

钢城拾遗

毕业设计

Version 0.1 // May 2026

Graduation Portfolio



Branding

以钢城工业遗产与人文记忆为核心，通过视觉设计“捡拾”被遗忘的工业符号与集体回忆，联结传统工业文化与现代设计美学，实现工业遗产的视觉传承与价值重塑。

Primary Mark Lockup

主标识组合

STORIES
FROM THE
STEEL
CITY

Nest
字标设计



Nest
字标设计

STORIES
FROM THE
STEEL
CITY

Nest
字标设计



Nest
字标设计

STORIES
FROM THE
STEEL
CITY

Nest
字标设计

钢城拾遗
Steel City Finds

Logotype
文字标识

Color Palette

主要配色



Color 黑 black

RGB: R 0 / G 0 / B 0

CMYK: C 93 / M 88 / Y 89 / K 80

HEX: 000000



Color 炭黑 Charcoal Gray

RGB: R 62 / G 58 / B 57

CMYK: C 76 / M 72 / Y 70 / K 39

HEX: 3e3a39



Color 橙 Orange

RGB: R 234 / G 140 / B 58

CMYK: C 10 / M 56 / Y 80 / K 0

HEX: ea8c3a



Color 蓝 Navy Blue

RGB: R 35 / G 74 / B 157

CMYK: C 91 / M 77 / Y 10 / K 0

HEX: 234a9d



Color 紫 purple

RGB: R 96 / G 43 / B 122

CMYK: C 77 / M 96 / Y 25 / K 0

HEX: 602b7a

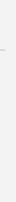


Color 渐变灰白 Gray-White Gradient

RGB: R 203 / G 203 / B 204

CMYK: C 24 / M 18 / Y 17 / K 0

HEX: cbcbcc



Color 白 white

RGB: R 255 / G 255 / B 255

CMYK: C 0 / M 0 / Y 0 / K 0

HEX: ffffff



Color 绿 Green

RGB: R 60 / G 105 / B 52

CMYK: C 80 / M 50 / Y 99 / K 13

HEX: 3c6934

RGB: R 158 / G 157 / B 158

CMYK: C 44 / M 36 / Y 33 / K 0

HEX: 9e9d9e

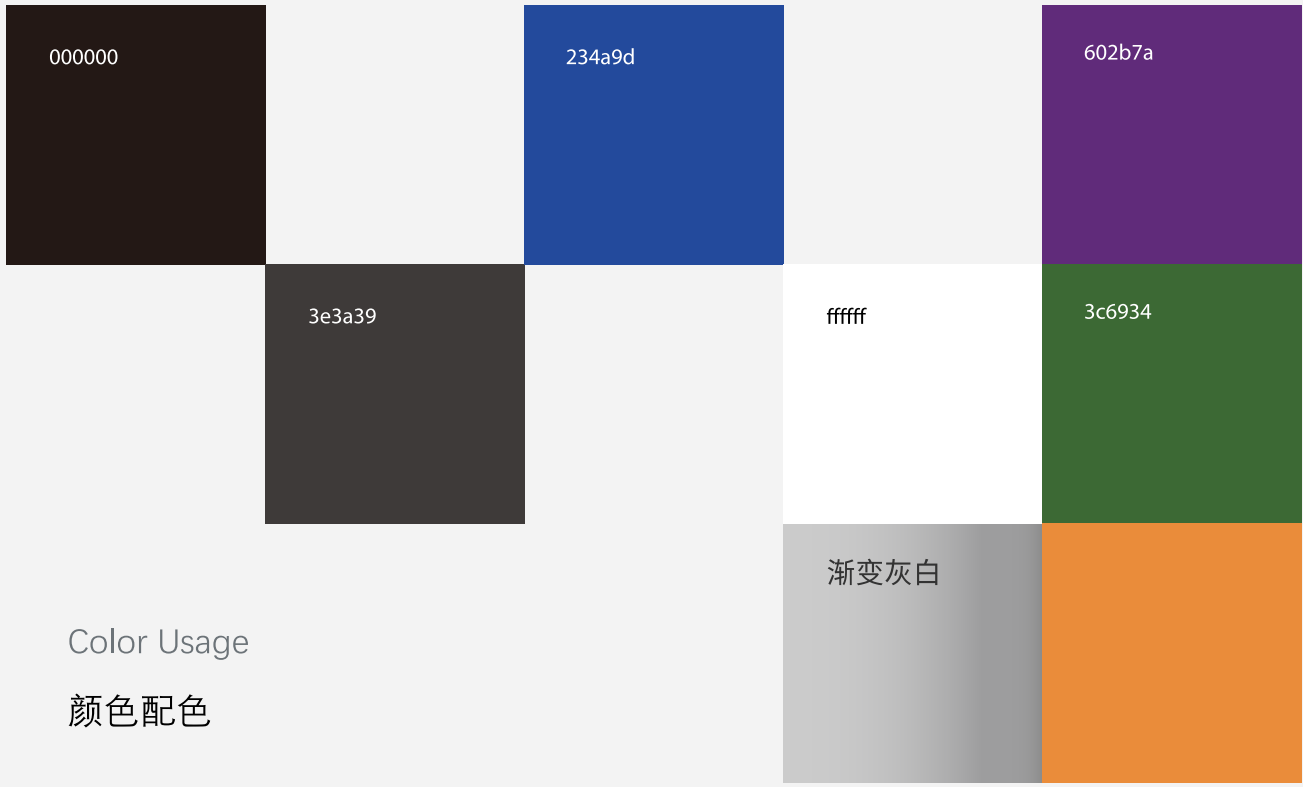


RGB: R 137 / G 137 / B 137

CMYK: C 53 / M 44 / Y 42 / K 0

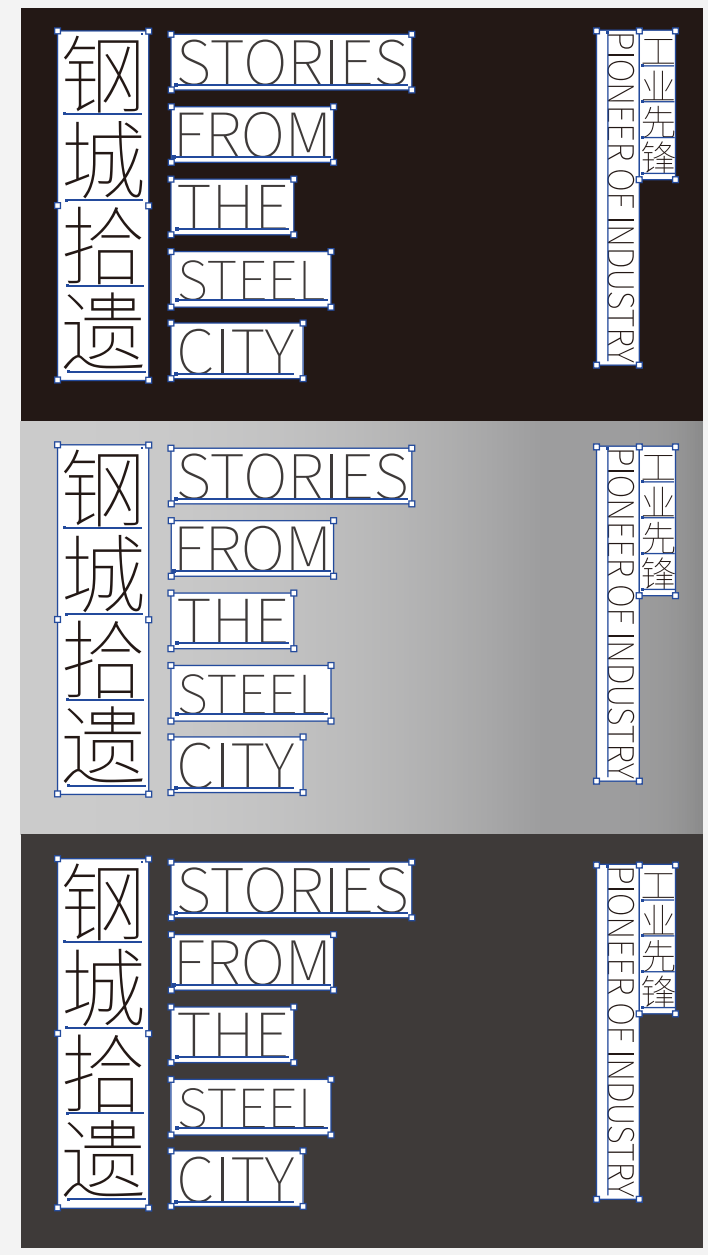
HEX: 898989





Color Usage

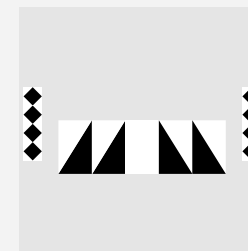
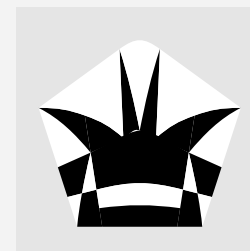
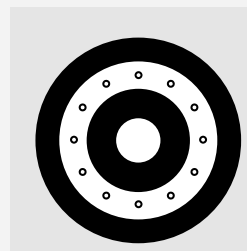
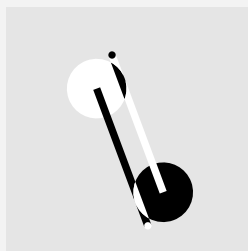
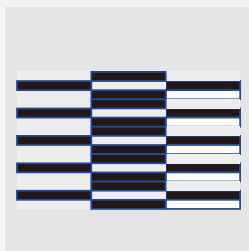
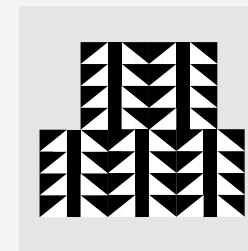
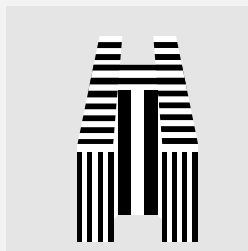
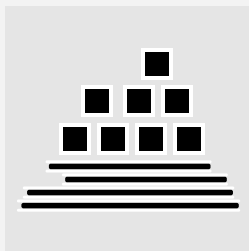
颜色配色



Aux Graphics

Auxiliary Graphics

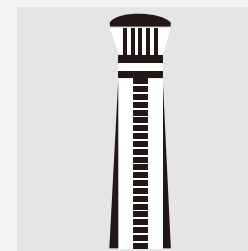
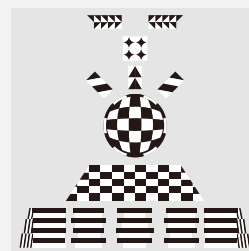
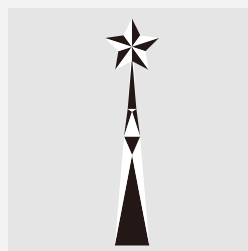
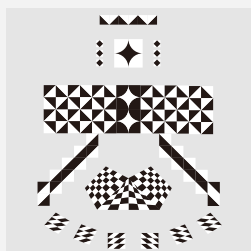
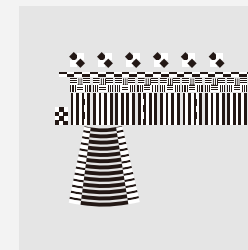
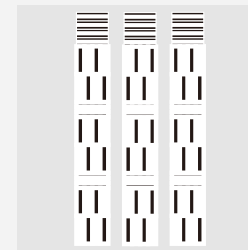
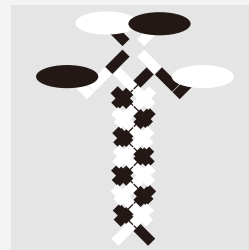
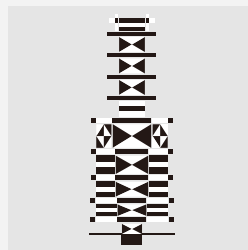
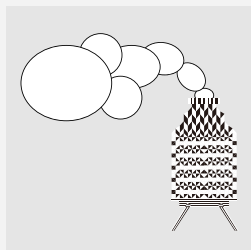
辅助图形



Main Graphics

Main Graphics

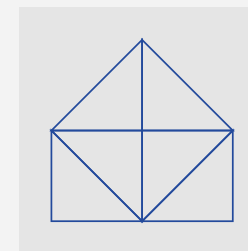
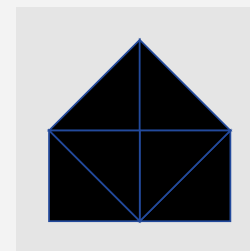
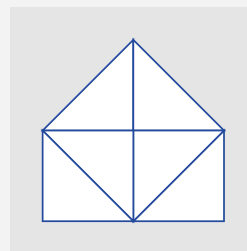
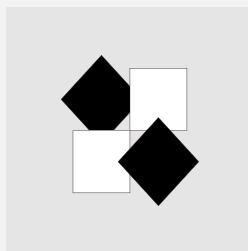
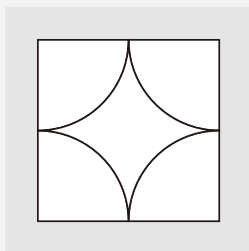
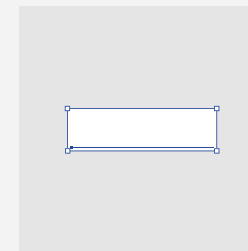
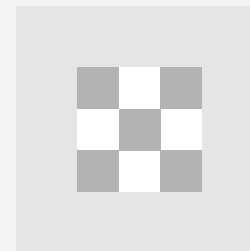
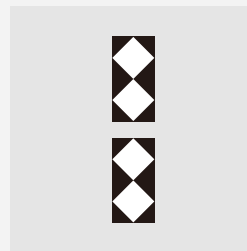
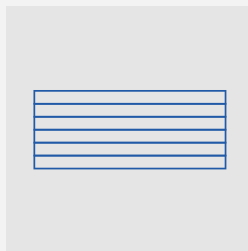
主体图形



Decorative Graphics

Decorative Graphics

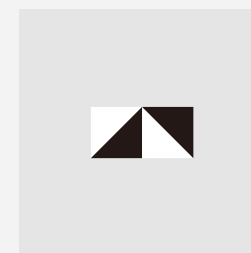
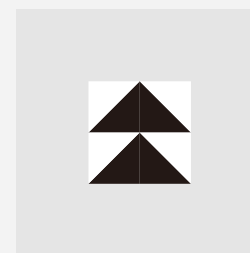
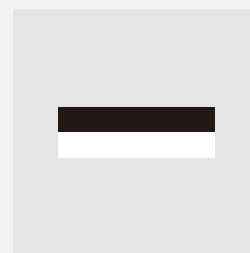
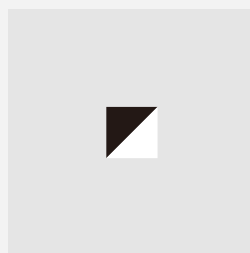
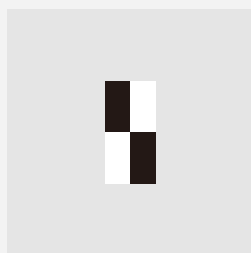
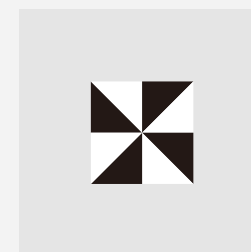
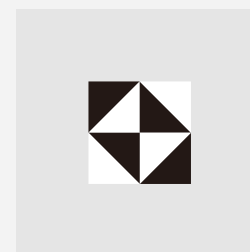
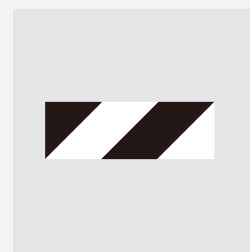
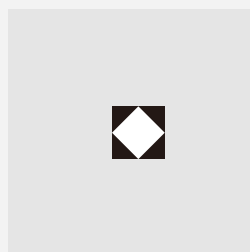
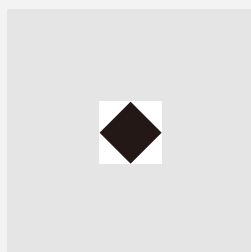
装饰性图形



Basic Visual Elements

Basic Visual Elements

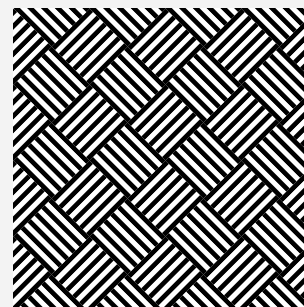
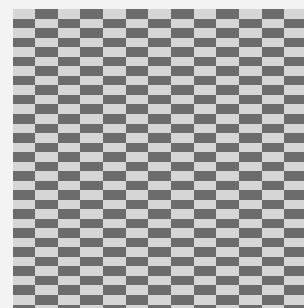
基础视觉元素



Background Graphics

Background Graphics

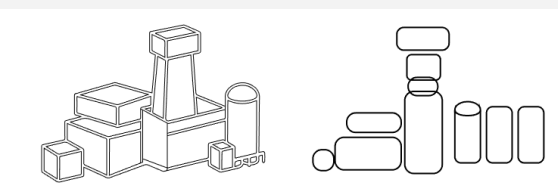
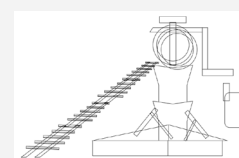
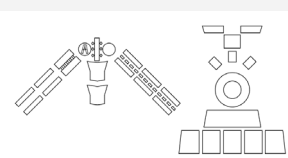
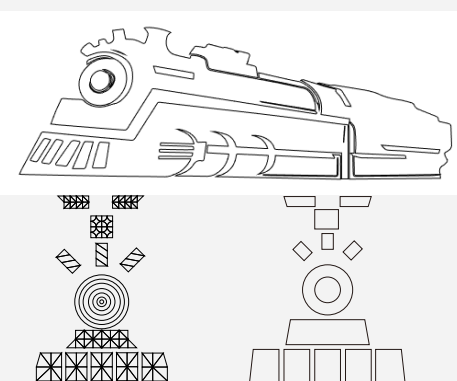
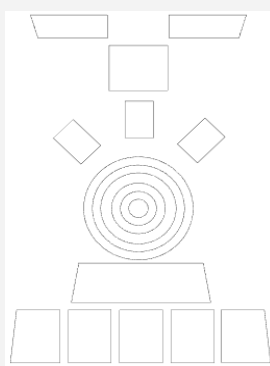
背景图形



Sketch

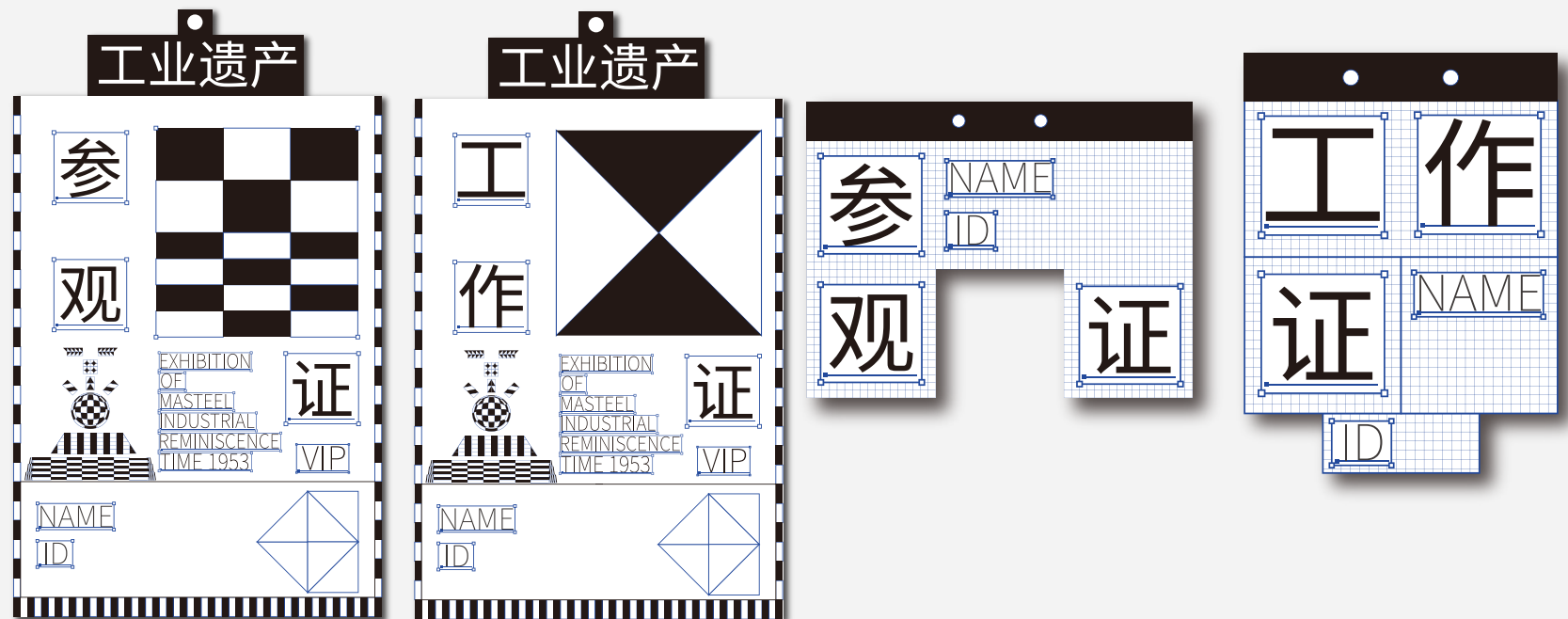
草图

Sketch



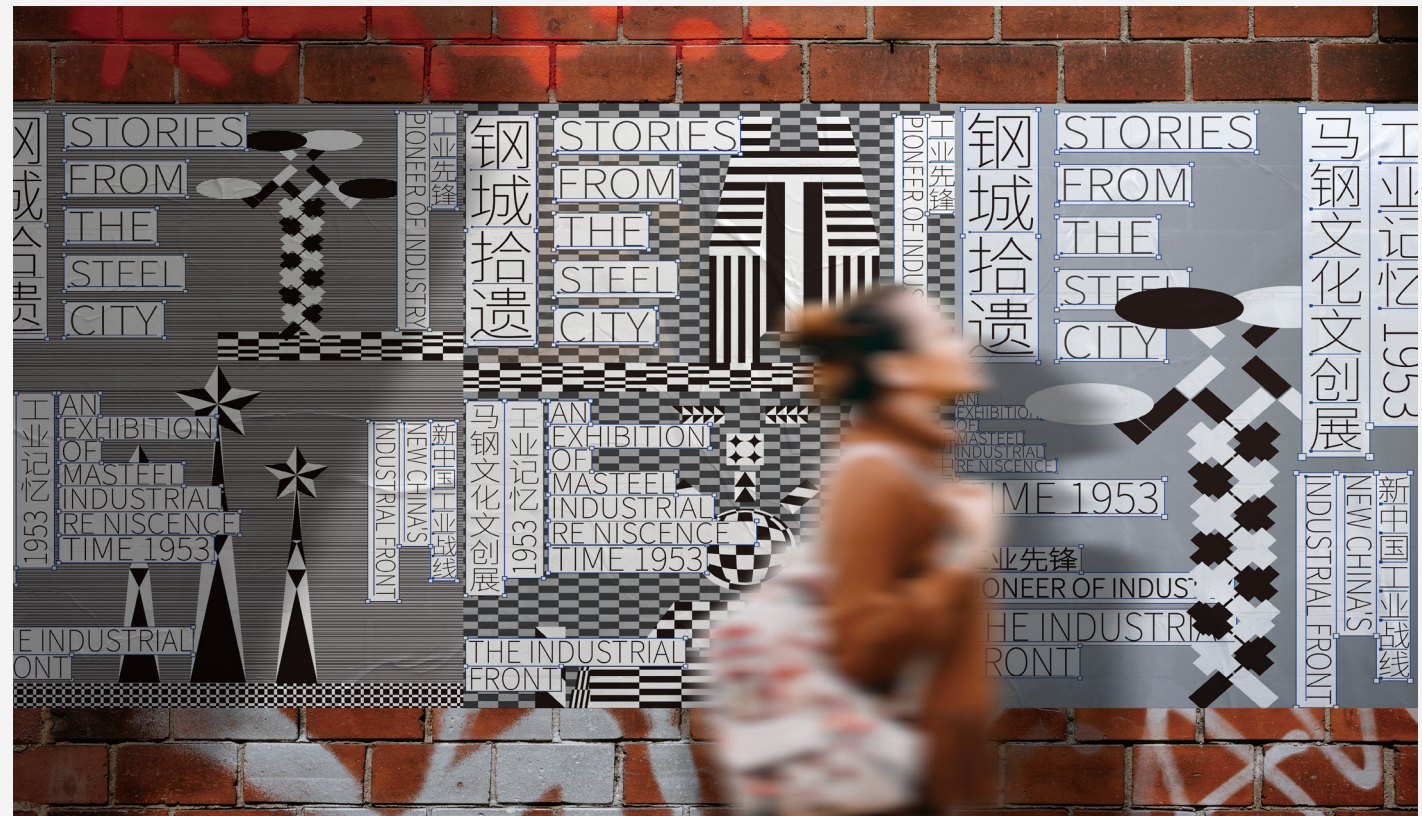
Work ID

工作证



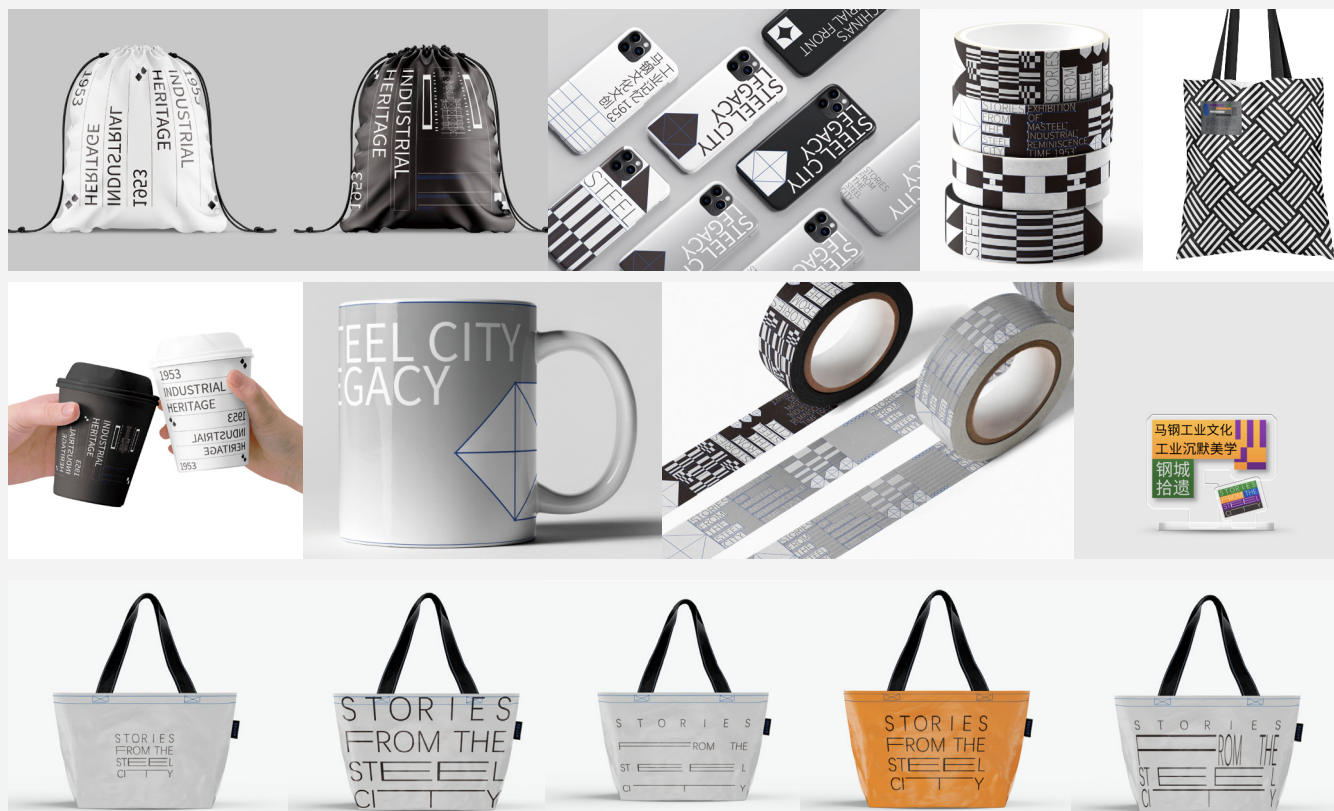
Product Poster

海报



Materials

文创物料



导视

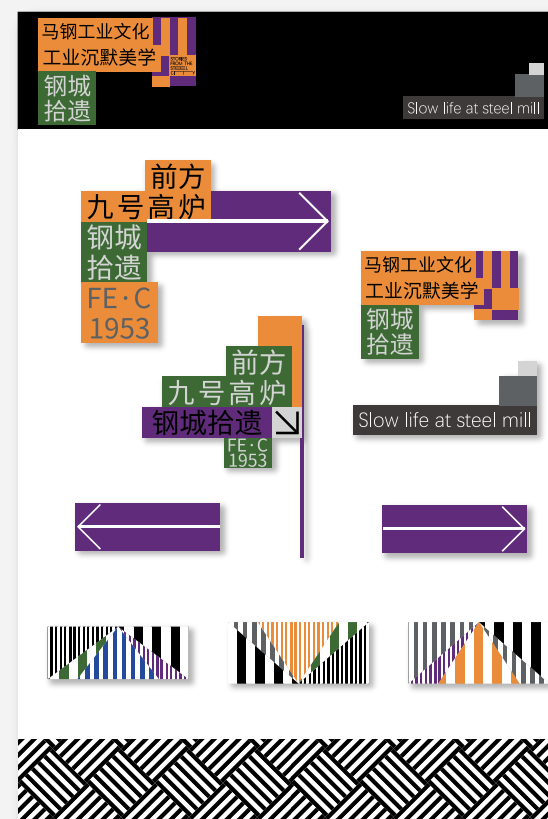
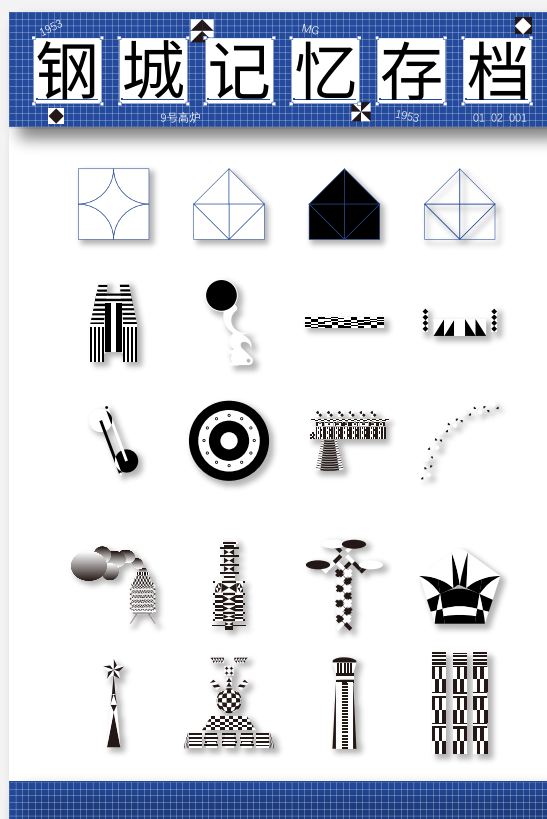
导视

Collateral
配套物料



Materials

文创物料



Materials

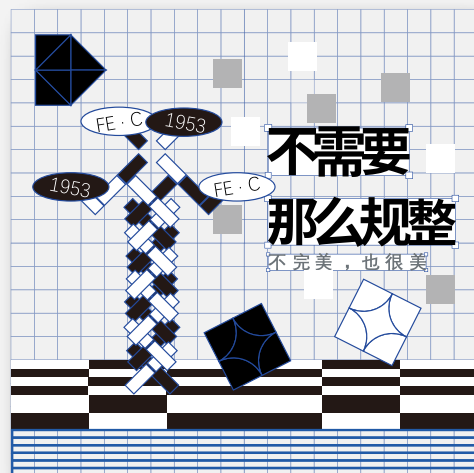
文创物料



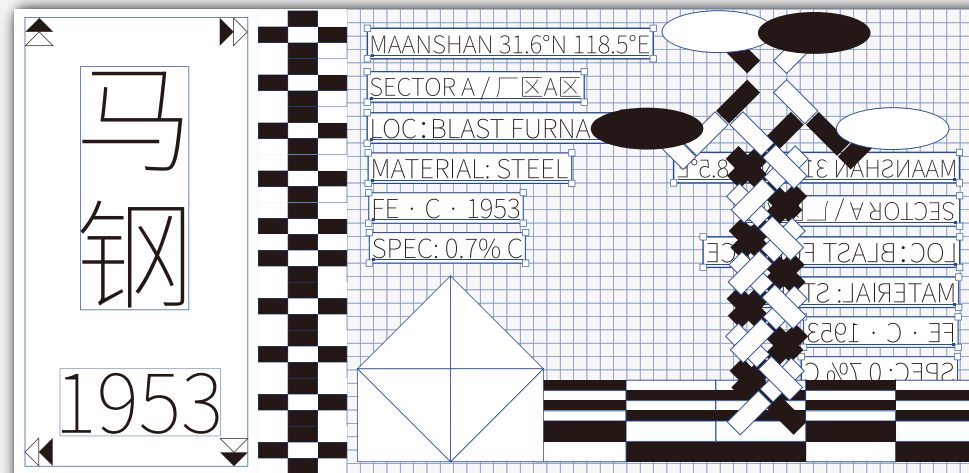
Materials

文创物料

江南一枝花



钢铁报国



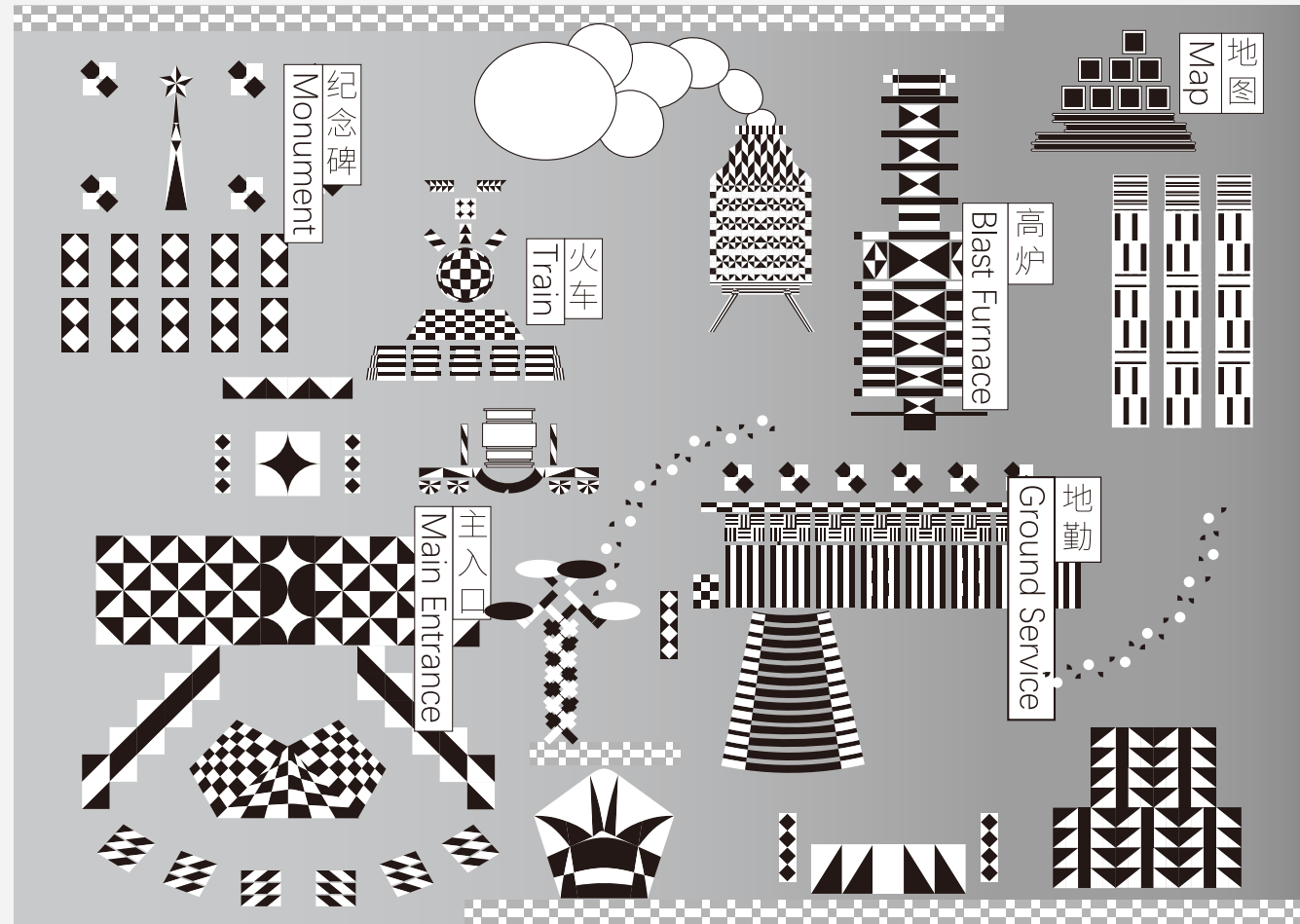
1953

Materials

文创物料

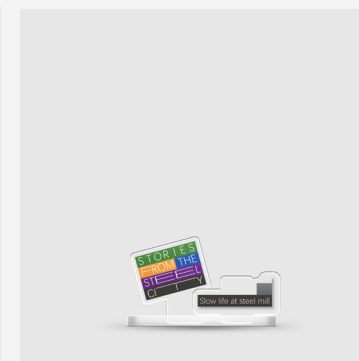
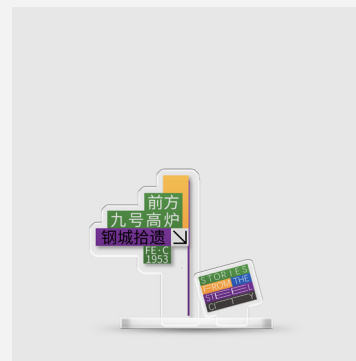
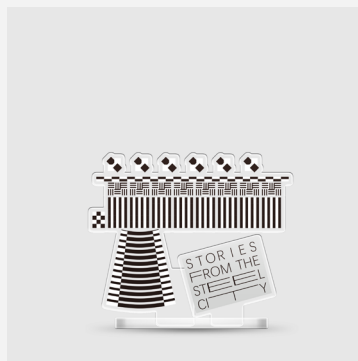
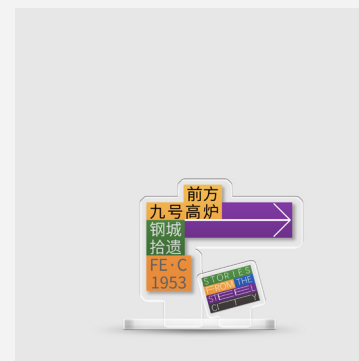
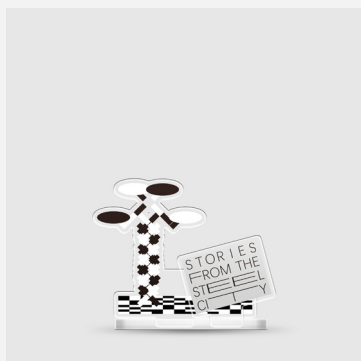


Collateral
配套物料



Materials

文创物料



Materials

文创物料



Materials

文创物料



Materials

文创物料

