

OFFICIAL MUG CONTEST 2025

WE'RE CALLING ALL ALBERTA ARTISTS – MAKERS, DOODLERS, ILLUSTRATORS, AND CREATIVE ELVES OF EVERY KIND – TO HELP DESIGN THIS YEAR'S SIGNATURE EDMONTON CHRISTMAS MARKET MUG!
YOUR ART COULD BE SIPPED, SHARED, AND GIFTED ALL SEASON LONG.

INSTRUCTIONS/RULES

- The design should be prepared in the color palette provided and remember to use max. 3 colors.
- Prepare graphics as vectors and typography as curves.
- Fit your graphics in the "printable area".
- Avoid gradient and transparency.
- The minimum detail size is 0,2 mm, so all elements and free spaces must be at least 0,4 mm thick.
- The same color chosen for different parts of the dish might not be identical in the final product.
- Must fit within 9" wide x 2.4" high space (full mug wrap.)
- Include at least one ECM Pillar: SHOP, SIP, EAT, PLAY, or GIVE.
- No Artificial Intelligence generated artwork will be permitted.
- You are an Alberta based artist.
- Submission Deadline: Sunday, September 14, 2025 @ Midnight

If you have questions, please reach out to:
manager@yegxmasmarket.com

You must use APRICOT #f9b84d as the base for your design.
You may use up to 3 of the following colours in your design.



MUG SPECS

SIDE A ARTWORK

scale 1:1

100x60 mm | 3.9x2.4 in

WRAP-AROUND ARTWORK

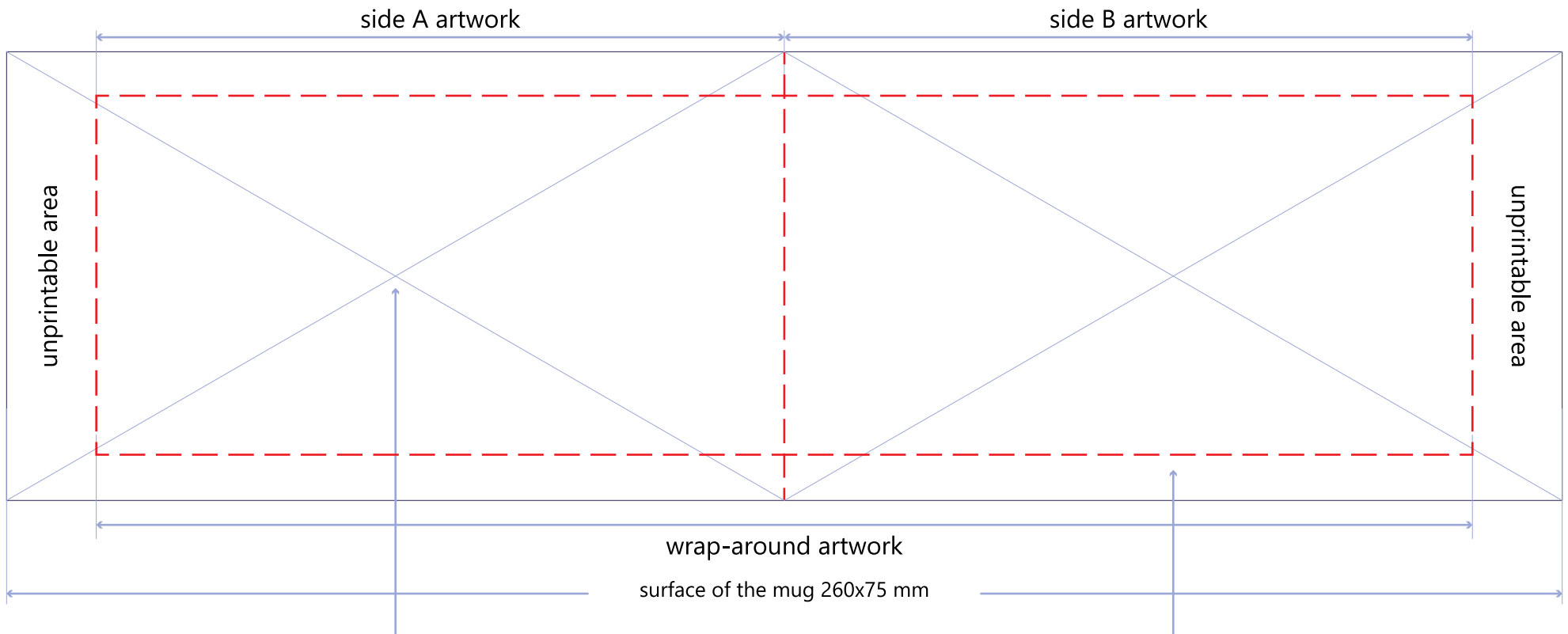
scale 1:1

230x60 mm | 9x2.4 in

SIDE B ARTWORK

scale 1:1

100x60 mm | 3.9x2.4 in



The center of each side of the mug is where the two lines cross

This is the printable area and it doesn't cover the surface of the mug completely