

# Converting Colors

Hex(354D74)

Have a look what the booklet for  
Hex(354D74) contains.

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# Color

Hex(354D74)

# Conversions

## Conversions Part 1

Format	Color
Hex	354D74
RGB	53, 77, 116
RGB Percent	21%, 30%, 45%
CMY	0.7922, 0.6980, 0.5451
CMYK	0.54, 0.34, 0.00, 0.55
HSL	217°, 37%, 33%
HSV	217°, 54%, 45%
XYZ	7.2745, 7.3256, 17.5536
YIQ	74.2700, -26.8230, 7.0410

# Conversions

## Conversions Part 2

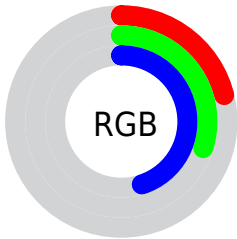
Format	Color
<b>RYB</b>	53, 70, 116
Decimal	3493236
CIELab	32.54, 3.08, -25.17
CIElCh	33, 25.354, 276.970
Yxy	7.3256, 0.2262, 0.2278
Android (android.graphics.Color)	4281683316 (0xFF354D74)
YUV	74.2700, 20.5729, -18.6538
Hunter-Lab	27.0658, 0.6101, -19.5065

# Details

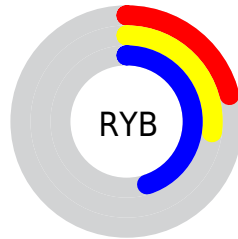
The Hex color **354D74** is a dark color, and the websafe version is hex **336699**. A complement of this color would be **745C35**, and the grayscale version is **4A4A4A**.

A 20% lighter version of the original color is **687EA8**, and **002144** is the 20% darker color. If you saturate the color by 10%, you get **294674**, and if you desaturate by 10%, it is **415474**.

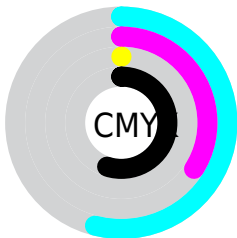
# Distribution



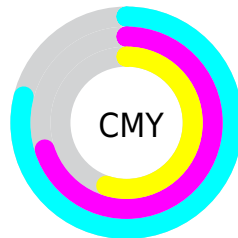
- Red (21%)
- Green (30%)
- Blue (45%)



- Red (21%)
- Yellow (27%)
- Blue (45%)



- Cyan (54%)
- Magenta (34%)
- Yellow (0%)
- Black (55%)



- Cyan (79%)
- Magenta (70%)
- Yellow (55%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 354D74 changes by changing the brightness by 10 percent. The first figure shows a shift by +10% for each color and the second figure -10%.

Similar to the brightness gradients but the following saturation gradients show a change of the Hex color 354D74 by changing the saturation by 10% instead.



■ 354D74

■ 354D74

FFFFFF

■ 1B365B

■ 687EA8

■ 002144

■ 8298C4

■ 000A2D

■ 9DB2E0

■ 000118

■ B9CEFC

■ 000000

■ D5EAFB

■ F2FFFF

■ 354D74

■ 354D74

■ 294674

■ 415474

■ 1E3F74

■ 4C5B74

■ 123774

■ 586374

■ 073074

■ 636A74

■ 002C74

■ 6F7174

■ 7B7874

■ 867F74

■ 928674

■ 9D8E74

# Harmonies

## Analogous

The Analogous color harmony consists of three colors that are next to each other on the color wheel.



005371



354D74



55466C

# Triad

The Triadic color harmony groups three colors that are evenly spaced from another and form a triangle on the color wheel.



354D74



703F36



25563C

# Complementary

The Complementary color scheme is a pair of colors which are on the opposite of each other on the color wheel.



354D74



745C35

# Split Complementary

Split-complementary colors differ from the complementary color scheme. The scheme consists of three colors, the original color and two neighbors of the complement color.



3F522C



354D74



664628

# Square

The Square scheme is like the rectangle color scheme, but the four colors are evenly spaced on the color wheel.



354D74



723C49



544D24



005751

# Rectangle

The Rectangle color scheme consists of four colors that form a rectangle on the color wheel.



354D74



644163



544D24



2E5536



# Sweetspot

The Sweet Spot groups the original color and five complimentary colors.



354D74



7E8896



35745C



3E444D



CCCCCC



4D4D4D



# Same Dimension

The Same Dimension uses a secret algorithm to generate beautiful new colors.



354D74



355A96



3C3574



35373B



002F7A



005FFA



# Inverse Universe

The Inverse Universe completely reimagines the original color for something new.



74354D



96355A



6D7435



3B3537



7A002F

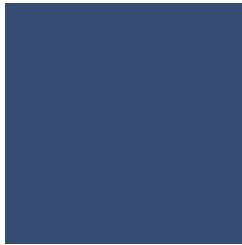


FA005F



# Previews

## White Background



This preview shows how the Hex color 354D74 looks on a white background.

## Color Contrast Check

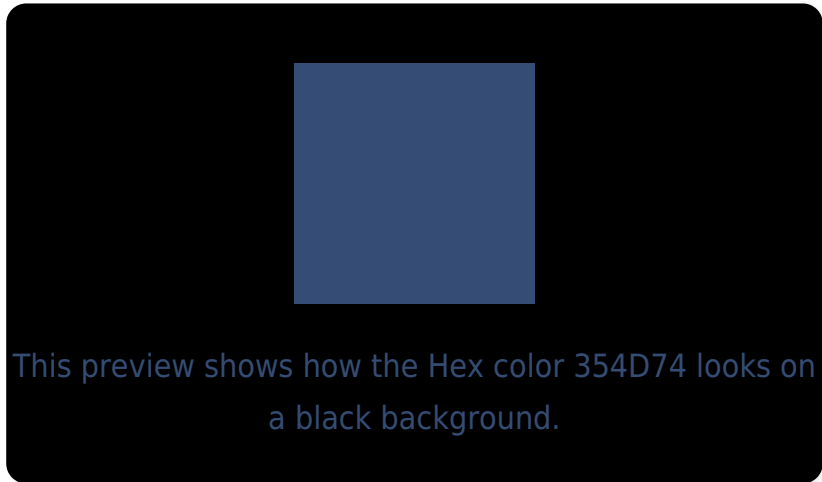
Large Text (above 18pt) WCAG AA ✓ Pass

Any Text WCAG AA ✓ Pass

Large Text (above 18pt) WCAG AAA ✓ Pass

Any Text WCAG AAA ✓ Pass

# Black Background



## Color Contrast Check

Large Text (above 18pt) WCAG AA × Fail

Any Text WCAG AA × Fail

Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

If you want to check with other color combinations, try the [Color Contrast Checker](#).



## Hex 354D74 Background



This preview shows how black text looks on a background with the Hex color 354D74.



This preview shows how white text looks on a background with the Hex color 354D74.

# Color Blindness Simulation

Color vision deficiency is a very complex topic, and I could not describe the different causes any better than Wikipedia does, so if you want to learn more, you should check out their [article about color blindness](#).

## Dichromacy



**Original Color**

354D74

**Protanopia**

3F4B72

**Deuteranopia**

394C74



**Tritanopia**  
2B5259

# Trichromacy



**Original Color**  
354D74

**Protanomaly**  
3B4C73

**Deuteranomaly**  
384C74

**Tritanomaly**  
2F5063

# Monochromacy



**Original Color**  
354D74

**Achromatopsia**  
4A4A4A

**Achromatomaly**  
424B59

# CSS Examples

## Text

The CSS property to change the color of the text to Hex 354D74 is called "color". The color property can be set on classes, ids or directly on the HTML element.

This example shows how text in the color #354D74 looks like.

```
.text, #text, p{  
    color:#354D74  
}
```

If you want to add a text shadow in that color use the text-shadow property, you can generate a text shadow directly with our [CSS Text Shadow Generator](#).

Here you see how black text with a 4 pixel #354D74 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #354D74
}
```

## Border

The CSS property to change the border of an element to Hex 354D74 is called "border". The border property can be set on classes, ids or directly on the HTML element.

This example shows the color as border, it can be applied via the CSS property "border" or "border-color".

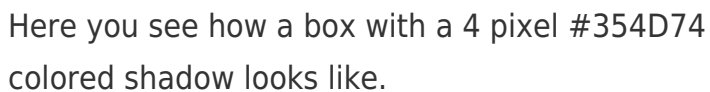
```
.border, #border, table{ border:4px solid
#354D74 }
```

If only the border color should be changed use the property `border-color`.

```
.border{ border-color:#354D74 }
```

If you want to add a box shadow in that color use:

Here you see how a box with a 4 pixel #354D74 colored shadow looks like.



```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #354D74; -webkit-box-shadow:4px 4px  
4px 4px #354D74; box-shadow:4px 4px 4px  
4px #354D74 }
```

# Background

The CSS property to change the background color of an element to Hex 354D74 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#354D74 }
```

If only the background color should be changed can be used:

```
.background{ background-color:#354D74 }
```

This example shows the color as background, it is applied via the CSS property "background".

To optimize and compress your CSS code, you can use our [online CSS compressor and optimizer](#) based on csstidy. If you want to create a linear or radial gradient as background or border, check our [CSS Gradient Generator](#).



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