Subject: Launch of London: City of Languages and Logo Competition

Dear colleague,
Every single day in London, hundreds of different languages are spoken, sung, learned, shared, and loved. Our city is a living festival of words and cultures — and now it's time we celebrated it together.

Welcome to London: City of Languages
Whether you're teaching or learning a new language at school, college, or university…
Whether you speak a language other than English at home…
Whether you use another language in the workplace…
Or whether you simply love languages and enjoy exploring different cultures…
We want to bring all language lovers together under one inspiring banner: **London: City of Languages**.

Logo competition
To involve as many young people as possible from the outset we are having a competition to design the logo for London: City of Languages. It's quick and easy to enter. Fill in our online form, upload the logo file, and submit by **12 noon, 3rd November 2025**.
https://londoncityoflanguages.org.uk/activity/london-city-of-languages-logo-competition/
or https://tinyurl.com/LCoL-Logo

Website
Explore our dedicated website www.londoncityoflanguages.org.uk where you will find resources, activities events and new items. Sign up for our newsletter and do contact us.
info@londoncityoflanguage.org.uk

Social media
Join our LinkedIn Group here: https://www.linkedin.com/groups/14911015/

Read on below for more details.

Warm regards,
The London: City of Languages Team
Chair of Steering Group: Vicky Gough
https://londoncityoflanguages.org.uk/steering-group/

Please read on ….!

Our Goals

- Celebrate the rich diversity of languages and cultures used and studied across London.
- Inspire people of all ages to enjoy and pursue language learning, formally or informally.
- Engage parents and carers in supporting language education, highlighting wider benefits such as wellbeing and employability.

The Logo Competition

https://londoncityoflanguages.org.uk/activity/london-city-of-languages-logo-competition/
We're inviting pupils from schools across London to design a logo that could become the basis of the official symbol of **London: City of Languages**.

Before starting, please guide your students with our Logo Design Checklist:
1. **Easy to spot** – Can someone recognise it in 3 seconds?
2. **Clear message** – Does it show what London: City of Languages is about?
3. **Keep it simple** – Avoid too many images or text.
4. **Colours** – Do they look good together and also work in black & white?
5. **Works everywhere** – Does it look good both small (badge) and large (poster)?
6. **Original** – Must be your own idea, not copied from elsewhere.
7. **Timeless** – Will it still look good in a few years?
8. **Format** – Create the logo in a square (1:1) format.

Competition Rules

1. **Eligibility:** Open to pupils at schools across London (primary, secondary, sixth form, supplementary/complementary schools).
2. **Original work only:** Logos must be the pupil's own original work, using their own ideas and skills. They should not be generated using AI or automatic tools. Pupils may draw by hand or use basic digital drawing/graphics software if they wish.
3. **Format:** Designs should be digital files (JPEG, PNG, GIF or PDF) in a square format (1:1), up to **5MB**. Hand-drawn entries must be scanned or photographed clearly. If selected, a higher-resolution version may be requested later.
4. **Submission:** Complete the online form on our website and upload the digital file in the relevant field.
5. **Deadline: 12 noon, Monday 3 November 2025**.
6. **Judging:** A panel of judges will select the winning design based on creativity, clarity, and representation of London: City of Languages.
7. **Recognition:** The winning logo will feature on our official webpage and resources. The designer's name will be displayed if permission is granted. The winning entry will receive a copy of their artwork as a poster or framed picture. All participants receive a certificate of participation. A wide range of entries will be displayed in a gallery on our website.
8. **Usage rights:** Pupils and schools grant London: City of Languages permission to use submitted designs for promotional purposes.

Celebrate European Day of Languages

You may wish to include this competition as part of your school's activities for the **European Day of Languages** on **26 September 2025**, when **all** languages spoken in Europe are celebrated. Visit our webpage to learn more about London: City of Languages and download free resources:
https://londoncityoflanguages.org.uk/resource/european-day-of-languages-2025-kit/

We can't wait to see your pupils' creativity and celebrate the languages that make London so vibrant!