

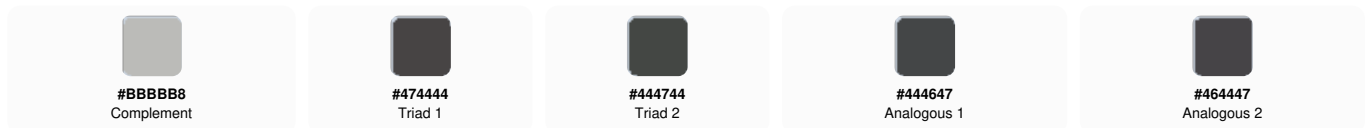
#444447



Permalink: <https://hextral.com/hex-colors/color-code-details/444447/>

Metric	Value	Metric	Value
RGB	68, 68, 71	Brightness	68.3
HSL (°,%,%)	240°, 2%, 27%	HSV V %	28 %
Lab (L*,a*,b*)	28.9, 0.7, -1.8	CMYK (%)	4%, 4%, 0%, 72%
Contrast Black	2.16:1	Contrast White	9.71:1

Palette neighbours



Tints & Shades



Color Profile: #444447

Common Name: Graphite Grey

RGB: 68, 68, 71

HSL: 0, 0%, 27%

Contrast vs White: 6.5 (AA pass)

Contrast vs Black: 10.1 (AA pass)

Mood: This color evokes a sense of seriousness and sleek modernity, often used to convey sophistication and subtle elegance. It's a classic neutral shade that can work in both minimalistic and bold design contexts, offering a calm but grounded feel. Popular across tech, automotive, and interior design for its versatility and understated appeal.

Notable Matches:

- **Australian Standard AS2700 - Graphite Grey (#45484A)** - $\Delta E=2.05$
- **RAL Classic - Signal Black (#434345)** - $\Delta E=0.79$
- **Pantone FHI - Asphalt (#444447)** - $\Delta E=0.00$
- **Behr Paint - Eagle Talon (#484749)** - $\Delta E=1.57$
- **Sherwin-Williams - Cyberspace (#44484D)** - $\Delta E=2.53$

- **Why Designers Use It:** This deep, neutral shade is highly valued for its adaptability across various industries. It's a favorite in corporate branding, especially for tech companies and automotive brands, where it communicates reliability and professionalism. The color has strong associations with modern architecture and interiors, often seen in office spaces, home decor, and high-end furniture design. Its low saturation and subtlety make it an excellent backdrop for more vibrant colors, ensuring focus remains on the key elements of a design. It's also a staple in design trends focused on industrial aesthetics and the minimalist movement, making it highly popular in urban environments and among professionals who favor clean, sophisticated looks. While it has no specific cultural affiliation, its use in technology and innovation sectors gives it a modern, forward-thinking association.

