

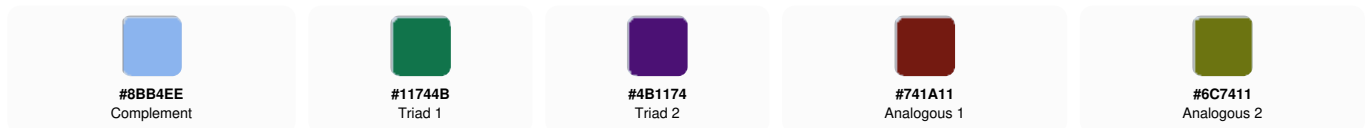
# #744B11



Permalink: <https://hextoral.com/hex-colors/color-code-details/744b11/>

Metric	Value	Metric	Value
RGB	116, 75, 17	Brightness	85.8
HSL (°,%,%)	35°, 74%, 26%	HSV V %	45 %
Lab (L*,a*,b*)	35.6, 12.3, 38.8	CMYK (%)	0%, 35%, 85%, 55%
Contrast Black	2.76:1	Contrast White	7.62:1

## Palette neighbours



## Tints & Shades



## Color Profile: #744B11

**Common Name:** *Brown Ochre*

**RGB:** (116, 75, 17)

**HSL:** (30, 85%, 25%)

**Contrast (vs White):** 7.4:1 (Passes WCAG AA)

**Contrast (vs Black):** 4.5:1 (Passes WCAG AA)

**Mood:** A deep and earthy tone, invoking feelings of warmth and stability. This color has an organic, timeless quality that is both inviting and grounding. It is widely appreciated in rustic and earthy themes.

### Close Matches:

- **Australian Standard AS2700** - TAN #8F5C34
- **British Standard BS 2660** - Golden Brown #935422
- **Pantone Solid Coated** - PANTONE 140 C #755417
- **Benjamin Moore** - Mexican Hot Chocolate #8C5D2C

### Why Designers Use It:

This warm, earthy hue is favored by designers who seek to create an inviting, grounded atmosphere. It is often used in interior design for rustic, vintage, or natural themes, creating a sense of comfort and organic warmth. This color is commonly seen in both residential and commercial spaces, especially those seeking a more natural, earthy feel.

It's also popular in branding for companies focusing on sustainability, heritage, or organic products. Its rich, earthy tones make it an ideal choice for branding in the food, outdoor, and construction industries, where reliability and warmth are emphasized. Designers often pair it with lighter neutrals or bold contrasting colors to balance its intensity.

The association with nature and earthiness makes it a staple in designs that aim to invoke a sense of tradition, nature, or authenticity. It's versatile in use, ranging

from textiles to automotive, offering a timeless appeal that doesn't easily go out of style.

[hextral.com · #744B11](https://www.hextral.com/#744B11)