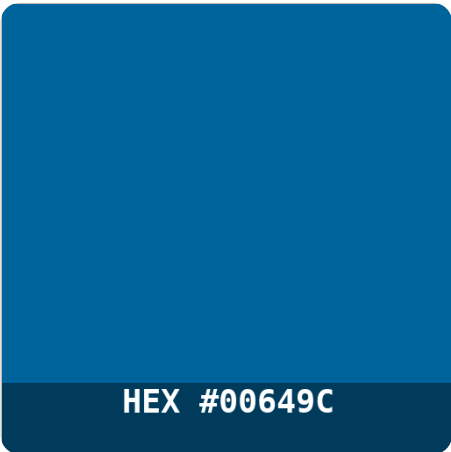




#00649C



Permalink: <https://hextoral.com/hex-colors/color-code-details/00649c/>

Metric	Value	Metric	Value
RGB	0, 100, 156	Brightness	93.0
HSL (°,%,%)	202°, 100%, 31%	HSV V %	61 %
Lab (L*,a*,b*)	40.4, -2.9, -37.2	CMYK (%)	100%, 36%, 0%, 39%
Contrast Black	3.30:1	Contrast White	6.36:1

Palette neighbours



#FF9B63
Complement



#9C0064
Triad 1



#649C00
Triad 2



#009C86
Analogous 1



#00169C
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #00649C

Common Name: *Royal Blue*

RGB: (0, 100, 156)

HSL: (206°, 100%, 31%)

Contrast vs White: 3.3:1 - Fail (AA)

Contrast vs Black: 14.4:1 - Pass (AA)

Mood Blurb: #00649C is a bold and vibrant blue that evokes trust and calmness. It's commonly associated with professionalism, stability, and clarity. The color has a cool, serene undertone and is frequently used in corporate design to convey reliability. It's often seen in branding for financial institutions, technology companies, and in governmental contexts.

Close Matches:

- **Behr Paint:** Jazz Blue - #00659E (ΔE=0.69)
- **Dutch Boy Paint:** 57 Chevy - #00649C (ΔE=0.00)
- **Trumatch Paint:** Trumatch 34-a4 - #00639C (ΔE=0.86)
- **Pantone FHI:** Nobility - #00629C (ΔE=1.72)
- **Munsell:** 5pb 4/10 - #0067A2 (ΔE=2.08)

Why Designers Use It:

This blue, with its vibrant yet professional appearance, is ideal for industries aiming for a trustworthy and approachable brand image. Designers love its versatile application in both digital and print mediums. It holds strong associations with corporate stability and technological innovation, making it a frequent choice in software and financial sectors. It's also common in governmental and military designs due to its calm yet commanding presence. A key feature of this shade is its modern, yet timeless feel, which allows it to transcend seasonal trends. The subtle nature of the blue allows it to pair well with neutrals and bold colors, making it an excellent choice for web design, product packaging, and branding. Whether in digital platforms or physical products, #00649C is used across a variety of fields,

from electronics to corporate and even interior design.

[hextoral.com · #00649C](#)