

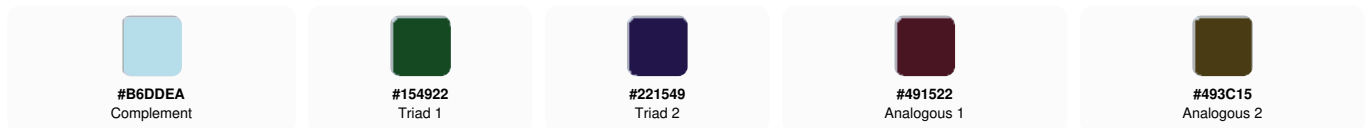
#492215



Permalink: <https://hextoral.com/hex-colors/color-code-details/492215/>

Metric	Value	Metric	Value
RGB	73, 34, 21	Brightness	48.2
HSL (°,%,%)	15°, 55%, 18%	HSV V %	29 %
Lab (L*,a*,b*)	18.4, 17.2, 17.0	CMYK (%)	0%, 53%, 71%, 71%
Contrast Black	1.52:1	Contrast White	13.79:1

Palette neighbours



Tints & Shades



Color Profile: #492215

Common Name: *Munsell 2.5YR 2/4 (dark reddish brown)*

Specs

- **RGB:** 73, 34, 21
- **HSL:** 15°, 55%, 18%
- **~HSV:** 15°, 71%, 29%
- **~CMYK:** 0, 53, 71, 71
- **~CIELAB (D65):** 18, 17, 17

Accessibility & Contrast

- **vs White:** 13.8:1 — Passes AA/AAA for normal and large text.
- **vs Black:** 1.5:1 — Fail (insufficient for AA/AAA).

Mood

This is a grounded, heritage brown with a gentle red pulse—quiet confidence over flash. It reads artisanal and timeworn, like seasoned leather or cacao nibs, and tends to calm layouts rather than shout. In brand work it signals durability and craft; in UI, it's a refined accent that rewards restraint.

Close Named Matches

- **Munsell** — *2.5YR 2/4* — **#492215** — Exact hit ($\Delta E=0.00$)
- **Matthews Paint** — *MP6063 Fudge Brownie* — #4F2414 — very close ($\Delta E=3.43$)
- **RAL Design** — *RAL 040 20 19* — #47241A — very close ($\Delta E=3.57$)
- **Behr** — *BXC-78 Cordovan Leather* — #452519 — close ($\Delta E=4.34$)
- **Pantone Solid Coated** — *4625 C* — #522C1B — close ($\Delta E=4.64$)

Usage Tips

- **Best on light grounds:** the strong contrast to white makes it a reliable text or UI-accent color; pair with off-whites or ivory for a softer, heritage feel.
- **Pairing:** works with bone (#F4F0E9), dull olive (~#6E6A4E), muted teal (~#2E4A4A), and brushed-metal neutrals; avoid high-saturation complements that pull it toward mud.
- **Hierarchy:** use for headings, rules, and icons; keep body text weight normal to prevent visual heaviness.

Why Designers Use It.

- **Material realism:** evokes leather, clay, cacao, and aged wood—handy for packaging (coffee, chocolate, craft goods) and brand stories about provenance and craft.
- **Cultural & historical cues:** aligns with traditional maroons and iron-oxide pigments used in architectural paints and heritage palettes, lending institutions and galleries an “established” tone.
- **Product & interior:** plays nicely with brass, bronze, and walnut finishes; in interiors, warms minimal spaces without resorting to saturated reds.
- **Digital UI:** as an accent for dividers, tabs, and selected states on light themes; great for iconography tied to “archive,” “history,” or “artisan” semantics.
- **Print reliability:** close paint and ink standards exist (see ΔE values above), improving cross-medium consistency from screen comps to coated stocks and architectural paints.
- **Trend posture:** not a fleeting trend shade—sits in the slow-cycle “earth tone” family that resurges with sustainability narratives and tactile brand aesthetics.
- **Industries:** specialty foods & beverage, hospitality, boutique retail, cultural institutions, leather goods, heritage tech peripherals, and limited-run automotive trims.

Swatch

#492215 · RGB 73 34 21 · HSL 15° 55% 18%

[hextoral.com - #492215](https://hextoral.com/#492215)