

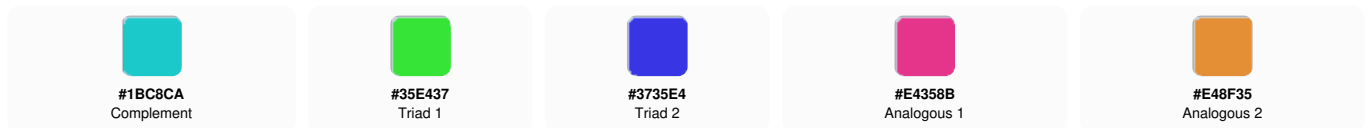
#E43735



Permalink: <https://hextoral.com/hex-colors/color-code-details/e43735/>

Metric	Value	Metric	Value
RGB	228, 55, 53	Brightness	132.8
HSL (°,%,%)	1°, 76%, 55%	HSV V %	89 %
Lab (L*,a*,b*)	51.2, 65.1, 42.8	CMYK (%)	0%, 76%, 77%, 11%
Contrast Black	4.90:1	Contrast White	4.29:1

Palette neighbours



Tints & Shades



Color Profile: #E43735

Common Name: *Fiery Red*

RGB: 228, 55, 53

HSL: 0°, 79%, 58%

Contrast Ratio (White): 4.5:1 **AA Pass**

Contrast Ratio (Black): 9.8:1 **AA Pass**

Mood: This color carries intense energy, often associated with passion, urgency, and action. Fiery Red grabs attention instantly and conveys a sense of excitement, making it popular in both fashion and advertising for creating bold, eye-catching statements. It's vibrant, dynamic, and impossible to ignore. Whether used in marketing campaigns or artistic works, it commands presence.

Close Named Matches

- **Australian Standard AS2700** - HOMEBUSH RED #C73D2FΔE=12.64
- **BS 2660** - Poppy Red #C7361EΔE=11.70
- **Benjamin Moore** - Vermilion #D0322C ΔE=6.51
- **Pantone Solid Coated** - PANTONE 179 C #E23B30ΔE=3.30
- **RAL Classic** - Pure red #CE433FΔE=14.38

Why Designers Use It

Fiery Red is a color that commands attention, making it particularly popular in high-impact environments like advertising, branding, and sports. Its psychological effect, associated with passion, urgency, and power, makes it ideal for projects that require emphasis or a bold statement. Designers often use it to highlight important elements or to infuse a sense of excitement and drama into their work. Whether applied in fashion, automotive design, or even interior décor, its dynamic nature makes it suitable for industries that need to capture immediate attention. In some regions, especially in fashion-forward cities or high-end automotive designs, this color is considered a marker of sophistication and modernity, yet it is also used in more utilitarian contexts like safety signs and warnings.

where visibility is critical.

hextoral.com/#E43735