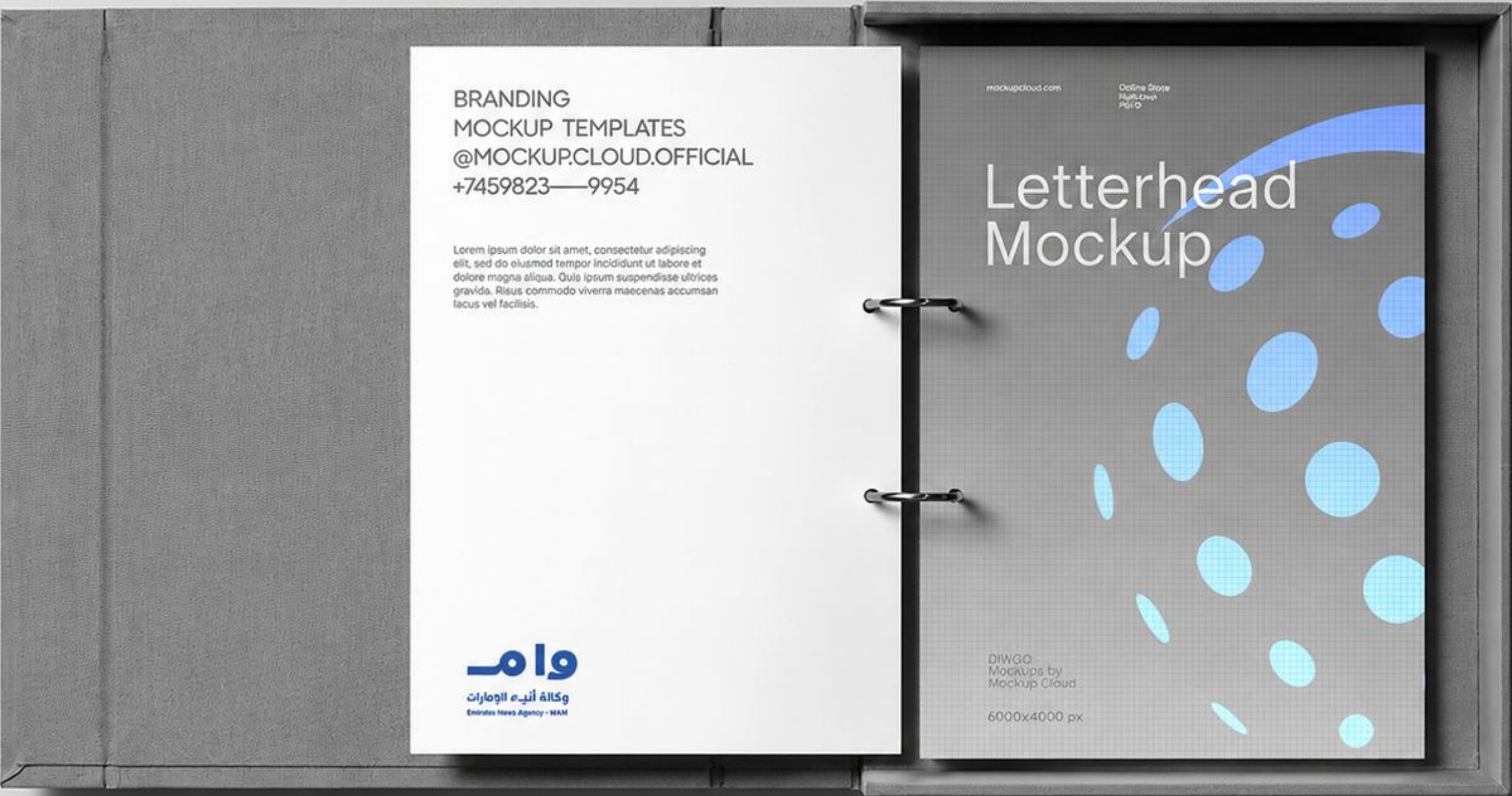
06

Letterhead and folder.

الأوراق الرسمية والملف

On stationery the lockup sits small and low on the sheet. At this size the English descriptor is still legible, which sets the floor for print – anything smaller drops to the symbol alone.

Sheet	A4 · 210 × 297 mm
Lockup width	60 mm
Margin	20 mm, all edges
Ink	WAM Blue, one colour

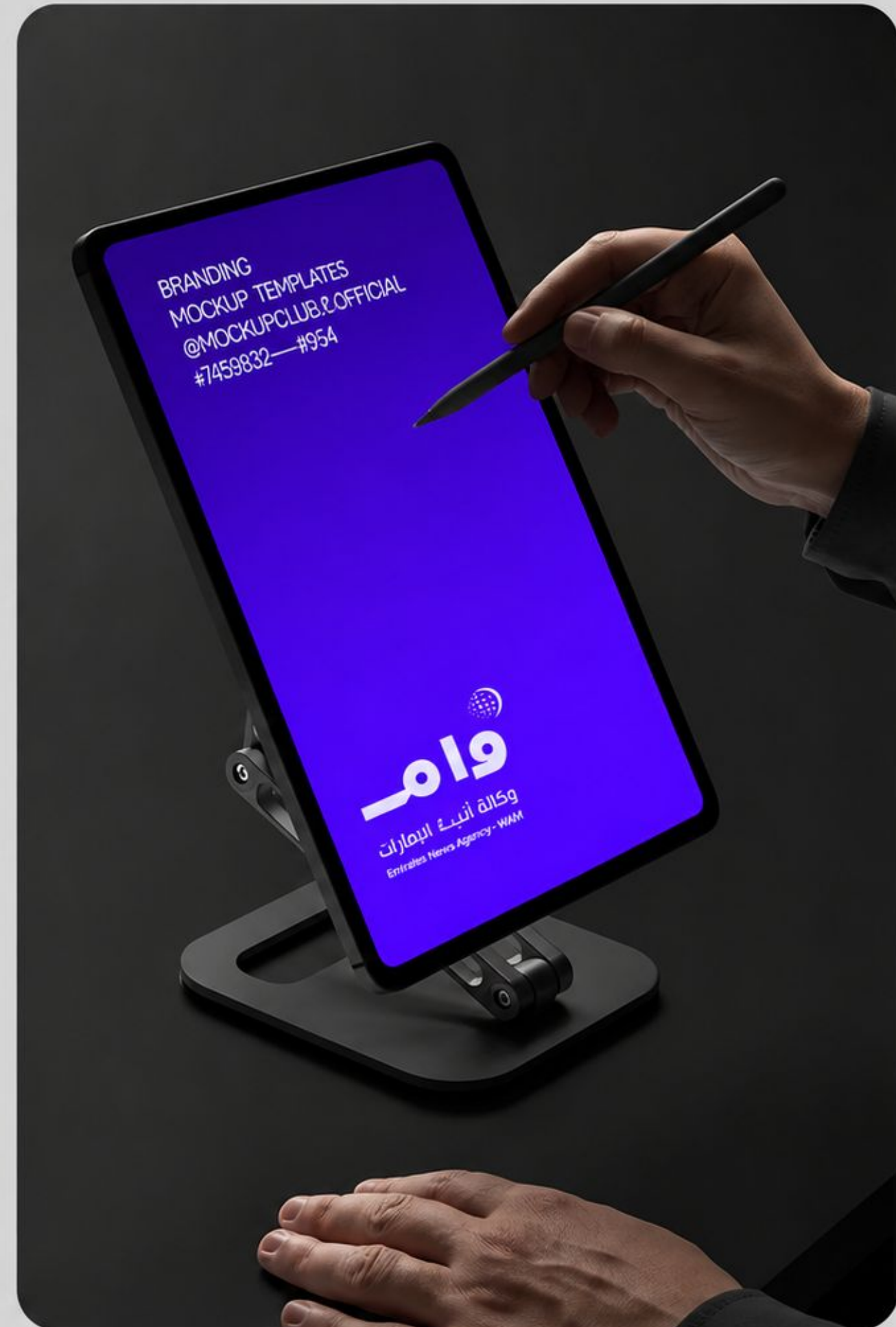


Screens and splash states.

الشاشات وواجهات البدء

The stacked lockup reversed in white, centred low on a solid ground. At this size the whole lockup reads; below it, the symbol takes over.

Stock mockup shown for scale. The ground colour on screen is WAM Blue, not the violet of the source render.





06.3·ENVIRONMENT

Debossed, no ink at all.

منقوش بلا حبر.

Reduced to one weight of line, the mark survives being pressed into a surface — the hardest test any logo faces, and the one the four-colour globe fails.

WAM-Mark review- Sep. 2026 · mockup

أخبار
الإمارات
إلى العالم

UAE News
to the World

وام

وكالة أنباء الإمارات

Emirates News Agency- WAM



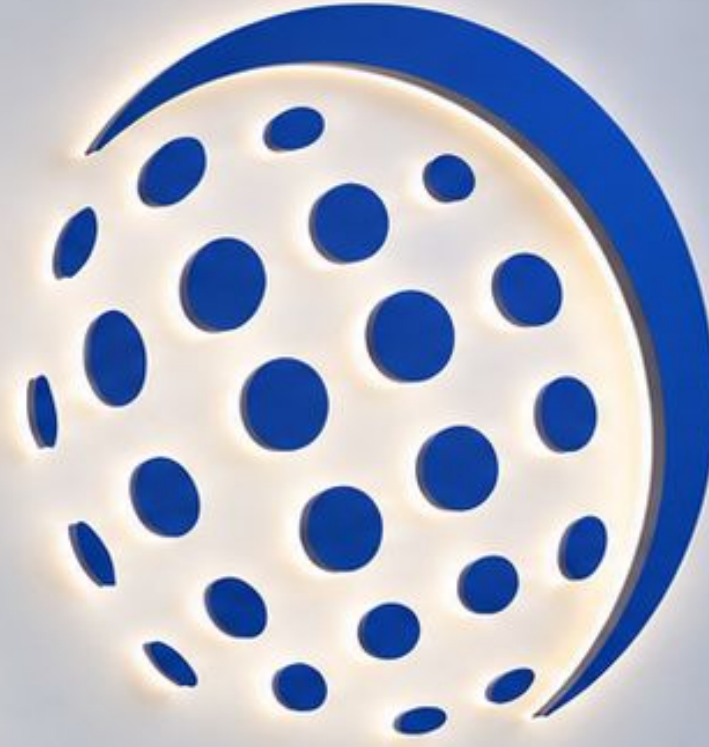
مصدرك
الموثوق للأخبار

Your Trusted
News Source





وام



وكالة أنباء الإمارات

Emirates News Agency - WAM





وام
وكالة أنباء الإمارات
Emirates News Agency- WAM

وام
وكالة أنباء الإمارات
Emirates News Agency- WAM

وام
وكالة أنباء الإمارات
Emirates News Agency- WAM



وكالة أنباء الإمارات
Emirates News Agency - WAM



وكالة أنباء الإمارات
Emirates News Agency-WAM

Intelligent Horizon.

الأفق الذكي

07

The icon holds; the type changes.

الرمز ثابت، والخط يتغير.

The globe of dots is carried over untouched. Everything else in the lockup is redrawn: which script leads, how the letterforms are built, and how much room the Latin takes.



CURRENT·LATINLEADS, ARABICSUPPORTS



PROPOSED·ARABICLEADSATDISPLAYSIZE

One lockup, or two.

شعار واحد، أم شعاران.

The current identity holds both scripts inside a single logo, stacked and divided by rules, so neither script is set at its best size. The proposal splits them into two separate lockups – one Arabic, one Latin – each with the same icon, used according to the language of the channel.



CURRENT·ONEBILINGUALLOCKUP



PROPOSED·ARABICLOCKUP



PROPOSED·LATINLOCKUP

Why the new type works.

لماذا ينجح الخط الجديد.

01

Even stroke weight survives small sizes

App icons, broadcast bugs and newsprint — where modulated strokes fill in.

03

A single Latin line shortens the lockup

It holds its shape in horizontal formats and in motion.

The globe of dots is carried over untouched. Everything else in the lockup is redrawn: which script leads, how the letterforms are built, and how much room the Latin takes.

02

Symbol and wordmark share one geometry

The round counters in g and p rhyme with the icon’s dots.

04

Arabic-first ordering

It states the agency’s own name before its translation.

Why Lafet Bold.

لماذا خط لافيت بولد.

Lafet Bold was selected to create a strong, distinctive Arabic visual identity that reflects WAM’s position as a modern national news agency. The typeface combines authority, clarity, and contemporary Arabic character, making it suitable for a brand that communicates trusted information at a global level.

01

Visibility across platforms

Its bold weight and confident structure hold up on broadcast screens, digital interfaces, print and environmental branding.

03

Modern yet rooted

It bridges traditional Arabic visual language with a forward-looking media presence.

02

Precision and professionalism

The geometric balance and clean letterforms read as precise, while keeping the cultural authenticity of Arabic typography.

04

Consistency across touchpoints

Its clear rhythm and strong presence ensure readability and recognition everywhere WAM appears.

LAFETBOLD·ARABIC

وام

وكالة أنباء الإمارات

Emirates News Agency- WAM

Script	Arabic
Weight in the mark	Bold
Latin pairing	Still open

Specimen shown is the supplied wordmark artwork, not live text – the font file is needed to set specimens.

Five inks, one ink, two inks.

خمسة ألوان، لون واحد، لونان.



CURRENT

Navy, red, green, gold, blue

At small sizes the colour reads as noise rather than as information, and no single colour is ownable as the agency's own.



SINGLEINK

One blue throughout

It reproduces anywhere — embroidery, stamping, one-colour press, partner lockups — and it is the variant every identity needs to hold in reserve.



TWOINKS·PROPOSEDPRIMARY

Deep Ocean + Horizon Blue

Deep Ocean on the wordmark, Horizon Blue on the dots: authority in the name, signal in the icon. Hierarchy without adding a second hue family.

The dots, three ways.

النقاط بثلاث صيغ.

Today the same lockup circulates with two different dot treatments – accent colours in one, flat grey in the other – so the icon reads differently from file to file. Fixing the dots to a single accent makes the globe recognisable at any size and in any medium.

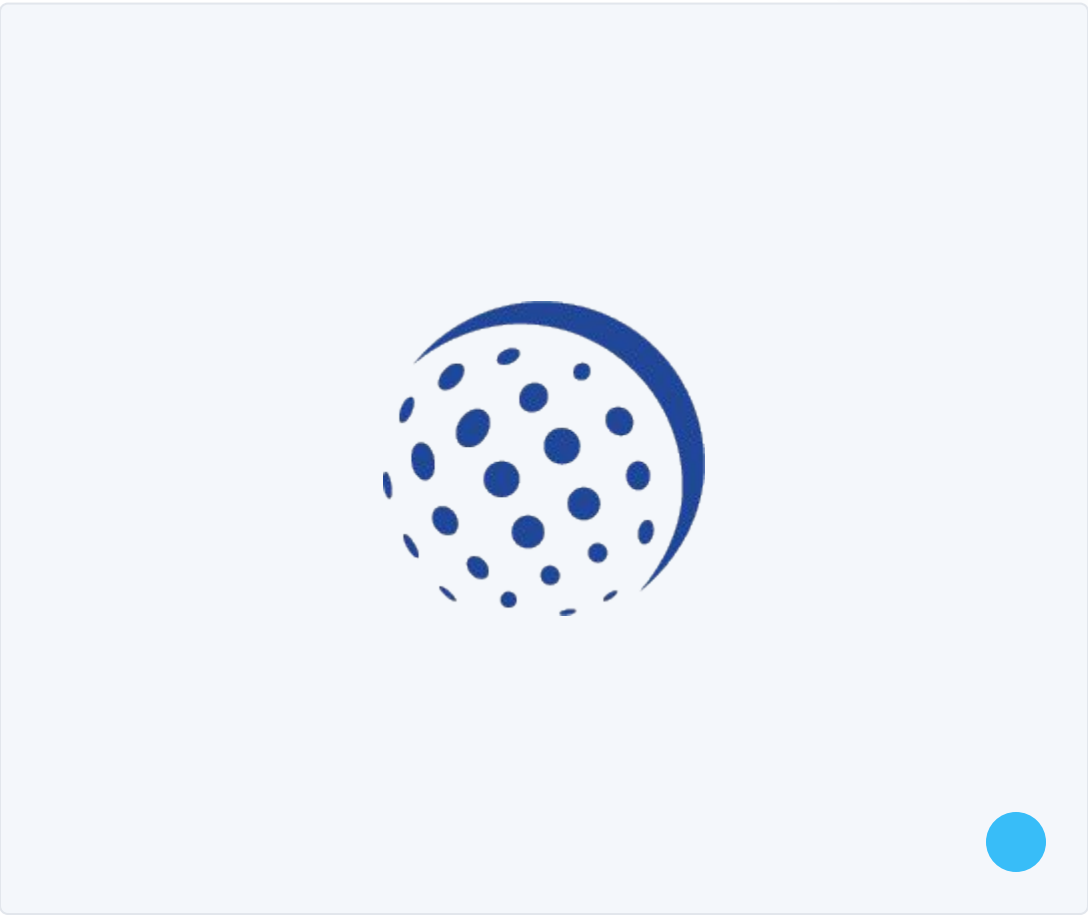


CURRENT·ACCENTDOTS



CURRENT·GREYDOTS

Simulated from the accent-dot file – the grey variant was not supplied.



PROPOSED·HORIZONBLUE

Ink indicated by the swatch – recoloured artwork to follow.

Six colours, role by role.

ستة ألوان، لكل لون دوره.



Deep Ocean

#082F49

PRIMARY IDENTITY



Ink Navy

#12344D

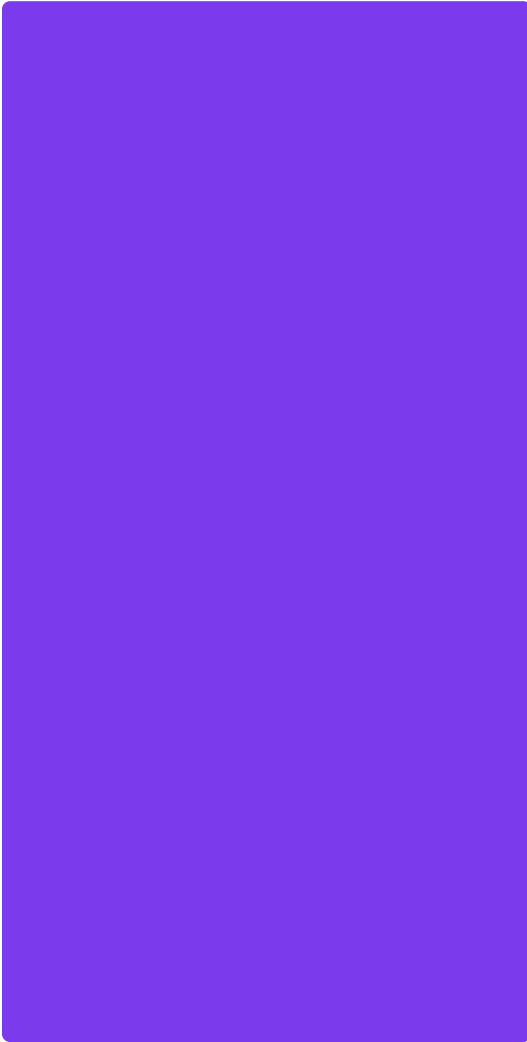
SUPPORTING



Horizon Blue

#38BDF8

DIGITAL ACCENT



Signal Violet

#7C3AED

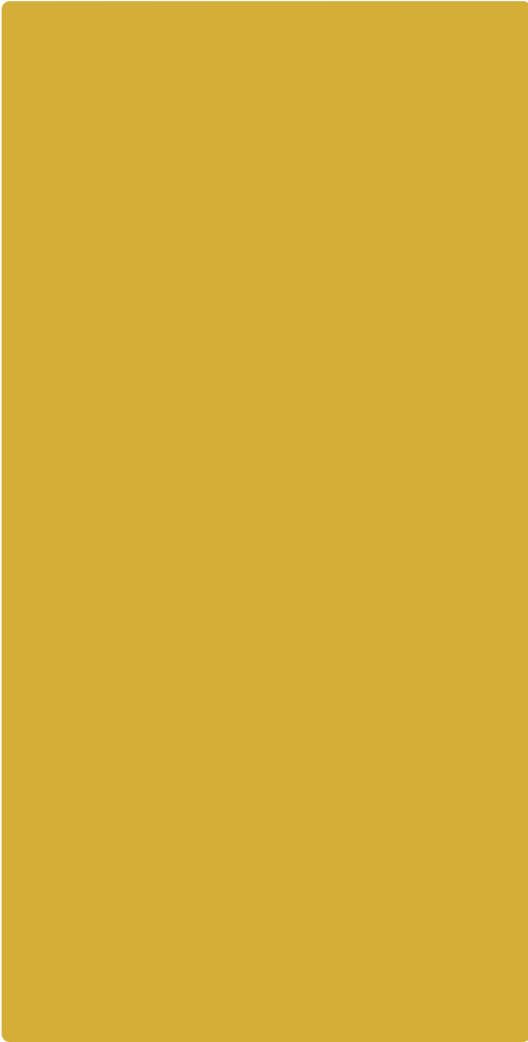
INNOVATION



Pearl White

#F8FAFC

BACKGROUND



Champagne Gold

#D4AF37

PREMIUM

Why these blues.

لماذا هذه الأزقيات.



Deep Ocean

#082F49 · PRIMARY IDENTITY

A darker blue creates a sense of trust, authority, stability, and credibility. Blue is strongly associated with institutions, knowledge, and reliable information. The deep tone makes it feel premium rather than corporate.



Ink Navy

#12344D · SUPPORTING STRUCTURE

A softer navy adds depth and hierarchy. It works for navigation bars, headlines, backgrounds, and broadcast graphics while maintaining a serious editorial character.



Horizon Blue

#38BDF8 · DIGITAL ACCENT

A brighter blue represents speed, connectivity, technology, and the digital flow of information. It helps the brand feel modern and future-ready without losing trust.

Why these accents.

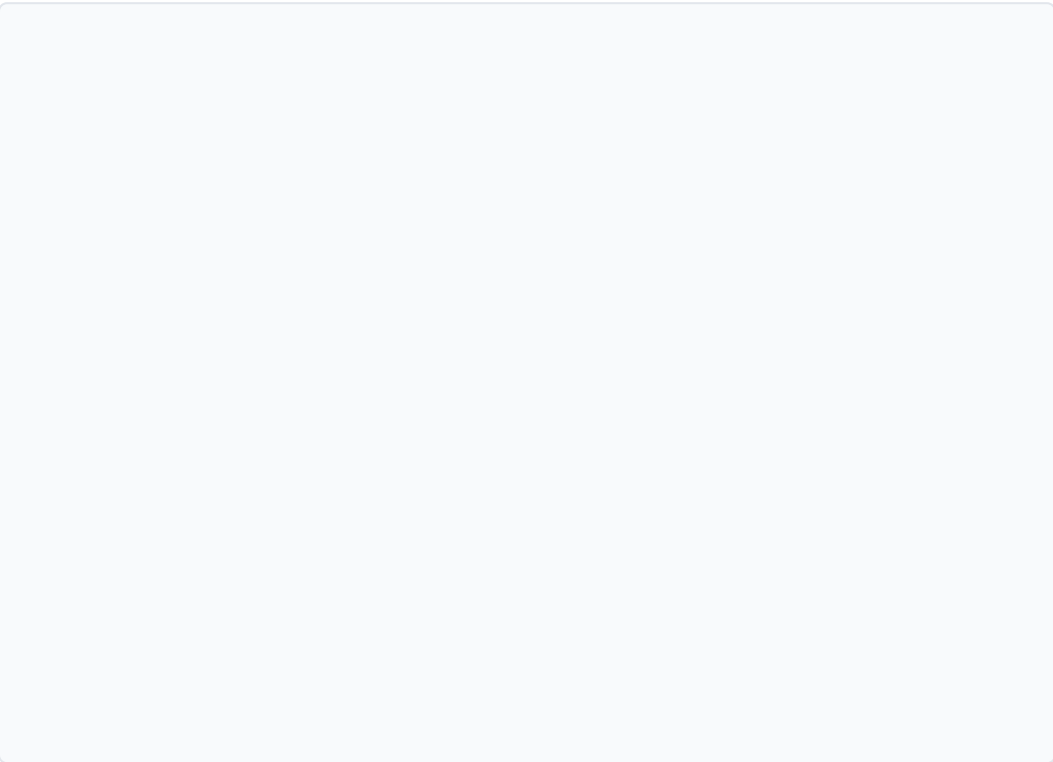
لماذا هذه الألوان المكتملة.



Signal Violet

#7C3AED · INNOVATIONACCENT

Violet communicates creativity, intelligence, and transformation. It can represent AI, innovation, data journalism, and future media initiatives. Used sparingly, it gives differentiation from traditional news brands.



Pearl White

#F8FAFC · MAINBACKGROUND

Creates clarity, neutrality, and editorial cleanliness. News organizations need space for information; white prevents visual overload and allows stories to become the focus.



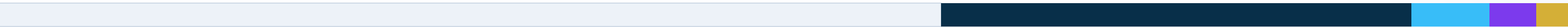
Champagne Gold

#D4AF37 · PREMIUMHIGHLIGHT

Gold suggests heritage, excellence, achievement, and value. It works well for awards, important announcements, anniversaries, and institutional moments.

60 : 30 : 10

ستون : ثلاثون : عشرة



60%

Pearl White

#F8FAFC

Backgrounds Editorial layouts Reports Social posts

Keeps information easy to consume.

30%

Deep Ocean + Ink Navy

#082F49 / #12344D

Logo system Headers Studio graphics Navigation

Builds recognition and authority.

10%

Horizon Blue + Violet + Gold

#38BDF8 / #7C3AED / #D4AF37

Breaking moments Data highlights Motion graphics Key information

Creates energy and modernity.

Alternative accent meanings.

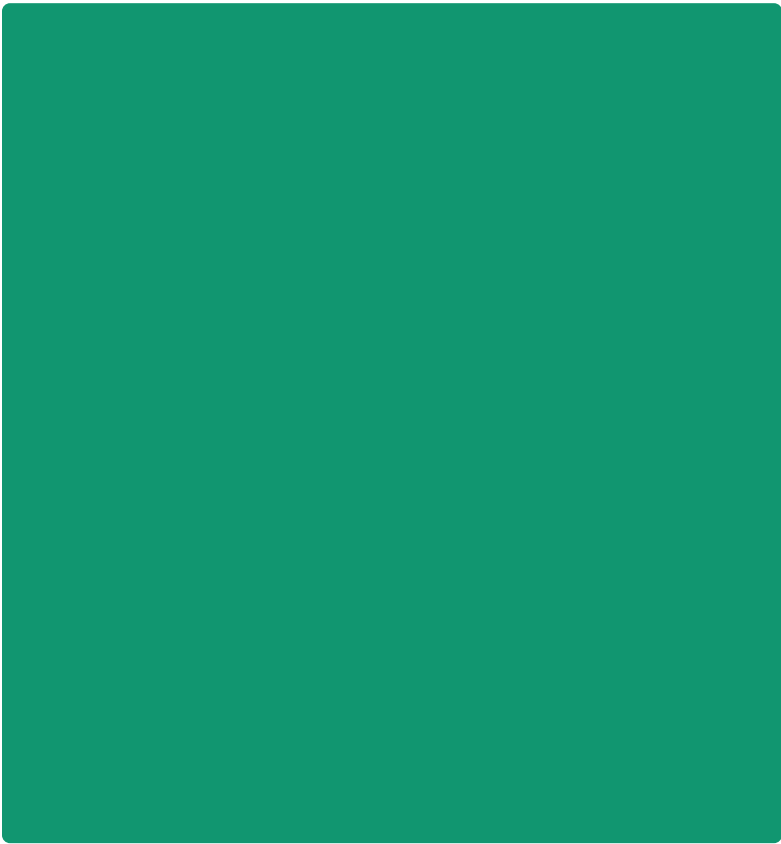
دلالات الألوان البديلة.



Red

TRADITIONALNEWS

Urgency, breaking news, alert systems. But overuse can make the brand feel like a TV news channel.



Green

GROWTH

Growth, environment, economy, positive developments.



Orange

HUMANSTORIES

Human stories, energy, social content.



Black

INVESTIGATION

Investigation, premium editorial, documentary tone.

“

For a future-facing national news agency, I would keep blue as the foundation and introduce cyan, violet and gold accents because they create a bridge between heritage and innovation.

—— the recommendation

Same icon. New voice.

الرمز نفسه، بصوتٍ جديد.

Two inks as the primary lockup, a single ink held in reserve, and one palette behind both.

شكراً لكم

