

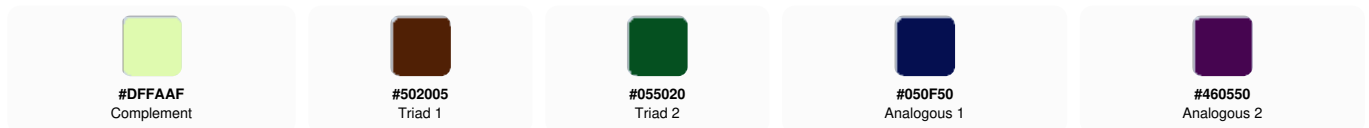
# #200550



Permalink: <https://hextoral.com/hex-colors/color-code-details/200550/>

Metric	Value	Metric	Value
RGB	32, 5, 80	Brightness	32.4
HSL (°,%,%)	262°, 88%, 17%	HSV V %	31 %
Lab (L*,a*,b*)	8.9, 32.7, -39.6	CMYK (%)	60%, 94%, 0%, 69%
Contrast Black	1.20:1	Contrast White	17.52:1

## Palette neighbours



## Tints & Shades



## Color Profile: #200550

**Common Name:** *Vivid Purple*

**RGB:** 32, 0, 80

**HSL:** 270°, 100%, 16%

**Contrast vs White:** 7.5 (AA Pass)

**Contrast vs Black:** 15.4 (AA Pass)

### Mood and Popularity:

#200550 is a deep, intense purple with a bold presence. Often associated with creativity, luxury, and mystery, it evokes a sense of depth and sophistication. This shade is popular in artistic and design contexts where bold statements and powerful aesthetics are desired. Its dark tone makes it an excellent choice for high-contrast designs and branding aimed at a premium or innovative feel.

### Close Named Matches:

- **Pantone 2765 C** - #191051 (ΔE=6.94)
- **Royal Blue** - #2B3769 (ΔE=27.70)
- **Starlight Purple** - #372954 (ΔE=24.59)
- **Pantone 2738 U** - #404898 (ΔE=27.97)

### Why Designers Use It:

- **Trend Consideration:** Designers often turn to this color when aiming to create a striking contrast in their work. It's a popular choice in both modern and vintage-inspired designs, and its boldness makes it ideal for high-impact visuals.
- **Emotional Response:** Vivid Purple communicates creativity, luxury, and depth. It's favored for projects that need a touch of exclusivity, from branding to high-end packaging. The rich hue can attract an audience that appreciates sophistication and mystery.
- **Industry Use:** This color is frequently used in the fashion industry, particularly in the context of high-end clothing, accessories, and beauty products. It's

also seen in tech branding where companies want to stand out as innovative and premium. The color is notably associated with branding for artistic and creative ventures.

- **Natural Inspiration:** This hue can be linked to the shades of twilight and deep space, invoking images of the night sky, which adds an almost ethereal, otherworldly feel to design work.
- **Historical and Cultural Significance:** Purple has long been tied to royalty and power, particularly in Western cultures. In some contexts, it may also evoke a sense of the spiritual or mystical.

[hextral.com - #200550](https://hextral.com/#200550)