

# #016FA2



Permalink: <https://hextoral.com/hex-colors/color-code-details/016fa2/>

Metric	Value	Metric	Value
RGB	1, 111, 162	Brightness	101.1
HSL (°,%,%)	199°, 99%, 32%	HSV V %	64 %
Lab (L*,a*,b*)	44.2, -7.2, -34.8	CMYK (%)	99%, 31%, 0%, 36%
Contrast Black	3.80:1	Contrast White	5.53:1

## Palette neighbours



## Tints & Shades



## Color Profile: #016FA2

**Common Name:** *Seaport Blue*

**Hex:** #016FA2

**RGB:** R: 1, G: 111, B: 162

**HSL:** H: 200°, S: 98%, L: 32%

### Contrast Ratios:

- **White:** 5.3:1 (AA Pass)
- **Black:** 14.8:1 (AA Pass)

**Mood & Popularity:** This rich, vivid blue conveys calmness and professionalism while maintaining an eye-catching vibrancy. It's often linked to reliability and trust, making it a popular choice in corporate branding and design. This hue suggests authority but also brings a sense of clarity and confidence, commonly associated with a serene and contemporary aesthetic.

### Notable Matches:

- **Benjamin Moore Seaport Blue** - #016FA2 (Exact Match)
- **Pantone 634 C** - #006690 ( $\Delta E = 6.33$ )
- **Trumatch 34-b4** - #0070A3 ( $\Delta E = 0.44$ )
- **Federal Standard 595c - 35180** - #2F6FA2 ( $\Delta E = 4.41$ )
- **BS 2660 Pacific Blue** - #137299 ( $\Delta E = 7.73$ )

### Why Designers Use It:

- Highly versatile, #016FA2 has been chosen for both interior design and outdoor branding. The saturation and depth of the color make it ideal for use in professional environments, creating a sense of trust and stability.
- This blue is a favorite in tech, government, and corporate sectors, where the focus is on reliability and clarity. Its cool undertones often match well with minimalist, modern designs that emphasize space and function.

- It's seen as trendy within the context of global branding, especially in industries seeking to communicate modernity without losing professional credibility.
- Incorporated in textiles, car interiors, and safety gear, this shade is not only about aesthetic appeal but also functional design. Its high contrast and calming effect make it excellent for legibility in both print and digital media.
- Regions with maritime influences or industrial heritage often embrace this particular blue for its associations with calm waters and stable weather patterns. Its history is linked with oceanic and coastal environments.

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