

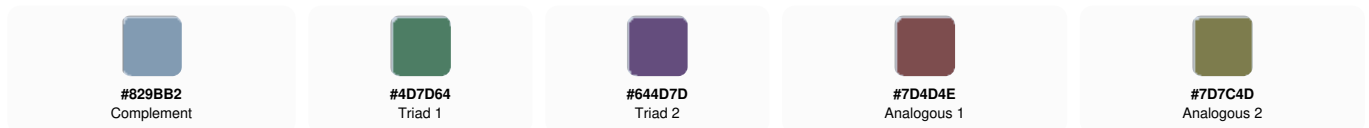
#7D644D



Permalink: <https://hextral.com/hex-colors/color-code-details/7d644d/>

| Metric | Value | Metric | Value |
|----------------|-----------------|----------------|-------------------|
| RGB | 125, 100, 77 | Brightness | 105.9 |
| HSL (°,%,%) | 29°, 24%, 40% | HSV V % | 49 % |
| Lab (L*,a*,b*) | 44.2, 6.6, 16.9 | CMYK (%) | 0%, 20%, 38%, 51% |
| Contrast Black | 3.80:1 | Contrast White | 5.52:1 |

Palette neighbours



Tints & Shades



Color Profile: #7D644D

Common Name: *Tea Chest*

RGB: (125, 100, 77)

HSL: (28°, 22%, 38%)

Contrast with White: 57.3% (AA Pass)

Contrast with Black: 53.3% (AA Pass)

Mood Description:

This rich, warm brown with a slight hint of red brings a cozy, grounded feeling. It's often associated with earthiness and reliability, making it a versatile choice for various applications, from interior design to branding. Its natural tones evoke rustic charm, and it's considered both comforting and elegant. This color is a popular choice for creating a sense of stability and sophistication.

Close Matches:

- **Sherwin-Williams:** Tea Chest (#7D644D), $\Delta E=0.00$
- **Australian Standard AS2700:** Khaki (#826442), $\Delta E=7.08$
- **BS 2660:** Copra (#7F604E), $\Delta E=3.88$
- **Benjamin Moore:** Lodge (#7E674E), $\Delta E=1.69$
- **Pantone FHI:** Otter (#7F674F), $\Delta E=1.29$

Why Designers Use It:

- **Natural and Organic Feel:** This color is often favored for its earthy, natural vibe, making it a top choice in interior design, particularly in spaces that aim for a grounded, organic atmosphere.
- **Versatility:** Designers often select this color for both rustic and contemporary settings due to its ability to work well with a variety of other colors.
- **Branding and Identity:** It's popular in branding, particularly for companies that want to convey trust, stability, and warmth. It's a common choice in

industries such as hospitality, retail, and even fashion.

- **Cultural Ties:** Tea Chest evokes a sense of history, with roots in older, traditional aesthetics, giving it a nostalgic, vintage appeal in some contexts.
- **Trendy yet Timeless:** While somewhat classic, this color has found resurgence in modern design trends, especially in natural, bohemian-inspired interiors and branding.

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