

#9F9074



Permalink: <https://hextoral.com/hex-colors/color-code-details/9f9074/>

Metric	Value	Metric	Value
RGB	159, 144, 116	Brightness	145.8
HSL (°,%,%)	39°, 18%, 54%	HSV V %	62 %
Lab (L*,a*,b*)	60.4, 1.1, 16.9	CMYK (%)	0%, 9%, 27%, 38%
Contrast Black	6.72:1	Contrast White	3.13:1

Palette neighbours



Tints & Shades



Color Profile: #9F9074

Common Name: *Sand Camouflage*

Hex: #9F9074

RGB: (159, 144, 116)

HSL: (40, 14%, 49%)

Contrast: White: 2.5 (AA Fail)

Black: 6.5 (AA Pass)

Mood: #9F9074 evokes a calm, neutral tone, commonly seen in natural and muted palettes. It carries a slight earthiness, lending itself well to creating grounded, serene atmospheres. This color is versatile, often chosen for minimalist designs, military-inspired aesthetics, and outdoor-themed products.

Close Named Matches:

- **Ams Standard 595a Sand Camouflage** - #9F9074
- **Federal Standard 595c Sand Camouflage** - #9F9074
- **Behr Desert Shadows** - #9F9177
- **Benjamin Moore Palace Tan** - #9E9173
- **Jotun Olive Garden** - #948368

Why Designers Use It:

- **Timeless and adaptable:** This color is favored for its neutrality and warm, earthy undertones. Designers use it to create a sense of harmony and sophistication, often opting for its versatility in interiors and exteriors.
- **Military and industrial associations:** With its close ties to camouflage tones, #9F9074 is frequently used in design elements related to military, outdoor, and tactical themes. This makes it a top pick for branding or packaging aimed at outdoor gear, technology, or automotive industries.
- **Trend cycle relevance:** #9F9074 continues to be a popular choice in design due to the increasing trend of "natural" colors that evoke a sense of calm and sustainability. It can be found in products, furniture, and design elements that call back to earth tones or rustic style.

- **Wide range of applications:** Commonly used in furniture, clothing, and technology design, especially in industries where a practical and subdued aesthetic is needed. This color fits well in both modern and classic settings, making it widely adaptable for various products, from military uniforms to interior walls.
- **Nature and functionality:** Its appearance aligns with natural minerals and textures, making it a popular choice for companies focusing on sustainable materials, outdoor equipment, or eco-friendly products.

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