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Young People Across the World's Newcastles Invited to Design Official International Logo

Young people from member cities of the Newcastles of the World network are being invited to help shape the future of the international partnership by designing its new official logo.

The Newcastles of the World alliance connects the hundred cities and towns sharing the name "Newcastle" globally. To celebrate this international connection, the organisation is looking for a modern, simple, and memorable logo that represents all member cities.

The competition is open to anyone aged 25 years and under who lives, studies or works in a Newcastle. Entrants do not need to be a professional designer. Designs can be hand-drawn or created digitally, as long as they are original and reflect the spirit, identity, and shared connection of Newcastles around the world.

The winning design concept will be developed into the official logo by a professional graphic designer, to be used across the alliance's website, social media, and publications.

Following the closing date, all entries will be judged anonymously by the Newcastles of the World Executive Board. The Board will select five finalists, with the overall winner chosen through a public online vote.

Sharon Race, Co-ordinator of Newcastles of the World based in Newcastle upon Tyne, UK said: "Fairness is at the heart of this competition. Our board members live in different Newcastle cities, so we are using a blind judging process. This means every single entry is judged only on its creativity. We don't expect a perfect, finished graphic design - we want great ideas that capture the unique cultures and people of our network."

The competition is simple and accessible. Entries can be submitted online through the Newcastles of the World website, where competitors can upload their design and complete a short entry form until 9am on Monday, September 14th 2026.

David Faulkner, Newcastles of the World Administrator also in Newcastle upon Tyne, UK, added: "We know there is incredible creativity among young people across our member cities. We hope this competition will inspire them to share their ideas and take pride in being part of an international alliance."

The winning designer will receive international recognition, with their design concept becoming the inspiration for the official Newcastles of the World logo. They will also receive a winner's certificate and a voucher prize.

Full competition details, terms and conditions, and the online entry form are available on the Newcastles of the World website at newcastlesoftheworld.com/logo.

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For further information, please contact: Sharon Race
Co Ordinator
Newcastles of the World
Email: newcastles@sharonrace.co.uk
Telephone: +44 7947 115353