



#273F50



Permalink: <https://hextoral.com/hex-colors/color-code-details/273f50/>

Metric	Value	Metric	Value
RGB	39, 63, 80	Brightness	59.3
HSL (°,%,%)	205°, 34%, 23%	HSV V %	31 %
Lab (L*,a*,b*)	25.5, -3.9, -13.2	CMYK (%)	51%, 21%, 0%, 69%
Contrast Black	1.91:1	Contrast White	10.98:1

Palette neighbours

#D8C0AF
Complement

#50273F
Triad 1

#3F5027
Triad 2

#27504D
Analogous 1

#272B50
Analogous 2

Tints & Shades

Tints

Shades

Color Profile: #273F50

Common Name: *Night Tide / Deep Slate Navy*

Technical — computed values

HEX: #273F50
RGB (whole numbers): 39, 63, 80 (*R*=39, *G*=63, *B*=80)
HSL (rounded whole numbers): ~205° / ~34% / ~23%
Relative luminance (linear): ~0.046

Contrast checks (WCAG)

Contrast vs White (#FFFFFF): ~11.0 : 1 — **AA (normal): pass, AA (large): pass, AAA: pass.**
Contrast vs Black (#000000): ~1.9 : 1 — **fails** for normal and large text.

Short mood blurb

Calm, reliable and slightly maritime — #273F50 reads as a restrained navy with a cool slate undertone. It carries a professional, modern gravitas that designers pick for corporate, editorial and hospitality work where quiet authority is wanted without the heaviness of black. In UI or interiors it reads as approachable night-sky blue rather than a saturated cobalt.

Notable close matches (selected from industry palettes)

- Behr — Night Tide #273F50 — $\Delta E = 0.00$ — (exact match in the list; production-ready paint swatch)
- Dutch Boy — Blue Admiral #273E4E — $\Delta E \approx 0.79$ — visually extremely close; small shift in green/blue balance
- Pantone FHI — 19-4121 (Blue Wing Teal)#2C4053 — $\Delta E \approx 2.12$ — close; noticeable in precise print/soft-touch finishes
- Benjamin Moore — Twilight (2058-10) #264556 — $\Delta E \approx 3.09$ — nearby family member, slightly deeper.
- Australian Standard AS2700 — NAVY BLUE (B13) #2A364B — $\Delta E \approx 6.20$ — same family but measurably different under spectrophotometry

On ΔE : small ΔE values (<1) are effectively imperceptible; ΔE between ~ 1 – 3 is a small but measurable shift; values above ~ 5 are visually noticeable and matter for strict brand matching or multi-material finishes.

Why designers use it

- **Versatile neutral with character.** It behaves like a neutral (pairs effortlessly with creams, warm woods and brass) but keeps the color voice of blue — ideal where gray would be too flat and navy too formal. Designers use it when they want subtle personality without vibrance stealing attention.
- **Brand trust & legibility.** The high contrast against white makes it perfect for interface headers, footers, and corporate identity marks that need to read clearly at small sizes while avoiding stark black. It reads as steady and trustworthy — common in finance, legal, travel and premium hospitality brands.
- **Material-friendly.** Shows well across paint, powder-coat, woven textiles and leather finishes. In paints it has depth; in fabrics it appears slightly softer because of weave scattering; in metals/coatings it takes well to satin and matte finishes that mute glare yet preserve richness.
- **Architectural & maritime lineage.** The color family maps to traditional maritime/naval palettes and to several national standards (BS, AS, AMS references in the sample list). That makes it a natural choice for wayfinding, transport interiors, and restoration projects where historical anchors matter.
- **Production & color matching considerations.** Because exact matches exist in multiple paint systems (Behr exact, close Pantone/Paint references), it's easy to source across suppliers. Still — for multi-substrate branding (print vs painted metal vs textile) expect ΔE checks; small tweaks or finish changes (matte vs gloss) will alter perception.
- **Trendy but timeless.** Not a flash trend color: it cycles in popularity with moves toward muted palettes, Scandinavian/minimal interiors and more restrained tech UI. It's currently favored for "quiet luxury" interiors and for brands that want smart, understated presence rather than loud youth-focused palettes.
- **Contextual associations.** Evokes *sea at dusk*, *wet slate* and *evening sky* — useful when a design concept asks for "calm, deep, slightly coastal." It's less associated with sporty or high-energy categories (bright blues) and more with serious, composed applications.

Practical tips for use

Text & UI: use on white for headings and interactive elements for strong accessibility. Avoid placing it over black or very dark images without a light overlay.

Pairs well with: soft warm neutrals (ivory, light sand), muted terracotta, aged brass, and mid-tone denim blues.

Finishes: matte or eggshell paint finishes keep it sophisticated; satin or slight sheen benefits wayfinding and metal parts where contrast and wear resistance matter.

Quick reference (compact):

HEX: #273F50 · RGB: 39,63,80 · HSL: $\sim 205^\circ$ / $\sim 34\%$ / $\sim 23\%$ · Contrast vs white: $\sim 11.0:1$ (AA/AAA pass) · Contrast vs black: $\sim 1.9:1$ (fail)

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