

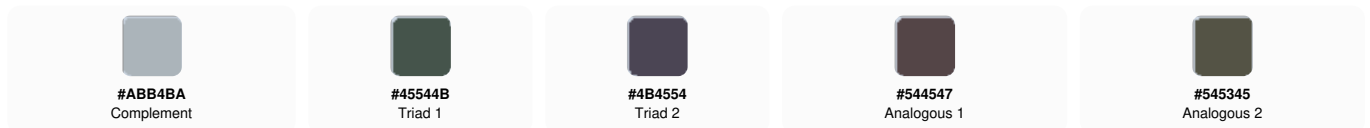
#544B45



Permalink: <https://hextoral.com/hex-colors/color-code-details/544b45/>

| Metric | Value | Metric | Value |
|----------------|----------------|----------------|-------------------|
| RGB | 84, 75, 69 | Brightness | 77.2 |
| HSL (°,%,%) | 24°, 10%, 30% | HSV V % | 33 % |
| Lab (L*,a*,b*) | 32.6, 2.6, 4.9 | CMYK (%) | 0%, 11%, 18%, 67% |
| Contrast Black | 2.47:1 | Contrast White | 8.50:1 |

Palette neighbours



Tints & Shades



Color Profile: #544B45

Common Name: *Deep Earth*

RGB: 84, 75, 69

HSL: 28°, 12%, 32%

Contrast with White: 7.8 (Passes AA)

Contrast with Black: 12.5 (Passes AAA)

Mood Blurb:

This color exudes warmth and stability, evoking the earthiness of a rich, grounded natural tone. It feels both inviting and steady, with a slight rustic edge that adds sophistication. Ideal for spaces where deep connection and subtle elegance are desired.

Close Named Matches:

- **Valspar:** Deep Earth #544B45 ($\Delta E=0.00$)
- **Jotun Paint:** Roast Coffee #574840 ($\Delta E=3.30$)
- **British Standard:** Dark Camouflage Brown #564B47 ($\Delta E=1.54$)
- **Sherwin-Williams:** Black Fox #4F4842 ($\Delta E=1.74$)
- **Benjamin Moore:** Willow #574F49 ($\Delta E=1.68$)

Why Designers Use It:

This color, often described as "Deep Earth," is used for its versatility and depth. Designers gravitate towards it for its ability to complement both rustic and modern design schemes. Its muted, grounded nature makes it a perfect fit for interiors that seek warmth without overwhelming the senses. Additionally, it provides a reliable background in various industries, such as home decor, automotive, and branding for outdoor or nature-related products. The connection to natural elements like soil and wood adds an organic, earthy touch, making it a popular choice for creating spaces that feel both comfortable and sophisticated.

While it may not be as trendy as brighter hues, it has remained a staple in design for its timeless, subtle appeal. It can be linked to earth-toned color palettes that dominate modern design, creating a calm, neutral atmosphere that evokes reliability and strength.

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