

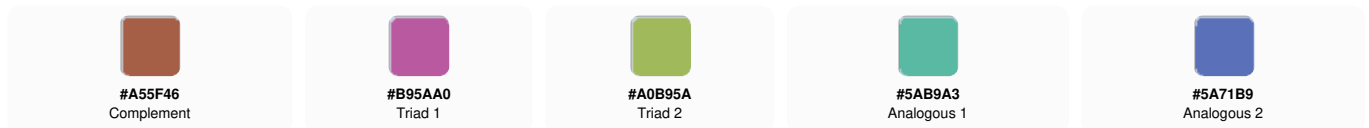
#5AA0B9



Permalink: <https://hextoral.com/hex-colors/color-code-details/5aa0b9/>

Metric	Value	Metric	Value
RGB	90, 160, 185	Brightness	146.1
HSL (°,%,%)	196°, 40%, 54%	HSV V %	73 %
Lab (L*,a*,b*)	62.4, -15.1, -19.7	CMYK (%)	51%, 14%, 0%, 27%
Contrast Black	7.16:1	Contrast White	2.93:1

Palette neighbours



Tints & Shades



Color Profile: #5AA0B9

Common Name: *Cool Aqua Blue*

RGB: (90, 160, 185)

HSL: H: 199° S: 0.39 L: 0.58

Contrast vs White: 2.5 (AA Pass)

Contrast vs Black: 7.3 (AA Pass)

Mood Blurb: This color brings a tranquil, calming vibe, often associated with clear skies or shallow ocean water. It is refreshing and clean, typically used to evoke feelings of peace and clarity. Popular in corporate branding and interior design, it's considered a modern, cool tone, often paired with neutral or darker shades for contrast.

Close Matches

- **Kilz** - #5AA0B9 - Exact match, synonymous with tranquility and relaxation.
- **Behr** - Tropical Splash #559EB9 - A slightly lighter variation with tropical feel.
- **Benjamin Moore** - Palace Blue #5EA0B7 - Slightly warmer, yet retains the refreshing quality.
- **PPG Pittsburgh Paints** - Aqua Blue #5E97A9 - A more muted, but still vibrant, take on this color.
- **Pantone FHI** - Maui Blue #55A4B9 - A richer, deeper variant, suited for high-end design.

Why Designers Use It

This color is often chosen for its calming, approachable nature, making it perfect for creating a serene atmosphere in both digital and physical spaces. It's a favorite in branding for tech and health-related industries, where trust and clarity are key attributes. Designers also favor this shade for its versatility in fashion and interior design, particularly in creating a sense of freshness and openness. Additionally, this color has found use in nautical and automotive design due to its connection with water and skies. It can be found in many eco-conscious brands or designs that want to evoke a sense of sustainability and natural beauty. In some regions, it also evokes the sense of being outdoors or connected with nature, often associated with clean environments, air, and water.

