

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

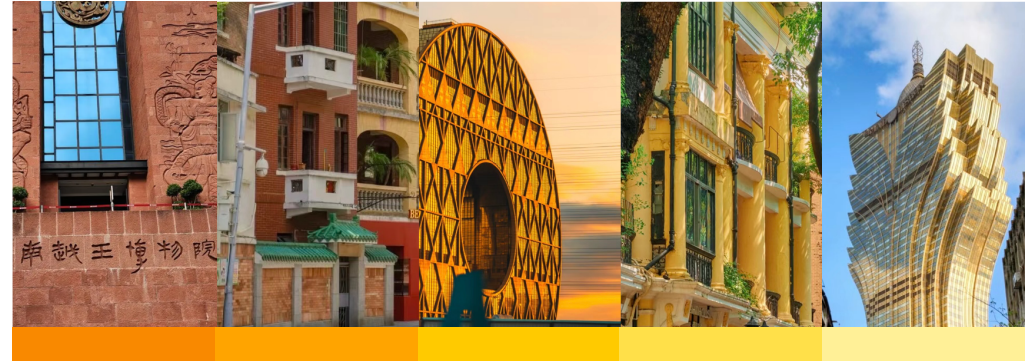
色彩系统设计关键词

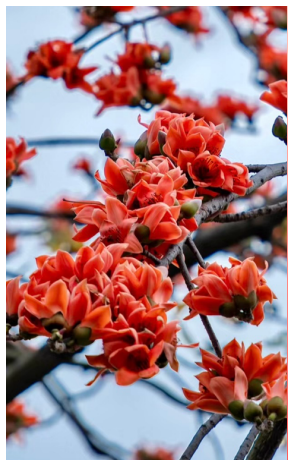
唯一性(从未使用颜色)
Uniqueness

地域性(粤港澳大湾区)
Regionality (GBA)

文化性&体育精神性
Cultural&Spirituality

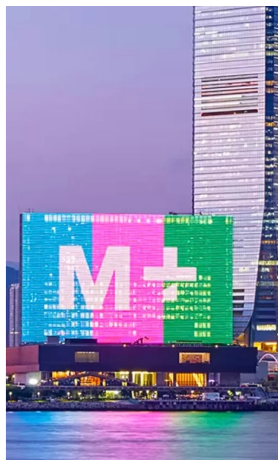
当代性(系统&简约&精致)
Contemporaneity





R242 G102 B96
C0 M78 Y54 K0
WEB: F26660
PANTONE: 178C

木棉花



R226 G93 B149
C3 M80 Y10 K0
WEB: D95387
PANTONE: 212 U

香港m+博物馆



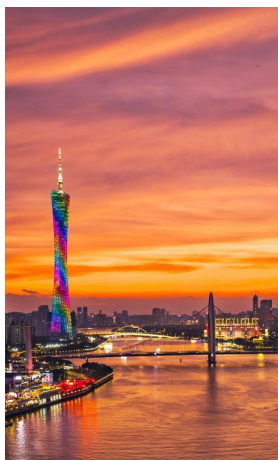
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C82 M27 Y85 K0
WEB: 009153
PANTONE: 3522 U

澳门科技大学



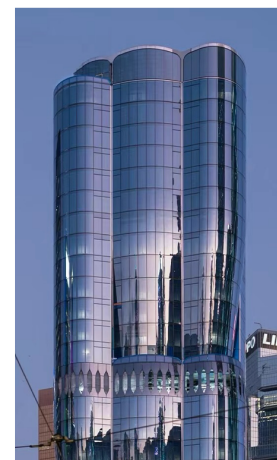
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C76 M33 Y0 K0
WEB: 2294E0
PANTONE: 2192 U

港珠澳大桥



R249 G137 B0
C1 M58 Y93 K0
WEB: F98900
PANTONE: 4008 U

珠江新城



R57 G70 B85
C83 M72 Y57 K21
WEB: 394655
PANTONE: 5395 U

香港The Henderson大厦

色彩系统主题






















粉霞艳光

粉霞艳光-永不放弃体育精神: 象征着新的开始和希望,无论遇到什么困境,只要保持信心和奋斗,就能超越自我,迎来美好的未来。

粤港澳大湾区的颜色是多元文化的交融,是古老与现代的碰撞,是生活气息与艺术灵感的完美结合,通过对中国色彩文化和广州、香港、澳门城市特质的提炼与浓缩,设计出以“粉霞艳光”为主,以“蓝、绿、桃、黄、灰”这五种城市印象基调色彩为辅的色彩系统,显现出既有历史与现代交织的南国明珠文化与审美意识,又富创新、活力、运动激情的新时代,粤港澳大湾区融合活力与温馨的和谐之韵。五彩斑斓,如梦幻星辰,点亮了大湾区的梦想与未来。



 R34 G148 B224 C76 M33 Y0 K0 WEB: 2294E0 PANTONE: 2192 U	 R0 G200 B255 C67 M0 Y2 K0 WEB: 00C8FF PANTONE: 306 U	 R85 G216 B255 C57 M0 Y6 K0 WEB: 55D8FF PANTONE: 305 U	 R104 G227 B252 C52 M0 Y10 K0 WEB: 68E3FC PANTONE: 2197 U	 R168 G238 B253 C36 M0 Y7 K0 WEB: A8EEFD PANTONE: 635 U
 R0 G145 B83 C82 M27 Y85 K0 WEB: 009153 PANTONE: 3522 U	 R0 G172 B81 C77 M8 Y88 K0 WEB: 00AC51 PANTONE: 354 U	 R0 G203 B123 C70 M0 Y68 K0 WEB: 00CB7B PANTONE: 7480 U	 R0 G225 B172 C64 M0 Y49 K0 WEB: 00E1AC PANTONE: 2239 U	 R137 G242 B209 C45 M0 Y32 K0 WEB: 89F2D1 PANTONE: 7478 U
 R226 G93 B149 C3 M80 Y10 K0 WEB: D95387 PANTONE: 212 U	 R244 G133 B179 C0 M65 Y0 K0 WEB: F485B3 PANTONE: 211 U	 R242 G157 B194 C0 M55 Y0 K0 WEB: F29DC2 PANTONE: 210 U	 R244 G182 B213 C0 M43 Y0 K0 WEB: F4B6D0 PANTONE: 203 U	 R247 G205 B223 C0 M30 Y0 K0 WEB: F7CDDF PANTONE: 2036 U
 R242 G102 B96 C0 M78 Y54 K0 WEB: F26660 PANTONE: 178C	 R255 G136 B129 C0 M65 Y40 K0 WEB: FF8881 PANTONE: 177 U	 R249 G155 B136 C0 M55 Y41 K0 WEB: F99B88 PANTONE: 1575 U	 R250 G175 B161 C0 M55 Y30 K0 WEB: FAFAF1 PANTONE: 169 U	 R252 G204 B194 C0 M31 Y20 K0 WEB: FCCCC2 PANTONE: 489 U
 R249 G137 B0 C1 M58 Y93 K0 WEB: F98900 PANTONE: 4008 U	 R255 G164 B0 C0 M46 Y91 K0 WEB: FFA400 PANTONE: 116U	 R255 G202 B0 C4 M26 Y89 K0 WEB: FFCA00 PANTONE: 109 U	 R255 G224 B73 C5 M15 Y75 K0 WEB: FFE049 PANTONE: YELLOW U	 R255 G240 B151 C4 M7 Y50 K0 WEB: FFF097 PANTONE: 127 U
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