



AL ARABIYA **THE HUB OF** **ARAB NEWS**

Al Arabiya TV is a true pioneer. As the first 24-hour news channel launched by the Middle East Broadcasting Center, it needed an identity to highlight its defining credentials; objectivity, accuracy, breadth and integrity. We positioned the channel as the 'epicentre of Arab news', bringing this thought to life in the on-air identity by showcasing the channel as the dynamic hub of news gathering in the region.

At the same time, visual motifs suggest crescent moons, helping the channel to emotionally connect with its local audience. Since launching, Al Arabiya has firmly secured its place as the leading pan-Arab news channel.