

# Converting Colors

Hex(73694A)

Have a look what the booklet for  
Hex(73694A) contains.

<b>Hex(73694A)</b> .....	3
<b><i>Conversions</i></b> .....	4
<b><i>Details</i></b> .....	6
<b><i>Harmonies</i></b> .....	11
<b><i>Previews</i></b> .....	23
<b><i>Color Blindness Simulation</i></b> .....	26
<b><i>CSS Examples</i></b> .....	29

**Color**

**Hex(73694A)**

# Conversions

## Conversions Part 1

<b>Format</b>	<b>Color</b>
Hex	73694A
RGB	115, 105, 74
RGB Percent	45%, 41%, 29%
CMY	0.5490, 0.5882, 0.7098
CMYK	0.00, 0.09, 0.36, 0.55
HSL	45°, 22%, 37%
HSV	45°, 36%, 45%
XYZ	13.3578, 14.2424, 8.5236
YIQ	104.4560, 15.9110, -7.5210

# Conversions

## Conversions Part 2

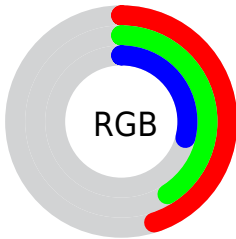
<b>Format</b>	<b>Color</b>
<b>RYB</b>	87, 115, 74
Decimal	7563594
CIELab	44.58, -1.16, 18.89
CIElCh	45, 18.925, 93.505
Yxy	14.2424, 0.3698, 0.3943
Android (android.graphics.Color)	4285753674 (0xFF73694A)
YUV	104.4560, -15.0148, 9.2471
Hunter-Lab	37.7391, -2.8630, 13.0264

# Details

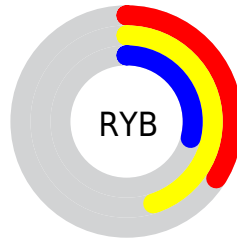
The Hex color **73694A** is a dark color, and the websafe version is hex **666633**. A complement of this color would be **4A5473**, and the grayscale version is **696969**.

A 20% lighter version of the original color is **A89C7B**, and **423A1E** is the 20% darker color. If you saturate the color by 10%, you get **73663F**, and if you desaturate by 10%, it is **736C56**.

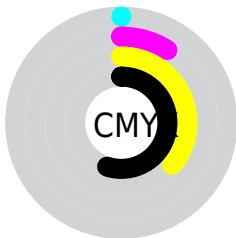
# Distribution



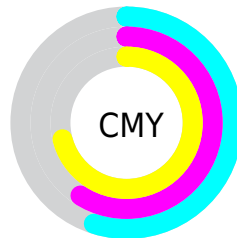
- Red (45%)
- Green (41%)
- Blue (29%)



- Red (34%)
- Yellow (45%)
- Blue (29%)



- Cyan (0%)
- Magenta (9%)
- Yellow (36%)
- Black (55%)



- Cyan (55%)
- Magenta (59%)
- Yellow (71%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 73694A 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 73694A by changing the saturation by 10% instead.





73694A



73694A

FFFFFF



5A5133



A89C7B



423A1E



C3B795



2B2506



DFD3B0



141000



FCEFCB



000000



FFFFE7



73694A



73694A



73663F



736C56



736333



736F61

■ 736128

■ 73716D

■ 735E1C

■ 737478

■ 735B11

■ 737784

■ 735805

■ 737A8F

■ 735700

■ 737D9B

■ 737FA6

■ 7382B2

# Harmonies

## Analogous

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



81644E



73694A



626E4F

# Triad

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



73694A



3A727A



7F6078

# Complementary

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



73694A



4A5473

# 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.



6E6584



73694A



446F85

# Square

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



73694A



40726B



586A89



885E68

# Rectangle

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



73694A



567056



586A89



7A617C



# Sweetspot

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



73694A



969286



734A54



4D4A43



CCCCCC



4D4D4D



# Same Dimension

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



73694A



968756



69734A



3B3935



7A5D00



FABD00



# Inverse Universe

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



4A5473



566696



544A73



35363B



001E7A



003DFA



# Previews

## White Background



This preview shows how the Hex color 73694A looks on a white background.

## Color Contrast Check

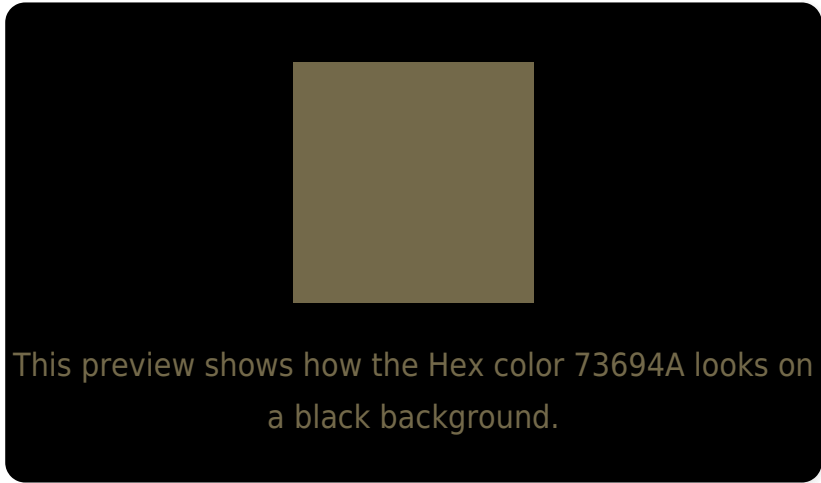
Large Text (above 18pt) WCAG AA ✓ Pass

Any Text WCAG AA ✓ Pass

Large Text (above 18pt) WCAG AAA ✓ Pass

Any Text WCAG AAA × Fail

# Black Background



## Color Contrast Check

Large Text (above 18pt) WCAG AA ✓ Pass

Any Text WCAG AA × Fail

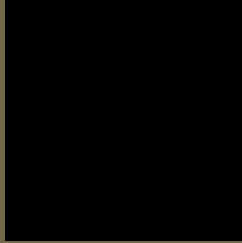
Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

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



## Hex 73694A Background



This preview shows how black text looks on a background with the Hex color 73694A.



This preview shows how white text looks on a background with the Hex color 73694A.

# 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**  
73694A

**Protanopia**  
72694A

**Deuteranopia**  
7D654B



**Tritanopia**  
77656C

# Trichromacy



**Original Color**  
73694A

**Protanomaly**  
72694A

**Deuteranomaly**  
79664B

**Tritanomaly**  
766660

# Monochromacy



**Original Color**  
73694A

**Achromatopsia**  
686868

**Achromatomaly**  
6C685D

# CSS Examples

## Text

The CSS property to change the color of the text to Hex 73694A 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 #73694A looks like.

```
.text, #text, p{  
    color:#73694A  
}
```

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 #73694A colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #73694A
}
```

## Border

The CSS property to change the border of an element to Hex 73694A 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
#73694A }
```

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

```
.border{ border-color:#73694A }
```

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

Here you see how a box with a 4 pixel #73694A colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #73694A; -webkit-box-shadow:4px 4px  
4px 4px #73694A; box-shadow:4px 4px 4px  
4px #73694A }
```

# Background

The CSS property to change the background color of an element to Hex 73694A is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#73694A }
```

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

```
.background{ background-color:#73694A }
```

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](#).



Hey! You found this booklet interesting? Support Converting Colors with the new Membership Option!

The pro membership hides all ads, plus gives you double the colors in the color bucket, and more awesome pro features!

**[Learn more, Memberships starting at \\$2.50/m!](#)**

**Follow me  
on Twitter!**

@ConvertingColor