



#554F48



Permalink: <https://hextoral.com/hex-colors/color-code-details/554f48/>

Metric	Value	Metric	Value
RGB	85, 79, 72	Brightness	80.1
HSL (°,%,%)	32°, 8%, 31%	HSV V %	33 %
Lab (L*,a*,b*)	34.0, 1.1, 5.0	CMYK (%)	0%, 7%, 15%, 67%
Contrast Black	2.60:1	Contrast White	8.08:1

Palette neighbours



#AAB0B7
Complement



#48554F
Triad 1



#4F4855
Triad 2



#554948
Analogous 1



#555548
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #554F48

Common Name: *Dark Earth*

RGB: (85, 79, 72)

HSL: (30°, 10%, 31%)

Contrast (vs. White): 4.4 (AA Pass)

Contrast (vs. Black): 9.3 (AA Pass)

Mood: This earthy, subdued hue evokes a sense of grounding and stability. It's deeply natural and serene, often used in design to create a calming, neutral environment. With its brown undertones, it blends easily with both warm and cool palettes, making it a versatile choice in modern and traditional design settings.

Close Named Matches:

- **Matthews Paint:** #554F48 - Dark Earth
- **BS 2660:** #464130 - Montella
- **Pantone FHI:** #5B5149 - Major Brown
- **Federal Standard 595c:** #524B46 - Brown

Why Designers Use It:

- This color is often chosen for its grounding effect, especially in interiors and branding. It suggests earthy sophistication and natural stability, making it popular for luxury designs and upscale environments.
- Commonly used in industries where warmth, strength, and reliability are key – from military to corporate branding, its subtle presence can be a powerful statement.
- The color's low saturation and muted tones make it perfect for backgrounds, creating a stable visual foundation while allowing other elements to stand out.
- Its earthy vibe ties it to nature and organic materials, often seen in sustainable design movements, or as a reflection of the environment and earth tones.
- In terms of trends, it's timeless and well-suited to both modern minimalism and classic rustic looks, making it a go-to for versatile, balanced design

schemes.

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