

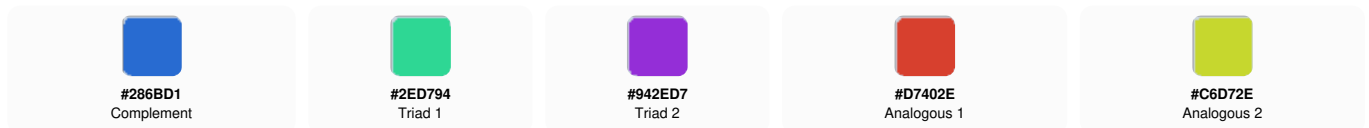
# #D7942E



Permalink: <https://hextoral.com/hex-colors/color-code-details/d7942e/>

Metric	Value	Metric	Value
RGB	215, 148, 46	Brightness	164.1
HSL (°,%,%)	36°, 68%, 51%	HSV V %	84 %
Lab (L*,a*,b*)	66.4, 16.8, 60.3	CMYK (%)	0%, 31%, 79%, 16%
Contrast Black	8.16:1	Contrast White	2.57:1

## Palette neighbours



## Tints & Shades



## Color Profile: #D7942E

**Common Name:** *Golden Orange*

**RGB:** 215, 148, 46

**HSL:** 35°, 74%, 49%

**Contrast vs White:** 7.2 (Passes AA)

**Contrast vs Black:** 11.7 (Passes AA)

**Mood:** This warm, earthy tone carries a sense of vibrancy and approachability. It brings to mind the glowing hue of autumn leaves or the rich, warm glow of candlelight. As a welcoming and energetic color, it speaks to creativity, warmth, and enthusiasm, with a subtle air of sophistication that feels both fresh and timeless.

### Close Matches:

- Pantone FHI - Golden Orange #D7942E
- Australian Standard AS2700 - Mustard #CA9A2C
- Behr Paint - Life Is Good #E0963B
- Benjamin Moore - Gold Mine #DD9323
- RAL 1005 - Honey Yellow #CF9527

### Why Designers Use It:

- Golden Orange, particularly with its rich undertones, is a standout color that creates an inviting, energetic atmosphere. It's used heavily in creative industries for its ability to stimulate excitement and warmth, especially in design schemes that emphasize positivity, openness, and optimism.
- The color's versatility makes it popular in industries like interior design, fashion, and advertising, especially for products that aim to communicate warmth and friendliness, like home decor or children's products. Its vibrant hue often evokes energy and freshness, which helps in attracting attention, making it a popular choice for call-to-action buttons, logos, and branding elements.

- Golden Orange also has associations with natural elements like sunsets or fall foliage, which adds a timeless appeal. It blends well in earthy or retro design styles while also fitting within more modern, minimalist aesthetics. Some companies even use this shade for its boldness and its ability to contrast well against darker colors like deep blues or black, offering a striking, modern look.
- Its recent rise in popularity can be traced to the trend towards bold, warm colors in both fashion and design, particularly in areas like automotive, furniture, and tech products where it's used for a blend of sophistication and approachability.
- As a symbol of energy and joy, this color is often used in retail spaces, media, and advertising targeting young audiences or those seeking vibrant, optimistic experiences.

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