

Table S4. Scores of each *Campanula* species in the PCs of the colour phylogenetic PCA (pPCA).

Species	PC1	PC13
<i>Campanula glomerata</i>	-0.49809872	-0.09793997
<i>Campanula lactiflora</i>	-0.03454469	0.4489037
<i>Campanula latifolia</i>	-0.12967818	-0.17235813
<i>Campanula medium</i>	0.13030799	-0.44736924
<i>Campanula moravica</i>	0.1722332	-0.12551131
<i>Campanula patula</i>	-0.32396733	0.1138514
<i>Campanula persicifolia</i>	0.06197114	-0.11683345
<i>Campanula punctata</i>	0.04484866	0.14290352
<i>Campanula rapunculoides</i>	0.34257116	-0.49155058
<i>Campanula rapunculus</i>	-0.26456216	0.11840947
<i>Campanula rotundifolia</i>	0.26909938	-0.25334226
<i>Campanula scheuchzeri</i>	0.16937767	-0.38657881
<i>Campanula thyrsooides</i>	0.0739994	1.42260855
<i>Campanula trachelium</i>	-0.01355753	-0.15519292