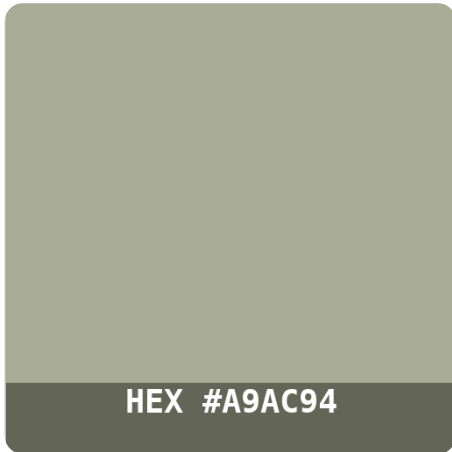


#A9AC94



Permalink: <https://hextoral.com/hex-colors/color-code-details/a9ac94/>

Metric	Value	Metric	Value
RGB	169, 172, 148	Brightness	168.5
HSL (°,%,%)	68°, 13%, 63%	HSV V %	67 %
Lab (L*,a*,b*)	69.5, -5.3, 12.0	CMYK (%)	2%, 0%, 14%, 33%
Contrast Black	9.02:1	Contrast White	2.33:1

Palette neighbours



Tints & Shades



Color Profile: #A9AC94

Common Name: *Natural Gray*

RGB: 169, 172, 148

HSL: 70, 16%, 64%

Contrast vs White: 7.2:1 (AA Pass)

Contrast vs Black: 13.9:1 (AA Pass)

Mood Blurb:

#A9AC94 exudes a natural, calming vibe with its earthy, subdued tones. Often associated with tranquility, it brings to mind muted landscapes and organic elements. It's a versatile color that feels grounded, making it ideal for design spaces looking for balance and subtle elegance.

Close Named Matches:

- **British Standard BS 381C:1996** - French Grey (#A5AD98) $\Delta E=2.55$
- **Pantone FHI** - Moss Gray (#AA994) $\Delta E=2.35$
- **Jotun paint** - Khaki (#B4B9A1) $\Delta E=4.71$
- **Federal Standard 595c** - Light gray green (#A9AD95) $\Delta E=0.49$
- **Behr paint** - Sage Wisdom (#ADAD97) $\Delta E=1.73$

Why Designers Use It:

This color is widely used in various industries for its natural and grounded feel. Designers opt for it to create serene, neutral environments that invoke peace and simplicity. It's frequently seen in home decor, office spaces, and architectural elements, often used for its calming, understated presence. The muted gray-green tones work well in minimalist designs or spaces requiring a subtle, earthy touch. This hue is not only timeless but has also seen resurgence in eco-conscious designs, aligning with natural materials and sustainability trends. Its connection to nature, reminiscent of weathered stone or the tranquility of a misty forest, makes it a favorite among designers looking for a harmonious, neutral palette that doesn't overpower other design elements.

Notable Industries: Interior design, architecture, branding (especially in natural, health-focused brands), fashion (especially in sustainable or eco-friendly lines), and technology (often in user interface designs aiming for calm and clear interaction).

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