

#001DDA



Permalink: <https://hextoral.com/hex-colors/color-code-details/001dda/>

Metric	Value	Metric	Value
RGB	0, 29, 218	Brightness	76.9
HSL (°,%,%)	232°, 100%, 43%	HSV V %	85 %
Lab (L*,a*,b*)	29.3, 63.1, -91.9	CMYK (%)	100%, 87%, 0%, 15%
Contrast Black	2.19:1	Contrast White	9.60:1

Palette neighbours



Tints & Shades



Color Profile: #001DDA

Common Name: *Royal Blue*

RGB: 0, 29, 218

HSL: 225, 100%, 43%

Contrast vs White: 34.1 (AA Pass)

Contrast vs Black: 8.1 (AA Fail)

Mood: A strong, commanding color with a deep intensity, often evoking feelings of stability, confidence, and strength. This hue of blue is both timeless and modern, frequently seen in professional and artistic settings, often used to communicate trust, security, and authority.

Close Named Matches:

- Australian Standard AS2700:** Royal Blue (#2B3769)
- Pantone Solid Coated:** Blue 072 C (#001CA8)
- Behr Paint:** Blue Dahlia (#2F5699)
- Sikkens 4041 Color Concept:** (#37529D)

Why Designers Use It:

This shade of blue is widely used in design for its visual impact and cultural significance. It's often chosen for branding by financial institutions, tech companies, and government organizations due to its association with trust and professionalism. Designers opt for it when they want to convey a sense of stability and authority. The color also has strong connections to royalty, which makes it a staple for luxury brands. Additionally, it's a timeless color that is appropriate in both modern and traditional contexts, giving it broad use across various industries, including fashion, corporate branding, and interior design. Its uses span from creating a calming effect in residential spaces to a bold statement in advertising campaigns. Designers appreciate it for its versatility in evoking a sense of clarity, focus, and strength. Its use can also be found in high-visibility contexts, including road safety, navy uniforms, and even technology product design.

