

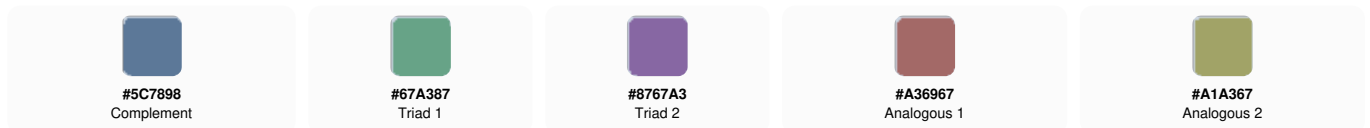
#A38767



Permalink: <https://hextoral.com/hex-colors/color-code-details/a38767/>

Metric	Value	Metric	Value
RGB	163, 135, 103	Brightness	140.9
HSL (°,%,%)	32°, 25%, 52%	HSV V %	64 %
Lab (L*,a*,b*)	58.1, 6.0, 21.2	CMYK (%)	0%, 17%, 37%, 36%
Contrast Black	6.22:1	Contrast White	3.38:1

Palette neighbours



Tints & Shades



Color Profile: #A38767

Common Name: *Chuck Wagon*

RGB: 163, 135, 103

HSL: 35°, 21%, 49%

Contrast with White: 56.7, Fails AA

Contrast with Black: 8.5, Passes AA

Mood: This rich and warm shade of brown invokes feelings of comfort and rustic simplicity, reminiscent of wooden cabins and hearty meals around a campfire. It's earthy and inviting, often evoking nostalgia for simpler times and cozy spaces. Popular in interior design, particularly for kitchens and living rooms, where warmth and grounding elements are needed. It also often appears in retro or vintage-themed spaces, providing a timeless and somewhat nostalgic atmosphere.

Notable Matches:

- **Dutch Boy - #A38767 (Exact Match)** - Known for its practical and reliable hues in home decoration, this color aligns with rustic, vintage aesthetics.
- **Behr - #A5876B** - A softer, lighter variant used often in interior spaces, especially in farmhouse and rustic decor styles.
- **Farrow and Ball - #998976** - A natural, earthy tone favored by those wanting a muted, subdued interior palette.
- **Jotun - #AF8C6C** - A classic, natural color often seen in Scandinavian design for its calm and neutral presence.
- **Pantone - #A88968** - Cartouche, used in fashion and home interiors, leaning towards a vintage, organic aesthetic.

Why Designers Use It

- This color brings a natural, grounded quality to designs, which makes it especially popular in home decor and interior design. It's versatile enough to be used in both traditional and contemporary settings, adding warmth and comfort.
- It's frequently used in vintage or rustic-themed spaces, giving rooms a cozy, lived-in feel. The color works well with natural wood, leather, and earthy textiles, often found in country-style kitchens or living rooms.
- The color's earthy undertones make it well-suited for designs aiming for a timeless, vintage, or retro look. It appeals to those who desire a more traditional,

neutral palette that still feels rich and inviting.

- This tone is particularly popular in Western and Southwestern designs, often used in furniture, accent walls, and textiles. It's a staple in the design of rural, farm-style, or lodge-inspired spaces, blending harmoniously with natural surroundings.
- Many automotive companies and designers in the outdoor or travel industry use variations of this color to evoke ruggedness and durability, like in off-road vehicles or camping gear.

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