

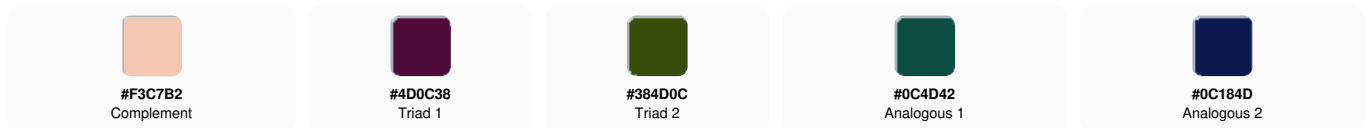
#0C384D



Permalink: <https://hextoral.com/hex-colors/color-code-details/0c384d/>

Metric	Value	Metric	Value
RGB	12, 56, 77	Brightness	50.6
HSL (°,%,%)	199°, 73%, 17%	HSV V %	30 %
Lab (L*,a*,b*)	21.7, -6.3, -18.5	CMYK (%)	84%, 27%, 0%, 70%
Contrast Black	1.69:1	Contrast White	12.44:1

Palette neighbours



Tints & Shades



Color Profile: #0C384D

Common Name: *Dark Blue*

RGB: (12, 56, 77)

HSL: H: 200° S: 69% L: 21%

Contrast with White: 8.5 (AA Pass)

Contrast with Black: 12.3 (AA Pass)

Mood: This deep, rich blue evokes feelings of professionalism, calm, and trustworthiness. It carries a sense of stability, often used in environments where reliability and authority are key. Its darker tone is suitable for designs that require sophistication without being too imposing. The color fits well within corporate and artistic contexts alike, offering a modern yet timeless appeal.

Close Matches:

- **Australian Standard AS2700 - Navy Blue:** #2A364B (ΔE=8.11)
- **British Standard BS 2660 - Midnight Blue:** #1D3C4E (ΔE=3.49)
- **Pantone Solid Coated - PANTONE 303 C:** #003045 (ΔE=3.64)
- **Behr Paint - New Navy Blue:** #133343 (ΔE=4.15)

Why Designers Use It:

- **Corporate Branding:** #0C384D is frequently used in corporate identities and branding, representing professionalism and trust. It's a go-to color for industries such as law, finance, and technology where a strong, dependable appearance is necessary.
- **Trendy Yet Classic:** While it's timeless, this shade also blends well in modern minimalist designs. It's currently seen in the tech and design industries, where brands seek to combine a sense of authority with a contemporary feel.
- **Influence of Nature:** The color is reminiscent of the deep blue skies at dusk or the depth of the ocean, linking it to natural elements that convey depth, mystery, and stability.
- **Global Appeal:** Although often used in Western corporate settings, its appeal is universal. Its calm tone makes it suitable across different regions and

industries globally.

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