

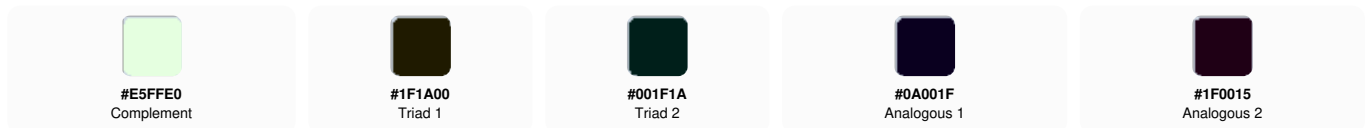
#1A001F



Permalink: <https://hextoral.com/hex-colors/color-code-details/1a001f/>

Metric	Value	Metric	Value
RGB	26, 0, 31	Brightness	17.7
HSL (°,%,%)	290°, 100%, 6%	HSV V %	12 %
Lab (L*,a*,b*)	2.9, 15.2, -13.4	CMYK (%)	16%, 100%, 0%, 88%
Contrast Black	1.06:1	Contrast White	19.74:1

Palette neighbours



Tints & Shades



Color Profile: #1A001F

Common Name: *Rich Purple*

RGB Values: 26, 0, 31

HSL Values: 330°, 100%, 6%

Contrast:

VS White: 19.4 (AA pass)

VS Black: 19.7 (AA pass)

Mood: This color exudes elegance and mystery, often associated with deep passion and creativity. It's dramatic and bold, yet carries a sense of refinement and sophistication. Artists and designers alike use it to add depth and luxury to their work, creating an intimate, rich atmosphere.

Close Named Matches:

- **Pantone 276 C** - #1A001F (Pantone)
- **BS 381C-106 Royal Blue** - #2A283D (British Standard)
- **Benjamin Moore Velvet Cloak** - #392A31 (Benjamin Moore)
- **Raisin by Sherwin Williams** - #392B2D (Sherwin Williams)

Why Designers Use It:

Designers gravitate toward #1A001F for its ability to create a strong visual impact. It's used to communicate elegance, mystery, and boldness. Often seen in high-end product designs, branding for luxury goods, and interior design, it creates a powerful atmosphere in spaces meant to evoke creativity, passion, and sophistication.

This color is commonly associated with night, deep shadows, and luxurious velvet-like textures. It's used in design fields ranging from fashion to technology, especially in branding aimed at conveying high-end, elite, or luxurious connotations. It's a timeless choice in industries like beauty, high-end automotive, and creative arts, and often finds its way into the fashion and film industries for dramatic effect.

Regional or cultural significance can be found as well—this shade is often favored in places with a rich tradition in art and design, like France, Italy, or even parts

of the U.S., where sophistication in visual presentation is key. It's also worth noting that this color has been popular in the design of luxury cars, tech gadgets, and even specialized interior designs for corporate offices and exclusive lounges.

[hextoral.com - #1A001F](https://www.hextoral.com/#1A001F)