

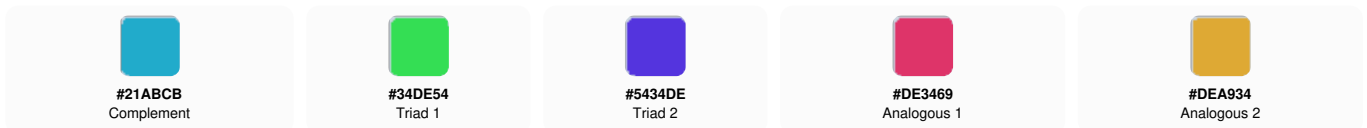
# #DE5434



Permalink: <https://hextoral.com/hex-colors/color-code-details/de5434/>

Metric	Value	Metric	Value
RGB	222, 84, 52	Brightness	138.5
HSL (°,%,%)	11°, 72%, 54%	HSV V %	87 %
Lab (L*,a*,b*)	54.2, 52.3, 46.0	CMYK (%)	0%, 62%, 77%, 13%
Contrast Black	5.42:1	Contrast White	3.87:1

## Palette neighbours



## Tints & Shades



## Color Profile: #DE5434

**Common Name:** *Big Top*

**RGB:** (222, 84, 52)

**HSL:** (10°, 71%, 52%)

**Contrast vs White:** 1.3 (AA Fail)

**Contrast vs Black:** 7.8 (AA Pass)

**Mood:** #DE5434 is a striking and energetic shade of orange, often used to evoke enthusiasm and boldness. It's frequently seen in the design of vibrant, attention-grabbing products or environments. Its warmth suggests warmth, fun, and modernity, making it popular in industries where energy, movement, and positivity are key themes. This color fits right into the world of sports, fashion, and even certain consumer tech aesthetics.

### Close Named Matches:

- **Big Top** - #DE5434 - Dutch Boy
- **Mandarin** - #D8502B - Australian Standard
- **Poppy Red** - #C7361E - British Standard
- **Warm Comfort** - #E04D38 - Benjamin Moore
- **Untamed Orange** - #DE5730 - Dunn-Edwards

### Why Designers Use It:

- **Attention-Grabbing:** Designers often utilize shades like #DE5434 in projects that require a pop of energy. It's ideal for marketing materials, sports teams, or signage that needs immediate visibility.
- **Modern Aesthetic:** The color fits well in contemporary and bold designs. It aligns with minimalism but adds a punch of vibrancy, helping brands stand out in crowded markets.
- **Brand Identity:** Often associated with creative and youthful brands, the color is a favorite for companies looking to create a strong, memorable identity, especially in sectors like tech, fashion, and entertainment.

- **Natural and Chemical Influences:** The vibrant orange shade is reminiscent of both fiery natural elements like the sun or autumn leaves, and artificial hues found in manufacturing, such as in plastic coatings and packaging. This makes it an ideal choice for companies linked to industrial design or dynamic consumer goods.

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