

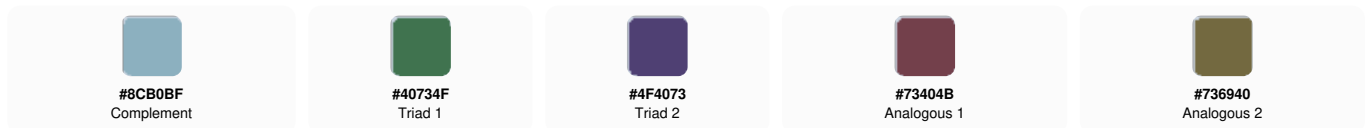
# #734F40



Permalink: <https://hextoral.com/hex-colors/color-code-details/734f40/>

Metric	Value	Metric	Value
RGB	115, 79, 64	Brightness	89.9
HSL (°,%,%)	18°, 28%, 35%	HSV V %	45 %
Lab (L*,a*,b*)	37.1, 13.1, 14.9	CMYK (%)	0%, 31%, 44%, 55%
Contrast Black	2.92:1	Contrast White	7.19:1

## Palette neighbours



## Tints & Shades



## Color Profile: #734F40

**Common Name:** *Root Beer Candy*

**RGB:** 115, 79, 64

**HSL:** 18°, 21%, 34%

**Contrast vs White:** 56.5 (Passes AA)

**Contrast vs Black:** 10.7 (Fails AA)

**Mood Blurp:** #734F40 evokes a warm, earthy aesthetic, reminiscent of traditional leather tones and rich, comforting textures. It brings a sense of stability and nostalgia, often associated with classic, rustic charm. The color has been seen in modern interior designs and vintage branding, symbolizing sophistication with a laid-back vibe.

### Close Named Matches:

- Benjamin Moore - **Root Beer Candy**: #734F40 (Exact Match)
- Jotun Paint - **Deep Maroon**: #734A43
- Kelly Moore - **Rich Earth**: #724E40
- Sikkens - **D2.20.30**: #724D3E

### Why Designers Use It:

This deep, rich brown hue is often favored in design for its earthy, grounded quality. It complements natural textures such as wood and leather, making it a top choice for rustic and vintage-inspired spaces. Designers commonly use this color in both interior and product design to create a sense of warmth, comfort, and classic luxury. It is highly versatile, fitting comfortably in traditional, modern, or industrial styles. The color's association with organic materials and natural tones helps designers create environments that feel both inviting and timeless.

In industries like fashion, furniture design, and interior decor, #734F40 is commonly seen in furniture, leather goods, and branding for premium products. Its

neutral yet distinguished nature allows it to blend seamlessly into high-end and luxury spaces, contributing to its widespread appeal in upscale interior design trends. It is also gaining traction in automotive design, where deep, earthy tones are used to evoke a sense of sophistication and style.

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