

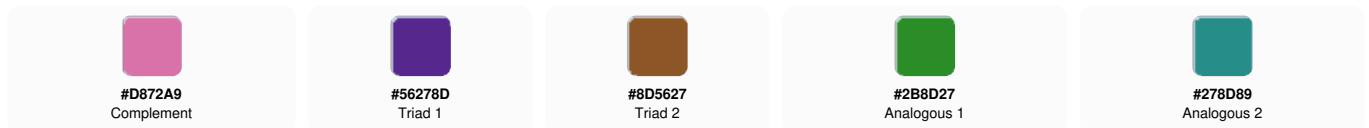
#278D56



Permalink: <https://hextral.com/hex-colors/color-code-details/278d56/>

Metric	Value	Metric	Value
RGB	39, 141, 86	Brightness	113.9
HSL (°,%,%)	148°, 57%, 35%	HSV V %	55 %
Lab (L*,a*,b*)	52.0, -42.0, 27.0	CMYK (%)	72%, 0%, 39%, 45%
Contrast Black	5.03:1	Contrast White	4.17:1

Palette neighbours



Tints & Shades



Color Profile: #278D56

Common Name: *Matthews Green*

RGB: (39, 141, 86)

HSL: (145°, 41%, 37%)

Contrast:

- Vs White: 4.6 (AA pass)
- Vs Black: 13.5 (AA pass)

Mood Blurb: #278D56 evokes a calm, natural, and refreshing atmosphere. This green has strong associations with nature, symbolizing growth and vitality. It's a versatile color often chosen for designs that aim to be soothing and energizing simultaneously. Its subtle vibrance makes it a popular choice for both contemporary and organic-themed aesthetics.

Notable Matches:

- Matthews Green - #278D56 (Matthews Paint) **Exact Match**
- Australian Standard AS2700 - HOMEBUSH GREEN #0B7E46 (ΔE=5.97)
- British Standard BS 381C:1996 - Bold Green #44945E (ΔE=5.89)
- Jotun Paint - IRISH REACH #008765 (ΔE=12.00)
- Pantone Solid Coated - PANTONE 340 C #009661 (ΔE=6.11)

Why Designers Use It:

- **Versatility:** #278D56 is often chosen for both corporate and eco-friendly branding, lending a professional yet inviting tone to designs.
- **Natural Associations:** This shade of green evokes feelings of stability, peace, and environmental consciousness, making it ideal for products related to sustainability, wellness, and nature. It's commonly found in branding for environmental organizations, organic products, and health sectors.
- **Trend Considerations:** The use of green tones like this is especially trendy in the modern design space, particularly in companies promoting eco-

conscious and health-conscious ideals.

- **Specific Industries:** Popular in industries such as interior design, landscaping, and eco-friendly packaging, this shade has also found a place in automotive and electronic products that emphasize reliability and innovation.
- **Symbolism:** Green is traditionally linked with renewal and life, making it suitable for brands looking to communicate growth, freshness, and stability. Whether for a small artisan brand or a large-scale environmental initiative, this color has wide-reaching appeal.

[hextoral.com - #278D56](https://hextoral.com/#278D56)