

# Converting Colors

Hex(740790)

Have a look what the booklet for  
Hex(740790) contains.

<b>Hex(740790)</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(740790)**

# Conversions

## Conversions Part 1

<b>Format</b>	<b>Color</b>
Hex	740790
RGB	116, 7, 144
RGB Percent	45%, 3%, 56%
CMY	0.5451, 0.9725, 0.4353
CMYK	0.19, 0.95, 0.00, 0.44
HSL	288°, 91%, 30%
HSV	288°, 95%, 56%
XYZ	12.3125, 5.8786, 26.8713
YIQ	55.2090, 20.9870, 65.7150

# Conversions

## Conversions Part 2

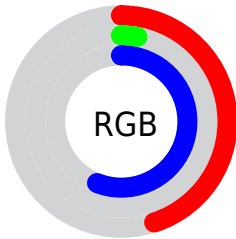
<b>Format</b>	<b>Color</b>
<b>R<sub>YB</sub></b>	116, 7, 144
Decimal	7604112
CIE <sub>Lab</sub>	29.10, 58.58, -47.69
CIE <sub>LCh</sub>	29, 75.533, 320.853
Yxy	5.8786, 0.2732, 0.1305
Android (android.graphics.Color)	4285794192 (0xFF740790)
YUV	55.2090, 43.7740, 53.3137
Hunter-Lab	24.2458, 48.2157, -48.7383

# Details

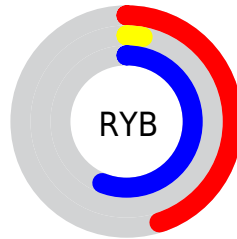
The Hex color **740790** is a dark color, and the websafe version is hex **660099**. A complement of this color would be **239007**, and the grayscale version is **373737**.

A 20% lighter version of the original color is **AC49C7**, and **3E005C** is the 20% darker color. If you saturate the color by 10%, you get **730090**, and if you desaturate by 10%, it is **771590**.

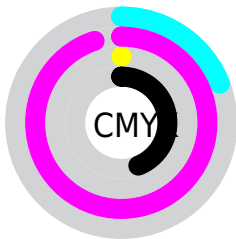
# Distribution



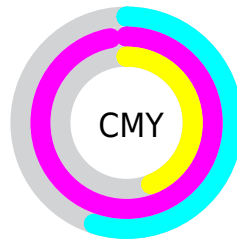
- Red (45%)
- Green (3%)
- Blue (56%)



- Red (45%)
- Yellow (3%)
- Blue (56%)



- Cyan (19%)
- Magenta (95%)
- Yellow (0%)
- Black (44%)



- Cyan (55%)
- Magenta (97%)
- Yellow (44%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 740790 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 740790 by changing the saturation by 10% instead.



 740790

 740790

FFFFFF

 590076

 AC49C7

 3E005C

 C965E3

 260044

 E680FF

 00002D

 FF9BFF

 000117

 FFB8FF

 000000

 FFD4FF

 FFF1FF

 740790

 740790

■ 730090

■ 771590

■ 7A2490

■ 7D3290

■ 804190

■ 834F90

■ 865D90

■ 896C90

■ 8C7A90

■ 8E8990

# Harmonies

## Analogous

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



003EB5



740790



9E0059

# Triad

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



740790



643C00



005A6D

# Complementary

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



740790



239007

# 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.



005930



740790



2C4E00

# Square

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



740790



8B1100



005500



005AA1

# Rectangle

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



740790



A40033



005500



005A59



# Sweetspot

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



740790



AF84BA



072590



583D5E



DEDEDE



5E5E5E



# Same Dimension

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



740790



9400BA



900769



464047



6C0087



060008



# Inverse Universe

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



900723



BA0026



07902E



474042



87001C



080002



# Previews

## White Background



This preview shows how the Hex color 740790 looks on a white background.

## Color Contrast Check

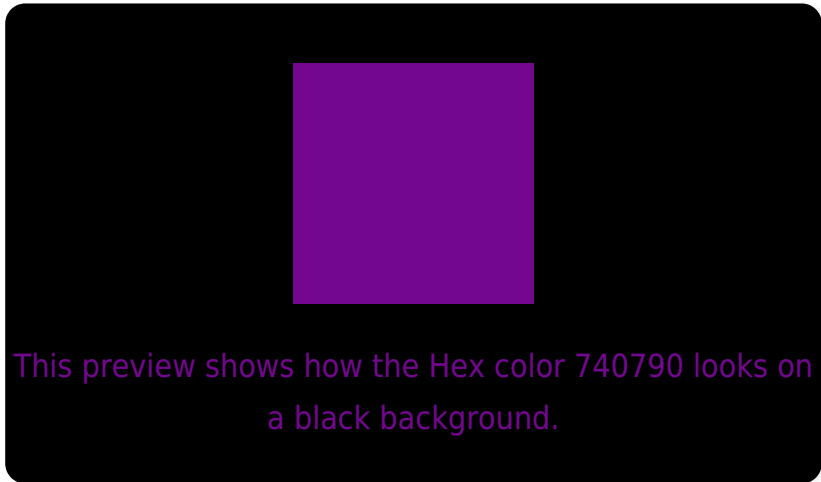
Large Text (above 18pt) WCAG AA ✓ Pass

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

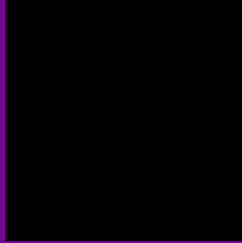
Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

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



## Hex 740790 Background



This preview shows how black text looks on a background with the Hex color 740790.

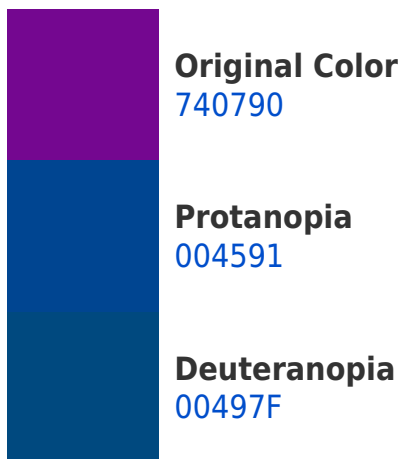



This preview shows how white text looks on a background with the Hex color 740790.

# 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](#).

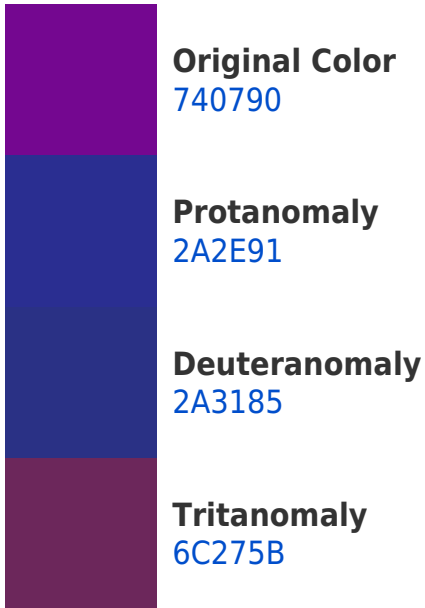
## Dichromacy



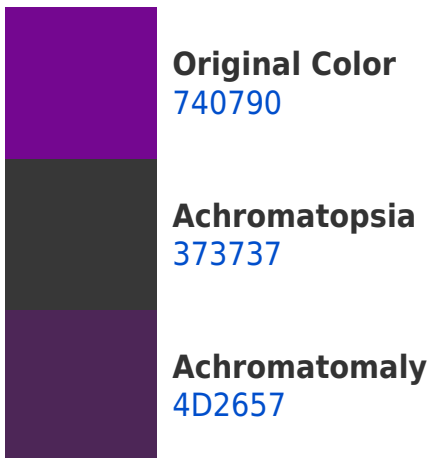


**Tritanopia**  
68393D

# Trichromacy



# Monochromacy



# CSS Examples

## Text

The CSS property to change the color of the text to Hex 740790 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 #740790 looks like.

```
.text, #text, p{  
    color:#740790  
}
```

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 #740790 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #740790
}
```

## Border

The CSS property to change the border of an element to Hex 740790 is called "border". The border property can be set on classes, ids or directly on the HTML element.

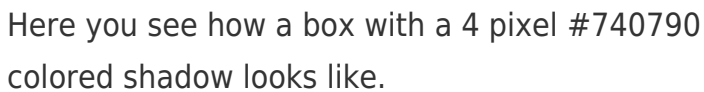
This example shows the color as border, it can be applied via the CSS property "border" or "border-color".

```
.border, #border, table{ border:4px solid
#740790 }
```

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

```
.border{ border-color:#740790 }
```

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



Here you see how a box with a 4 pixel #740790 colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #740790; -webkit-box-shadow:4px 4px  
4px 4px #740790; box-shadow:4px 4px 4px  
4px #740790 }
```

# Background

The CSS property to change the background color of an element to Hex 740790 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#740790 }
```

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

```
.background{ background-color:#740790 }
```

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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