

标志标准色、辅助色

标志的主标准色为红色和蓝色。红色象征阳光，寓意传递热情喜悦的院庆氛围；蓝色象征着商学院人的沉稳与智慧；标志的副标准色为灰色、白色、紫色、金色，与主标准色有机搭配，形成调和和衬托的艺术效果。

标志主标准色

#E60012
R:230 G:0 B:18
C:2 M:100 Y:100 K:0

#2E59A7
R:46 G:89 B:167
C:90 M:69 Y:0 K:0

标志主标准色色阶

标志副标准色

#EEEEEF
R:238 G:238 B:239
C:0 M:0 Y:0 K:10

#FBF9FB
R:251 G:249 B:251
C:2 M:2 Y:0 K:0

#DAB96B
R:218 G:185 B:107
C:0 M:20 Y:60 K:20

#8A1874
R:138 G:24 B:116
C:58 M:100 Y:25 K:0

辅助配色

#8CA0C8 R:140 G:160 B:200 C:51 M:33 Y:7 K:0

#ABA0D9 R:171 G:160 B:217 C:38 M:38 Y:0 K:0

#FBB957 R:251 G:185 B:87 C:0 M:35 Y:72 K:0

#E60012 R:230 G:0 B:18 C:2 M:100 Y:100 K:0

#7E1671 R:126 G:22 B:113 C:66 M:100 Y:31 K:0

#164D42 R:22 G:77 B:66 C:97 M:61 Y:82 K:36

#FCF5E2 R:252 G:245 B:226 C:1 M:4 Y:14 K:0

#EEB832 R:238 G:184 B:50 C:7 M:33 Y:89 K:0

标志组合标准色效果



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标志组合标准色效果



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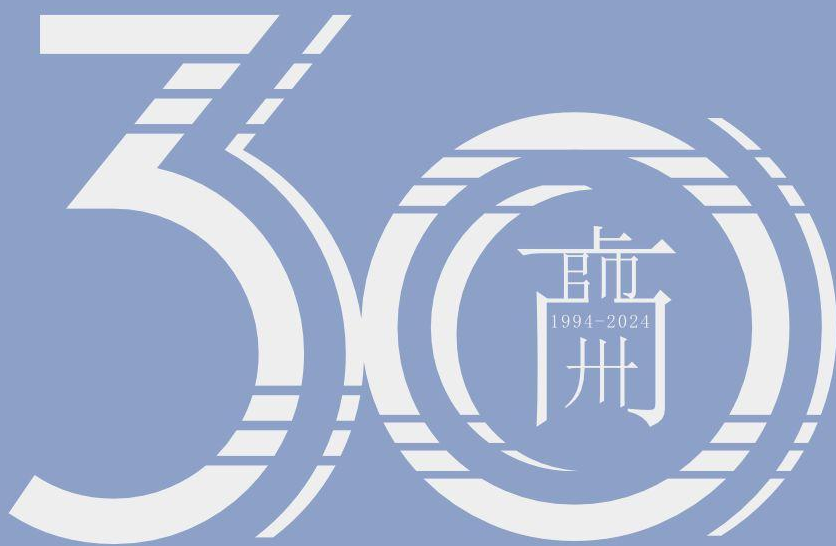
标志组合副标准色、辅助配色参考效果

#EEEEEF

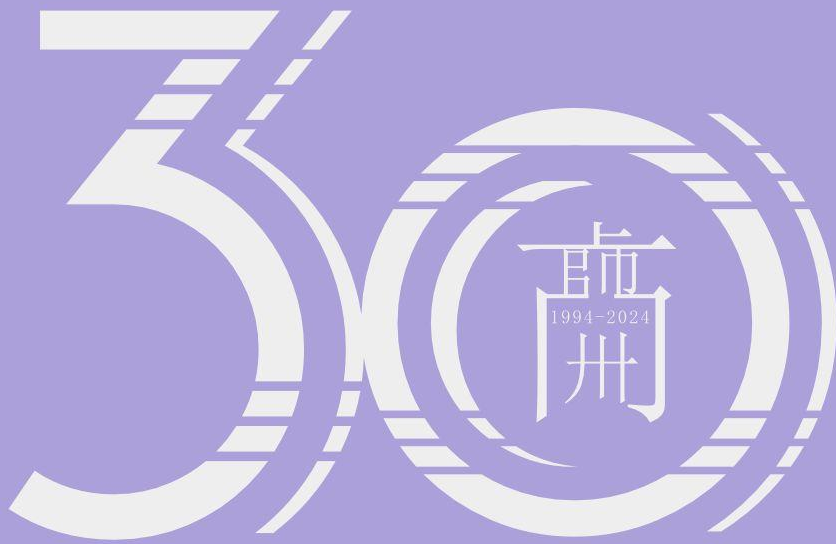
R:238 G:238 B:239
C:0 M:0 Y:0 K:10

#8CA0C8 R:140 G:160 B:200 C:51 M:33 Y:7 K:0

#ABA0D9 R:171 G:160 B:217 C:38 M:38 Y:0 K:0



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R:251 G:249 B:251
C:2 M:2 Y:0 K:0

#FBB957 R:251 G:185 B:87 C:0 M:35 Y:72 K:0

#E60012 R:230 G:0 B:18 C:2 M:100 Y:100 K:0



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标志组合副标准色、辅助配色参考效果

#DAB96B
R:218 G:185 B:107
C:0 M:20 Y:60 K:20

#7E1671 R:126 G:22 B:113 C:66 M:100 Y:31 K:0

#164D42 R:22 G:77 B:66 C:97 M:61 Y:82 K:36



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标志组合副标准色、辅助配色参考效果

#8A1874

R:138 G:24 B:116

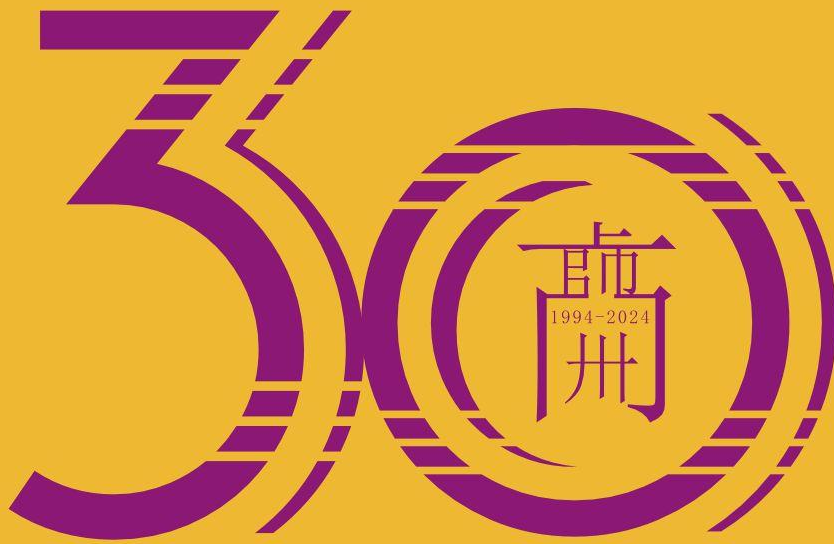
C:58 M:100 Y:25 K:0

#FCF5E2 R:252 G:245 B:226 C:1 M:4 Y:14 K:0

#EEB832 R:238 G:184 B:50 C:7 M:33 Y:89 K:0



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