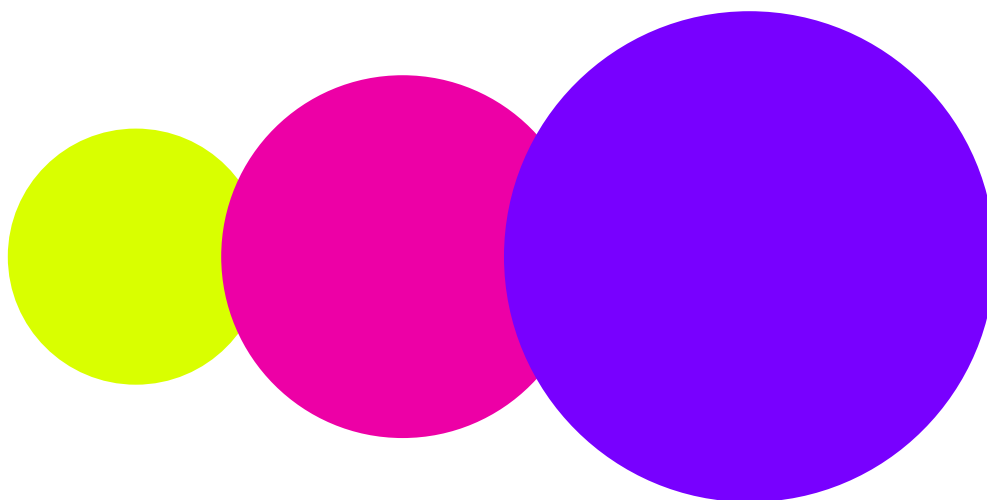
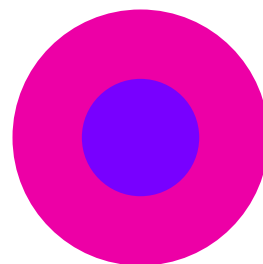


视觉规范手册 / 01

把身体，打开。

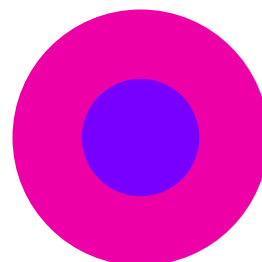
Campaign visual identity / 8 pages



NOTICE / ACTIVATE / EXTEND

核心概念

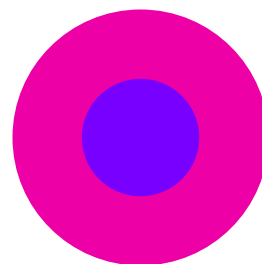
身体开机



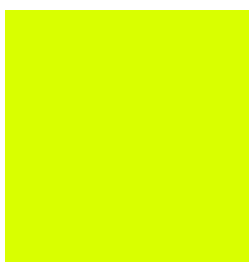
以“启动”作为主视觉动作。主 KV 使用中心能量圆、外扩轨迹和明确的行动入口组织识别。

色彩系统

荧光绿 + 洋红 + 紫



荧光绿承担大面积底色，洋红聚焦主体，紫色负责结构强调；黑色用作文字与边界。



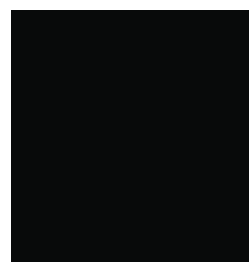
LIME / ENERGY



MAGENTA / FOCUS



VIOLET / STRUCTURE

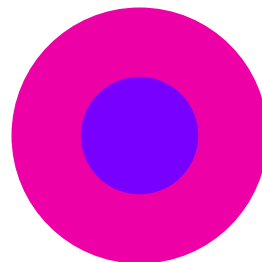


INK / TYPE

字体层级

短标题先读，说明后读

主标题使用粗黑体；副标题保持短句；编号与时间采用小号等宽标签，确保移动端仍然清晰。



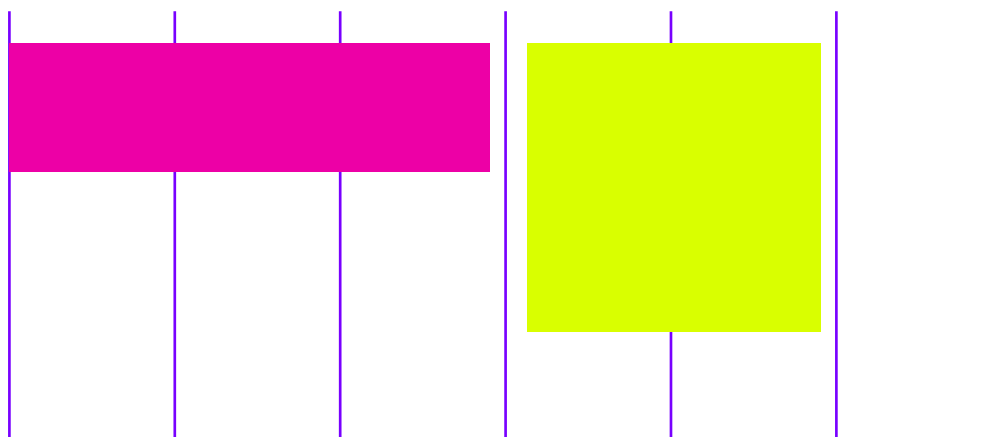
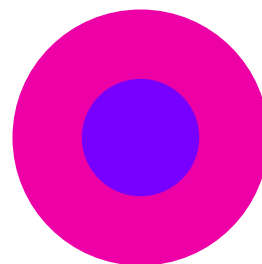
身体开机 / 主标题

Aa 01 / MICRO LABEL

网格与留白

主元素只保留一个中心

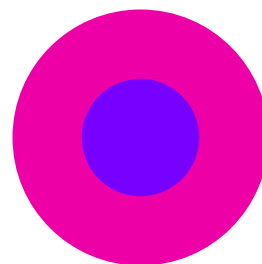
用外边距、主标题区、图像区和底部信息区构成稳定版心；媒介比例变化时维持中心主元素。



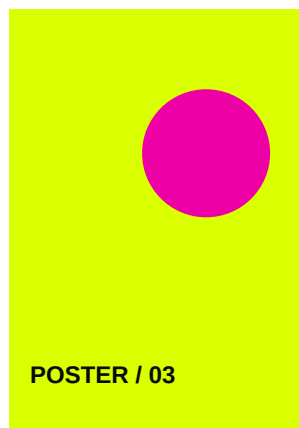
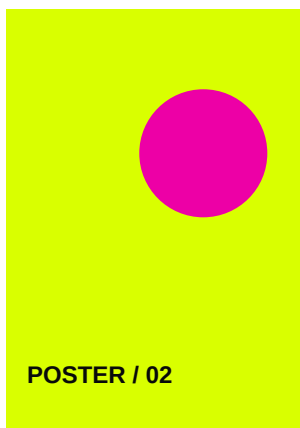
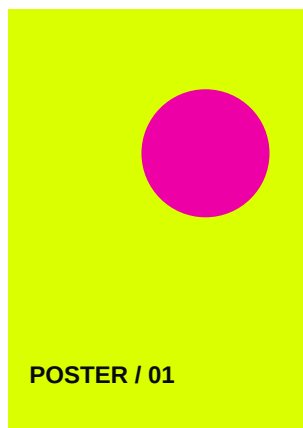
12-COLUMN GRID / SAFE AREA / TYPE ZONES

主题延展

主题海报 / 封面 / 广告位

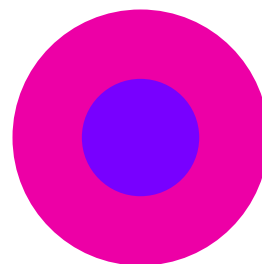


在主 KV 的圆形能量核与强色块之上替换主题标题，建立海报、笔记封面、开屏与信息流适配。

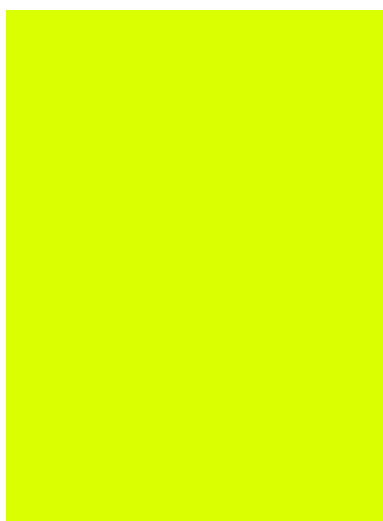


线下触点

展板 / 道旗 / 打卡装置



远距离先看色块与标题，近距离再读说明；装置延展沿用同一识别符号和色彩比例。



BOARD



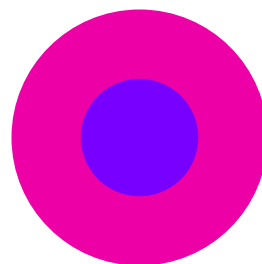
FLAG



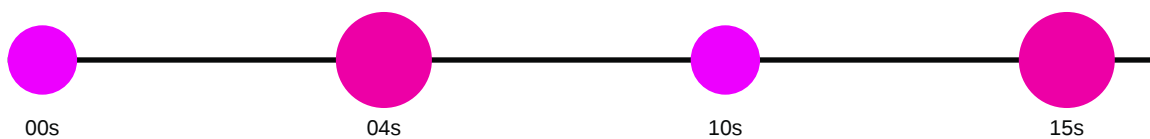
PHOTO SPOT

动态规范

15 秒主视觉节奏



动效循环包含启动、扩散、回收与再启动；用尺寸和色彩变化表达能量变化，避免无信息的装饰运动。



START / EXPAND / PAUSE / LOOP