

The poster features a large, friendly yellow cat mascot with a brown collar and a small brown hat, positioned in the center. The text "しまねっこ SHIMANEKKO" is written above the cat. Below the cat, the text "しまねっこまつり 2025" is displayed in a stylized font. To the left of the cat, there are two circular icons: one for a "Shimanekko dome" and another for "Local food and drink". To the right, there are sections for parking information and a marching parade. The background is yellow with a large stylized "X" shape. Numerous other local mascots from various Japanese prefectures are shown in the background, including Kumamon, Rilakkuma, and various animal and human characters.