

So, what do all these Pencils mean?

All New Blood Pencil winners get a guaranteed place in the D&AD Annual, an invite to the New Blood Awards Ceremony, **one** Pencil per team, and a winner's package. But if you're still wondering exactly what each Pencil represents, we've put together a handy cheat sheet for aspiring New Blood winners.

New Blood Wood Pencil

Awarded to a shortlist of the best work submitted for each brief. Winners of a Wood Pencil display excellence in at least one of the judging criteria.

New Blood Graphite Pencil

Awarded to work that represents a fully rounded response that shines in the primary judging criteria relevant to the discipline (craft or idea), and is on brief.

New Blood Yellow Pencil

Awarded to work that is outstanding, excelling across all judging criteria and potentially causing a pang of jealousy.

New Blood White Pencil

Awarded to outstanding work in response to any of the briefs, that uses the power of creativity to do good in the world.

New Blood Black Pencil

Given to the best of the best, this is the ultimate award for new creatives. Each individual will receive a Pencil, and there's also a £2,000 prize fund shared between New Blood Black Pencil winners.

Winners' packages

Each Pencil level will receive a bespoke winner's package which will be revealed later in the year, including mentoring, the New Blood Academy (an exclusive 2 week creative bootcamp for selected winners – more information will be released after the winners are announced in May 2026), access to D&AD learning tools and more.

Additional prizes

Some briefs also have additional prizes – you can find out about these in the brief pack.