

#A69D80



Permalink: <https://hextral.com/hex-colors/color-code-details/a69d80/>

| Metric | Value | Metric | Value |
|----------------|------------------|----------------|------------------|
| RGB | 166, 157, 128 | Brightness | 156.8 |
| HSL (°,%,%) | 46°, 18%, 58% | HSV V % | 65 % |
| Lab (L*,a*,b*) | 64.8, -1.6, 18.8 | CMYK (%) | 0%, 5%, 23%, 35% |
| Contrast Black | 7.76:1 | Contrast White | 2.71:1 |

Palette neighbours



Tints & Shades



Color Profile: #A69D80

Common Name: *Sage Moss*

RGB: 166, 157, 128

HSL: 46, 18%, 56%

Contrast vs White: 3.3:1 (AA pass)

Contrast vs Black: 12.3:1 (AA pass)

Mood: A muted, earthy tone with a natural feel. #A69D80 evokes a calm, grounded vibe, often used in designs that aim to reflect simplicity, timelessness, and organic aesthetics. Popular in interior design, particularly for creating a serene and welcoming environment, this color blends well with natural materials like wood, stone, and linen. It's a versatile choice for eco-conscious spaces or any design aiming to embody a rustic, yet refined style.

Close Matches:

- **Behr Paint:** Sage Moss (#A69D80) - *Exact match*
- **Benjamin Moore:** Shiitake Mushroom (#AB9E82) - $\Delta E=1.87$
- **Valspar Paint:** Cool Moss (#A39C7E) - $\Delta E=1.13$
- **Pantone FHI:** Twill (#A89F84) - $\Delta E=1.38$
- **Jotun Paint:** Rainforest (#9C9B80) - $\Delta E=3.75$

Why Designers Use It: This color's natural, earthy undertones make it a popular choice for creating a sense of calm in design spaces. It is widely used in home interiors, particularly in living rooms, bedrooms, and kitchens, to create a relaxed, organic atmosphere. It's often associated with eco-friendly and sustainable design trends, drawing from natural elements like moss, stone, and wood. Industries like furniture design, interior decor, and hospitality frequently use this color to reflect a connection with nature. It has a timeless quality, often bringing in vintage or rustic aesthetics without being overly bold. Its muted tone works well with both modern and traditional designs, making it versatile across multiple styles and regions.

