CALL FOR ARTISTS:

The Meliorist Logo Design Competition

Presented by The Meliorist Publishing Society
Submission Deadline: May 15, 2026

INTRODUCTION

Help shape the future identity of The Meliorist™

The Meliorist Publishing Society is seeking artists, designers, and creatives to help shape the future identity of one of Southern Alberta's longest-running independent student publications.

We are inviting **submissions for The Meliorist Logo Design Competition** — an opportunity to create a bold, memorable visual identity that reflects creativity, storytelling, independence, and community impact.

Founded in 1967, *The Meliorist* has spent nearly six decades amplifying student voices in Lethbridge, AB. This competition represents an opportunity to contribute to the next chapter of that legacy.

We are looking for a logo that feels modern, creative, and adaptable across both print and digital platforms while remaining rooted in the spirit of independent publishing and student expression.

QUICK FACTS

- **Deadline:** May 15, 2026
- **Open To:** Artists, designers, and creatives located in Canada
- **Preferred Applicants:** University of Lethbridge students and alumni
- **Prize Pool:** $275 CAD
- **Accepted File Types:** PNG, JPG, PDF
- **Submission Method:** Google Form or email submission
- **Public Voting:** Selected finalists will participate in a public engagement and voting phase
- **Potential Opportunities:** Artists whose submissions demonstrate strong creative alignment with *The Meliorist's* evolving brand identity may be considered by the Board for future commissioned design work, visual branding initiatives, mural opportunities, or compensated revision projects. Participation in the competition does not guarantee selection for additional work or official logo adoption.

ABOUT THE PROJECT

PURPOSE

The Meliorist is currently undertaking a comprehensive brand redesign intended to better reflect the organization's evolving role within the University of Lethbridge and the broader Southern Alberta community. The logo competition is a key part of this process.

- ➔ This initiative is intended to **strengthen The Meliorist's branding**,
- ➔ And create meaningful **opportunities for emerging and local creatives** to gain experience, build their portfolios, and receive exposure by contributing to an established independent publication.

PROJECT GOALS

The competition aims to:

- Develop a distinctive and recognizable visual identity
- Reflect The Meliorist's mission, values, and guiding philosophy
- Balance creativity with credibility
- Create a logo system adaptable across digital, print, and social platforms
- Strengthen community connection and organizational identity
- Support and showcase emerging creatives

ELIGIBILITY

- University of Lethbridge students and alumni *(preferred)*
- Southern Alberta community members
- Independent creatives residing in Canada

PRIZE POOL

- **1st Place:** $150 CAD
- **2nd Place:** $75 CAD
- **3rd Place:** $50 CAD

Winning and shortlisted submissions will be featured across *The Meliorist's* digital and promotional platforms.

PUBLIC VOTING

Selected finalists will be featured publicly through an online voting component intended to encourage community engagement and audience participation. Students, alumni, and community members will be invited to view shortlisted concepts and provide feedback through the voting process.

TIMELINE

Competition Launch: April 13, 2026
Submission Deadline: May 15, 2026
Shortlist Notification: May 18, 2026
Public Voting Period: May 20 – June 1, 2026
Announcement of Winners: June 3, 2026

CREATIVE DIRECTION

Designs may draw inspiration from:

- Publishing and print culture
- Storytelling and dialogue
- Transformation and progress
- Independent media
- Student creativity and expression

The colour palette and visual style are open to interpretation by the artist. We encourage creative exploration and welcome a wide range of aesthetic approaches.

Typography-based logos, symbolic marks, emblem systems, and hybrid icon/wordmark approaches are all welcome.

We Are Looking For

- ☑ Distinctive and memorable concepts
- ☑ Strong readability and scalability
- ☑ Logos that feel editorial, contemporary, and creative
- ☑ Designs adaptable across web, print, merchandise, and social media
- ☑ Professional yet expressive visual identities

We Are Not Looking For

- ⦸ Generic corporate branding
- ⦸ AI-generated designs
- ⦸ Clip-art or stock-based aesthetics
- ⦸ Overly complex logos that do not scale well
- ⦸ Designs heavily resembling existing media organizations or university branding

Submissions do not need to be fully polished or production-ready at this stage.

We are primarily looking for strong concepts, originality, bold creative direction, and visual approaches that reflect *The Meliorist's* evolving identity and future potential.

SUBMISSION REQUIREMENTS

Please include the following in your submission:

- One primary logo concept
- Optional alternate logo variations
- Logo files in PNG, JPEG (JPG), or PDF format
- A short design rationale (50–300 words) explaining your concept and creative direction
- Your name and contact information

Note: Vector files (AI, EPS, SVG, etc.) are not required at the submission stage but may be requested later if a design is selected for additional development.

ORIGINALITY & AI USE POLICY

To ensure fairness, integrity, and alignment with *The Meliorist's* values, all submissions must be original, human-created work.

Submissions ***must not:*

- Copy, imitate, or closely resemble existing logos or artwork
- Include stock logos, templates, or pre-made branding assets
- Infringe on copyrights, trademarks, or intellectual property rights

AI-generated logo designs are prohibited. Submissions created through generative AI tools will not be accepted. *The Meliorist* reserves the right to request proof of the design process, including sketches, drafts, or working files, and may disqualify submissions that do not meet these requirements.

Artists may use professional creative software, but the creative process and final design must remain human-led.

INTELLECTUAL PROPERTY & FUTURE DEVELOPMENT

Artists retain ownership of their work unless otherwise negotiated in writing.

By submitting an entry to the competition, participants grant The Meliorist Publishing Society permission to display, share, reproduce, and promote submitted designs for purposes related to the competition, including public voting, exhibitions, presentations, marketing materials, websites, and social media promotion. Appropriate credit will be provided to artists wherever reasonably possible.

If a submission is selected for official adoption or further development, additional discussions regarding revisions, licensing, compensation, or transfer of rights may take place separately.

Winning the competition does not guarantee that a submission will become the official logo of The Meliorist, nor does participation guarantee selection for future work or partnerships.

HOW TO APPLY

Submit through the official Google Form:

https://forms.gle/cf2tkH5SABxNNPP77

If you experience technical difficulties with the submission form, entries may alternatively be emailed to: eic@themeliorist.ca

All submissions must be received by May 15, 2026.

For inquiries regarding the competition or submission process, please contact the Editor-in-Chief at eic@themeliorist.ca

CLOSING STATEMENT

This competition is an opportunity to help define the future visual identity of a publication that has amplified student voices for nearly 60 years.

Thank you to all applicants. We look forward to seeing bold, thoughtful, and original interpretations of what The Meliorist can become!