

**300+ languages. One city. Endless possibilities.**

London is the most linguistically diverse city in the world—and that’s something to celebrate. *London: City of Languages* brings together learners, teachers, parents, and communities to:

**Celebrate** London’s extraordinary language diversity

**Inspire** people of all ages to learn and enjoy languages

**Engage** families, parents, carers, schools, and communities in supporting language education

We’re inviting pupils from schools across London to design a logo for London: City of Languages — a celebration of the rich diversity of languages used, studied, and loved across our city. Your design could become the basis of the official symbol of *London: City of Languages* and be featured on our website and resources. To celebrate participation, all entries will receive a certificate, and a wide selection of designs will be featured in a gallery on the website.

**Competition details**

- **Who can enter?** Pupils at primary, secondary, sixth form, supplementary and complementary schools across London.
- **Format:** Original designs only. Submit as a JPEG, PNG, PDF or GIF in a square format (1:1). Hand-drawn designs should be scanned or photographed clearly.
- **Deadline:** 12 noon, Monday 3rd November 2025.
- **Prizes:** The winning logo will be showcased on our official materials. The winning entry will receive a copy of their art work as a poster or framed picture. All participants will receive a certificate of participation.

Please use the form on our website to submit your entry. Teachers should complete the form on behalf of each pupil.

Form: <https://londoncityoflanguages.org.uk/activity/london-city-of-languages-logo-competition/>

**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.

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**Competition Rules**

1. **Eligibility:** Open to pupils at schools across London (primary, secondary, sixth form, supplementary and 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, 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. 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.

**Good luck!** We look forward to hearing from you!