



舞动的色彩

北京2008奥运会专用色彩系统

Dancing colours

Beijing 2008 Olympic Games

The Colours

舞动的色彩 Dancing colours

北京2008年奥运会专用色彩系统是北京2008年奥运会规范的色彩标准，是北京2008年奥运会形象的基础元素之一。它的作用是确定北京奥运会的基础色彩、辅助色彩及主要色调，营造北京2008年奥运会形象与景观的独特视觉环境。

The colour palette of the Beijing 2008 Olympics consists of six primary colours and ten subsidiary colours, which bring to mind glimpses of Beijing.

目录 Catalogue

- 专用色彩阐述
- 专用色彩组合
- 专用色彩规范

- Introduction of The Colours
- Combinations of The Colours
- Standard of The Colours

专用色彩阐述

Introduction of The Colours





中国红 The Chinese Red

基础色彩 Primary Colour

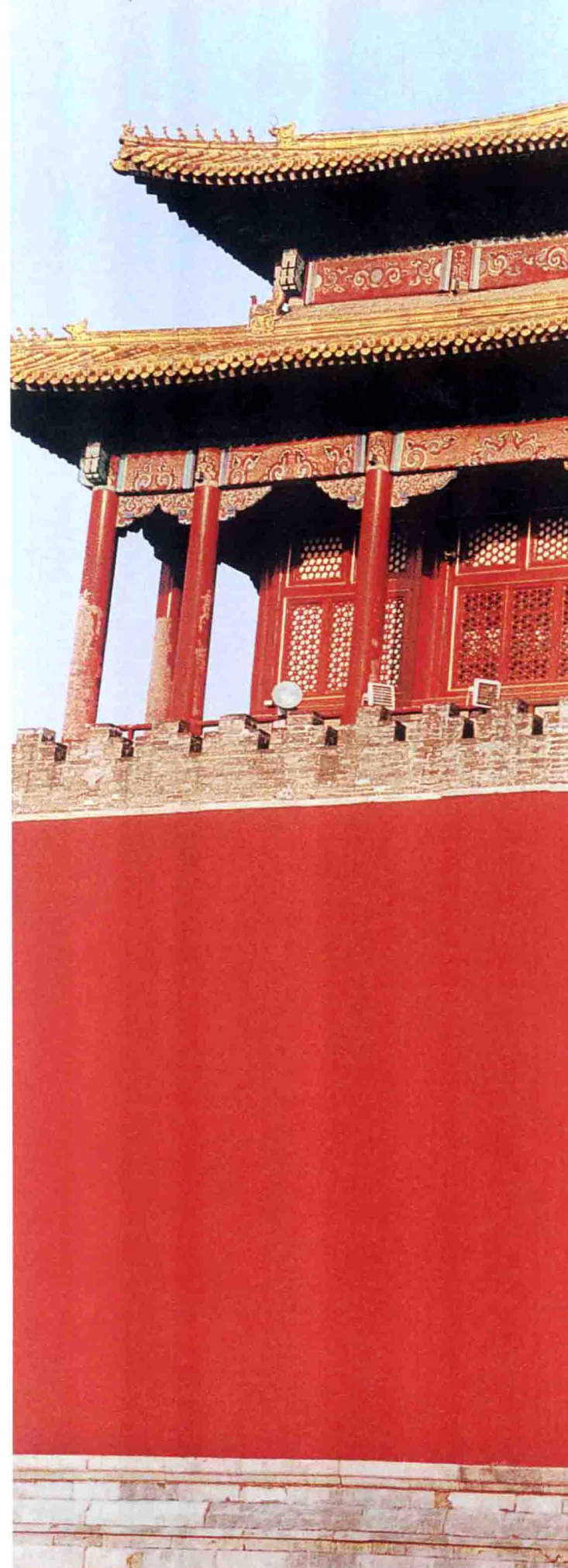


辅助色彩 Subsidiary Colours



红色是北京的颜色，也是中国的象征。红色的宫墙，红色的灯笼，红色的婚礼，红色的春联……从古至今，北京的生活中充满红色的装饰主题。红色，构成了人们认同北京的颜色。红色是激情和运动的颜色；红色是喜庆与祥和的颜色；红色是民俗与文化的颜色；红色也是北京奥运会会徽颜色的主色。

With red lanterns, red weddings, red palatial walls and red spring couplets, lives in Beijing are shrouded in the red. The red is the colour of Beijing and that of China.







琉璃黄 The Glaze Yellow

基础色彩 Primary Colour



辅助色彩 Subsidiary Colours





黄色的琉璃瓦，金秋的树叶和丰收的农田，是北京最亮丽的色彩。“琉璃黄”代表着北京独特的自然景观及人文与历史的精彩和辉煌。黄色在中国的色彩文化中具有崇高的象征意义，将在奥运会专用色彩系统中扮演明亮与欢快的角色。

With golden glazed tiles, golden leaves and golden farmlands, the peculiar golden colour of the glaze represents the glorious history and landscape of Beijing.





国槐绿 The Chinese Scholar-tree Green

基础色彩 Primary Colour



辅助色彩 Subsidiary Colours

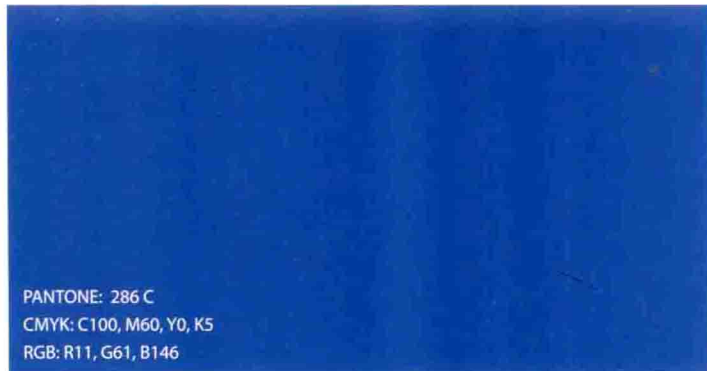


国槐是北京市市树。郁郁葱葱的国槐绿是自然的风采，是生命与环境的象征。国槐绿寄寓着北京珍视自己的家园，与自然和谐发展的愿望，表达了“绿色奥运”的理念。

Chinese scholar-tree has been selected by Beijing residents to represent the image of Beijing. It tells the theme of the "Green Olympics".

青花蓝 The Blue-and-White Porcelain Blue

基础色彩 Primary Colour



辅助色彩 Subsidiary Colours



温润而典雅的“青花蓝”，具有一种历史的美感，是北京丰富多彩的艺术宝藏中极具代表性的色彩，象征着文明与创造。

The colour of the blue-and-white porcelain makes the shade of the sky in Beijing's bright summer and golden autumn. The mild blue of the porcelain hints at the city's history and its creativity.







长城灰 The Great Wall Grey

基础色彩 Primary Colour



辅助色彩 Subsidiary Colours





蜿蜒起伏的万里长城和掩映在绿树丛中的四合院民居的灰色，是北京城传统建筑景观的标志色。灰色是北京奥运会色彩系统中独具魅力的元素。

The grey Great Wall winds in mountains and grey siheyuan courtyards lie in hutongs. The grey is the tone of traditional architectures in Beijing.

