

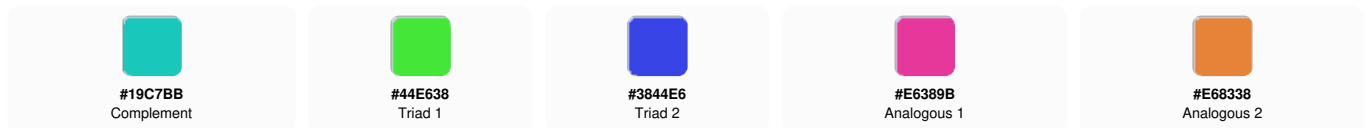
#E63844



Permalink: <https://hextoral.com/hex-colors/color-code-details/e63844/>

Metric	Value	Metric	Value
RGB	230, 56, 68	Brightness	134.9
HSL (°,%,%)	356°, 78%, 56%	HSV V %	90 %
Lab (L*,a*,b*)	51.9, 66.0, 35.1	CMYK (%)	0%, 76%, 70%, 10%
Contrast Black	5.01:1	Contrast White	4.19:1

Palette neighbours



Tints & Shades



Color Profile: #E63844

Common Name: *Arts & Entertainment Red*

RGB: 230, 56, 68

HSL: 0, 79%, 58%

Contrast:

White: 69.3 (AA Pass)

Black: 54.2 (AA Pass)

Mood: This color is bold and dynamic, carrying an energy that's immediately striking. Often associated with passion and intensity, it creates an aura of excitement and urgency, making it perfect for settings that need to stand out. Its rich red undertones make it a great choice for creative fields, bringing a sense of urgency without overwhelming the viewer. Popular in arts and entertainment, its strong presence demands attention while maintaining sophistication.

Close Named Matches:

Poppy Red - #C7361E (BS 2660, British Standard)

Currant Red - #D21E2B (BS 381C, British Standard)

Scarlet Dame - #C34644 (Jotun)

Hot Paprika 4 - #CC4D3F (Dulux Trade)

Real Red - #BF2D32 (Sherwin Williams)

- Why Designers Use It:**

This red is a go-to for artists, designers, and brands who want to evoke emotion. It's the perfect choice for products or advertisements aiming for high impact and immediate attention. Designers love it for its boldness and its versatility—whether in a vibrant visual art project or a high-energy logo design, it does the job. Many paint brands like Behr, Sherwin Williams, and Jotun have embraced it for interior design, making spaces feel warm, inviting, and bold.

Often seen in entertainment posters, film promotions, and fashion, this red is central to creating a visual mood of passion, vitality, and dramatic flair. It's not only used in entertainment but also in corporate designs where energy and motivation are central themes. Additionally, automotive and product designs

use it for its attention-grabbing qualities. Its widespread usage across global industries, including textiles and branding, reflects its power in invoking desire and energy.

This color's broad appeal can also be attributed to its history in classic designs, like vintage film posters and theatre sets. As a color rooted in excitement and dramatic flair, it's also used in the military and for emergency signage, providing clear visibility and urgency in specific contexts.

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