

# Converting Colors

Hex(743CB4)

Have a look what the booklet for  
Hex(743CB4) contains.

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# Color

**Hex(743CB4)**

# Conversions

## Conversions Part 1

<b>Format</b>	<b>Color</b>
Hex	743CB4
RGB	116, 60, 180
RGB Percent	45%, 24%, 71%
CMY	0.5451, 0.7647, 0.2941
CMYK	0.36, 0.67, 0.00, 0.29
HSL	268°, 50%, 47%
HSV	268°, 67%, 71%
XYZ	17.0565, 10.2400, 44.2576
YIQ	90.4240, -5.1440, 49.1920

# Conversions

## Conversions Part 2

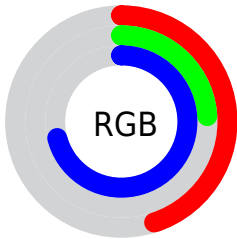
<b>Format</b>	<b>Color</b>
R <sub>Y</sub> B	116, 60, 180
Decimal	7617716
CIE Lab	38.27, 48.10, -54.58
CIE LCh	38, 72.755, 311.389
Yxy	10.2400, 0.2384, 0.1431
Android (android.graphics.Color)	4285807796 (0xFF743CB4)
YUV	90.4240, 44.1610, 22.4302
Hunter-Lab	32.0000, 39.1434, -59.6009

# Details

The Hex color **743CB4** is a dark color, and the websafe version is hex **663399**. A complement of this color would be **7CB43C**, and the grayscale version is **5A5A5A**.

A 20% lighter version of the original color is **AC6FED**, and **3C047E** is the 20% darker color. If you saturate the color by 10%, you get **6A2AB4**, and if you desaturate by 10%, it is **7E4EB4**.

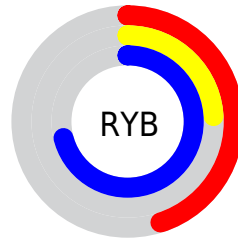
# Distribution



Red (45%)

Green (24%)

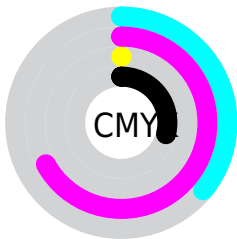
Blue (71%)



Red (45%)

Yellow (24%)

Blue (71%)

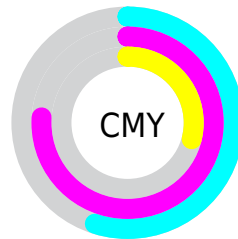


Cyan (36%)

Magenta (67%)

Yellow (0%)

Black (29%)



Cyan (55%)

Magenta (76%)

Yellow (29%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 743CB4 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 743CB4 by changing the saturation by 10% instead.



743CB4

743CB4

FFFFFF

582399

AC6FED

3C047E

C989FF

1E0064

E6A4FF

00004C

FFC0FF

000434

FFDCFF

00021E

FFF9FF

000000

743CB4

743CB4

6A2AB4

7E4EB4

6118B4

8760B4

5706B4

9172B4

5400B4

9A84B4

A496B4

AEA8B4

B7BAB4

C1CCB4

CADEB4

# Harmonies

## Analogous

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



005BD0



743CB4



AD0081

# Triad

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



743CB4



8C4900



007270

# Complementary

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



743CB4



7CB43C

# 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.



007031



743CB4



5A5F00

# Square

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



743CB4



AF2209



006A00



0071A8

# Rectangle

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



743CB4



BC005A



006A00



00715B



# Sweetspot

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



743CB4



D2BCEB



3C7CB4



665975



F5F5F5



757575



# Same Dimension

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



743CB4



872FEB



B03CB4



545059



470099



0C001A



# Inverse Universe

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



B43C7C



EB2F93



40B43C



595055



990052

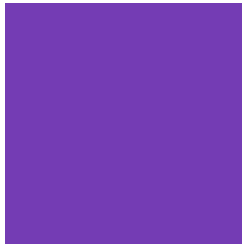


1A000E



# Previews

## White Background



This preview shows how the Hex color 743CB4 looks on a white background.

## Color Contrast Check

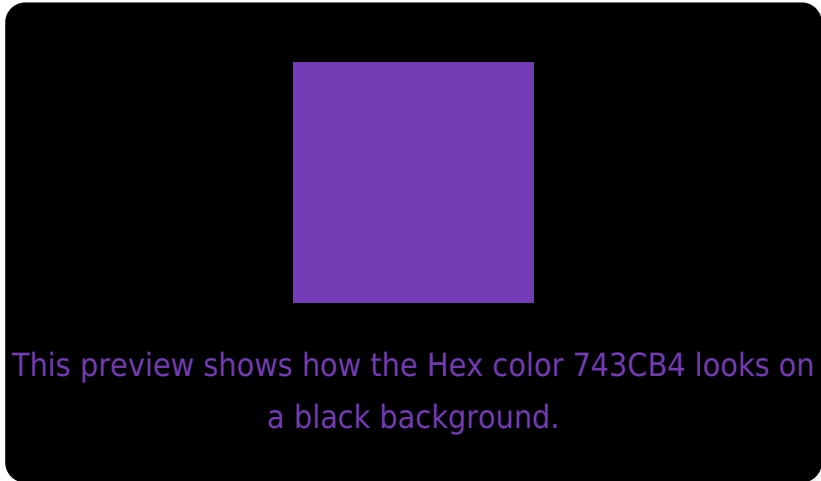
Large Text (above 18pt) WCAG AA ✓ Pass

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

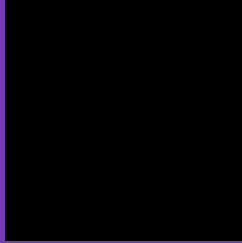
Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

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



## Hex 743CB4 Background



This preview shows how black text looks on a background with the Hex color 743CB4.

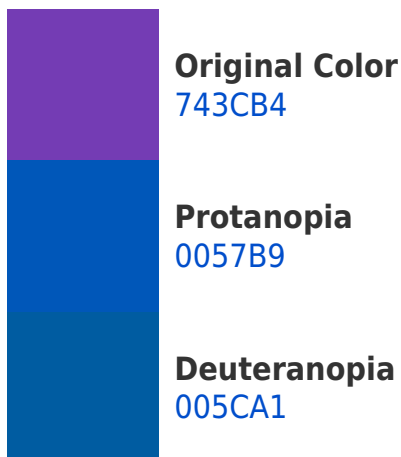


This preview shows how white text looks on a background with the Hex color 743CB4.

# 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**  
63575E

# Trichromacy



**Original Color**  
743CB4



**Protanomaly**  
2A4DB7



**Deuteranomaly**  
2A50A8



**Tritanomaly**  
694D7D

# Monochromacy



**Original Color**  
743CB4



**Achromatopsia**  
5A5A5A



**Achromatomaly**  
634F7B

# CSS Examples

## Text

The CSS property to change the color of the text to Hex 743CB4 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 #743CB4 looks like.

```
.text, #text, p{  
    color:#743CB4  
}
```

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 #743CB4 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #743CB4
}
```

## Border

The CSS property to change the border of an element to Hex 743CB4 is called "border". The border property can be set on classes, ids or directly on the HTML element.

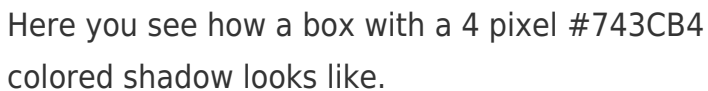
This example shows the color as border, it can be applied via the CSS property "border" or "border-color".

```
.border, #border, table{ border:4px solid
#743CB4 }
```

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

```
.border{ border-color:#743CB4 }
```

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



Here you see how a box with a 4 pixel #743CB4 colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #743CB4; -webkit-box-shadow:4px 4px  
4px 4px #743CB4; box-shadow:4px 4px 4px  
4px #743CB4 }
```

# Background

The CSS property to change the background color of an element to Hex 743CB4 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#743CB4 }
```

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

```
.background{ background-color:#743CB4 }
```

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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