

# Programme mascot

The Ptarmigan bird is the mascot for our programme. It's used together with our colours as a unique design element in our visual communication. Note that the mascot should not be confused as the official logo for the Interreg programme, but rather as a complementing decor.

The mascot comes in two versions. One with the tail lines continuing to the bottom left and right, and one with one tail line cut off.

The mascot should not be cropped close to, or across the birds body. Never place the mascot too close to other logotypes, decors or graphics. Always allow for free space around the birds body.

## COLOUR VERSIONS

The mascot with **white gradient fill** is the primary version. It can be used on dark or colored backgrounds as well as on images. For white or extremely bright backgrounds an alternative **light blue version** is used.

The mascot is never used in black or any other colour than shown here.

On the following pages you can see varied examples of how the mascot is applied.

