



#00AED9



Permalink: <https://hextoral.com/hex-colors/color-code-details/00aed9/>

Metric	Value	Metric	Value
RGB	0, 174, 217	Brightness	152.1
HSL (°,%,%)	192°, 100%, 43%	HSV V %	85 %
Lab (L*,a*,b*)	66.0, -22.0, -32.1	CMYK (%)	100%, 20%, 0%, 15%
Contrast Black	8.06:1	Contrast White	2.61:1

Palette neighbours



#FF5126
Complement



#D900AE
Triad 1



#AED900
Triad 2



#00D998
Analogous 1



#0041D9
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #00AED9

Common Name: *Pantone Solid Coated* - #00AED9

RGB: 0, 174, 217

HSL: 194°, 100%, 43%

Contrast Ratio vs White: 5.5:1 (AA Pass)

Contrast Ratio vs Black: 7.4:1 (AA Pass)

Mood Blurb: #00AED9 is a crisp, clean blue that exudes calm and clarity. Often associated with trust and professionalism, it's a refreshing shade commonly seen in tech, finance, and modern design aesthetics. It's frequently used to evoke feelings of cool serenity, and the slight teal undertone brings in an inviting depth.

Named Matches:

- **Pantone Solid Coated:** #00AED9 (Exact match)
ΔE=0.00
- **Australian Standard AS2700 - Paradise Blue:** #2C9CB4
ΔE=12.55
- **Behr Paint - Reboot:** #00A7CC
ΔE=4.18
- **Trumatch - 30-c2:** #00ADD7
ΔE=0.66
- **BS 2660 - Fiesta Blue:** #5B9FAD
ΔE=19.10

Why Designers Use It:

- This color is especially popular in industries where trust and professionalism need to be emphasized, such as technology, healthcare, and corporate

branding. Its clear, crisp tone is often used in corporate websites and digital marketing materials.

- Designers appreciate the boldness and clarity of #00AED9, as it pairs well with both light and dark themes, offering high visibility and clean contrasts.
- It's often seen in logos and brand identities, especially within industries like technology, finance, and even environmental sustainability, where reliability and innovation are key values.
- The color has a broad appeal in the digital space, appearing in user interfaces, app designs, and websites, often for buttons, icons, or headers where attention is needed but without overwhelming the viewer.
- In terms of trendiness, it remains a strong contender as it conveys a modern, fresh aesthetic that resonates with a wide audience, making it suitable for a variety of industries, including startups, tech giants, and even fashion brands.

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