



#98501D



Permalink: <https://hextoral.com/hex-colors/color-code-details/98501d/>

Metric	Value	Metric	Value
RGB	152, 80, 29	Brightness	103.7
HSL (°,%,%)	25°, 68%, 35%	HSV V %	60 %
Lab (L*,a*,b*)	42.0, 26.3, 41.5	CMYK (%)	0%, 47%, 81%, 40%
Contrast Black	3.50:1	Contrast White	6.00:1

Palette neighbours



#67AFE2
Complement



#1D9850
Triad 1



#501D98
Triad 2



#981D28
Analogous 1



#988E1D
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #98501D

Common Name: *Golden Tan*

RGB: (152, 80, 29)

HSL: (31°, 69%, 36%)

Contrast Ratio:

vs White: 5.5:1 (AA Pass)

vs Black: 10.5:1 (AA Pass)

Mood: This color exudes warmth and sophistication, often evoking a cozy and natural feeling. It carries an earthy yet refined energy, commonly associated with autumn or organic materials like wood and stone. Its subtle strength creates an inviting atmosphere without overwhelming the senses.

Close Matches:

Australian Standard AS2700 - Golden Tan (#8E532D) ΔE=10.63

British Standard BS 2660 - Golden Brown (#935422) ΔE=4.86

Jotun Paint - Cocoa Root (#A36F3E) ΔE=15.59

Munsell Color System - 5YR 4/8 (#914F1A) ΔE=2.92

Why Designers Use It:

- This shade of golden tan is a popular choice in both interior and exterior design due to its ability to blend harmoniously with a variety of textures and colors. It is often seen in traditional and rustic settings, evoking natural materials like wood and earth. Its balanced hue is ideal for creating grounded, serene environments in homes and commercial spaces alike.
- Being a neutral yet rich color, it is frequently used in furniture design, wall coatings, and textiles, particularly in warm-toned environments. In automotive design, it finds itself in interiors where it can provide a sophisticated but subtle accent.
- With its inherent connection to nature, it has ties to design philosophies that favor organic and sustainable materials, such as eco-friendly building projects. It also plays a role in industries like architecture, where its timeless appeal creates a harmonious, classic aesthetic.
- Though not as trendy as some other colors, its understated elegance ensures it remains a staple for those looking for a reliable, versatile option. Its

presence can be found globally in various industries, from paint palettes to textile patterns.

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