

#524F3E



Permalink: <https://hextral.com/hex-colors/color-code-details/524f3e/>

Metric	Value	Metric	Value
RGB	82, 79, 62	Brightness	78.2
HSL (°,%,%)	51°, 14%, 28%	HSV V %	32 %
Lab (L*,a*,b*)	33.4, -2.0, 10.5	CMYK (%)	0%, 4%, 24%, 68%
Contrast Black	2.55:1	Contrast White	8.25:1

Palette neighbours



Tints & Shades



Color Profile: #524F3E

Common Name: *Earth Brown*

RGB: (82, 79, 62)

HSL: (40°, 15%, 28%)

Contrast vs White: 5.7 (AA Pass)

Contrast vs Black: 12.2 (AAA Pass)

Mood: #524F3E presents a grounded, earthy tone that's both rustic and comforting. It invokes a sense of stability, combining natural, woody elements with a subtle hint of sophistication. This color is ideal for creating serene, organic designs while maintaining a slightly vintage aesthetic.

Notable Close Matches:

- **Montella** (#464130) - British Standard
- **New Granite** (#525149) - Jotun Paint
- **Artichoke** (#545241) - Benjamin Moore
- **Olive Drab Camo** (#544F3E) - Federal Standard 595c

Why Designers Use It

This color is often chosen for its natural, earthy qualities, making it popular in both interior design and branding. Designers may use #524F3E to create a sophisticated, yet approachable atmosphere. It's ideal for spaces or products aiming for a grounded, organic feel—think earthy tones in home decor, rustic-inspired products, or eco-conscious branding.

From a regional perspective, this shade has strong ties to nature and traditional design elements, often used in products related to sustainability and nature. It has been traditionally used in military and tactical designs (like camouflage) and is also frequently found in vintage packaging and automotive designs.

This color may appear in the automotive industry, particularly in military or tactical design where earthy tones reflect ruggedness and durability. Additionally, it is

seen in textile patterns where an earthy, timeless aesthetic is sought. The color's rich, grounded quality also finds a place in the design of products intended for outdoor or nature-focused themes, making it popular with brands that emphasize adventure and exploration.

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