

# Converting Colors

Hex(402970)

Have a look what the booklet for  
Hex(402970) contains.

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# Color

**Hex(402970)**

# Conversions

## Conversions Part 1

<b>Format</b>	<b>Color</b>
Hex	402970
RGB	64, 41, 112
RGB Percent	25%, 16%, 44%
CMY	0.7490, 0.8392, 0.5608
CMYK	0.43, 0.63, 0.00, 0.56
HSL	259°, 46%, 30%
HSV	259°, 63%, 44%
XYZ	5.8319, 3.8457, 15.7642
YIQ	55.9710, -9.0830, 26.9570

# Conversions

## Conversions Part 2

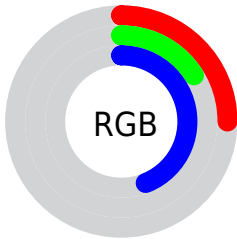
<b>Format</b>	<b>Color</b>
<b>RYB</b>	64, 41, 112
Decimal	4204912
CIELab	23.15, 28.44, -37.51
CIElCh	23, 47.073, 307.168
Yxy	3.8457, 0.2292, 0.1512
Android (android.graphics.Color)	4282394992 (0xFF402970)
YUV	55.9710, 27.6223, 7.0414
Hunter-Lab	19.6105, 18.7653, -33.9337

# Details

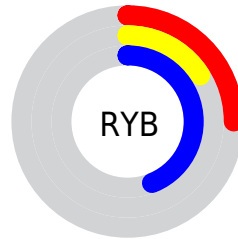
The Hex color **402970** is a dark color, and the websafe version is hex **333366**. A complement of this color would be **597029**, and the grayscale version is **383838**.

A 20% lighter version of the original color is **7357A4**, and **0E003F** is the 20% darker color. If you saturate the color by 10%, you get **381E70**, and if you desaturate by 10%, it is **483470**.

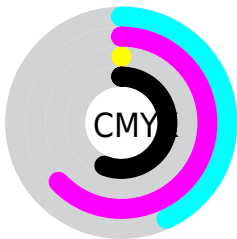
# Distribution



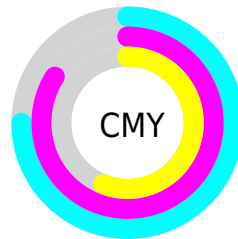
- Red (25%)
- Green (16%)
- Blue (44%)



- Red (25%)
- Yellow (16%)
- Blue (44%)



- Cyan (43%)
- Magenta (63%)
- Yellow (0%)
- Black (56%)



- Cyan (75%)
- Magenta (84%)
- Yellow (56%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 402970 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 402970 by changing the saturation by 10% instead.



 402970

 402970

FFFFFF

 271357

 7357A4

 0E003F

 8E70C0

 000329

 A98ADC

 000112

 C5A4F9

 000000

 E2C0FF

 FFDCFF

 FFF8FF

 402970

 402970

■ 381E70

■ 483470

■ 311370

■ 4F3F70

■ 290770

■ 574B70

■ 240070

■ 5E5670

■ 666170

■ 6D6C70

■ 757770

■ 7D8370

■ 848E70

# Harmonies

## Analogous

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



00397E



402970



661053

# Triad

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



402970



5A2B00



00463F

# Complementary

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



402970



597029

# 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.



00441A



402970



3D3900

# Square

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



402970



6D160E



164000



004661

# Rectangle

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



402970



71003C



164000



004633



# Sweetspot

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



402970



7F7691



295A70



3E394A



C9C9C9



4A4A4A



# Same Dimension

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



402970



472391



632970



343238



270078



5000F7



# Inverse Universe

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



702959



91236E



367029



383236



780051

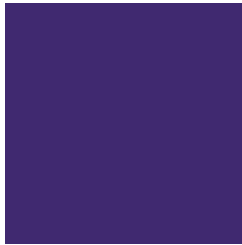


F700A7



# Previews

## White Background



This preview shows how the Hex color 402970 looks on a white background.

## Color Contrast Check

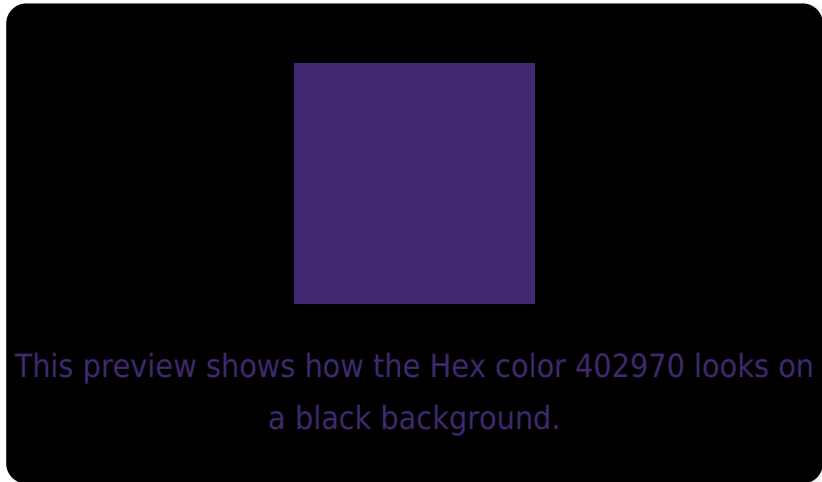
Large Text (above 18pt) WCAG AA ✓ Pass

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

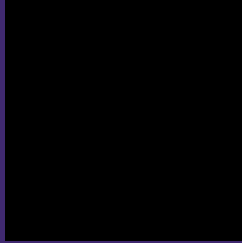
Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

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



## Hex 402970 Background



This preview shows how black text looks on a background with the Hex color 402970.



This preview shows how white text looks on a background with the Hex color 402970.

# 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](#).

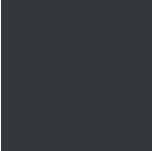
## Dichromacy



**Original Color**  
402970

**Protanopia**  
003672

**Deuteranopia**  
003963



**Tritanopia**  
34383D

# Trichromacy



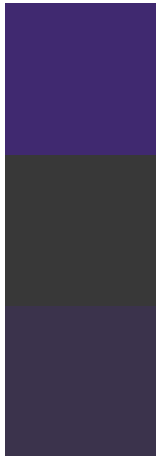
**Original Color**  
402970

**Protanomaly**  
173171

**Deuteranomaly**  
173368

**Tritanomaly**  
383350

# Monochromacy



**Original Color**  
402970

**Achromatopsia**  
383838

**Achromatomaly**  
3B334C

# CSS Examples

## Text

The CSS property to change the color of the text to Hex 402970 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 #402970 looks like.

```
.text, #text, p{  
    color:#402970  
}
```

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 #402970 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #402970
}
```

## Border

The CSS property to change the border of an element to Hex 402970 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
#402970 }
```

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

```
.border{ border-color:#402970 }
```

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

Here you see how a box with a 4 pixel #402970 colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #402970; -webkit-box-shadow:4px 4px  
4px 4px #402970; box-shadow:4px 4px 4px  
4px #402970 }
```

# Background

The CSS property to change the background color of an element to Hex 402970 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#402970 }
```

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

```
.background{ background-color:#402970 }
```

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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