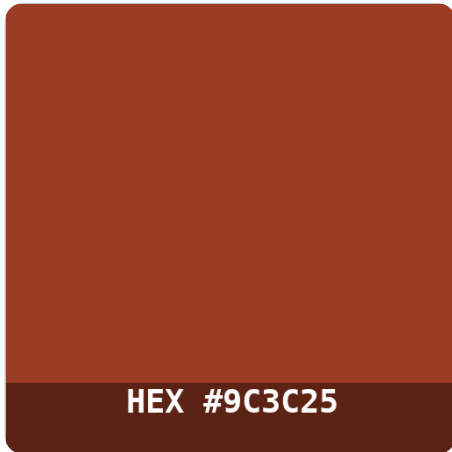


#9C3C25



Permalink: <https://hextoral.com/hex-colors/color-code-details/9c3c25/>

Metric	Value	Metric	Value
RGB	156, 60, 37	Brightness	97.7
HSL (°,%,%)	12°, 62%, 38%	HSV V %	61 %
Lab (L*,a*,b*)	38.6, 38.7, 34.2	CMYK (%)	0%, 62%, 76%, 39%
Contrast Black	3.09:1	Contrast White	6.80:1

Palette neighbours



Tints & Shades



Color Profile: #9C3C25

Common Name: *Pantone 174 C*

RGB: (156, 60, 37)

HSL: (14°, 61%, 39%)

Contrast Ratio: vs white: 4.9 (AA), vs black: 9.2 (AA)

Mood: Rich and earthy, this color evokes a warm, rustic, and grounded feeling. With its deep red-brown hue, it suggests a sense of strength and stability. Often associated with natural elements like terracotta and autumnal tones, it brings a timeless yet modern aesthetic, making it popular in both contemporary design and more traditional settings.

Close Named Matches:

- **Pantone 174 C** - #9C3C25 (Exact match)
- **Australian Standard AS2700 R14 Waratah** - #9B2B2A ($\Delta E=10.03$)
- **BS 2660 Post Office Red** - #922529 ($\Delta E=12.49$)
- **Jotun Signal Red** - #B03F3C ($\Delta E=11.19$)
- **Behr Deep Auburn** - #973525 ($\Delta E=3.64$)

Why Designers Use It:

- **Industry Use:** This rich reddish-brown is widely used in interior design, particularly for creating warm, inviting spaces in homes and offices. Its deep, earthy quality makes it a favorite for brands aiming to evoke trust, sophistication, and stability.
- **Trend:** It's not exactly new, but the color is making a resurgence in modern design. Often spotted in high-end furniture, textiles, and automotive interiors, this shade is celebrated for its natural, organic feel, ideal for both rustic and luxurious settings.
- **Manufacturing:** The color is often tied to terracotta materials and earthy paints, commonly used in the construction and architectural sectors. It also finds a place in the design of homeware, like ceramic goods and leather goods, where its natural, earthy tone conveys a handmade, artisanal aesthetic.
- **Geographical Affiliation:** Commonly seen in Mediterranean and Southwestern decor, where natural pigments and earthy tones dominate. Its use is

prevalent in regions that celebrate traditional craftsmanship, often paired with lighter, natural woods and stone finishes.

hextral.com · #9C3C25