



#725889



Permalink: <https://hextoral.com/hex-colors/color-code-details/725889/>

Metric	Value	Metric	Value
RGB	114, 88, 137	Brightness	102.8
HSL (°,%,%)	272°, 22%, 44%	HSV V %	54 %
Lab (L*,a*,b*)	41.8, 20.8, -23.3	CMYK (%)	17%, 36%, 0%, 46%
Contrast Black	3.47:1	Contrast White	6.05:1

Palette neighbours



#8DA776
Complement



#897258
Triad 1



#588972
Triad 2



#5A5889
Analogous 1



#895888
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #725889

Common Name: *Purple Royalty*

RGB: (114, 88, 137)

HSL: (270, 22%, 43%)

Contrast vs White: 13.7:1 (AA Pass)

Contrast vs Black: 3.6:1 (AA Fail)

Mood: #725889, or Purple Royalty, strikes a regal and sophisticated tone. This deep, muted purple evokes feelings of elegance and mystery, often associated with luxury and creativity. It's a color frequently seen in high-end fashion, interior design, and branding, where an air of refinement is sought after. Its balanced saturation makes it versatile for various settings, from creative industries to more formal contexts.

Notable Matches:

- **Valspar** - Purple Royalty #725889
- **Pantone** - Pantone 18-3520 TPG #775B8C (ΔE = 1.59)
- **BS 2660** - Nightshade #554960 (ΔE = 18.10)
- **Jotun** - TAALUK #786087 (ΔE = 6.72)
- **Munsell** - 5p 4/8 #6F578B (ΔE = 2.03)

Why Designers Use It

This color is loved for its balanced and calming nature, making it a go-to choice for luxury products and upscale design. Its subdued tone fits perfectly with more contemporary styles, while still maintaining an aura of sophistication. Designers lean towards #725889 for fashion lines, automotive interiors, and modern home decor. Its psychological association with royalty and elegance makes it a frequent pick for high-end branding. Additionally, this shade is versatile, making it suitable for both digital and print media where subtlety and depth are necessary.

Notable Structures: Used widely in the design of products such as luxury cars, premium homeware, and exclusive packaging. It's especially seen in beauty

products, where it adds a sense of high-end appeal, making it a favorite in the fashion and cosmetic industries.

Industry Use: This purple tone is popular in the arts and entertainment industry, especially in visual arts, fashion, and theater production. It is often used in branding for prestigious brands looking to project elegance and exclusivity.

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