

#70746F



Permalink: <https://hextoral.com/hex-colors/color-code-details/70746f/>

Metric	Value	Metric	Value
RGB	112, 116, 111	Brightness	114.3
HSL (°,%,%)	108°, 2%, 45%	HSV V %	45 %
Lab (L*,a*,b*)	48.4, -2.5, 2.6	CMYK (%)	3%, 0%, 4%, 55%
Contrast Black	4.42:1	Contrast White	4.75:1

Palette neighbours



#8F8B90
Complement



#6F7074
Triad 1



#746F70
Triad 2



#73746F
Analogous 1



#6F7471
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #70746F

Common Name: *Dark Olive Grey*

RGB: 112, 116, 111

HSL: 120, 2%, 45%

Contrast vs White: 4.51 (*Passes AA*)

Contrast vs Black: 14.35 (*Passes AAA*)

Mood: This color exudes a quiet, neutral elegance. It's earthy and subdued, often associated with modern, minimalist aesthetics. Its grounded, organic hue tends to evoke stability and a sense of timelessness, offering a calm backdrop to more vibrant elements. Designers frequently turn to this tone for projects that demand sophistication and balance, without overt attention-seeking.

Close Matches:

- **Dutch Boy Paint - #70746F** (Exact match)
- **Australian Standard AS2700 - #717774** (ΔE=1.78)
- **Behr Paint - #717371** (ΔE=1.96)
- **Benjamin Moore Paint - #727672** (ΔE=1.02)
- **Pantone Solid Coated - #6C6F70** (ΔE=3.97)

Why Designers Use It:

This shade is frequently employed for its versatility in both interior and exterior design. It pairs exceptionally well with neutral tones, providing depth and character without overpowering a space. Designers favor it in industries ranging from fashion (where it's used for understated, professional attire) to automotive and industrial design, where muted, tough tones are often preferred. The neutral green undertones make it suitable for designs that invoke the natural world, often used in eco-conscious designs, both as a base color and an accent. Its use in product packaging, especially in luxury or environmentally-focused brands, adds a sense of quality without being flashy.

Additionally, its low chroma value makes it an excellent choice in the creation of logos and branding where subtlety is key. The minimalist approach this color represents resonates well with modern, sophisticated trends. It's not a new color, though, and is still widely used in industries that focus on timeless elegance rather than fleeting trends. Its adoption in some parts of Europe and certain corporate design spheres shows how regional influences impact the popularity of this hue.

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