

# Converting Colors

Hex(743C4D)

Have a look what the booklet for  
Hex(743C4D) contains.

|  |    |
|--|----|
| <b>Hex(743C4D)</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(743C4D)**

# Conversions

## Conversions Part 1

| <b>Format</b> | <b>Color</b>              |
|---------------|---------------------------|
| Hex           | 743C4D                    |
| RGB           | 116, 60, 77               |
| RGB Percent   | 45%, 24%, 30%             |
| CMY           | 0.5451, 0.7647, 0.6980    |
| CMYK          | 0.00, 0.48, 0.34, 0.55    |
| HSL           | 342°, 32%, 35%            |
| HSV           | 342°, 48%, 45%            |
| XYZ           | 10.1579, 7.4805, 7.9297   |
| YIQ           | 78.6820, 27.9190, 17.1590 |

# Conversions

## Conversions Part 2

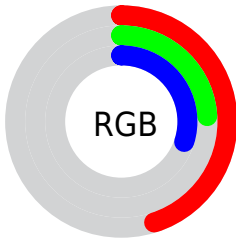
| <b>Format</b>                       | <b>Color</b>                 |
|-------------------------------------|------------------------------|
| <b>R<sub>YB</sub></b>               | 116, 60, 77                  |
| Decimal                             | 7617613                      |
| CIE <sub>Lab</sub>                  | 32.88, 26.60, 0.75           |
| CIE <sub>LCh</sub>                  | 33, 26.613, 1.613            |
| Yxy                                 | 7.4805, 0.3973,<br>0.2926    |
| Android<br>(android.graphics.Color) | 4285807693<br>(0xFF743C4D)   |
| YUV                                 | 78.6820, -0.8292,<br>32.7279 |
| Hunter-Lab                          | 27.3506, 18.4305,<br>1.9556  |

# Details

The Hex color **743C4D** is a dark color, and the websafe version is hex **663333**. A complement of this color would be **3C7463**, and the grayscale version is **4F4F4F**.

A 20% lighter version of the original color is **AA6D7E**, and **410D21** is the 20% darker color. If you saturate the color by 10%, you get **743045**, and if you desaturate by 10%, it is **744855**.

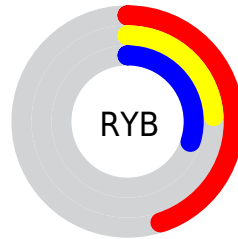
# Distribution



Red (45%)

Green (24%)

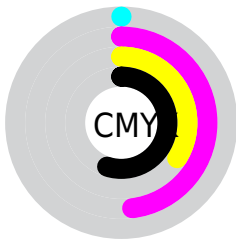
Blue (30%)



Red (45%)

Yellow (24%)

Blue (30%)

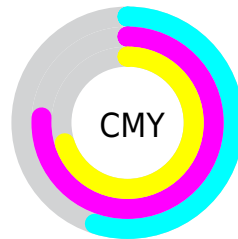


Cyan (0%)

Magenta (48%)

Yellow (34%)

Black (55%)



Cyan (55%)

Magenta (76%)

Yellow (70%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 743C4D 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 743C4D by changing the saturation by 10% instead.



 743C4D

 743C4D

FFFFFF

 5A2536

 AA6D7E

 410D21

 C68798

 2B000A

 E2A1B2

 000000

 FFBCCE

 FFD8EA

 FFF5FF

 743C4D

 743C4D

 743045

 744855

74253D

74535D

741935

745F65

740E2D

746A6D

740225

747675

740023

74827D

748D86

74998E

74A496

# Harmonies

## Analogous

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



684062



743C4D



743E38

# Triad

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



743C4D



435328



005572

# Complementary

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



743C4D



3C7463

# 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.



005863



743C4D



295639

# Square

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



743C4D



594D22



00584E



2C4F77

# Rectangle

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



743C4D



6E432D



00584E



00566E



# Sweetspot

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



743C4D



968188



623C74



4D3F43



CCCCCC



4D4D4D



# Same Dimension

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



743C4D



963F5A



74463C



3B3537



7A0025



FA004C



# Inverse Universe

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



743C4D



963F5A



3C6A74



3B3537



7A0025

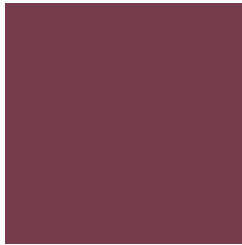


FA004C



# Previews

## White Background



This preview shows how the Hex color 743C4D looks on a white background.

## Color Contrast Check

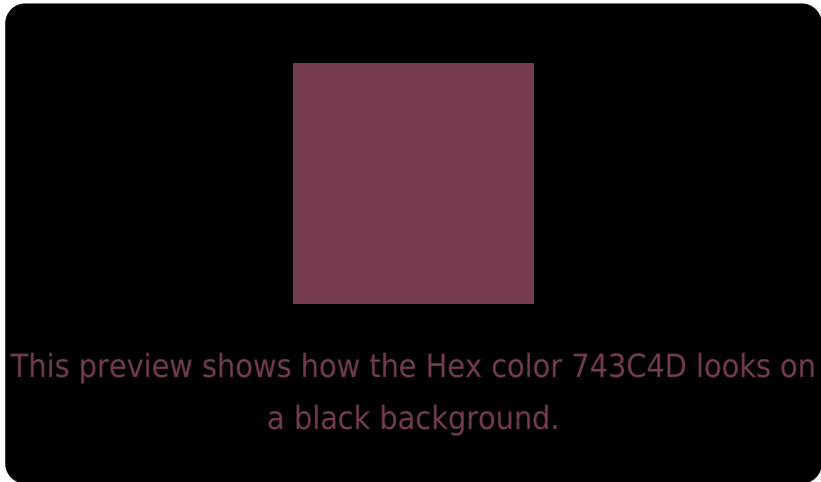
Large Text (above 18pt) WCAG AA ✓ Pass

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

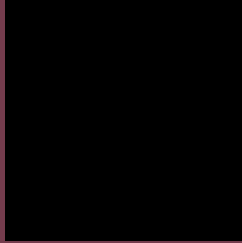
Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

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



## Hex 743C4D Background



This preview shows how black text looks on a background with the Hex color 743C4D.



This preview shows how white text looks on a background with the Hex color 743C4D.

# 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**  
743C4D

**Protanopia**  
4C4D57

**Deuteranopia**  
574B4A



**Tritanopia**  
733E42

# Trichromacy



**Original Color**  
743C4D

**Protanomaly**  
5B4753

**Deuteranomaly**  
62464B

**Tritanomaly**  
733D46

# Monochromacy



**Original Color**  
743C4D

**Achromatopsia**  
4F4F4F

**Achromatomaly**  
5C484E

# CSS Examples

## Text

The CSS property to change the color of the text to Hex 743C4D 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 #743C4D looks like.

```
.text, #text, p{  
    color:#743C4D  
}
```

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 #743C4D colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #743C4D
}
```

## Border

The CSS property to change the border of an element to Hex 743C4D 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".

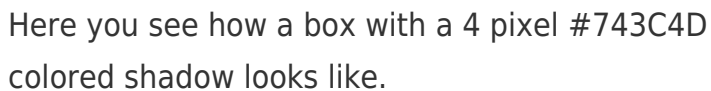
```
.border, #border, table{ border:4px solid
#743C4D }
```

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

```
.border{ border-color:#743C4D }
```

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

Here you see how a box with a 4 pixel #743C4D colored shadow looks like.



```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #743C4D; -webkit-box-shadow:4px 4px  
4px 4px #743C4D; box-shadow:4px 4px 4px  
4px #743C4D }
```

# Background

The CSS property to change the background color of an element to Hex 743C4D is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#743C4D }
```

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

```
.background{ background-color:#743C4D }
```

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