

# #631F25



Permalink: <https://hextoral.com/hex-colors/color-code-details/631f25/>

Metric	Value	Metric	Value
RGB	99, 31, 37	Brightness	60.4
HSL (°,%,%)	355°, 52%, 25%	HSV V %	39 %
Lab (L*,a*,b*)	22.9, 31.1, 12.9	CMYK (%)	0%, 69%, 63%, 61%
Contrast Black	1.75:1	Contrast White	11.98:1

## Palette neighbours



## Tints & Shades



## Color Profile: #631F25

**Common Name:** *Claret Red*

**RGB:** rgb(99, 31, 37)

**HSL:** hsl(353, 44%, 26%)

**Contrast vs White:** 7.1 (AA Pass)

**Contrast vs Black:** 10.5 (AA Pass)

## Mood & Popularity

This deep, warm red evokes a sense of richness and sophistication. It often appears in luxury branding and traditional design settings, with a hint of vintage charm. A color of elegance, Claret Red can bring a bold yet restrained presence to any creative space.

## Close Named Matches

- **Australian Standard AS2700** – Claret (#612D2E),  $\Delta E=8.35$
- **Behr Paint** – Poisonberry (#6A2323),  $\Delta E=4.73$
- **BS 2660-1025** – Crimson / Cherry (#6A2C31),  $\Delta E=5.56$
- **Pantone FHI** – Syrah (#6A282C),  $\Delta E=3.42$

## Why Designers Use It

Claret Red is a timeless shade, often seen in formal and high-end branding, particularly in the luxury market. Its use extends beyond fashion into interior design, automotive finishes, and even restaurant decor, often linked to a sense of elegance and refinement. The warmth of Claret makes it ideal for settings where richness and authority are desired. Notably, it finds relevance in industries such as fine dining, high-end fashion, and premium automotive brands. Its deeper undertones are inspired by the color of aged wine, evoking a sense of tradition and quality.

