



#F4D5D8



Permalink: <https://hextoral.com/hex-colors/color-code-details/f4d5d8/>

Metric	Value	Metric	Value
RGB	244, 213, 216	Brightness	223.1
HSL (°,%,%)	354°, 58%, 90%	HSV V %	96 %
Lab (L*,a*,b*)	87.9, 11.2, 2.5	CMYK (%)	0%, 13%, 11%, 4%
Contrast Black	15.36:1	Contrast White	1.37:1

Palette neighbours



#0B2A27
Complement



#D8F4D5
Triad 1



#D5D8F4
Triad 2



#F4D5E8
Analogous 1



#F4E2D5
Analogous 2

Tints & Shades



Tints



Shades

Color Profile: #F4D5D8

Common Name: *Shell Pink*

RGB: (244, 213, 216)

HSL: (350°, 52%, 87%)

Contrast vs White: 12.2 (AA pass)

Contrast vs Black: 14.2 (AA pass)

Mood Blurb: This soft, delicate pink is subtle and calming, often evoking a sense of tenderness and warmth. It's a color widely appreciated in design for its light, airy quality, making it suitable for a variety of settings, from interior design to graphic art. Popular in spring themes, it has found a spot in the beauty industry as well, especially in cosmetics packaging.

Close Named Matches:

- Australian Standard AS2700:** Apple Blossom #F1DFD7, ΔE=7.69
- British Standard BS 381C:** Shell Pink #FBDED6, ΔE=6.30
- Benjamin Moore:** Pink Dynasty #F4D7DB, ΔE=1.10
- Behr Paint:** Lotus Petal #F3D5D8, ΔE=0.39
- Pantone Solid Coated:** Pink Dogwood #F5D3D4, ΔE=1.67

Why Designers Use It

This color is favored by designers for its versatility and soft, approachable vibe. It can be used in everything from branding to web design, often conveying a sense of elegance and femininity. Popular in beauty, fashion, and interior design, it's commonly used in cosmetics, apparel, and delicate product packaging. Designers frequently choose it for products aimed at a feminine or calming aesthetic, and it's a go-to color in wedding and floral themes. The color's universal appeal spans across different demographics, especially in spring-related designs and soft-toned branding.

Its subtle tone can be associated with luxury or innocence, and it is frequently used in the cosmetic industry for packaging, often paired with gold or white accents to evoke a premium feel. The color is commonly seen in natural and organic product packaging, and its gentle appearance makes it ideal for family-oriented or

child-friendly products as well.