

中华人民共和国第十五届运动会 色彩系统管理手册

The 15th National Games of the People's Republic of China
Color System Management Manual



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

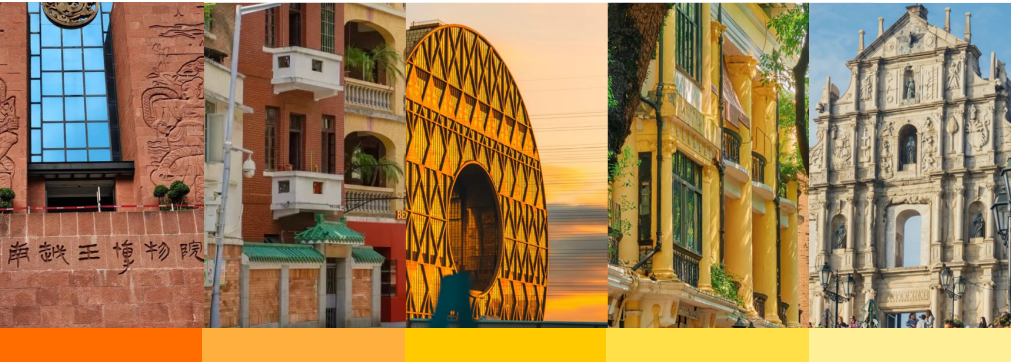
色彩系统设计关键词

唯一性(从未使用过的颜色)
Uniqueness

地域性(粤港澳大湾区)
Regionality (GBA)

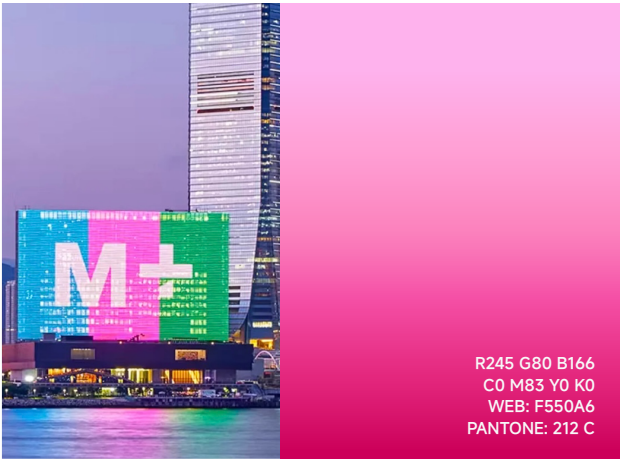
文化性&体育精神性
Cultural&Spirituality

当代性(系统&简约&精致)
Contemporaneity

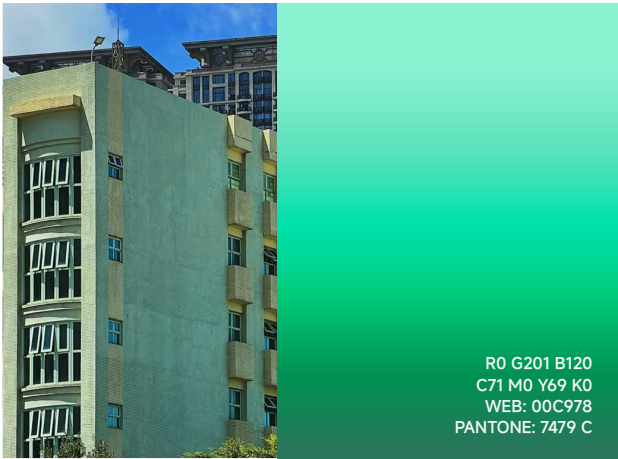




木棉花



香港m+博物馆



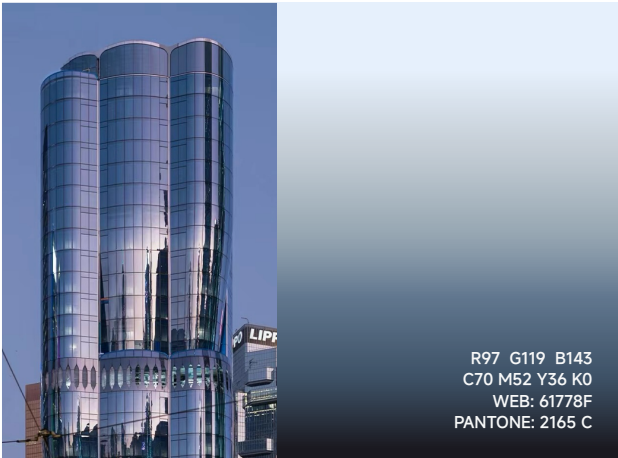
澳门科技大学



港珠澳大桥



珠江新城



香港The Henderson大厦

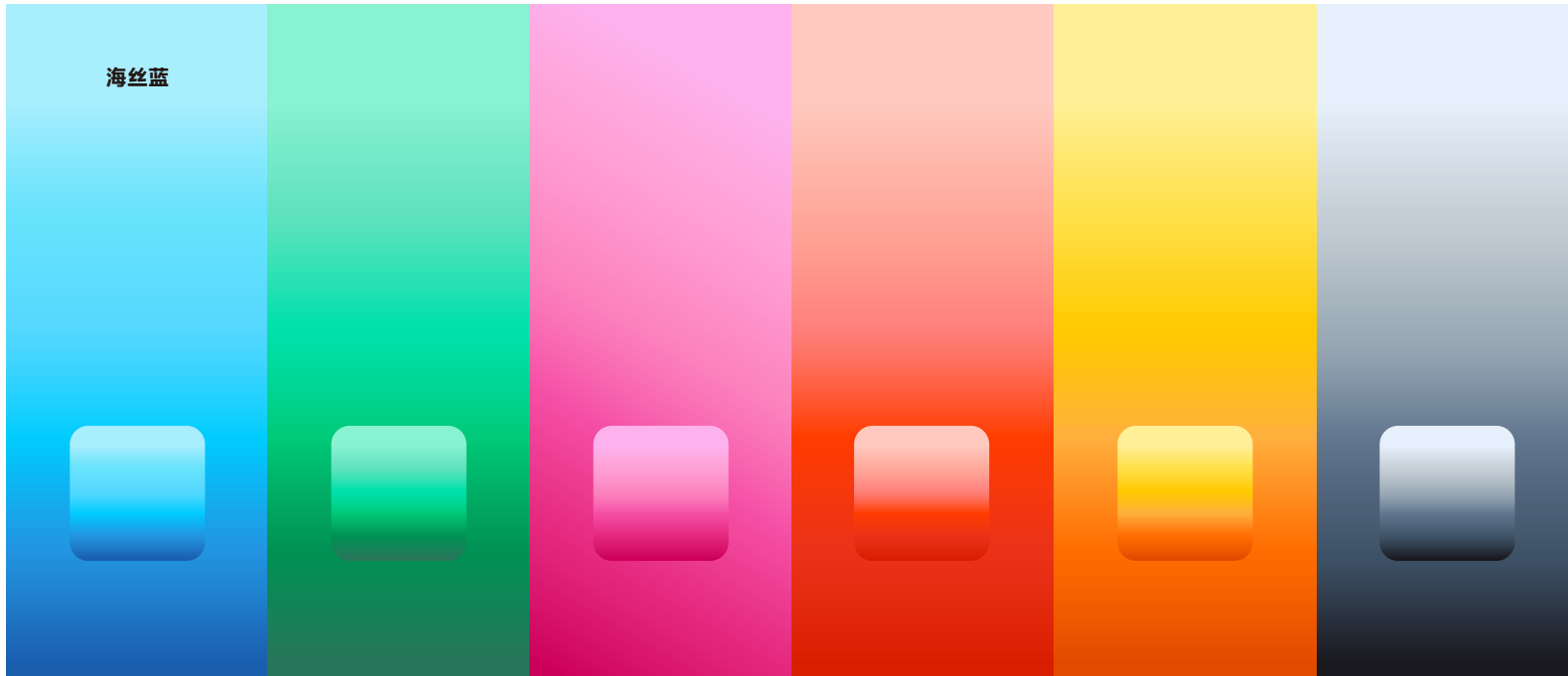
色彩系统主题

海丝蓝























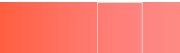













海丝蓝，是大湾区地理标识，更是历史、经济、生态与文化交融的鲜活写照。从古代“舶影文光”的繁荣，到如今“向海图强”的豪迈，粤港澳大湾区以蓝色为纽带，绘就开放、创新、绿色的新时代海丝画卷。

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(茵苕粉)、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。



					
R26 G94 B174 C100 M69 Y0 K6 WEB: 1A5EAE PANTONE: 3506 C	R34 G148 B224 C76 M33 Y0 K0 WEB: 2294E0 PANTONE: 2192 C	R0 G204 B255 C66 M0 Y4 K0 WEB: 00CCFF PANTONE: 915 C	R85 G216 B255 C57 M0 Y6 K0 WEB: 55D8FF PANTONE: 2199 C	R104 G227 B252 C52 M0 Y10 K0 WEB: 68E3FC PANTONE: 2198 C	R168 G238 B253 C36 M0 Y7 K0 WEB: A8EEFD PANTONE: 2197 C
					
R41 G117 B91 C100 M0 Y83 K38 WEB: 29755b PANTONE: 3500 C	R0 G145 B83 C82 M27 Y85 K0 WEB: 009153 PANTONE: 347 C	R0 G201 B120 C71 M0 Y69 K0 WEB: 00C978 PANTONE: 7479 C	R0 G225 B172 C64 M0 Y49 K0 WEB: 00E1AC PANTONE: 2239 C	R0 G225 B172 C43 M0 Y38 K0 WEB: 61E2BE PANTONE: 3375 C	R137 G242 B209 C45 M0 Y32 K0 WEB: 89F2D1 PANTONE: 7478 C
					
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