

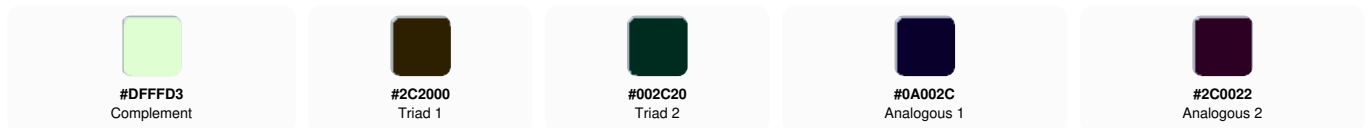
#20002C



Permalink: <https://hextoral.com/hex-colors/color-code-details/20002c/>

Metric	Value	Metric	Value
RGB	32, 0, 44	Brightness	23.0
HSL (°,%,%)	284°, 100%, 9%	HSV V %	17 %
Lab (L*,a*,b*)	4.4, 23.4, -21.0	CMYK (%)	27%, 100%, 0%, 83%
Contrast Black	1.10:1	Contrast White	19.13:1

Palette neighbours



Tints & Shades



Color Profile: #20002C

Common Name: *Dark Purple*

RGB: 32, 0, 44

HSL: 300, 100%, 9%

Contrast vs White: 4.6 (AA Pass)

Contrast vs Black: 9.1 (AA Pass)

Mood Blurb:

Dark Purple #20002C conveys a sense of deep sophistication and mystery, often associated with luxury, creativity, and artistic expression. It holds an elegant, yet dramatic presence that makes it a standout color in visual art and design contexts, especially when paired with neutral tones or metallic accents. The color's deep richness evokes feelings of refinement and boldness, making it a favorite in high-end designs.

Close Named Matches:

- **Royal Blue** - #2B3769 (Australian Standard AS2700)
- **Regal Red** - #683045 (BS 2660)
- **Royal Indigo** - #4E4260 (PPG Pittsburgh Paints)
- **Midnight Navy** - #343457 (Benjamin Moore)

Why Designers Use It:

Dark Purple #20002C is a preferred choice for designers in creating visually stunning and thought-provoking spaces. It serves well in contexts where a sense of elegance and refinement is required. In visual art, it's often used to suggest mystery or evoke feelings of creativity, providing a dramatic contrast with lighter colors and adding depth to the overall palette. It's a popular choice in branding for luxury products and fashion, frequently appearing in high-end design environments. The color's historical association with nobility and prestige makes it a timeless selection in both modern and classic contexts. Whether used in interior design, product packaging, or fashion, Dark Purple has the versatility to evoke a sense of power and sophistication.

This color is often favored in industries like luxury automotive design, high-end cosmetics, and even certain tech brands, where exclusivity and prestige are paramount. Though trending in the modern design world, it also carries a historical significance tied to royal and aristocratic symbolism. It resonates particularly well with audiences that appreciate richness and depth in design.

[hextoral.com - #20002C](https://hextoral.com/#20002C)