



#D75E48



Permalink: <https://hextoral.com/hex-colors/color-code-details/d75e48/>

Metric	Value	Metric	Value
RGB	215, 94, 72	Brightness	140.0
HSL (°,%,%)	9°, 64%, 56%	HSV V %	84 %
Lab (L*,a*,b*)	55.0, 46.1, 35.9	CMYK (%)	0%, 56%, 67%, 16%
Contrast Black	5.58:1	Contrast White	3.76:1

Palette neighbours



#28A1B7
Complement



#48D75E
Triad 1



#5E48D7
Triad 2



#D7487A
Analogous 1



#D7A648
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #D75E48

Common Name: *Sikkens 5051*

Hex: #D75E48

RGB: 215, 94, 72

HSL: 10°, 59%, 55%

Contrast Ratios

Contrast vs White: 3.5 (AA fail)

Contrast vs Black: 6.3 (AA pass)

About the Color

This shade of red-orange exudes a sense of warmth and energy, often evoking feelings of passion and vibrancy. It is closely associated with warmth and heat, reminiscent of the sun at its peak, and is commonly used to catch attention or create an inviting, bold atmosphere. It blends well with other earthy tones and can be used effectively in design contexts that aim to invoke action, enthusiasm, or creativity.

Notable Matches

- **Sikkens 5051** - Sikkens #D75E48
- **Pantone 7416 C** - Pantone Solid Coated #E6674A
- **Jotun 2018** - Jotun Paint #D75C3E
- **BS 2660-1022** - Reef Red #E17A67
- **RAL 2012** - Salmon Orange #D76C57

Why Designers Use It

- **Trendiness:** This color, often used in branding, packaging, and advertising, has seen resurgence in the modern design space, particularly in products that aim to evoke warmth, vitality, and attention.
- **Natural Inspiration:** Often associated with the colors of the sunset or autumn leaves, this hue draws from natural elements like fiery skies and dried foliage.
- **Industries:** Widely used in the food industry, automotive designs, and high-energy brands, this color communicates urgency, appetite, and action.
- **Cultural Associations:** In some cultures, shades of red-orange signify good fortune and prosperity, which makes this color popular in areas with a rich tradition of color symbolism.
- **Structural Appeal:** Its boldness makes it ideal for visual highlights and signage, ensuring that a design stands out against neutral backgrounds, making it especially useful in architectural signage and interior design.

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