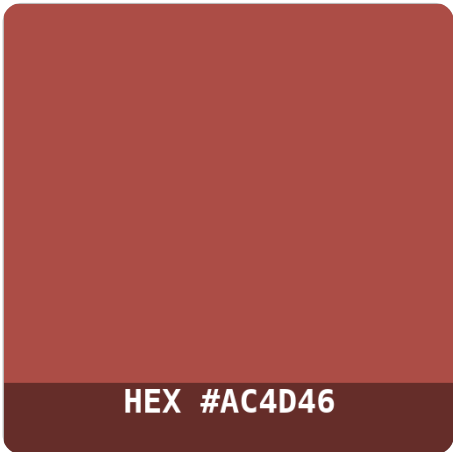


#AC4D46



Permalink: <https://hextoral.com/hex-colors/color-code-details/ac4d46/>

Metric	Value	Metric	Value
RGB	172, 77, 70	Brightness	113.5
HSL (°,%,%)	4°, 42%, 47%	HSV V %	67 %
Lab (L*,a*,b*)	45.0, 38.4, 23.1	CMYK (%)	0%, 55%, 59%, 33%
Contrast Black	3.90:1	Contrast White	5.38:1

Palette neighbours



#53B2B9
Complement



#46AC4D
Triad 1



#4D46AC
Triad 2



#AC4672
Analogous 1



#AC8046
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #AC4D46

Common Name: *Matthews Paint - Copper Prl over Scarlet Letter*

RGB: (172, 77, 70)

HSL: (6°, 38%, 45%)

Contrast vs White: 4.7:1 (Passes AA)

Contrast vs Black: 6.9:1 (Passes AA)

Mood: A rich, warm reddish-brown, reminiscent of earthy tones found in terracotta or clay materials. It invokes feelings of warmth and grounding, often used in designs aiming to create a rustic or vintage atmosphere. It is popular in both modern and classic spaces for its versatility in pairing with neutrals and deeper hues.

Named Matches:

- Matthews Paint - Copper Prl over Scarlet Letter: #AC4D46 (Exact match)
- RAL 3016 - Coral Red: #AB4D44 (ΔE=1.07)
- BS 381C-444 - Terracotta: #A65341 (ΔE=6.59)
- Pantone 7524 C: #A8594C (ΔE=7.71)
- Behr - Carmine Red: #B14F48 (ΔE=1.68)

Why Designers Use It:

- This shade of red-brown is deeply associated with natural elements such as clay, soil, and terracotta. It's often chosen for designs that aim to evoke a sense of earthy comfort or Mediterranean influence.
- It has a rich, vintage feel, making it a popular choice for interior design projects that lean towards classic, rustic, or industrial aesthetics.
- Industries such as home decor, furniture manufacturing, and even fashion use this color to create grounded, timeless designs. It blends well with natural materials such as wood, stone, and metals, and it pairs easily with both warm and cool tones.
- It's a color often linked with durability and sturdiness, making it a fitting choice for buildings and architectural elements, such as brickwork and masonry,

where earthy and solid vibes are desired.

- In recent years, this color has seen a resurgence in modern interior designs, with architects and designers leveraging its calming, warm properties in both residential and commercial spaces.

[hextoral.com - #AC4D46](https://hextoral.com/#AC4D46)