

Malta Unveils the Official Logo and Brand Identity of the 2027 Commonwealth Youth Games

Launch marks 500 days to go until the Games open in Malta

Valletta, Malta - Commonwealth Sport Malta today marked a landmark moment in the countdown to the 2027 Commonwealth Youth Games, officially unveiling the Games' logo and brand identity - 500 days before the event opens. The launch signals the beginning of a new and visible chapter for an event that will bring the Commonwealth's brightest young athletic talent to Maltese shores for the first time.

The 2027 Commonwealth Youth Games will take place in Malta and Gozo from 29 October to 4 November 2027, welcoming young athletes from across the Commonwealth to compete across eight sports.

Watch the Malta 2027 brand video [here](#).

A Logo Rooted in Malta's Identity

The official logo was designed by Maltese creative agency Concept Stadium and draws deeply on the character and culture of the host island. Conceived as more than a graphic mark, the identity is anchored in Malta's limestone heritage, the vivid colours of the traditional luzzu boats, the energy of the village festa, and the rhythms of Mediterranean coastal life. These elements are brought together through a visual language that transitions between brand colour gradients - echoing the movement of waves, the warmth of the island's light, and the dynamism of sport.

The logo integrates the established Commonwealth Games mark with a Malta 2027 wordmark rendered in a bold, contemporary style, reflecting the island's confidence as a small nation hosting a significant international moment. At the heart of the concept is a celebration of youth: fresh faces, real competition, and the kind of podium stories that begin here, on a small island in the middle of the sea, before travelling far beyond it.

The brand narrative - "Where Sport Meets Culture" - threads together Malta's rich history with the forward-looking energy of the Commonwealth's next generation of athletes, drawing on imagery of mixed-gender and mixed-ethnicity competitors, as well as para-athletes, in keeping with the inclusive spirit of the Games.

Kai Azzopardi, Triathlete and Commonwealth Youth Games 2023 athlete, said:

"Competing at the 2023 Commonwealth Youth Games shaped how I saw myself as an athlete. Hosting the Games in Malta in 2027 means thousands of young people will witness that pathway first-hand - the dedication, the competition, and the pride of representing their country. That is the true legacy of a home Games, doesn't just inspire the athletes who compete, it shows every young person in Malta that the world stage isn't somewhere far away. It's right here."

Milestones Shaped by Sport and Youth

The launch event brought together representatives from a wide range of sports disciplines that will feature in the Malta 2027 programme, alongside several young Maltese athletes who are among those vying for a place to represent their nation at the Games. Their presence at the event underscored the purpose at the centre of this undertaking: a festival of sport aimed to inspire the next generation of athletes.

“Today marks the beginning of something genuinely historic for Malta. The unveiling of this logo is not merely a visual milestone — it is a declaration of our readiness and our ambition. Malta is a small island, but we have always punched above our weight in the warmth with which we welcome the world. The 2027 Commonwealth Youth Games will be a defining moment for a generation of Maltese athletes and a proud chapter for our entire sporting community. We are ready.”

Julian Pace Bonello, President, Commonwealth Sport Malta

“The Commonwealth Youth Games exist to give the next generation their first great stage, and Malta 2027 is shaping up to be one of the most compelling editions we have seen. The identity launched today reflects everything that makes this host nation special - a deep sense of place, a passion for people, and an understanding that great sport is always about more than the result. We are proud to be partnering with Commonwealth Sport Malta to deliver an experience that young athletes across the Commonwealth will carry with them for the rest of their lives.”

Katie Sadleir, CEO, Commonwealth Sport

“For the Government of Malta, hosting the Commonwealth Youth Games is both an honour and an opportunity. An opportunity to showcase our islands on a global stage, to invest in the sporting infrastructure and culture that our young people deserve, and to demonstrate that Malta is not only a destination for tourism and business, but a nation capable of delivering world-class sporting events. Today’s launch is a moment for all Maltese people to take pride in what lies ahead.”

Dr Byron Camilleri, Minister for Education and Sport, Malta

With 500 days to go, the launch of the Malta 2027 brand sets in motion the broader communications and engagement programme that will build towards the Games across sport, culture, and community

More information can be obtained on the Malta 2027 website - www.malta2027.com

ENDS

Media Enquiries

Malta 2027

Maria Vella-Galea
e. media@nocmalta.org

Commonwealth Sport

Rob Arnott

e. rob.arnott@commonwealthsport.com / Media@commonwealthsport.com

Notes to Editors

For further information on Malta 2027, please visit www.malta2027.com

About Commonwealth Sport

Commonwealth Sport is the organisation with responsibility for the direction and control of the Commonwealth Games and Commonwealth Youth Games, and for delivering the vision of the Commonwealth Sport Movement: 'Our Commonwealth, united through sport'. Our mission is to deliver inspirational and impactful Games; to excite and empower Athletes and young people; and to drive equality in sport and society across the Commonwealth.

Established in 1930, the Commonwealth Sport Movement brings together 74 independent nations and territories creating a diverse Commonwealth community of over 2.5 billion individuals, representing one-third of the world's population. Together we stand as a beacon of unity, diversity, and equality, completely integrating Para Athletes, driving gender equality and advocating for legacy and social change through sport.

About Commonwealth Youth Games

First staged in Edinburgh in 2000, the Commonwealth Youth Games were created to provide unforgettable international competition for young athletes across the Commonwealth and to provide a pathway to support progression to the senior ranks.

Since then, more than 6,000 athletes have competed in the Games. The most recent edition, held in Trinidad and Tobago in August 2023, was the first Commonwealth Youth Games to be hosted across two islands and saw the debut of Para sport on the programme.

ENDS