

#803740



Permalink: <https://hextoral.com/hex-colors/color-code-details/803740/>

Metric	Value	Metric	Value
RGB	128, 55, 64	Brightness	84.5
HSL (°,%,%)	353°, 40%, 36%	HSV V %	50 %
Lab (L*,a*,b*)	33.3, 32.4, 10.0	CMYK (%)	0%, 57%, 50%, 50%
Contrast Black	2.54:1	Contrast White	8.27:1

Palette neighbours



#7FC8BF
Complement



#408037
Triad 1



#374080
Triad 2



#803765
Analogous 1



#805337
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #803740

Common Name: *Vista*

RGB: rgb(128, 55, 64)

HSL: hsl(354, 25%, 36%)

Contrast: White: 3.2 (Fail AA) | Black: 10.8 (Pass AA)

Mood: This deep, earthy shade blends the bold richness of burgundy with the soft touch of brown. It's often used to evoke a sense of warmth and timelessness, making it a popular choice in designs that seek to communicate comfort, elegance, and a slightly vintage or rustic atmosphere.

Close Matches:

- **Vista** #803740 (Exact match)
- **Australian Standard R45 - Ruby** #893F4C (ΔE=4.36)
- **British Standard BS 2660-1025 - Crimson / Cherry** #6A2C31 (ΔE=7.64)
- **Jotun - Dragon Red** #883E3C (ΔE=6.98)
- **Benjamin Moore - Pottery Red** #864045 (ΔE=3.73)

Why Designers Use It:

This color is commonly chosen for its versatility and timeless appeal. It's frequently used in both contemporary and traditional designs, particularly in interiors and fashion. Its rich, muted tones are ideal for creating cozy, welcoming environments. The color is particularly favored by designers in industries such as interior design, textiles, and even branding for premium or high-end products. The association with luxury, warmth, and maturity gives it a unique place in color palettes for both modern and classic applications. Vista, as well as similar tones, are often utilized in design themes for fall/winter collections and vintage-style aesthetic trends. It also has a regional connection to Mediterranean and European color schemes, frequently seen in rustic or historical building designs.

