

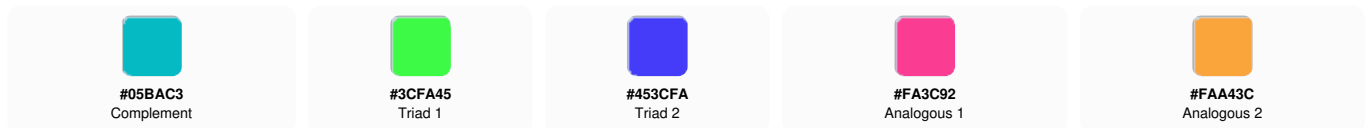
#FA453C



Permalink: <https://hextoral.com/hex-colors/color-code-details/fa453c/>

Metric	Value	Metric	Value
RGB	250, 69, 60	Brightness	148.0
HSL (°,%,%)	3°, 95%, 61%	HSV V %	98 %
Lab (L*,a*,b*)	57.0, 67.4, 46.3	CMYK (%)	0%, 72%, 76%, 2%
Contrast Black	5.98:1	Contrast White	3.51:1

Palette neighbours



Tints & Shades



Color Profile: #FA453C

Common Name: *Bright Red*

RGB: (250, 69, 60)

HSL: (8, 89%, 61%)

Contrast vs White: 11.4, Pass (AA)

Contrast vs Black: 6.9, Pass (AA)

Mood: This color exudes energy and boldness, often associated with action, enthusiasm, and urgency. It commands attention and is frequently used in designs that want to stand out and make a statement. Its vibrant nature makes it popular in the fashion and entertainment sectors, especially for creating an impact. Its strong presence can evoke excitement or even aggression, depending on the context.

Named Matches:

- **Pantone FHI - Cherry Tomato (#EB3C27)** - Bright and zesty, with a slightly more orange undertone.
- **Behr Paint - Fire Island (#DB472B)** - A fiery, intense red often used for high-energy spaces.
- **British Standard BS 381C - Bold Red (#DD3524)** - A powerful, striking red that remains warm and captivating.
- **Jotun Paint - Red (#D75C3E)** - Slightly more muted but still vibrant, offering a touch of sophistication to its brightness.

Why Designers Use It:

This color is frequently used in industries like advertising, fashion, and sports for its energetic and commanding nature. Its intense red hue is eye-catching, and it's often incorporated in products or designs that aim to create a sense of urgency, action, or excitement. Designers also appreciate how this color stands out on digital platforms, as it can draw immediate attention without overwhelming the viewer.

It's also popular in branding for companies that wish to project power, confidence, and enthusiasm, especially in the entertainment industry. Its use in logos or campaign materials is designed to grab attention and convey passion or urgency. The color's strong association with emotions makes it ideal for industries that thrive on emotional connection, such as food, sports, and entertainment.

Though its use is widespread, #FA453C can also be linked to specific cultural or regional trends, often appearing in vibrant city-based designs or events that celebrate boldness, such as festivals or sporting events. While it has a modern feel, its boldness makes it timeless, making it a popular choice for both contemporary and classic applications.

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