



#72695C



Permalink: <https://hextoral.com/hex-colors/color-code-details/72695c/>

Metric	Value	Metric	Value
RGB	114, 105, 92	Brightness	106.4
HSL (°,%,%)	35°, 11%, 40%	HSV V %	45 %
Lab (L*,a*,b*)	44.9, 1.2, 8.6	CMYK (%)	0%, 8%, 19%, 55%
Contrast Black	3.89:1	Contrast White	5.40:1

Palette neighbours

 #8D96A3 Complement	 #5C7269 Triad 1	 #695C72 Triad 2	 #725E5C Analogous 1	 #70725C Analogous 2
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Tints & Shades



Color Profile: #72695C

Common Name: *Vista, Pantone FHI 18-0615 TPG, Stone Gray*

RGB: (114, 105, 92)

HSL: (36°, 10%, 42%)

Contrast Ratio: Against White: 5.1:1 (AA Pass), Against Black: 10.6:1 (AAA Pass)

Mood: This color embodies warmth and earthiness, blending with natural elements. It evokes a grounded, serene feeling, making it perfect for both contemporary and traditional design. Often used in spaces requiring calm and neutrality, it gives off a welcoming, stable vibe that complements both rustic and modern aesthetics.

Notable Matches:

- **Vista** - #72695C ($\Delta E=0.00$)
- **Pantone FHI 18-0615 TPG** - Stone Gray - #72695C ($\Delta E=0.00$)
- **Australian Standard AS2700 X61** - Wombat - #6D5C51 ($\Delta E=5.89$)
- **Benjamin Moore 1554** - Dash of Pepper - #73695A ($\Delta E=1.28$)
- **Jotun 8046** - Twig Brown - #766D5B ($\Delta E=3.24$)

Why Designers Use It:

- **Natural & Earthy Appeal:** Often associated with natural materials like stone, wood, and earth, this color is a go-to for creating a calm, grounded atmosphere. Designers use it for interior spaces where a soothing, neutral tone is needed without being too stark or dull.
- **Versatile in Modern & Classic Themes:** From rustic farmhouse kitchens to modern office spaces, this color fits seamlessly into a wide range of design styles. It's frequently used in furniture, textiles, and even digital applications for a contemporary yet warm feel.
- **Industry Use:** Common in interior design, especially for home decor and corporate environments. Also utilized in automotive finishes and branding for products aiming to convey reliability and sophistication. In certain cultures, this shade is associated with stability and comfort.
- **Regional Associations:** This color has a widespread appeal in Western countries, especially in architecture and modern decor. It often represents a neutral, universally adaptable option for both private and public spaces.

- **Color Tradition:** There is an interesting connection to materials like stone and clay in ancient cultures, as this hue mirrors the colors of natural, earthen substances. Its continued popularity in design likely stems from this historical link to warmth and natural beauty.

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