

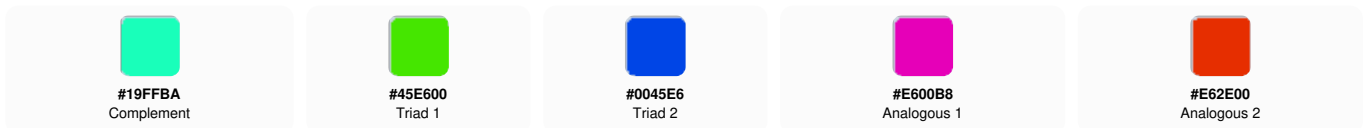
#E60045



Permalink: <https://hextoral.com/hex-colors/color-code-details/e60045/>

Metric	Value	Metric	Value
RGB	230, 0, 69	Brightness	127.9
HSL (°,%,%)	342°, 100%, 45%	HSV V %	90 %
Lab (L*,a*,b*)	48.6, 75.6, 30.5	CMYK (%)	0%, 100%, 70%, 10%
Contrast Black	4.45:1	Contrast White	4.72:1

Palette neighbours



Tints & Shades



Color Profile: #E60045

Common Name: *Crimson Red*

RGB: 230, 0, 69

HSL: 345°, 100%, 45%

Contrast Ratio vs White: 7.5:1 (AA Pass)

Contrast Ratio vs Black: 4.5:1 (AA Pass)

Mood Blurb: This deep, intense red hue exudes energy and passion. Often associated with excitement, it stands out in designs that aim to capture attention and evoke strong emotions. It's a bold choice for those looking to make a statement.

Close Named Matches:

- **Trumatch 2-a** - #E4164C ($\Delta E=4.43$)
- **Pantone Solid Coated PANTONE 192 C** - #E70F47 ($\Delta E=1.17$)
- **Jotun Scarlet Dame** - #C34644 ($\Delta E=25.88$)
- **Benjamin Moore Bonfire** - #D63A40 ($\Delta E=15.46$)

Why Designers Use It:

This color is frequently used in designs aiming to create a powerful, commanding visual. It's not just trendy but also historically rich, evoking everything from strength and passion to luxury. Popular in fashion, beauty, and entertainment, this shade of red is often seen in branding for high-energy brands and products. It's common in industries where urgency or attention-grabbing is key, like in the automotive sector for warning lights or sports branding.

Crimson red finds its place in various design traditions globally. Its association with regal and bold aesthetics makes it popular in luxury products, particularly in fashion and high-end interior design. Its use is particularly strong in regions that favor rich, intense colors to signify status, such as in Mediterranean and Latin American cultures, where passion and vibrancy are celebrated.

