

## MAIN PROGRAMME COLOURS

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The main colours are following the symbol colours + one standard colour for body text.

The body text colour is recommended to be used as standard text colour in documents and on websites (as full-on black hurts eyes when reading on-screen).

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### MAIN Palette



#### DEEP BLUE

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##### Colour CODES

CMYK : 100 / 70 / 20 / 5

RGB : 0 / 78 / 132

Web : #004e84



#### BRIGHT BLUE

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##### Colour CODE

CMYK : 90 / 40 / 10 / 0

RGB : 0 / 123 / 178

Web : #007bb2



#### GREEN

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##### Colour CODES

CMYK : 55 / 5 / 100 / 0

RGB : 138 / 180 / 25

Web : #8ab419



#### WARM BLACK

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##### Colour CODES

CMYK : 0 / 0 / 0 / 85

RGB : 75 / 75 / 77

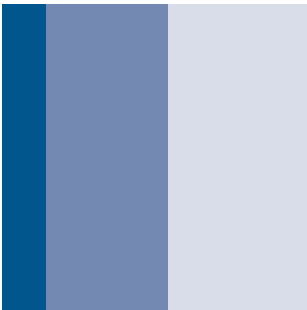
Web : #4b4b4b

# BRIGHT PALETTE

Typical usage:

Digital - backgrounds for presentations, videos, gradients, web design areas.

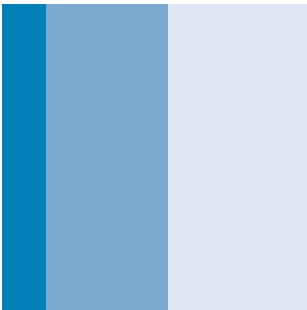
Print - backgrounds for large format prints, covers, textboxes with perfect readability.



DEEP BLUE 57% / 12%

Colour CODES

CMYK : 57 / 40 / 11 / 3  
CMYK : 12 / 9 / 2 / 1  
RGB : 123 / 142 / 179  
RGB : 228 / 229 / 238  
Web : #7b8eb3  
Web : #e4e5ee



BRIGHT BLUE 57% / 12%

Colour CODES

CMYK : 51 / 23 / 6 / 0  
CMYK : 11 / 5 / 1 / 0  
RGB : 137 / 175 / 209  
RGB : 232 / 238 / 245  
Web : #89afd1  
Web : #e8eef5



GREEN 57% / 12%

Colour CODES

CMYK : 31 / 3 / 57 / 0  
CMYK : 7 / 1 / 12 / 0  
RGB : 193 / 212 / 136  
RGB : 243 / 246 / 231  
Web : #c1d488  
Web : #f3f6e7

## ADD ONS & HIGHLIGHTS

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### Add ons & highlighting

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An extensive palette, especially for office use - charts, diagrams. You will find all colours within the provided office templates.

Yet, you are not limited to office use, most of them can be used for highlights in every product - they all go well with the main palette.



RGB : 107 / 155 / 195



RGB : 158 / 169 / 113



RGB : 206 / 135 / 133



RGB : 254 / 215 / 62



RGB : 145 / 139 / 139



RGB : 99 / 176 / 82



RGB : 199 / 107 / 53



RGB : 177 / 52 / 218



RGB : 85 / 76 / 71



RGB : 212 / 47 / 63



RGB : 198 / 162 / 52

# PRIORITY COLOURS

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Priority colours will be used differently from former periods. As there is no „icon on background“ element in place, communication about priorities will mainly rely on bolder colour usage in combination with the proposed illustrations.



## PRIORITY 1

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### Colour CODES

CMYK : 10 / 48 / 100 / 1  
RGB : 226 / 145 / 0  
Web : #e29100



## PRIORITY 2

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### Colour CODES

CMYK : 80 / 50 / 24 / 7  
RGB : 61 / 109 / 149  
Web : #3d6d95

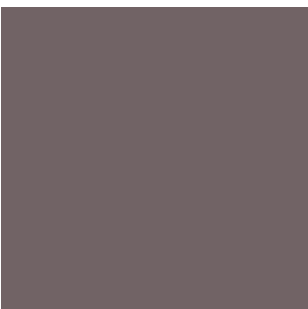


## PRIORITY 3

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### Colour CODES

CMYK : 79 / 34 / 77 / 13  
RGB : 55 / 109 / 73  
Web : #376d49



## PRIORITY 4

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### Colour CODES

CMYK : 46 / 49 / 42 / 30  
RGB : 123 / 106 / 107  
Web : #7b6a6b

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**Priority 1: “Innovative societies“**

- § Specific objective: 1.1 Resilient economies and communities
- § Specific objective: 1.2 Responsive public services

**Priority 2: „Water-smart societies“**

- § Specific objective: 2.1 Sustainable waters
- § Specific objective: 2.2 Blue economy

**Priority 3: „Climate-neutral societies“**

- § Specific objective: 3.1 Circular economy
- § Specific objective: 3.2 Energy transition
- § Specific objective: 3.3 Smart green mobility

**Priority 4: „Cooperation governance“**

- § Specific objective: 4.1 Project platforms
  - § Specific objective: 4.2 Macro-regional governance
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# POLICY OBJECTIVE COLOURS

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which were developed for all Interreg programmes to label thematic priorities. The priority colours that are relevant for Interreg Baltic Sea region are defined on the right.

The colour scheme is only to be used on special occasions.

Taken from  
Interreg Brand Design Manual  
Co-Branding Version  
Updated Version, 21.05.2021



## Policy objective 1

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### Colour CODES

CMYK : 72 / 0 / 43 / 0  
RGB : 24 / 186 / 168  
Web : #18BAA8



## Policy objective 2

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### Colour CODES

CMYK : 48 / 0 / 89 / 0  
RGB : 154 / 202 / 60  
Web : #9ACA3C



## Specific objective 1

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### Colour CODES

CMYK : 87 / 51 / 0 / 0  
RGB : 14 / 110 / 182  
Web : #0E6EB6

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