

# Converting Colors

Hex(740347)

Have a look what the booklet for  
Hex(740347) contains.

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# Color

**Hex(740347)**

# Conversions

## Conversions Part 1

<b>Format</b>	<b>Color</b>
Hex	740347
RGB	116, 3, 71
RGB Percent	45%, 1%, 28%
CMY	0.5451, 0.9882, 0.7216
CMYK	0.00, 0.97, 0.39, 0.55
HSL	324°, 95%, 23%
HSV	324°, 97%, 45%
XYZ	8.3724, 4.2331, 6.3370
YIQ	44.5390, 45.5200, 45.1040

# Conversions

## Conversions Part 2

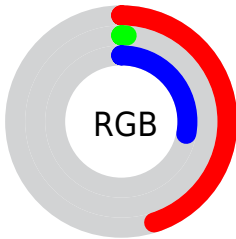
<b>Format</b>	<b>Color</b>
<b>RYB</b>	116, 3, 71
Decimal	7603015
CIELab	24.43, 48.21, -7.80
CIELCh	24, 48.842, 350.806
Yxy	4.2331, 0.4420, 0.2235
Android (android.graphics.Color)	4285793095 (0xFF740347)
YUV	44.5390, 13.0453, 62.6713
Hunter-Lab	20.5744, 36.6319, -3.8596

# Details

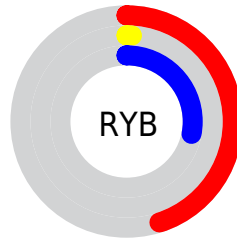
The Hex color **740347** is a dark color, and the websafe version is hex **660033**. A complement of this color would be **037430**, and the grayscale version is **2C2C2C**.

A 20% lighter version of the original color is **AC4377**, and **3F001C** is the 20% darker color. If you saturate the color by 10%, you get **740046**, and if you desaturate by 10%, it is **740F4C**.

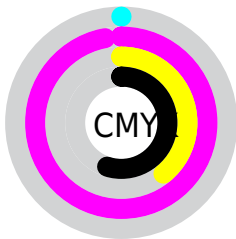
# Distribution



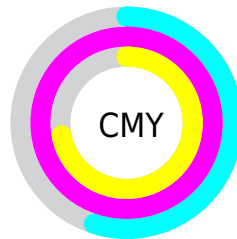
- Red (45%)
- Green (1%)
- Blue (28%)



- Red (45%)
- Yellow (1%)
- Blue (28%)



- Cyan (0%)
- Magenta (97%)
- Yellow (39%)
- Black (55%)



- Cyan (55%)
- Magenta (99%)
- Yellow (72%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 740347 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 740347 by changing the saturation by 10% instead.



 740347

 740347

FFFFFF

 590031

 AC4377

 3F001C

 C95E91

 260001

 E678AC

 000000

 FF94C7

 FFAFE3

 FFCCFF

 FFE8FF

 740347

 740347

740046

740F4C

741A50

742655

743159

743D5E

744963

745467

74606C

746B71

# Harmonies

## Analogous

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



592169



740347



780623

# Triad

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



740347



304000



004873

# Complementary

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



740347



037430

# 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.



004953



740347



004602

# Square

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



740347



523400



00492D



004284

# Rectangle

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



740347



711A0A



00492D



00496A



# Sweetspot

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



740347



966B85



2E0374



4D3242



CCCCCC



4D4D4D



# Same Dimension

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



740347



96005B



740310



3B3538



7A004A



FA0096



# Inverse Universe

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



740347



96005B



037467



3B3538



7A004A

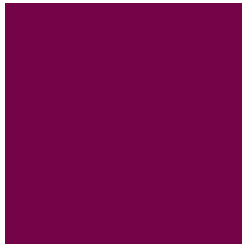


FA0096



# Previews

## White Background



This preview shows how the Hex color 740347 looks on a white background.

## Color Contrast Check

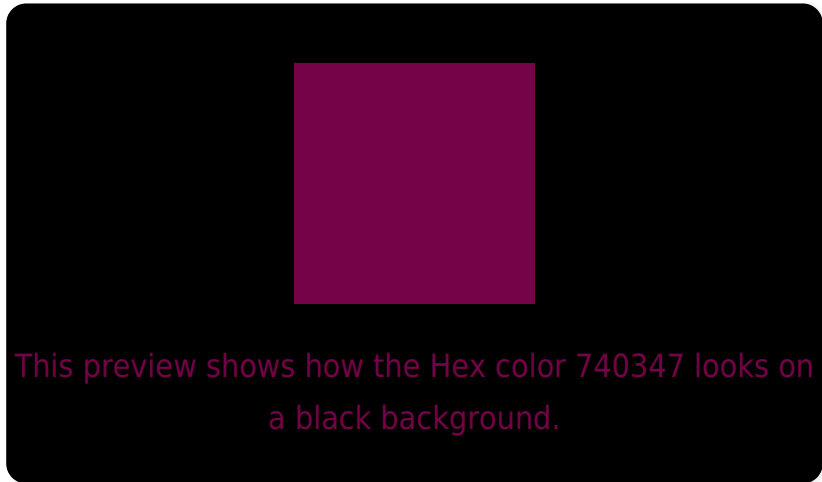
Large Text (above 18pt) WCAG AA ✓ Pass

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

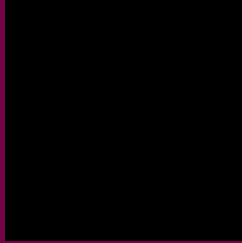
Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

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



## Hex 740347 Background



This preview shows how black text looks on a background with the Hex color 740347.



This preview shows how white text looks on a background with the Hex color 740347.

# 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





# Trichromacy



**Original Color**  
740347

**Protanomaly**  
46275B

**Deuteranomaly**  
542744

**Tritanomaly**  
73132C

# Monochromacy



**Original Color**  
740347

**Achromatopsia**  
2D2D2D

**Achromatomaly**  
471E36

# CSS Examples

## Text

The CSS property to change the color of the text to Hex 740347 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 #740347 looks like.

```
.text, #text, p{  
    color:#740347  
}
```

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 #740347 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #740347
}
```

## Border

The CSS property to change the border of an element to Hex 740347 is called "border". The border property can be set on classes, ids or directly on the HTML element.

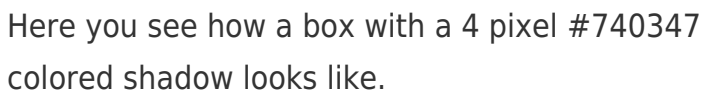
This example shows the color as border, it can be applied via the CSS property "border" or "border-color".

```
.border, #border, table{ border:4px solid
#740347 }
```

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

```
.border{ border-color:#740347 }
```

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



Here you see how a box with a 4 pixel #740347 colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #740347; -webkit-box-shadow:4px 4px  
4px 4px #740347; box-shadow:4px 4px 4px  
4px #740347 }
```

# Background

The CSS property to change the background color of an element to Hex 740347 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#740347 }
```

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

```
.background{ background-color:#740347 }
```

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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