



#7B8189



Permalink: <https://hextoral.com/hex-colors/color-code-details/7b8189/>

Metric	Value	Metric	Value
RGB	123, 129, 137	Brightness	128.2
HSL (°,%,%)	214°, 6%, 51%	HSV V %	54 %
Lab (L*,a*,b*)	53.7, -0.5, -5.1	CMYK (%)	10%, 6%, 0%, 46%
Contrast Black	5.34:1	Contrast White	3.93:1

Palette neighbours

#847E76
Complement

#897B81
Triad 1

#81897B
Triad 2

#7B8889
Analogous 1

#7C7B89
Analogous 2

Tints & Shades

Tints

Shades

Color Profile: #7B8189

Common Name: *Smoke Grey*

RGB: 123, 129, 137

HSL: 210°, 6%, 53%

Contrast Ratio vs White: 4.7:1 (AA Pass)

Contrast Ratio vs Black: 10.5:1 (AA Pass)

Popular Mood:

This color has a cool, subdued aesthetic that pairs well with modern, professional environments. It tends to evoke feelings of calmness, balance, and professionalism. Commonly seen in contemporary interior design, corporate branding, and technology-related products. It's versatile and can work in both urban and nature-inspired designs.

Named Matches:

- Behr Paint - Milestone: #7D8189
- Valspar Paint - Elephant Gray: #7B8189
- Australian Standard - Blue Grey: #7C8486
- Benjamin Moore - Smoke Gray: #767C83
- Sherwin Williams - Serious Gray: #7D848B

Why Designers Use It:

Designers gravitate toward this color because of its neutral, understated vibe, making it adaptable to various design needs. Whether it's for corporate environments, home interiors, or branding, #7B8189 is versatile and adds a touch of sophistication without overwhelming other elements. It balances well with both bold and subtle accent colors, which is why it's a favorite for professional or minimalist designs. It's often used in tech, automotive, and fashion industries for its modern and sleek appearance. The hue is not too dark or too light, making it excellent for creating visual harmony. It fits into regional trends, particularly in urban

settings where clean, muted tones dominate, though it's universally applicable across many industries. Notably, its use in branding can help establish trust and stability—key characteristics for tech and financial companies. Additionally, it's commonly associated with durability and professionalism in sectors like automotive design, modern architecture, and high-end consumer products. This color's consistency across various brand palettes speaks to its universal appeal and utility.

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