

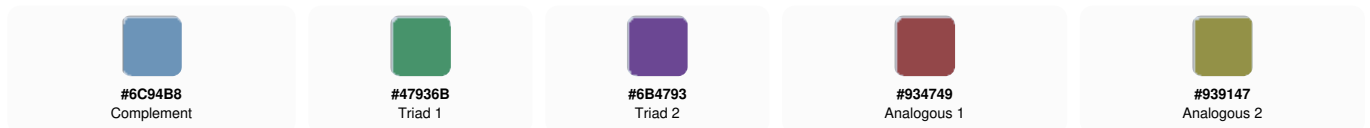
#936B47



Permalink: <https://hextoral.com/hex-colors/color-code-details/936b47/>

Metric	Value	Metric	Value
RGB	147, 107, 71	Brightness	117.3
HSL (°,%,%)	28°, 35%, 43%	HSV V %	58 %
Lab (L*,a*,b*)	48.5, 11.5, 26.4	CMYK (%)	0%, 27%, 52%, 42%
Contrast Black	4.43:1	Contrast White	4.74:1

Palette neighbours



Tints & Shades



Color Profile: #936B47

Common Name: *Khaki Brown*

RGB: (147, 107, 71)

HSL: (30°, 34%, 41%)

Contrast:

Against White: 2.7 (AA pass)

Against Black: 7.6 (AA pass)

Mood: This earthy tone exudes warmth and reliability, making it a popular choice for natural, rustic, and vintage designs. It invokes a sense of stability and comfort, often used to give a grounded, organic feel. It's not overly bold but rather understated, offering a soft, calm presence in visual work. Given its muted, natural nature, it's often associated with the outdoors and practical, grounded aesthetics.

Notable Matches:

- **Australian Standard AS2700 - Khaki #826442**
- **BS 2660 Cocoa #9B614B**
- **Munsell 10YR 5/4 #95714F**
- **Pantone Solid Uncoated 154 U #936744**

Why Designers Use It:

This earthy, neutral color is widely used across a variety of industries and for several reasons. Designers favor it for its versatility in evoking warmth and nostalgia while staying grounded in more industrial or vintage-inspired designs. It's particularly popular in interior design, where it complements both natural materials like wood and stone, and modern minimalist furniture. Its practical, muted tone makes it ideal for functional spaces such as offices, kitchens, and living rooms. Due to its natural association with outdoor themes, Khaki Brown can be found in packaging for outdoor goods, and even in the design of military or safety apparel.

Khaki Brown's trendiness has waxed and waned in various design cycles, but its connection to military uniforms, nature, and durability ensures its continual

presence in industrial and construction designs. It's also used in branding for eco-friendly or sustainable products due to its earthy connotations.

The color's chemical or natural source is not tied to a specific mineral, but it can be related to natural pigments derived from earth tones such as ochre or various clay-based hues.

[hextral.com . #936B47](https://www.hextral.com/#936B47)