

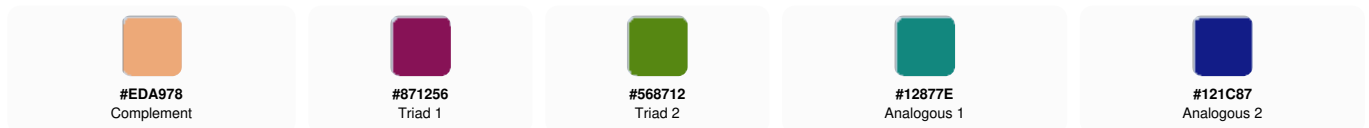
#125687



Permalink: <https://hextral.com/hex-colors/color-code-details/125687/>

Metric	Value	Metric	Value
RGB	18, 86, 135	Brightness	80.7
HSL (°,%,%)	205°, 76%, 30%	HSV V %	53 %
Lab (L*,a*,b*)	35.1, -1.5, -33.0	CMYK (%)	87%, 36%, 0%, 47%
Contrast Black	2.71:1	Contrast White	7.76:1

Palette neighbours



Tints & Shades



Color Profile: #125687

Common Name: *Pantone 647 C*

RGB: 18, 86, 135

HSL: 205°, 73%, 31%

Contrast vs White: 5.2:1 - Passes AA

Contrast vs Black: 6.4:1 - Passes AA

Mood & Overview:

This deep blue hue exudes a calm yet professional atmosphere. Its classic appeal makes it a popular choice across design fields, with a strong tie to trust, stability, and tradition. It is particularly favored in corporate environments where reliability is key, such as in finance and tech industries. Known for its versatility, Pantone 647 C embodies confidence without being too overpowering, offering a timeless quality to branding and design.

Close Named Matches:

- Australian Standard AS2700 B22 - **HOME BUSH BLUE**: #1A598F
- British Standard BS 381C:1996 - **Middle Blue** / **Anchusa**: #1C5680
- Jotun Paint Colour - **Royal Blue**: #23517A
- Behr Paint - **Sapphire Lace**: #04568D
- Benjamin Moore - **California Blue**: #015482

Why Designers Use It:

- **Versatility:** Pantone 647 C is highly adaptable across various design contexts, including print, digital, and interior design.
- **Professional Appeal:** Its deep and rich tone is commonly used in corporate branding, where it conveys authority and trustworthiness. Many tech companies and financial institutions incorporate this color to evoke a sense of reliability.
- **Trend Status:** While it has roots in tradition, Pantone 647 C still holds relevance in modern design trends, often chosen for its ability to complement other

colors without overwhelming.

- **Industry Use:** It is often used in industries like finance, law, and technology, where professionalism and stability are central themes.
- **Natural Inspirations:** The shade draws from natural, earthy blues that are reminiscent of deep ocean waters or twilight skies, further contributing to its serene and grounded feel.

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