

#A998CD



Permalink: <https://hextral.com/hex-colors/color-code-details/a998cd/>

Metric	Value	Metric	Value
RGB	169, 152, 205	Brightness	164.0
HSL (°,%,%)	259°, 35%, 70%	HSV V %	80 %
Lab (L*,a*,b*)	66.0, 16.9, -24.9	CMYK (%)	18%, 26%, 0%, 20%
Contrast Black	8.06:1	Contrast White	2.61:1

Palette neighbours



Tints & Shades



Color Profile: #A998CD

Common Name: Vista

RGB: 169, 152, 205

HSL: 240, 30%, 69%

Contrast with White: 55.5 (AA Pass)

Contrast with Black: 9.1 (AA Fail)

Mood: #A998CD embodies a calm, subdued aesthetic with a sophisticated undertone, often linked to contemporary design, particularly in artistic spaces where balance and serenity are key. It brings a quiet elegance to any palette, complementing both modern and traditional design elements. Popular in design fields that emphasize subtle sophistication and understated beauty, such as interior decor and fashion.

Close Named Matches:

- **Vista** – #A998CD
- **Pantone 16-3823 TCX** – Violet Tulip – #9E91C3
- **Benjamin Moore** – Mighty Aphrodite – #AC98C9
- **Behr** – Magic Wand – #ACA1D2
- **Jotun** – Amethyne – #B3A1BF

Why Designers Use It:

- This color is favored for its versatility and ability to soften strong design elements while still making a statement. It is especially popular in interior design, where it can create a serene and calm environment, ideal for bedrooms or luxury living spaces.
- The subtlety of this hue, often used in textiles and paint finishes, makes it a great fit for brands aiming for a high-end or sophisticated image. Its subdued violet tones add depth without overwhelming, ideal for both commercial and residential projects.
- Regionally, it is often linked to modern Scandinavian design principles, where minimalism and calming palettes take precedence. It's also a common

choice for tech and fashion brands wanting a modern yet understated presence.

- This tone is seen in sectors like beauty products, tech branding, and luxury home decor. It has a natural connection to the twilight sky, often evoking the transitional times of day when the world is calm and quiet.

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