



#F08F48



Permalink: <https://hextoral.com/hex-colors/color-code-details/f08f48/>

Metric	Value	Metric	Value
RGB	240, 143, 72	Brightness	172.7
HSL (°,%,%)	25°, 85%, 61%	HSV V %	94 %
Lab (L*,a*,b*)	68.5, 31.0, 52.2	CMYK (%)	0%, 40%, 70%, 6%
Contrast Black	8.73:1	Contrast White	2.41:1

Palette neighbours



#0F70B7
Complement



#48F08F
Triad 1



#8F48F0
Triad 2



#F04855
Analogous 1



#F0E348
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #F08F48

Common Name: RAL 060 70 60

RGB: 240, 143, 72

HSL: 28°, 76%, 62%

Contrast vs White: 7.4:1 (AA Pass)

Contrast vs Black: 2.5:1 (AA Fail)

Trend & Mood:

#F08F48 is a warm, vivid orange hue that evokes feelings of energy and enthusiasm. Commonly associated with warmth, creativity, and vitality, this color is often used to capture attention and spark excitement. It carries a sense of modernity and is favored in energetic branding and visual art for its high visibility and strong emotional appeal.

Close Named Matches:

- RAL 2000 - Yellow Orange #DC772E ($\Delta E=9.13$)
- Pantone Solid Uncoated 144 U #F58C42 ($\Delta E=4.40$)
- Behr Paint P230-7 Acapulco Sun #EC8A47 ($\Delta E=2.35$)
- Munsell 5YR 7/10 #F79250 ($\Delta E=2.95$)
- Benjamin Moore 133 New Dawn #F89648 ($\Delta E=3.98$)

Why Designers Use It:

- **Visibility & Impact:** The vibrant nature of this orange makes it ideal for high-visibility applications like traffic signage, packaging, and call-to-action buttons in digital design.
- **Energy & Creativity:** #F08F48 is often employed in creative industries, such as advertising and visual arts, where energy and boldness are sought after. It fosters an environment that encourages innovation and bold thinking.

- *Branding & Identity:* With its connection to warmth and energy, it is often seen in brands related to food, fitness, and technology—industries looking to project a lively, approachable personality. Additionally, it can be found in countries or regions with warm climates, reflecting the sun's warmth.
- *Global Associations:* While its usage spans several industries worldwide, in regions like Southern Europe and Latin America, this color also carries cultural associations of vibrancy and passion.
- *Natural & Chemical Origins:* Often seen in nature in fruits like oranges, tangerines, and sunsets, the hue also reflects natural elements, giving it an organic feel. Industrial uses include coatings, paints, and materials in consumer products where durability and visual impact are crucial.

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