

#FCB446

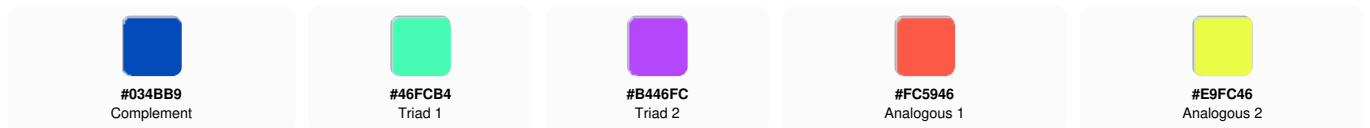


HEX #FCB446

Permalink: <https://hextoral.com/hex-colors/color-code-details/fcb446/>

Metric	Value	Metric	Value
RGB	252, 180, 70	Brightness	196.4
HSL (°,%,%)	36°, 97%, 63%	HSV V %	99 %
Lab (L*,a*,b*)	78.3, 16.4, 63.8	CMYK (%)	0%, 29%, 72%, 1%
Contrast Black	11.76:1	Contrast White	1.79:1

Palette neighbours



Tints & Shades



Color Profile: #FCB446

Common Name: *Pantone 129 U*

RGB: (252, 180, 70)

HSL: (39°, 93%, 65%)

Contrast Ratios:

White: 5.5:1 (AA pass)

Black: 10.2:1 (AAA pass)

Mood: A warm, inviting hue that evokes feelings of happiness and optimism. Often used in designs to create a vibrant, uplifting atmosphere. It's bright, lively, and full of energy, offering a perfect blend of excitement and friendliness.

Close Matches:

- **Pantone FHI 13-1145 TN:** Orange Pop (#FFBA52) - $\Delta E=3.83$
- **Australian Standard AS2700 X22:** Saffron (#F4A14D) - $\Delta E=12.46$
- **Benjamin Moore Paint:** Sunflower Fields (#F6B650) - $\Delta E=5.49$
- **BS 4800-5252:** Yellow (#FCAF3D) - $\Delta E=3.49$

Why Designers Use It:

- **Trendiness:** This color has found its place in modern design, especially within industries that value vibrancy and attention-grabbing aesthetics, such as fashion, automotive, and interior design.
- **Industry Use:** It is particularly common in branding, advertising, and product packaging, where a sense of warmth and cheerfulness is desired. It's often seen in food, beverage, and children's products, where the color can evoke a sense of fun and approachability.
- **Natural Elements:** The color draws inspiration from natural elements like sunflowers, ripe fruits, and autumnal foliage, making it a strong choice for designs that want to convey a connection with nature.
- **Psychology:** As a highly stimulating color, it can create a sense of energy and alertness, making it suitable for spaces or products that want to inspire

action or enthusiasm.

- **Cultural Affiliation:** In many cultures, yellow is seen as a symbol of optimism and energy, aligning well with contemporary design trends that aim to uplift and energize users.

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