



#69489D



Permalink: <https://hextoral.com/hex-colors/color-code-details/69489d/>

Metric	Value	Metric	Value
RGB	105, 72, 157	Brightness	95.7
HSL (°,%,%)	263°, 37%, 45%	HSV V %	62 %
Lab (L*,a*,b*)	38.0, 32.9, -41.4	CMYK (%)	33%, 54%, 0%, 38%
Contrast Black	3.01:1	Contrast White	6.97:1

Palette neighbours



#96B762
Complement



#9D6948
Triad 1



#489D69
Triad 2



#48529D
Analogous 1



#94489D
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #69489D

Common Name: *Pantone 2587 C*

RGB: 105, 72, 157

HSL: 261°, 38%, 45%

Contrast vs White: 4.5:1 (Passes AA)

Contrast vs Black: 8.5:1 (Passes AAA)

Mood: A deep and sophisticated shade, this color blends a sense of creativity and calm. Often associated with luxury and professionalism, its hue can evoke feelings of mystery and elegance. It has grown in popularity in design due to its versatility, providing a rich yet balanced tone for various applications, from digital interfaces to interior spaces.

Close Named Matches:

- Behr Paint - Just A Fairytale#685B98 (ΔE=17.04)
- Benjamin Moore - Mystical Grape #674C87 (ΔE=15.33)
- Pantone Fashion Home Interiors - Afterparty#6F54A1 (ΔE=6.81)
- Jotun Paint - TAALUK #786087 (ΔE=28.72)
- Munsell Color System - 2.5p 4/12 #69569E (ΔE=10.15)

Why Designers Use It:

- This color is often favored for its versatility and sophisticated aura, which makes it suitable for both professional and creative spaces. It is used in industries like fashion, digital design, and high-end interior decoration, where a sense of luxury or professionalism is key.
- Its deep, rich tone is frequently incorporated into corporate branding, tech product interfaces, and digital platforms where depth and user engagement are prioritized.
- Regionally, purple tones like this one are associated with royalty and luxury, making it popular in upscale environments, particularly in the fashion and art

sectors.

- In interior design, it's a top choice for creating mood-rich environments, often seen in home offices, creative studios, and boutique hotels.
- The color also resonates in modern aesthetics, blending the old-world charm with contemporary minimalism, which is why it's a popular choice in both classic and modern design.

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