

ENTRY GUIDE

Entry deadline 15 May 2026

EUROPEAN
WAYFINDING
AWARDS 2026

ABOUT THE AWARDS

Wayfinding shapes how we move, explore, and experience the world around us. It is a discipline at the intersection of graphic design, architecture, placemaking, and human behaviour — as much about people as it is about places.

The European Wayfinding Awards programme recognises outstanding work from agencies, studios and in-house teams who create intuitive, inclusive and inspiring navigation systems.

From airports and hospitals to cultural spaces and cities, these awards celebrate projects that make the complex simple and the invisible indispensable.

KEY DATES

Early entry deadline*

6 March 2026

Entry deadline

15 May 2026

Late entry deadline*

5 June 2026

* Magazine subscribers: Enter by 6 March 2026 to receive £150 off your total entry cost and your fifth entry for free

** Non-magazine subscribers: Enter by Enter by 6 March 2026 to receive £100 off your total entry cost

*** A late entry surcharge of £165 will be applied to each entry submitted after 15 May 2026. No entries will be accepted after 5 June 2026

FEEES

£385 for the first entry from each organisation or submitting body

£285 for each subsequent entry from each organisation or submitting body

£285 for any entry from or on behalf of a charity, NGO or NFP organisation

For more information about fees and payment click [here](#)

CATEGORIES

SECTOR-SPECIFIC

Best Wayfinding for
Transport Hubs

Best Wayfinding for
Healthcare Environments

Best Wayfinding for
Educational Institutions

Best Wayfinding for Workplaces

Best Wayfinding for Cultural
and Civic Spaces

Best Wayfinding for Retail and
Leisure Destinations

Best Wayfinding for Hospitality
and Tourism

Best Wayfinding for Sports and
Entertainment Venues

Best Wayfinding for
Urban Public Realm

Best Wayfinding for Residential or
Mixed-Use Developments

CRAFT AND INNOVATION

Best Use of Typography
for Wayfinding

Best Innovation in Digital
Wayfinding and Smart Navigation

Best Integration of Wayfinding
with Architecture and Interiors

Best Temporary or
Event Wayfinding System

Best Sustainable Wayfinding

Best Use of Data and
Research in Wayfinding

STRATEGY AND PEOPLE-FOCUSED

Best Accessibility and Inclusivity
in Wayfinding

Best Cross-Border or Multilingual
Wayfinding System

Best Rebrand or Refresh of an
Existing Wayfinding System

GRAND ACCOLADE

Grand Prix

WRITING YOUR ENTRY

Entering couldn't be easier.

There is an entry template provided in this document to make the entry process smoother. If you can write a 300 word synopsis of your work, you're halfway to winning an award!

For full details, head to:
[www.transformmagazine.net/awards/
european-wayfinding-awards/](http://www.transformmagazine.net/awards/european-wayfinding-awards/)

ENTRY CHECKLIST

ENTRY FORM

Correct spelling and format of company names
One PDF per entry, 10 MB or less

ENTRY SUMMARY

300 words maximum

ENTRY STATEMENT

800 words maximum

SUPPORTING MATERIALS

Passwords to restricted content

ENTRY CHECKLIST

ENTRY FORM

This template is a guide for what to include in your entry

You may design and brand the entry and its layout however you like. It is worth noting, however, that judges often prefer entries where text and images are well-balanced on each page, as this makes them more engaging and easier to read.

Once your entry is complete, please upload it as a single PDF document (up to 10MB, 20 pages), including any supporting materials and URLs to the website.

If you are entering one project into multiple categories, ensure you tailor your entry to fit each category.

On the cover page of each entry, please include the details shown on the right to ensure the judges can clearly identify the category you are entering and the client associated with the entry.

NAME

John Smith

EMAIL

j.smith@transform.com

INVOICE ADDRESS

Transform Awards, London Street, London SW4 6DH

JOB TITLE

Account Manager

PHONE

+44 20 1234 4321

CLIENT NAME

Transform's client

COMPANY

Transform Awards

ENTERING COMPANY

Transform Awards

CATEGORY ENTERED

Best Wayfinding for Transport Hubs

Note: The names provided on your submission will be used on all written references – the shortlist, winners book, trophies etc. Please check spelling, capitalisation and any punctuation are all correct.

ENTRY CHECKLIST

ENTRY SUMMARY

Your entry summary is used to brief the judges

It should be a concise 300 word synopsis of your work, the category entered and why.

Your summary should include:

1. The project's relevance to the category* it is being entered into
2. Budget if possible – this is optional, but judges have found it useful in previous programs to determine the scale of the project.

*If you feel your work is a perfect candidate and strong contender for more than one category, the summary should be tailored accordingly

If you would like additional guidance with your entries or any information please feel free to contact:
Gemma at gcadden@transformmagazine.net or
Paige at pdavies@transformmagazine.net or
call +44 (0)20 3950 5356.

ENTRY STATEMENT

The most successful entries to the Transform Awards present a clear and compelling narrative

Your entry should clearly tell your story with details of why the brand work was needed, how the strategy was developed and implemented and how the results fit the initial objectives.

Your entry statement should be written in 800 words or less.

Entries for the creative categories should include details, analysis or background on how the visual components of the work were developed and why they were used. Entries for the strategic-led categories should focus on the communication aspects of the brand and how these were effectively executed.

On the next page we have listed some points on how to expand on each area.

HOW TO MAKE YOUR ENTRY SUCCESSFUL

INDUSTRY CONTEXT

We advise that your entry statement should cover the following sections:

Describe the market or industry context and where your brand/organisation fits into the given environment. This helps the judges put the work into context.

CHALLENGES

Setting out the challenges and objectives for the judges helps them understand the way the project developed.

- What prompted the work?
- What brief and criteria did it need to fill?
- What other factors and issues led to the project?
- What were the objectives for the project?
- What did you want to achieve from the development of the brand?

STRATEGY

Explaining the strategy helps the judges understand how the project and brand were developed. The narrative for your strategy should link to your brand's objectives and goals.

- What is the target audience?
- Where did the idea/concept come from?
- What research did you conduct and incorporate?
- What led to the design approach?
- Were there any unforeseen problems?
- If so, how did you overcome them?
- How did you implement the strategy?

CREATIVITY & INNOVATION

Explain how the work met or exceeded the client's expectations.

- Did it trigger a reaction from/ connection to the target audience?
- Was the work comprehensive – did it work across all the relevant platforms?
- Did it display innovation and originality in its looks and feel, tone of voice, or method of distribution?

RESULTS

Indicate how the results met the business objectives.

- What was the outcome?
- Did you achieve what you set out to?
- Did you exceed expectations?

Results can be quantitative or qualitative. Where relevant, judges find the ROI on the work useful.

ENTRY CHECKLIST

SUPPORTING MATERIALS

Supporting materials may be included within your submission to help the judges evaluate your entry

For all rebrand projects ensure you include examples from before and after for the judges to see how the brand has developed. All materials should be accompanied by a brief caption explaining them.

The supporting materials are limited to two pages of written materials and three pages of images.

Supporting materials may include:

1. Reviews
2. Testimonials
3. Media coverage
4. Additional project credits or third party contribution
5. Graphs and tables
Include details of the results and why they're relevant
6. Videos
If possible, please provide a link to view the video content online. Please note, videos that exceed the recommended length of three minutes may not be viewed in their entirety.
7. Links
You can supply up to three relevant URLs in addition to any video links. Please provide passwords where access to links is restricted.

Note: Although including supporting materials is not compulsory, if it is included effectively it can make the merits of the entry more immediately apparent to the judging panel. Supplying links can help you remain within the file size limit.

FAQS

What is the time frame for eligible work? Can I enter work from last year? The time frame for eligible work is ordinarily 18 months previous to the final deadline. Please refer to the *eligibility and rules section* on the Transform magazine website for more details and specific dates.

The project I am entering was completed in-house. Can I still enter? Yes.

My client is based outside of the awards region. Am I still eligible to participate? Yes – providing you have an office or are based in the region in which the awards is being held, the location of the project's focus can be anywhere in the world.

Can I enter more than one category? If so, do I need to submit more than one PDF? There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

I'm not sure which category to enter. How shall I decide? If you are struggling to categorise your project, please contact the events team on +44 (0)20 3950 5356, or email Gemma at gcadden@transformmagazine.net or Paige at pdavies@transformmagazine.net

How can I ensure that budgets disclosed on the entry will remain confidential? Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

Is it ok if the word count is exceeded? The word count is set as a guide – exceeding it slightly will not be penalised. However, considering the volume of material read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

How should I include my supporting materials? All supporting materials should be included within the document. If you wish to include videos, please add a hyperlink to it in your PDF entry, rather than embedding the video itself. Embedded videos can often increase the size of your entry so that it is over the 10MB limit. Besides the supporting materials included within your PDF entry, no other separate materials are required.

FAQS

Can I only include images in the supporting materials section? Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

On the 'Enter Now' section of the website, what is the difference between the fields 'company' and 'entering company?' Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

Can previous entries be sent to potential entrants? As per our rules section on the Transform magazine website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.


Is there a cost to enter? Yes. Rates are available on the *Fees and payments page* on the Transform magazine website. There are also discount rates available for charities and early entry discount for those who enter before a certain date.


Why won't my entry send? If you are receiving an error message telling you that supporting materials are required, perhaps you have exceeded the 10MB, 20 pages size limit or your file is not a PDF. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.


How do I pay for my entries? After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 and one of our team can explain other payment options.

I want to enter more entries at a later date, how do I get the reduced entry cost? Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

ENTER NOW

 transform_magazine

 Transform magazine

 Transform magazine

Good luck!

Email

Gemma at gcadden@transformmagazine.net

Paige at pdavies@transformmagazine.net

Call

+44 (0)20 3950 5356

Website

[transformmagazine.net/awards/
european-wayfinding-awards/](http://transformmagazine.net/awards/european-wayfinding-awards/)