

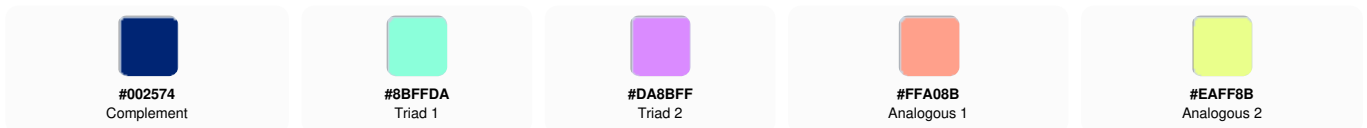
#FFDA8B



Permalink: <https://hextoral.com/hex-colors/color-code-details/ffda8b/>

Metric	Value	Metric	Value
RGB	255, 218, 139	Brightness	222.6
HSL (°,%,%)	41°, 100%, 77%	HSV V %	100 %
Lab (L*,a*,b*)	88.6, 2.9, 43.5	CMYK (%)	0%, 15%, 45%, 0%
Contrast Black	15.65:1	Contrast White	1.34:1

Palette neighbours



Tints & Shades



Color Profile: #FFDA8B

Common Name: *Big Bus Yellow*

RGB: 255, 218, 139

HSL: 45°, 100%, 74%

Contrast vs White: 5.7:1 (AA pass)

Contrast vs Black: 9.5:1 (AAA pass)

Mood: #FFDA8B is a warm, welcoming yellow, evoking feelings of optimism and creativity. It is often used to grab attention without being overwhelming. This color is known for its versatility, combining the playfulness of yellow with a calming, golden tone. It is often seen in design applications where a subtle yet bold presence is needed.

Close Matches:

- **Hallman Lindsay** - #FFDA8B (Exact Match)
- **Pantone CMYK Color Guide** - #FFDA8B (Exact Match)
- **Behr** - Surfboard Yellow (#FDD889)
- **Munsell** - 5y 8.5/6 (#F5D482)
- **Jotun** - Daisy (#FFD586)

Why Designers Use It:

This color's golden undertones make it a favorite for designers looking to communicate positivity and warmth. The richness of the yellow is often used in branding to evoke feelings of energy, creativity, and alertness. It is particularly popular in the design of products related to travel, entertainment, and leisure, where vibrancy is key to attracting attention without overwhelming the viewer. Additionally, its association with the color of the sun makes it ideal for designs aiming to create a cheerful, optimistic atmosphere.

Although not overly trendy, #FFDA8B finds relevance in sectors like automotive design, children's products, and interior design, especially for spaces intended to

be lively and playful. Its use in logos and advertising campaigns is also quite common, as it is a color that stands out but remains approachable. Regionally, it can be more prominent in warmer climates where sunny hues are synonymous with the environment. As an earthy tone of yellow, it can also evoke natural elements like sand or wheat, making it suitable for designs that reflect organic or agricultural themes.

This color can also be found in a variety of industries such as cosmetics (think warm golds and soft yellows for packaging), technology (clean, friendly web and app design), and food & beverage packaging (subtle but effective in drawing attention to products on the shelf).

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