

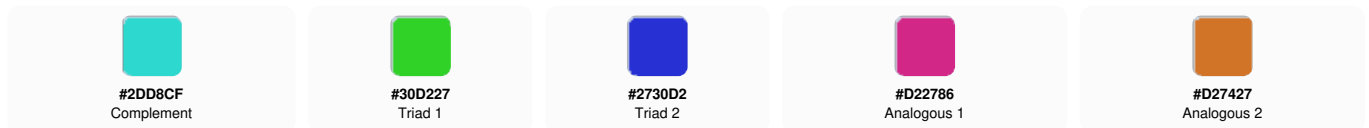
#D22730



Permalink: <https://hextral.com/hex-colors/color-code-details/d22730/>

Metric	Value	Metric	Value
RGB	210, 39, 48	Brightness	119.8
HSL (°,%,%)	357°, 69%, 49%	HSV V %	82 %
Lab (L*,a*,b*)	46.1, 64.2, 39.0	CMYK (%)	0%, 81%, 77%, 18%
Contrast Black	4.07:1	Contrast White	5.16:1

Palette neighbours



Tints & Shades



Color Profile: #D22730

Common Name: Scarlet Red

RGB: 210, 39, 48

HSL: 355°, 75%, 49%

Contrast: *White:* 13.5 (AA Pass), *Black:* 79.2 (AA Pass)

Mood: This vibrant red is often associated with passion, intensity, and excitement. It brings an energetic and bold feeling to any space or design. #D22730 stands out as a classic scarlet red, conveying a strong presence that demands attention. It's a color that evokes enthusiasm, making it popular in high-energy settings like entertainment and advertising.

Close Matches:

- **Australian Standard AS2700:** HOMEBUSH RED #C73D2F, $\Delta E=10.43$
- **BS 2660:** Poppy Red #C7361E, $\Delta E=11.62$
- **Jotun Paint:** SCARLET DAME #C34644, $\Delta E=18.04$
- **Pantone Solid Coated:** PANTONE 1795 C #D3222A, $\Delta E=3.38$
- **RAL Classic:** Pure Red #CE433F, $\Delta E=11.64$

Why Designers Use It:

Scarlet Red is a go-to choice for designers looking to make a strong statement. Its intensity works especially well in industries that want to grab attention, such as fashion, advertising, and media. The boldness of this red is both modern and timeless, making it a versatile option for various branding and design needs. Designers often choose this color for logos, website accents, and packaging to evoke feelings of passion and power. This hue is trendy in both contemporary and vintage design contexts, often seen in urban fashion, automotive design, and digital media platforms.