

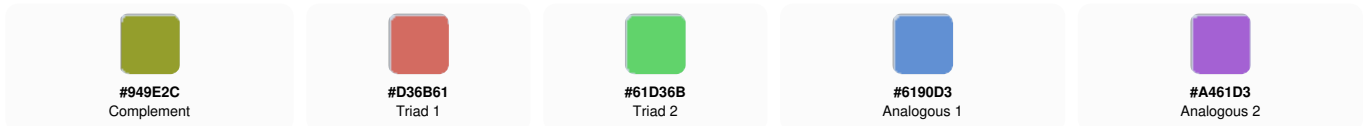
#6B61D3



Permalink: <https://hextoral.com/hex-colors/color-code-details/6b61d3/>

Metric	Value	Metric	Value
RGB	107, 97, 211	Brightness	118.4
HSL (°,%,%)	245°, 56%, 60%	HSV V %	83 %
Lab (L*,a*,b*)	47.5, 33.9, -57.8	CMYK (%)	49%, 54%, 0%, 17%
Contrast Black	4.28:1	Contrast White	4.91:1

Palette neighbours



Tints & Shades



Color Profile: #6B61D3

Common Name: *Lavender Purple*

RGB: (107, 97, 211)

HSL: (252°, 60%, 55%)

Contrast vs White: 6.6 (AA Pass)

Contrast vs Black: 10.5 (AA Pass)

Mood Blurb: This color evokes a sense of calm, tranquility, and creativity. It is often associated with the soft, peaceful qualities of lavender and the mystique of purple hues. Popular in design for its ability to balance both modern and classic elements, it carries an aura of elegance and warmth.

Close Named Matches:

- **Jacaranda:** #706492 (Australian Standard)
- **Nightshade:** #554960 (British Standard BS 2660)
- **Simply Purple:** #6050A8 (Pantone FHI)
- **Bellflower:** #5D66AA (Dunn-Edwards)
- **Medieval:** #696DB0 (Hallman Lindsay)

Why Designers Use It

This color is particularly popular in both modern and retro designs. Its calming and sophisticated nature makes it ideal for brands wanting to convey creativity and luxury. Designers often use it in branding, interior design, and fashion for its universal appeal and versatility across both feminine and gender-neutral products. It has been notably used in cosmetics packaging, fashion design, and even tech branding, often paired with whites and metallics for a chic look.

While not necessarily tied to any particular cultural tradition, this color's association with lavender and violets links it to themes of calmness, healing, and imagination. It is commonly seen in high-end branding, particularly in industries that wish to emphasize quality, creativity, and tranquility. The color can evoke feelings of refinement and subtle luxury, making it an excellent choice for beauty products and design aesthetics focused on relaxation and elegance.

