

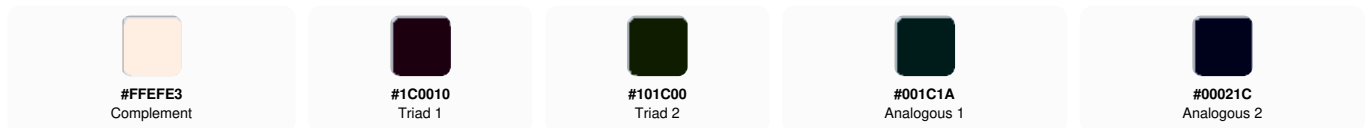
# #00101C



Permalink: <https://hextral.com/hex-colors/color-code-details/00101c/>

Metric	Value	Metric	Value
RGB	0, 16, 28	Brightness	15.5
HSL (°,%,%)	206°, 100%, 5%	HSV V %	11 %
Lab (L*,a*,b*)	4.1, -1.5, -9.4	CMYK (%)	100%, 43%, 0%, 89%
Contrast Black	1.09:1	Contrast White	19.25:1

## Palette neighbours



## Tints & Shades



## Color Profile: #00101C

**Common Name:** *Dark Midnight Blue*

**RGB:** (0, 16, 28)

**HSL:** (195°, 100%, 5%)

**Contrast Ratio:** AA Pass with white, AA Pass with black

### Mood:

This color evokes a sense of depth, mystery, and quiet elegance. Often associated with sophistication and understated luxury, it brings a calm yet strong presence, fitting for high-end design aesthetics and creative fields. It's ideal for creating moods of introspection and seriousness, without being overtly somber.

### Notable Matches:

- **Midnight Blue** – #2B2D35 (Australian Standard B62)
- **Night** – #282B2F (BS 381C:1996)
- **Blackened Blue** – #0D171A (Pantone FHI 20-0194 TPM)
- **Inkberry** – #21282E (Dutch Boy)
- **Old Mill** – #343B4E (Dunn-Edwards)

**ΔE Analysis:** The color variation between this shade and its closest known match (Midnight Blue, #2B2D35) is  $\Delta E=15.25$ , which suggests a perceptible yet not extreme difference in tone.

### Why Designers Use It:

- **Richness & Depth:** #00101C is favored for its ability to provide a backdrop of richness and depth without being overpowering. Designers use this for creating immersive, luxurious environments, especially in interior and product design.
- **Elegance:** It's a go-to for high-end branding, often seen in the fashion and automotive industries. The dark, almost ethereal tone complements premium

products and brands aiming for understated sophistication.

- **Trendy Yet Timeless:** While it is often utilized in modern design trends, especially in luxury goods and high-end architecture, its roots in classic design aesthetics make it timeless. It's used to denote authority and prestige in both corporate and artistic realms.
- **Natural & Industrial Inspirations:** The hue's association with nightfall and the depth of the ocean aligns it with nature, while its use in military (like aircraft insignia) and industrial sectors adds a layer of functionality and durability to its design applications.
- **Cross-Industry Appeal:** The color is often used in the automotive, aerospace, and even tech industries for its modern, sleek look. Its affinity for technology can also be seen in minimalist electronics and high-end consumer gadgets.

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