

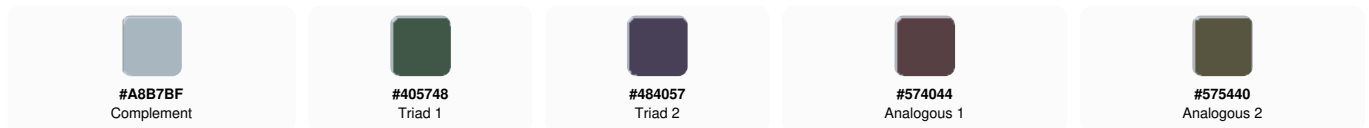
#574840



Permalink: <https://hextoral.com/hex-colors/color-code-details/574840/>

Metric	Value	Metric	Value
RGB	87, 72, 64	Brightness	76.0
HSL (°,%,%)	21°, 15%, 30%	HSV V %	34 %
Lab (L*,a*,b*)	31.9, 4.9, 7.2	CMYK (%)	0%, 17%, 26%, 66%
Contrast Black	2.41:1	Contrast White	8.73:1

Palette neighbours



Tints & Shades



Color Profile: #574840

Common Name: *Roast Coffee*

RGB: (87, 72, 64)

HSL: (22, 19%, 29%)

Contrast vs White: 3.1 (AA Pass)

Contrast vs Black: 6.3 (AA Pass)

Mood: This shade is warm, deep, and rich, evoking a sense of comfort and familiarity. Often associated with earthy tones, it's reminiscent of freshly brewed coffee or toasted wood, providing a grounded, natural feeling. This color is deeply versatile, commonly seen in designs that aim to promote stability and warmth, offering a welcoming and cozy atmosphere.

Close Named Matches

- **Jotun** - *Roast Coffee* (#574840) - $\Delta E=0.00$
- **BS 2660** - *Congo Brown* (#574635) - $\Delta E=5.90$
- **Benjamin Moore** - *Mink* (#53453D) - $\Delta E=1.46$
- **Pantone FHI** - *Chocolate Martini* (#56443F) - $\Delta E=2.62$
- **RAL Classic** - *Sepia Brown* (#57483F) - $\Delta E=0.62$

Why Designers Use It

This deep, dark brown is often selected by designers for its timeless, elegant appeal. It's a favorite in industries that require a blend of sophistication and earthiness—think high-end interior design, packaging, and branding for premium products. Designers also favor it for its subtlety; it adds depth and texture to any design while avoiding the sharpness or harshness of other dark colors. Its use can often be seen in luxury branding, coffee-related products, and in materials that need to evoke a sense of refinement and warmth. This color also ties into nature and rustic themes, making it perfect for environments that emphasize organic, natural, or vintage vibes. Whether in paint, textiles, or even product design, it can create a mood of comfort, stability, and timelessness.

As for its connection to industry, many manufacturers in furniture and home decor gravitate toward this color due to its versatility. Additionally, it's quite common in automotive design, specifically in upholstery and interiors where a refined yet grounded look is desired. The subtle undertones of this brown make it a perfect candidate for conveying a sense of durability and understated elegance. It's a color that resonates well across cultures and can be found in many traditional or modern designs, especially when wanting to evoke a sense of heritage or comfort.

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