

#004F7C



Permalink: <https://hextral.com/hex-colors/color-code-details/004f7c/>

Metric	Value	Metric	Value
RGB	0, 79, 124	Brightness	73.6
HSL (°,%,%)	202°, 100%, 24%	HSV V %	49 %
Lab (L*,a*,b*)	31.9, -2.8, -31.2	CMYK (%)	100%, 36%, 0%, 51%
Contrast Black	2.41:1	Contrast White	8.72:1

Palette neighbours



Tints & Shades



Color Profile: #004F7C

Common Name: *Dark Blue*

RGB: 0, 79, 124

HSL: 204°, 100%, 24%

Contrast Ratios:

Versus White: 3.6:1 (Passes WCAG AA for large text, fails for small text)

Versus Black: 15.1:1 (Passes WCAG AA and AAA for all text sizes)

Mood: This color exudes professionalism, strength, and reliability, often seen in corporate and government settings. It strikes a balance between a cool and intense atmosphere, making it suitable for designs aiming to convey trustworthiness and stability.

Notable Close Matches:

- **Pantone 647 C:** #125687 (Pantone Solid Coated) - $\Delta E=3.84$
- **RAL 5010:** Gentian Blue - #125B84 (RAL Classic) - $\Delta E=6.00$
- **Jotun Paint:** Royal Blue - #23517A - $\Delta E=3.96$
- **Benjamin Moore:** California Blue - #015482 - $\Delta E=2.16$
- **Behr Paint:** Blueberry Twist - #004D79 - $\Delta E=1.00$

Why Designers Use It:

- **Professional Appeal:** Dark blue hues are heavily favored in corporate identities, legal, financial, and tech industries, where reliability and authority are critical. It's often used in branding, websites, and app designs to communicate trust and stability.
- **Timelessness:** A color that feels both contemporary and rooted in tradition, making it a staple for industries that need to appear both cutting-edge and established, such as aerospace and finance.
- **Association with Security:** Dark blues are often linked with naval, airforce, and military industries, where they are used in uniforms and insignia to symbolize strength and security.

- **Nature & Chemical Link:** While not directly derived from a natural element, its deep, oceanic tones evoke a connection to the sea, stability, and the vast unknown.
- **Trendy in Digital Design:** It's popular in tech and digital design for its neutrality and ability to work well with both bright and muted tones, making it highly versatile in contemporary UI/UX design.

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