

The Exceptional.

Earn your rightful place in D&AD's annual collection of the world's best work.



Wood

The best in advertising and design from the year, worthy of a place in the D&AD Annual.



Graphite

Stand-out work, beautifully executed with an original and inspiring idea at its core.

The Sublime.

Quite simply the best creative work in the world.



Yellow

The iconic D&AD Yellow Pencil, awarded only to the most outstanding work that achieves **true creative excellence**.



Black

The **ultimate creative accolade**, reserved for work that is **ground-breaking** in its field. Only a handful of Black Pencils are awarded each year.

