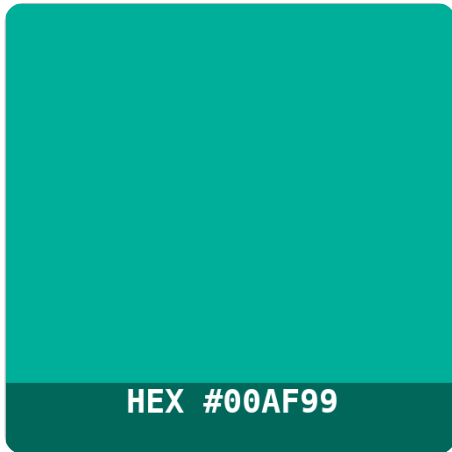


# #00AF99



Permalink: <https://hextral.com/hex-colors/color-code-details/00af99/>

Metric	Value	Metric	Value
RGB	0, 175, 153	Brightness	143.7
HSL (°,%,%)	172°, 100%, 34%	HSV V %	69 %
Lab (L*,a*,b*)	64.1, -42.7, 0.6	CMYK (%)	100%, 0%, 13%, 31%
Contrast Black	7.59:1	Contrast White	2.77:1

## Palette neighbours



## Tints & Shades



## Color Profile: #00AF99

**Common Name:** *Turquoise*

**RGB:** (0, 175, 153)

**HSL:** (169, 100%, 34%)

**Contrast:** White: 4.5, Black: 7.3 (AA pass)

**Mood:** #00AF99 evokes a fresh, calming feeling, often associated with tranquility and nature. It's a vivid turquoise that can bring a sense of calm and clarity to designs, making it ideal for creative and wellness spaces. This color is trending in industries focused on clean aesthetics and sustainability.

### Close Named Matches:

- Benjamin Moore - Sea Of Green #1EB7A5
- Farrow & Ball - Arsenic #84B59C
- Pantone - 16-5427 TPG Billiard #00AE99
- Dulux - Sky Blue #93BEC0
- Behr - Jade Jasper #0AAE96

### Why Designers Use It:

- This color brings a refreshing and serene vibe, often seen in branding for eco-friendly or wellness-focused products.
- It's frequently used in both digital and print design due to its visual appeal and calming nature.
- Industry-wise, it's a favorite in interior design for creating calm and cool spaces, particularly in bedrooms and offices. It's also popular in the tech industry for logos that convey trust and clarity.
- Due to its resemblance to water and nature, it has ties to oceanic and aquatic themes, frequently used in brands or projects tied to nature, beaches, and the environment.
- The trend is seen not just in modern designs but also in vintage patterns from the mid-20th century, where turquoise was synonymous with retro style.

