

#ECE0D8



HEX #ECE0D8

Permalink: <https://hextoral.com/hex-colors/color-code-details/ece0d8/>

Metric	Value	Metric	Value
RGB	236, 224, 216	Brightness	226.8
HSL (°,%,%)	24°, 34%, 89%	HSV V %	93 %
Lab (L*,a*,b*)	89.9, 2.7, 5.4	CMYK (%)	0%, 5%, 8%, 7%
Contrast Black	16.22:1	Contrast White	1.29:1

Palette neighbours



Tints & Shades



Color Profile: #ECE0D8

Common Name: *Shell Pink*

RGB: (236, 224, 216)

HSL: H: 30° S: 24% L: 89%

Contrast Ratios:

- **Against White:** 10.7:1 (Passes AA)
- **Against Black:** 1.8:1 (Fails AA)

Mood: This soft, pale hue brings a sense of serenity, warmth, and gentle calmness, making it ideal for relaxed and welcoming spaces. It evokes feelings of lightness, often associated with tender moments, soft textiles, and quiet, peaceful surroundings.

Notable Matches:

- *Australian Standard R32 (Apple Blossom):* #F1DFD7, $\Delta E=2.24$
- *British Standard BS 381C:1996 (Shell Pink):* #FBDED6, $\Delta E=6.41$
- *Behr Paint (Pale Cashmere):* #EBE0D8, $\Delta E=0.38$
- *Jotun Paint (Tender Pink):* #F3E7DE, $\Delta E=2.49$
- *Valspar Paint (Sweet Pastel):* #ECD9D9, $\Delta E=1.11$

Why Designers Use It:

Trendiness: Shell Pink is often used in modern interior design, specifically in spaces meant to convey comfort and relaxation. It appears frequently in design projects that focus on creating a cozy, soft environment, such as nurseries, bedrooms, and spas. Its subtle and sophisticated tone allows for easy pairing with other soft hues like beige, ivory, and muted blues.

Regional Use: In certain European regions, Shell Pink is seen as a timeless and gentle color often used in traditional interiors, especially in soft fabrics like velvet and linen. It is also favored in Japanese minimalistic design, where the focus is on tranquility and calm aesthetics.

Industry Applications: This shade is popular in the fashion industry, specifically in apparel, and is often seen in collections that emphasize soft, feminine, and understated elegance. It's a common choice for wedding decorations, especially in floral arrangements and linens. Its softness also makes it an ideal choice for product packaging in cosmetics and skincare.

Associated Elements: Shell Pink is often inspired by natural elements, especially seashells found on coastlines. It captures the essence of a light, almost ethereal glow, reminiscent of the early morning sun reflecting on soft sandy shores.

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