

Taqa

Fueling our Future

The Abu Dhabi Water and Electric Authority (ADWEA) launched its first Initial Public Offering in 2005 and brought in FutureBrand to create a brand that would promote the first privatized energy brand offered to UAE nationals, a move that was seen as a symbolic event, highlighting progress toward a free economy.

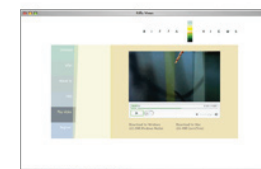
Working with FutureBrand, the name TAQA (power in Arabic) was created and the brand idea "energy is only the beginning" was developed, which captured the spirit of the company's vast ambitions—specifically, to become a global leader in energy. To complement this progressive spirit, a traditional calligraphic design was crafted, in the shape of an Arabian horse that spelled out the name TAQA.

The brand purposefully combined modernity and tradition with its color palette, image selection and style. Balancing heritage and evolution was intended to reflect the history of energy in the region and the fact that ADWEA was being restructured to meet the demands of an open market.

A bold entry into both Abu Dhabi and the field of government privatization, TAQA is now an exciting new brand dedicated to achievement that was announced via website and full-page poster. Its initial public offering was oversubscribed only days after launch.

Year: 2005

Offices: New York and Abu Dhabi



FutureBrand

