



#153980



Permalink: <https://hextoral.com/hex-colors/color-code-details/153980/>

Metric	Value	Metric	Value
RGB	21, 57, 128	Brightness	62.5
HSL (°,%,%)	220°, 72%, 29%	HSV V %	50 %
Lab (L*,a*,b*)	25.7, 15.6, -43.7	CMYK (%)	84%, 55%, 0%, 50%
Contrast Black	1.93:1	Contrast White	10.89:1

Palette neighbours



#EAC67F
Complement



#801539
Triad 1



#398015
Triad 2



#156F80
Analogous 1



#271580
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #153980

Common Name: *Pantone 294 C*

RGB: (21, 57, 128)

HSL: (218°, 79%, 28%)

Contrast:

Vs White: 5.2:1 (AA Pass)

Vs Black: 10.5:1 (AA Pass)

Mood Blurb: This rich blue, with a sense of depth and sophistication, resonates with classic elegance and is frequently used in corporate and professional settings. Its calming hue is often associated with authority, trustworthiness, and stability, making it a popular choice for financial institutions and government entities. It carries a timeless appeal, offering a grounded and serious aesthetic. Popularity spans from traditional branding to more modern designs, depending on its usage.

Named Matches:

- **Pantone FHI 19-3952 TCX:** Surf the Web (#203C7F) - ΔE=3.15
- **Pantone Solid Coated PANTONE 294 C:** Pantone 294 C (#003479) - ΔE=2.77
- **BS 381C-108:** Aircraft Blue (#173679) - ΔE=2.65
- **RAL 5002:** Ultramarine Blue (#2F4D86) - ΔE=13.50

Why Designers Use It:

Blue, particularly shades like #153980, are consistently favored in design for their universal appeal and calming qualities. Designers often use this particular shade for its professionalism and ability to convey trust. It's commonly found in industries where reliability is paramount, such as finance, tech, and government. This color's deep hue provides a sense of stability and is particularly useful for creating a sense of authority without overwhelming the viewer.

This color is a favorite for creating a distinguished look in both traditional and modern branding. While Pantone 294 C is widely used in corporate settings, it also holds its ground in artistic expressions like navy-themed designs for uniforms, ships, and air force insignias. Interestingly, its use also extends to educational

sectors and systems where serious yet approachable design is needed.

Is it Trendy? Yes, this shade remains highly relevant across multiple sectors. It has found its place in the digital world, particularly in web design and branding. Its timeless nature makes it a strong contender in both contemporary and classical designs. Its use may not be as flashy as trend-driven neon tones, but it has a dependable, long-lasting quality that assures its place in both old and new traditions.

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