

#E76C78



Permalink: <https://hextoral.com/hex-colors/color-code-details/e76c78/>

Metric	Value	Metric	Value
RGB	231, 108, 120	Brightness	156.3
HSL (°,%,%)	354°, 72%, 66%	HSV V %	91 %
Lab (L*,a*,b*)	60.8, 48.7, 16.6	CMYK (%)	0%, 53%, 48%, 9%
Contrast Black	6.81:1	Contrast White	3.08:1

Palette neighbours



Tints & Shades



Color Profile: #E76C78

Common Name: Munsell - 2.5r 6/12

RGB: 231, 108, 120

HSL: 358°, 60%, 65%

Contrast vs White: 4.5:1 (AA Pass)

Contrast vs Black: 9.3:1 (AAA Pass)

Mood: This shade evokes a soft yet vibrant warmth, reminiscent of sunset hues blending into a gentle pink. It strikes a balance between warmth and subtlety, often used to create inviting and peaceful atmospheres. This color is known for its rich, balanced tones that convey both calmness and energy, making it a popular choice for both interior design and fashion.

Named Matches:

- **Munsell Color System:** #E76C78 (Exact Match)
- **Behr Paint:** Melody Pink (#DB6571) $\Delta E=3.61$
- **Pantone Fashion Home Interiors:** Porcelain Rose (#E57073) $\Delta E=4.56$
- **PPG Paint:** Bleeding Heart (#E66A77) $\Delta E=0.77$
- **Jotun Paint:** Maple Salmon (#DD7569) $\Delta E=12.62$

Why Designers Use It:

- **Emotional Impact:** This color is versatile, striking a balance between boldness and subtlety. Designers use it to evoke warmth, friendliness, and approachability without overwhelming the senses. It's a great choice for creating inviting spaces that are both energizing and soothing.
- **Trendiness:** It has been a steady favorite in fashion, interior design, and branding. Its modern, yet timeless appeal makes it perfect for both contemporary and classic aesthetics. Many tech brands and cosmetic companies use this color for its versatility and emotional appeal.
- **Natural Associations:** The color is closely related to shades found in nature, such as soft sunsets and blooming flowers, often invoking feelings of

tranquility, romance, or energy depending on its application.

- **Industry Usage:** This color is particularly favored in the beauty and fashion industries, where it is used in makeup packaging, clothing lines, and branding materials. It's also popular in home decor, especially in spaces designed to be calm, yet uplifting.

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