

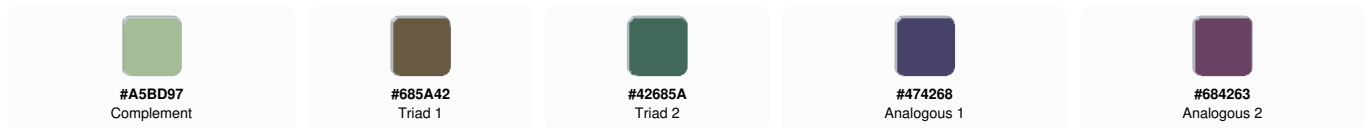
#5A4268



Permalink: <https://hextral.com/hex-colors/color-code-details/5a4268/>

Metric	Value	Metric	Value
RGB	90, 66, 104	Brightness	78.8
HSL (°,%,%)	278°, 22%, 33%	HSV V %	41 %
Lab (L*,a*,b*)	32.0, 18.3, -18.3	CMYK (%)	13%, 37%, 0%, 59%
Contrast Black	2.41:1	Contrast White	8.70:1

Palette neighbours



Tints & Shades



Color Profile: #5A4268

Common Name: Velvet Ribbon

RGB: (90, 66, 104)

HSL: (290°, 20%, 32%)

Contrast: White: $\Delta E=22.0$ (Fail), Black: $\Delta E=3.5$ (Pass)

Mood: Velvet Ribbon exudes elegance and subtle sophistication, making it a popular choice for designs that evoke mystery and luxury. It pairs well with muted tones and works wonderfully in contexts where a refined, understated yet impactful presence is desired. It carries a classic, timeless feel while subtly hinting at mystery and creativity.

Close Named Matches:

- **Velvet Ribbon** (#5A4268) - Dulux Trade Paints
- **Wild Grapes** (#594067) - Behr Paint
- **Your Majesty** (#61496E) - Dunn-Edwards
- **Pressed Purple** (#66476C) - Dutch Boy Paint
- **Regalia** (#6A506E) - BS4800

Why Designers Use It:

- **Trendy Yet Classic:** Velvet Ribbon strikes a balance between being modern and timeless. Its muted yet rich tone is well-suited for contemporary design without feeling overly trendy.
- **Elegance and Luxury:** Often used in designs that aim to evoke luxury or refined aesthetics, it's perfect for high-end branding, interior designs, and even fashion.
- **Industry Use:** Commonly used in home décor, especially in elegant living rooms, upscale restaurants, and boutique hotel interiors. Its calming and sophisticated vibe makes it a favorite in hospitality and interior design industries.
- **Natural Influence:** Derived from the colors found in nature, Velvet Ribbon resembles rich, deep colors like those seen in dusk skies or fine velvet textiles, giving it an organic, grounded appeal.

- **Historical Roots:** The historical use of deep purple tones in royal garments and textiles makes this color a symbol of prestige and high social standing, maintaining a sense of old-world luxury.

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