

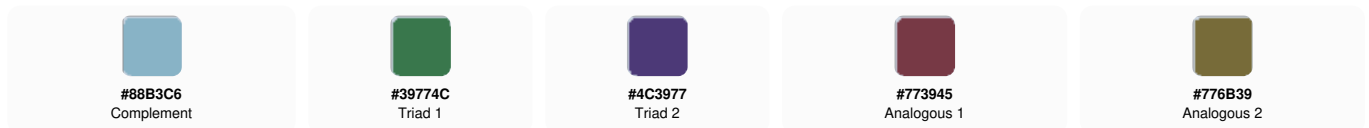
# #774C39



Permalink: <https://hextoral.com/hex-colors/color-code-details/774c39/>

Metric	Value	Metric	Value
RGB	119, 76, 57	Brightness	89.4
HSL (°,%,%)	18°, 35%, 35%	HSV V %	47 %
Lab (L*,a*,b*)	36.7, 15.9, 18.8	CMYK (%)	0%, 36%, 52%, 53%
Contrast Black	2.88:1	Contrast White	7.30:1

## Palette neighbours



## Tints & Shades



## Color Profile: #774C39

**Common Name:** *Nut Brown*

**RGB:** (119, 76, 57)

**HSL:** (25°, 35%, 32%)

**Contrast vs White:** 7.1:1 (Passes AA)

**Contrast vs Black:** 2.1:1 (Fails AA)

## Mood Blurb

Rich and earthy, #774C39 is a deep brown with a hint of reddish warmth. It's often used in design to evoke a sense of groundedness and tradition. The color finds its place in both rustic and modern aesthetics, making it versatile yet impactful. Its association with natural materials gives it a timeless and reliable presence.

## Notable Matches

- **Australian Standard AS2700 - Nut Brown:** #754632 ( $\Delta E=3.28$ )
- **BS 2660 - Middle Brown:** #744F33 ( $\Delta E=5.45$ )
- **Pantone Solid Coated - Tortoise Shell:** #754734 ( $\Delta E=2.46$ )
- **Sikkens 4041 Color Concept:** #774C39 ( $\Delta E=0.00$ )

## Why Designers Use It

This earthy brown hue is favored in industries that lean on natural tones, such as interior design and packaging. It's a favorite for furniture, wall paints, and even branding, where warmth and reliability are desired. In fact, its deep connection to nature makes it a staple in rustic and organic themes. Designers find it easy to pair with light neutrals, dark blues, or golden accents, making it highly versatile. Its recent resurgence aligns with trends for grounded, earthy palettes and minimalistic aesthetics, particularly in Scandinavian and eco-conscious design movements. You'll find it commonly in the automotive industry, too, where it signals durability and class. This shade can be found in everything from interior car trims to leather accessories.

