

# Converting Colors

Hex(3D40A1)

Have a look what the booklet for  
Hex(3D40A1) contains.

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# Color

**Hex(3D40A1)**

# Conversions

## Conversions Part 1

Format	Color
Hex	3D40A1
RGB	61, 64, 161
RGB Percent	24%, 25%, 63%
CMY	0.7608, 0.7490, 0.3686
CMYK	0.62, 0.60, 0.00, 0.37
HSL	238°, 45%, 44%
HSV	238°, 62%, 63%
XYZ	10.1909, 7.2321, 34.5770
YIQ	74.1610, -32.9250, 29.5310

# Conversions

## Conversions Part 2

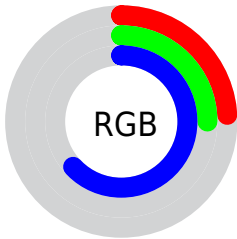
<b>Format</b>	<b>Color</b>
<b>R<sub>YB</sub></b>	61, 64, 161
Decimal	4014241
CIE <sub>Lab</sub>	32.33, 29.22, -53.12
CIE <sub>LCh</sub>	32, 60.628, 298.811
Yxy	7.2321, 0.1960, 0.1391
Android (android.graphics.Color)	4282204321 (0xFF3D40A1)
YUV	74.1610, 42.8116, -11.5422
Hunter-Lab	26.8926, 20.5802, -57.4071

# Details

The Hex color **3D40A1** is a dark color, and the websafe version is hex **333399**. A complement of this color would be **A19E3D**, and the grayscale version is **4A4A4A**.

A 20% lighter version of the original color is **7770D9**, and **00166C** is the 20% darker color. If you saturate the color by 10%, you get **2D30A1**, and if you desaturate by 10%, it is **4D50A1**.

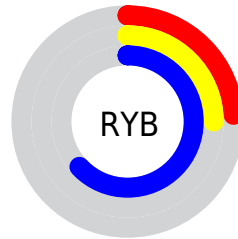
# Distribution



Red (24%)

Green (25%)

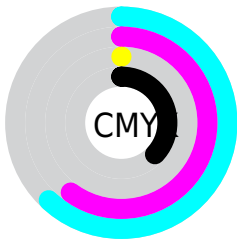
Blue (63%)



Red (24%)

Yellow (25%)

Blue (63%)

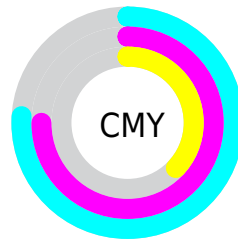


Cyan (62%)

Magenta (60%)

Yellow (0%)

Black (37%)



Cyan (76%)

Magenta (75%)

Yellow (37%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 3D40A1 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 3D40A1 by changing the saturation by 10% instead.



■ 3D40A1

■ 3D40A1

FFFFFF

■ 1B2A86

■ 7770D9

■ 00166C

■ 9389F5

■ 000053

■ AFA4FF

■ 00063B

■ CCBFFF

■ 000225

■ EADBFF

■ 00010D

■ FFF7FF

■ 000000

■ 3D40A1

■ 3D40A1

■ 2D30A1

■ 4D50A1

■ 1D21A1

■ 5D5FA1

■ 0D11A1

■ 6D6FA1

■ 0005A1

■ 7D7EA1

■ 8E8EA1

■ 9E9EA1

■ AEADA1

■ BEBDA1

■ CECDA1

# Harmonies

## Analogous

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



0053AD



3D40A1



81207E

# Triad

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



3D40A1



833400



005F49

# Complementary

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



3D40A1



A19E3D

# 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.



005C14



3D40A1



5F4A00

# Square

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



3D40A1



990F22



305600



006079

# Rectangle

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



3D40A1



960060



305600



005F38



# Sweetspot

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



3D40A1



A9ABD1



3DA19E



515169



E8E8E8



696969



# Same Dimension

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



3D40A1



3439D1



6C3DA1



494A52



000491



000112



# Inverse Universe

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



A13D40



D13439



72A13D



52494A



910004

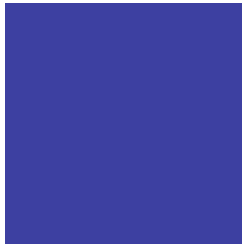


120001



# Previews

## White Background



This preview shows how the Hex color 3D40A1 looks on a white background.

## Color Contrast Check

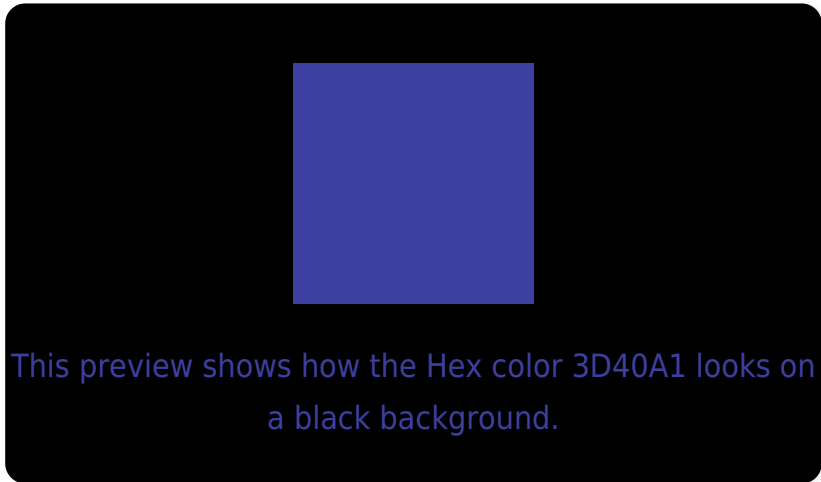
Large Text (above 18pt) WCAG AA ✓ Pass

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

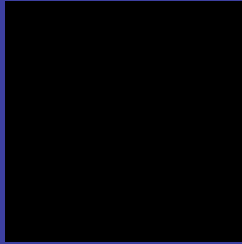
Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

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



## Hex 3D40A1 Background



This preview shows how black text looks on a background with the Hex color 3D40A1.



This preview shows how white text looks on a background with the Hex color 3D40A1.

# 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**  
3D40A1

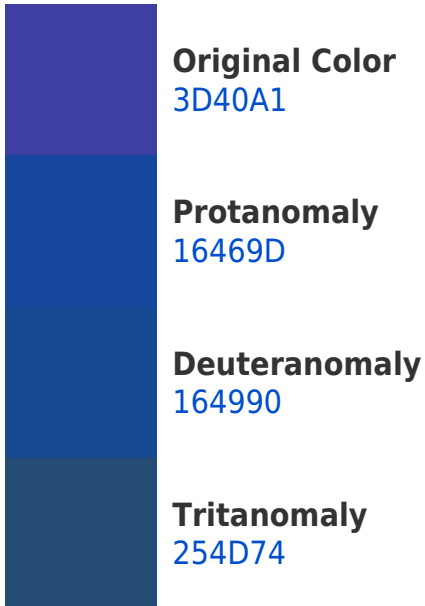
**Protanopia**  
00499B

**Deuteranopia**  
004E86

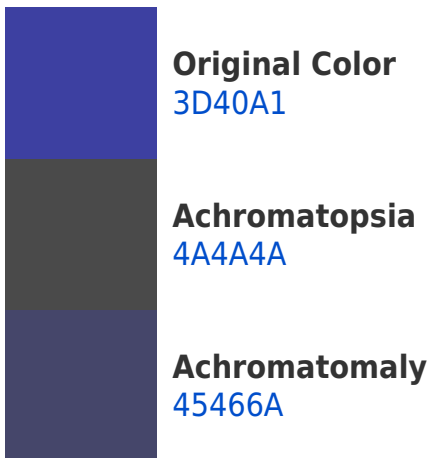


**Tritanopia**  
17545A

# Trichromacy



# Monochromacy



# CSS Examples

## Text

The CSS property to change the color of the text to Hex 3D40A1 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 #3D40A1 looks like.

```
.text, #text, p{  
    color:#3D40A1  
}
```

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 #3D40A1 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #3D40A1
}
```

## Border

The CSS property to change the border of an element to Hex 3D40A1 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
#3D40A1 }
```

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

```
.border{ border-color:#3D40A1 }
```

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

Here you see how a box with a 4 pixel #3D40A1 colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #3D40A1; -webkit-box-shadow:4px 4px  
4px 4px #3D40A1; box-shadow:4px 4px 4px  
4px #3D40A1 }
```

# Background

The CSS property to change the background color of an element to Hex 3D40A1 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#3D40A1 }
```

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

```
.background{ background-color:#3D40A1 }
```

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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