

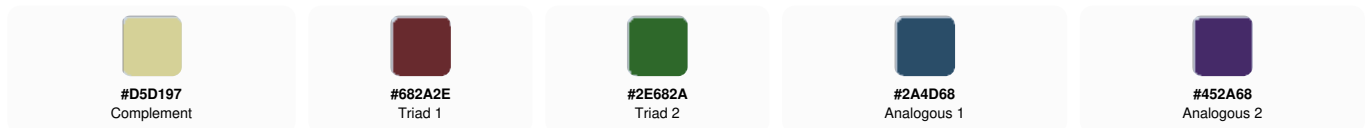
#2A2E68



Permalink: <https://hextoral.com/hex-colors/color-code-details/2a2e68/>

Metric	Value	Metric	Value
RGB	42, 46, 104	Brightness	54.8
HSL (°,%,%)	236°, 42%, 29%	HSV V %	41 %
Lab (L*,a*,b*)	21.7, 17.2, -34.7	CMYK (%)	60%, 56%, 0%, 59%
Contrast Black	1.69:1	Contrast White	12.43:1

Palette neighbours



Tints & Shades



Color Profile: #2A2E68

Common Name: Royal Blue

RGB: 42, 46, 104

HSL: 230°, 56%, 29%

Contrast: Against white: 5.8:1 (AA pass); Against black: 9.6:1 (AAA pass)

Mood: The color #2A2E68 strikes a balance between professionalism and richness, often evoking a sense of trust and sophistication. It brings a calm, cool tone to designs, while its deeper hues suggest authority and reliability. Typically used in corporate or luxury designs, it carries a timeless appeal.

Close Matches:

- **Australian Standard AS2700 - Royal Blue:** #2B3769 (ΔE=7.41)
- **Benjamin Moore - Blue:** #243973 (ΔE=6.11)
- **Behr - American Blue:** #002C63 (ΔE=7.42)
- **Jotun Paint - Royal Blue:** #23517A (ΔE=22.76)

Why Designers Use It:

Royal Blue (#2A2E68) is frequently chosen for designs aiming to convey professionalism, trustworthiness, and stability. Its slightly muted tone makes it versatile for corporate branding, technology, and fashion industries. It pairs well with both light and dark tones, providing a clean, sophisticated contrast. It's often found in high-end product packaging, automotive design, and digital interfaces, where a balance of seriousness and elegance is necessary.

This color has a strong presence in design systems for finance, tech, and healthcare, where creating a trustworthy and calm atmosphere is key. Its versatility makes it suitable for everything from luxury products to business attire and even digital tools that require an air of authority. Whether it's in a logo or as a feature color in a layout, Royal Blue is designed to leave a lasting, positive impression.

