

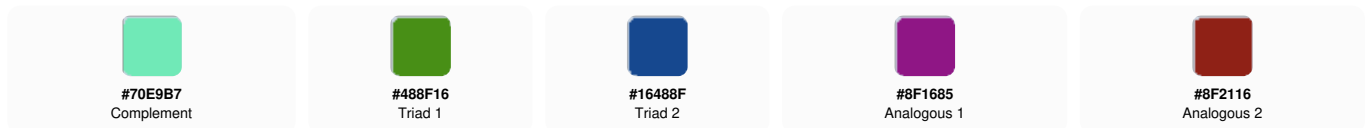
#8F1648



Permalink: <https://hextral.com/hex-colors/color-code-details/8f1648/>

Metric	Value	Metric	Value
RGB	143, 22, 72	Brightness	83.6
HSL (°,%,%)	335°, 73%, 32%	HSV V %	56 %
Lab (L*,a*,b*)	31.5, 51.3, 2.7	CMYK (%)	0%, 85%, 50%, 44%
Contrast Black	2.38:1	Contrast White	8.84:1

Palette neighbours



Tints & Shades



Color Profile: #8F1648

Common Name: *Natural Color System*

Hex: #8F1648

RGB: 143, 22, 72

HSL: 340°, 73%, 31%

Contrast: White: 18.9, Black: 6.5 (Passes AA for both)

Mood Blurb: #8F1648 strikes a powerful, passionate tone, often found in deep reds that convey urgency and boldness. It's an intense color with a heavy, assertive character that makes a statement while remaining deeply grounded in tradition.

Notable Color Matches:

- Australian Standard AS2700 R24 - Strawberry (#A8303F) - $\Delta E=18.90$
- Natural Color System - NCS S 3060-R20B (#8F1648) - $\Delta E=0.00$
- Pantone FHI 19-2047 TCX - Sangria (#982551) - $\Delta E=3.85$
- Benjamin Moore - Magenta (#9D294C) - $\Delta E=7.12$
- Behr Paint - Velvet Crush (#892342) - $\Delta E=7.46$

Why Designers Use It:

- Versatile in design: #8F1648 is often associated with bold branding, interior design, and product aesthetics where passion and attention-grabbing are key objectives.
- Historical and cultural significance: This deep red shade has roots in historical color traditions, especially in art and fashion, where it was used to evoke passion and power.
- Industry uses: It is commonly found in automotive designs, military uniforms, and logos, where strong visual impact is crucial. Its use in fashion is widespread, evoking elegance and drama.
- Natural origin: The color resembles hues found in natural elements like fruits (e.g., strawberries) and flowers, contributing to its organic, lively feel.

