

# 中华人民共和国第十二届残疾人运动会暨 第九届特殊奥林匹克运动会色彩系统管理手册

The 12th National Games for Persons with Disabilities & the 9th National Special  
Olympic Games, the People's Republic of China Color System Management Manual

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中国·广东|香港|澳门 2025  
China·Guangdong | Hong Kong | Macao

# 色彩系统设计关键词

唯一性(从未使用过的颜色)  
Uniqueness

地域性(粤港澳大湾区)  
Regionality (GBA)

文化性&体育精神性  
Cultural&Spirituality

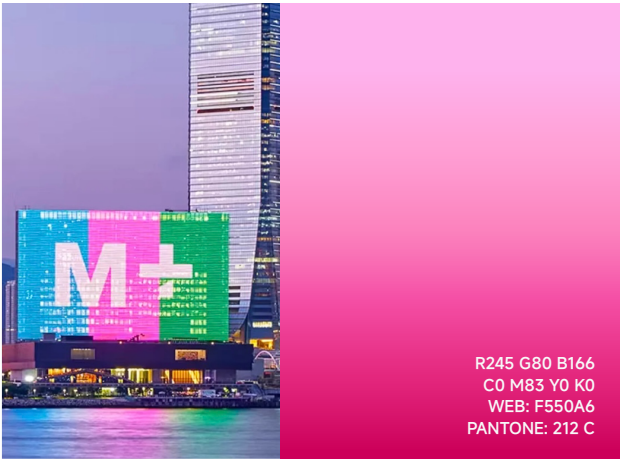
当代性(系统&简约&精致)  
Contemporaneity



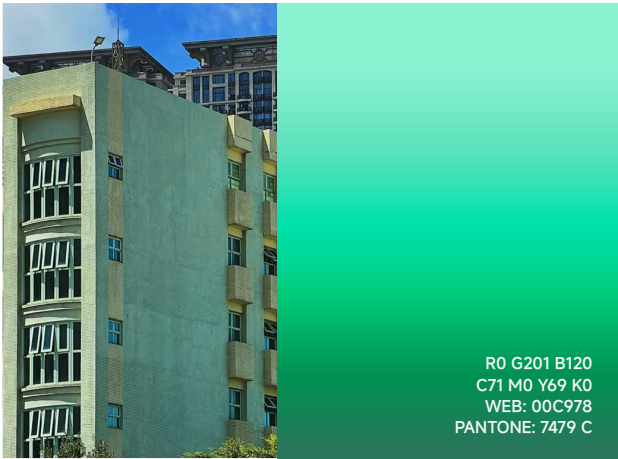




木棉花



香港m+博物馆



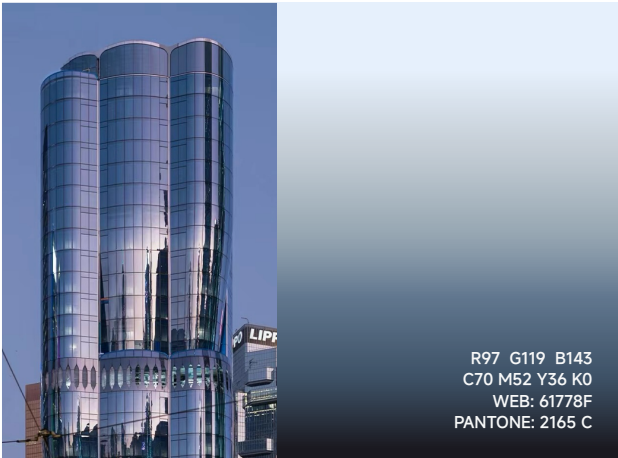
澳门科技大学



港珠澳大桥



珠江新城



香港The Henderson大厦



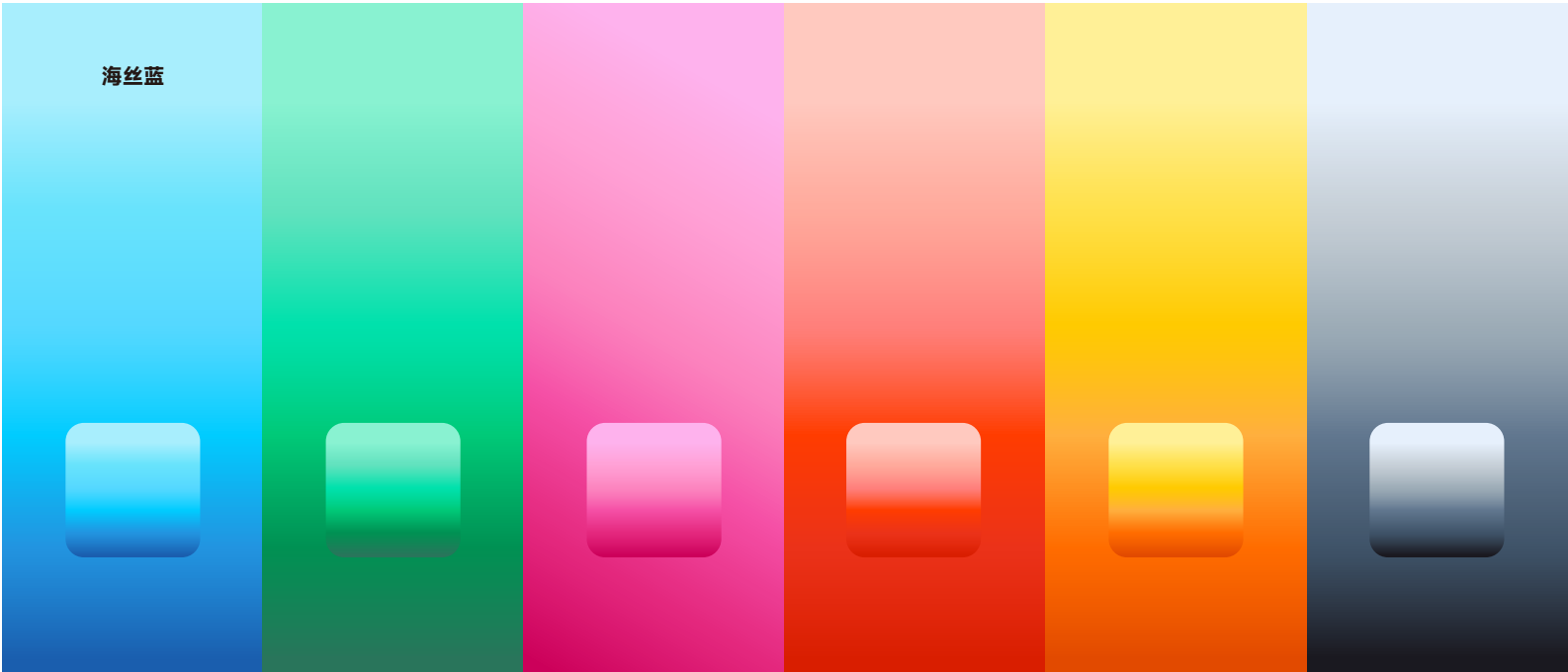
# 色彩系统主题

## 海丝蓝







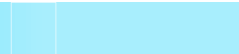




















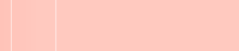












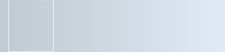
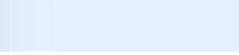
海丝蓝，是大湾区地理标识，更是历史、经济、生态与文化交融的鲜活写照。从古代“舶影文光”的繁荣，到如今“向海图强”的豪迈，粤港澳大湾区以蓝色为纽带，绘就开放、创新、绿色的新时代海丝画卷。

海丝蓝，沉稳似海，激情如焰。它象征着持久力量与破晓希望，承载着无畏启程的运动精神，激励大湾区勇毅前行。

粤港澳大湾区的色彩，是多元文化的交响，是古今碰撞的火花，是生活与艺术的完美融合。从中国色彩文化及粤、港、澳城市特质中汲取灵感，以“海丝蓝”为主色调，搭配“绿(茭荷绿)、橙(海天霞)、粉(菡萏粉)、黄(黄栗留)、灰(育阳染)”五种城市印象基调色彩，构建出独特色彩系统。这系统既彰显南国明珠的历史底蕴与现代活力，又展现新时代的创新激情，融合活力与温馨，如梦幻星辰，点亮大湾区梦想与未来。



					
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