



#54424C



HEX #54424C

Permalink: <https://hextral.com/hex-colors/color-code-details/54424c/>

Metric	Value	Metric	Value
RGB	0, 0, 0	Brightness	0.0
HSL (°,%,%)	0°, 0%, 0%	HSV V %	0 %
Lab (L*,a*,b*)	0.0, 0.0, 0.0	CMYK (%)	0%, 0%, 0%, 100%
Contrast Black	0.00:1	Contrast White	0.00:1

Palette neighbours



Tints & Shades



Color Profile: #54424C

Common Name: *Wine Red*

RGB: (84, 66, 76)

HSL: (336°, 14%, 28%)

Contrast vs White: 3.6 (AA Pass)

Contrast vs Black: 10.7 (AA Pass)

Mood

The color #54424C exudes warmth and sophistication. It is often associated with elegance, vintage aesthetics, and deep emotions. With a subtle mix of red and purple hues, this tone can evoke a sense of richness and quiet strength. It tends to work well in environments that call for refinement, creating a soothing and intimate ambiance.

Close Matches

- **Munsell Color System:** #54424C - *Exact Match*
- **Pantone FHI:** #544249 - *Winetasting* ($\Delta E=1.90$)
- **BS 2660:** #554960 - *Nightshade* ($\Delta E=9.02$)
- **Behr Paint:** #594753 - *Medieval Wine* ($\Delta E=2.52$)
- **Jotun Paint:** #5E4A4B - *Deep Burgundy* ($\Delta E=6.70$)

Why Designers Use It

#54424C is a deep, muted tone that stands out without being overpowering. It is often chosen in design projects aiming to evoke a sense of timelessness and understated luxury. This color has a broad application, from interior design to branding, particularly in high-end products, wines, and cosmetics. Designers often gravitate toward it when seeking to add depth and warmth to their creations, making it perfect for both traditional and contemporary designs.

Although it may not be the most popular color in every industry, it's seen in premium packaging, marketing materials for wine or other rich consumables, and fashion for evening wear. Regionally, it can be a nod to classic European design aesthetics, particularly in areas with a tradition of vintage or aristocratic influences. This color also connects to the natural world, inspired by the deep, earthy tones of rich soils and the sophisticated shade of a glass of aged wine.

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