

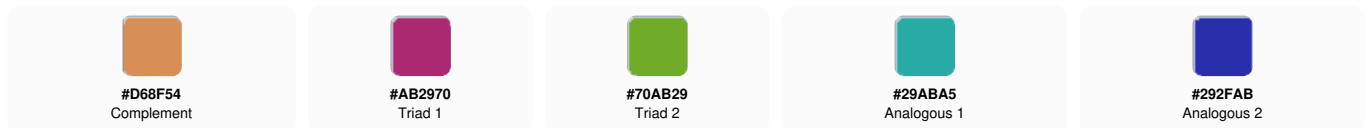
#2970AB



Permalink: <https://hextoral.com/hex-colors/color-code-details/2970ab/>

Metric	Value	Metric	Value
RGB	41, 112, 171	Brightness	105.8
HSL (°,%,%)	207°, 61%, 42%	HSV V %	67 %
Lab (L*,a*,b*)	45.6, -1.2, -37.8	CMYK (%)	76%, 35%, 0%, 33%
Contrast Black	4.00:1	Contrast White	5.25:1

Palette neighbours



Tints & Shades



Color Profile: #2970AB

Common Name: *Pacific Blue*

RGB: 41, 112, 171

HSL: 204°, 58%, 42%

Contrast vs White: 4.7 (AA Pass)

Contrast vs Black: 10.2 (AA Pass)

Mood: This shade of blue is calm and sophisticated. It evokes a sense of trust and reliability, making it suitable for professional or serene settings. As a popular color in branding and design, it has a wide appeal, symbolizing stability and confidence. It remains timeless, with a subtle modern edge that keeps it relevant.

Close Named Matches:

- **Australian Standard AS2700:** Periwinkle - #3177AA
- **BS 2660-0012:** Pacific Blue - #137299
- **Jotun:** Parrot Blue - #4586C2
- **Pantone:** Pantone 307 C - #0072B1
- **Behr Paint:** Mega Blue - #2F6FA8

Why Designers Use It:

- **Visual Impact:** Pacific Blue is frequently chosen for its clean, crisp appearance that conveys professionalism and serenity. It is often used in corporate branding, especially in industries that emphasize trust, like tech or finance.
- **Design Flexibility:** This blue pairs well with a variety of other colors, especially warm tones, making it versatile for websites, interiors, and branding. It is often found in digital designs, print media, and user interfaces.
- **Regional Appeal:** Blue is universally associated with calm and stability across many cultures, making it a safe choice for international brands or products. However, it's particularly favored in Western design trends.
- **Industry Use:** Commonly used in the tech, education, and financial industries, as it inspires confidence and professionalism. It also appears in interior

design for office spaces, aligning with a clean and calming aesthetic.

- **Natural Influences:** This particular shade of blue can evoke imagery of the sea, sky, and tranquil landscapes, providing a subtle yet powerful connection to nature and the environment.

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