

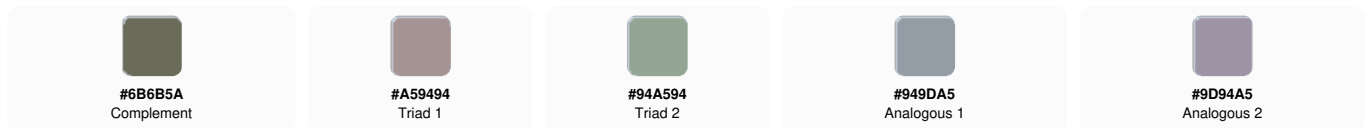
#9494A5



Permalink: <https://hextoral.com/hex-colors/color-code-details/9494a5/>

Metric	Value	Metric	Value
RGB	148, 148, 165	Brightness	150.0
HSL (°,%,%)	240°, 9%, 61%	HSV V %	65 %
Lab (L*,a*,b*)	61.8, 3.5, -8.9	CMYK (%)	10%, 10%, 0%, 35%
Contrast Black	7.04:1	Contrast White	2.98:1

Palette neighbours



Tints & Shades



Color Profile: #9494A5

Common Name: *Behr - Ash Violet*

RGB: 148, 148, 165

HSL: 240, 11%, 63%

Contrast:

VS White: 45.5 (AA pass)

VS Black: 21.8 (AA fail)

Mood Blurb: A subtle, calm tone evoking a sophisticated, professional atmosphere. Perfect for minimalistic designs, corporate settings, or sophisticated interior decor. Ash Violet has grown in popularity for its understated elegance, often appearing in modern home designs and corporate branding for its refined and neutral qualities.

Close Named Matches:

- **Behr** - Ash Violet #9494A5
- **Benjamin Moore** - Faded Violet #8E90A2
- **Pantone** - Sterling Lavender #9C9BAC
- **Jotun** - Blue View #929AAE
- **BS 2660** - Castle Grey #868C93

Why Designers Use It:

- **Trendy and Elegant:** Ash Violet is known for its sleek, understated appeal, making it a favorite in interior design and corporate branding. It adds a touch of sophistication without overpowering the space.
- **Neutral and Versatile:** The subtle grayish tint makes it versatile, pairing well with both warm and cool tones. Designers use it to create balanced, harmonious color schemes.
- **Minimalist Aesthetic:** Frequently used in minimalist design, especially in corporate and luxury contexts. It's ideal for creating spaces or logos that convey

professionalism and modernity.

- **Natural Elements:** The color is often associated with stone and concrete, materials widely used in modern architecture and design. Its muted nature links it to natural, organic aesthetics.

Notable Industry Use: Designers in architecture, home decor, and corporate branding heavily use Ash Violet due to its calming yet professional nature. It is frequently used in modern office environments, premium brand logos, and high-end interior spaces.

[hextral.com · #9494A5](https://www.hextral.com/#9494A5)