

# #8C4A4A



Permalink: <https://hextral.com/hex-colors/color-code-details/8c4a4a/>

Metric	Value	Metric	Value
RGB	140, 74, 74	Brightness	98.5
HSL (°,%,%)	0°, 31%, 42%	HSV V %	55 %
Lab (L*,a*,b*)	39.5, 27.8, 12.6	CMYK (%)	0%, 47%, 47%, 45%
Contrast Black	3.19:1	Contrast White	6.58:1

## Palette neighbours



## Tints & Shades



## Color Profile: #8C4A4A

**Common Name:** *Ruby Red*

**RGB:** (140, 74, 74)

**HSL:** (0°, 30%, 44%)

**Contrast vs White:** 2.9:1 (Fails AA)

**Contrast vs Black:** 9.6:1 (Passes AA)

**Mood:** #8C4A4A is a strong, deep red with a rich, warm undertone that speaks of passion, energy, and sophistication. This color has an intense and dramatic presence, often evoking emotions of boldness and confidence. It's commonly seen in artistic, luxury, or vintage settings, symbolizing strength and prestige. Popular in fashion and interior design, it brings both warmth and elegance to a palette.

### Close Named Matches:

- **Australian Standard AS2700 - Ruby:** #893F4C ( $\Delta E=7.80$ )
- **BS 2660 - Crimson:** #6A2C31 ( $\Delta E=12.71$ )
- **Behr - Pompeian Red:** #8D4949 ( $\Delta E=1.00$ )
- **Pantone Solid Coated - 697 C:** #853C47 ( $\Delta E=7.44$ )
- **Benjamin Moore - Warm Earth:** #924E4F ( $\Delta E=2.05$ )

## Why Designers Use It

This color is frequently chosen by designers for its timeless elegance and ability to command attention without being overpowering. Often used in interior design, fashion, and luxury branding, it brings a classic yet modern feel to any project. Its warm and grounded hue adds depth and richness, making it a preferred choice in spaces meant to evoke confidence, such as boardrooms, upscale restaurants, or boutiques.

The color draws inspiration from natural elements like red gemstones, sunsets, and rich earth tones. Designers gravitate toward it for creating contrasts that aren't too harsh, especially when paired with neutrals like beige or charcoal. It's not tied to any particular industry but is versatile enough to work in fields ranging from fashion to high-end automotive design. It's also popular in vintage or retro styles, capturing the nostalgia of earlier design eras.

Its use in automotive and luxury goods can be linked to its connection to strength and exclusivity. The Delta E values suggest that subtle variations of this shade can have dramatic effects on visual perception, which is critical for brand identity and visual marketing.

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