



The EU flag must always be at least as high (in size)
as the oval shape in the programme logo

THE COLOURS

Dark blue

CMYK 100, 89, 0, 0

RGB 0, 20, 137

Pantone Reflex Blue C

Light blue

CMYK 60, 20, 0, 0

RGB 105, 172, 223

Red

CMYK 0, 100, 70, 0

RGB 228, 0, 58

Yellow

CMYK 0, 13, 100, 0

RGB 254, 221, 0

Pantone Yellow C

Light green

CMYK 49, 1, 95, 0

RGB 165, 191, 58



PRIORITY 1

Competitive economy

P1 blue

CMYK 100, 89, 0, 0

RGB 0, 20, 137



PRIORITY 2

Sustainable use of common resources

P2 green

CMYK 75, 5, 100, 0

RGB 62, 164, 55



PRIORITY 3

Well-connected region

P3 purple

CMYK 45, 72, 5, 0

RGB 158, 93, 157



PRIORITY 4

Skilled and socially inclusive region

P4 orange

CMYK 0, 78, 89, 0

RGB 234, 84, 37