



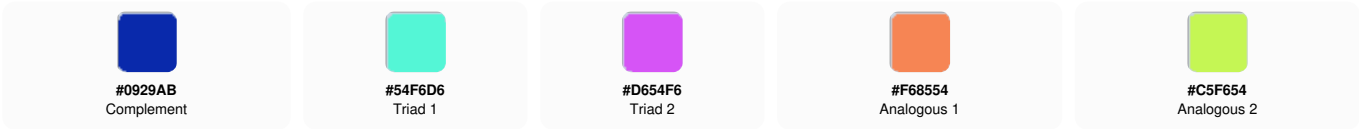
#F6D654



Permalink: <https://hextoral.com/hex-colors/color-code-details/f6d654/>

Metric	Value	Metric	Value
RGB	246, 214, 84	Brightness	214.0
HSL (°,%,%)	48°, 90%, 65%	HSV V %	96 %
Lab (L*,a*,b*)	86.2, -2.9, 65.9	CMYK (%)	0%, 13%, 66%, 4%
Contrast Black	14.67:1	Contrast White	1.43:1

Palette neighbours



Tints & Shades



Color Profile: #F6D654

Common Name: *Pantone 128 C*

RGB: (246, 214, 84)

HSL: (51°, 93%, 61%)

Contrast vs. White: 5.8, AA pass

Contrast vs. Black: 8.0, AA pass

Mood Blurb: This bright, lively yellow is often associated with optimism, energy, and positivity. It carries a warm, friendly vibe, perfect for making spaces or designs feel inviting and energetic. Its popularity in the creative and advertising industries speaks to its ability to stand out and catch attention without being overwhelming.

Close Named Matches:

- **Pantone 128 C** (#F6D654) - Exact match
- **Australian Standard AS2700 - Primrose** (#E7C95C)
- **BS 381C - Deep Cream** (#FDF07A)
- **Jotun - Midas Gold** (#EFD269)
- **Dulux - Butter Cup** (#F7DA99)

Why Designers Use It:

Versatility: #F6D654 is widely used for its versatility in both modern and classic designs. It evokes a sense of warmth and clarity, making it ideal for use in home interiors, branding, and even safety signage. This color also sees frequent use in packaging for consumer goods that want to stand out on shelves.

Trendy: While traditionally associated with warmth, light, and comfort, this particular shade of yellow has seen a rise in popularity across digital and physical design, thanks in part to its vibrant yet approachable tone. It's often used to signal joy, positivity, and creativity in advertising and marketing materials.

Industry Affiliation: This color is heavily used in industries such as marketing, graphic design, and consumer packaging. It's seen in everything from branding for

children's toys to restaurant logos and health products. Its bright and cheerful nature makes it a favorite for youth-oriented designs and anything that requires an energetic, positive tone.

Symbolism: In many cultures, yellow is symbolic of happiness and clarity. The specific tone of #F6D654, with its slightly muted yet still vibrant hue, resonates well with a global audience, making it popular across different regions. In the U.S. and Europe, it's particularly linked with food products and children's entertainment due to its attention-grabbing qualities.

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