

# Converting Colors

Hex(77394A)

Have a look what the booklet for  
Hex(77394A) contains.

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# Color

**Hex(77394A)**

# Conversions

## Conversions Part 1

<b>Format</b>	<b>Color</b>
Hex	77394A
RGB	119, 57, 74
RGB Percent	47%, 22%, 29%
CMY	0.5333, 0.7765, 0.7098
CMYK	0.00, 0.52, 0.38, 0.53
HSL	344°, 35%, 35%
HSV	344°, 52%, 47%
XYZ	10.3069, 7.3426, 7.3526
YIQ	77.4760, 31.4950, 18.4310

# Conversions

## Conversions Part 2

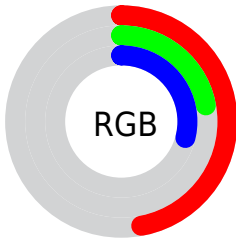
<b>Format</b>	<b>Color</b>
<b>R<sub>YB</sub></b>	119, 57, 74
Decimal	7813450
CIE <sub>Lab</sub>	32.57, 29.06, 2.31
CIE <sub>LCh</sub>	33, 29.152, 4.536
Yxy	7.3426, 0.4122, 0.2937
Android (android.graphics.Color)	4286003530 (0xFF77394A)
YUV	77.4760, -1.7137, 36.4165
Hunter-Lab	27.0972, 20.4754, 2.8803

# Details

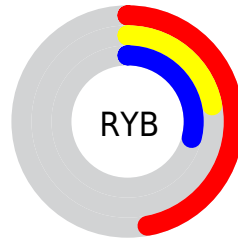
The Hex color **77394A** is a dark color, and the websafe version is hex **663333**. A complement of this color would be **397766**, and the grayscale version is **4D4D4D**.

A 20% lighter version of the original color is **AD6A7B**, and **43091F** is the 20% darker color. If you saturate the color by 10%, you get **772D41**, and if you desaturate by 10%, it is **774553**.

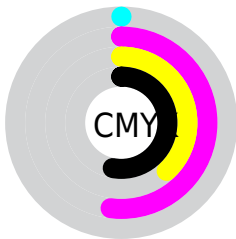
# Distribution



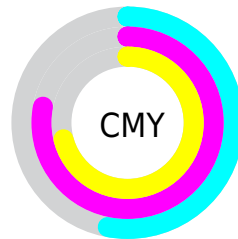
- Red (47%)
- Green (22%)
- Blue (29%)



- Red (47%)
- Yellow (22%)
- Blue (29%)



- Cyan (0%)
- Magenta (52%)
- Yellow (38%)
- Black (53%)



- Cyan (53%)
- Magenta (78%)
- Yellow (71%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 77394A 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 77394A by changing the saturation by 10% instead.



 77394A

 77394A

FFFFFF

 5D2134

 AD6A7B

 43091F

 CA8494

 2E0005

 E69EAF

 000000

 FFBACA

 FFD6E6

 FFF2FF

 77394A

 77394A

 772D41

 774553

 772139

 77515B

 771530

 775D64

 770927

 77696D

 770021

 777475

 77807E

 778C86

 77988F

 77A498

# Harmonies

## Analogous

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



6C3D61



77394A



763C34

# Triad

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



77394A



3F5325



005476

# Complementary

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



77394A



397766

# 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.



005866



77394A



1F5738

# Square

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



77394A



574D1D



00584F



2A4E7A

# Rectangle

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



77394A



6F4128



00584F



005672



# Sweetspot

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



77394A



9C8389



653977



4F4044



CFCFCF



4F4F4F



# Same Dimension

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



77394A



9C3A54



774639



3B3536



7A0022



FA0045



# Inverse Universe

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



77394A



9C3A54



396A77



3B3536



7A0022

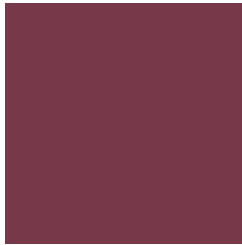


FA0045



# Previews

## White Background



This preview shows how the Hex color 77394A looks on a white background.

## Color Contrast Check

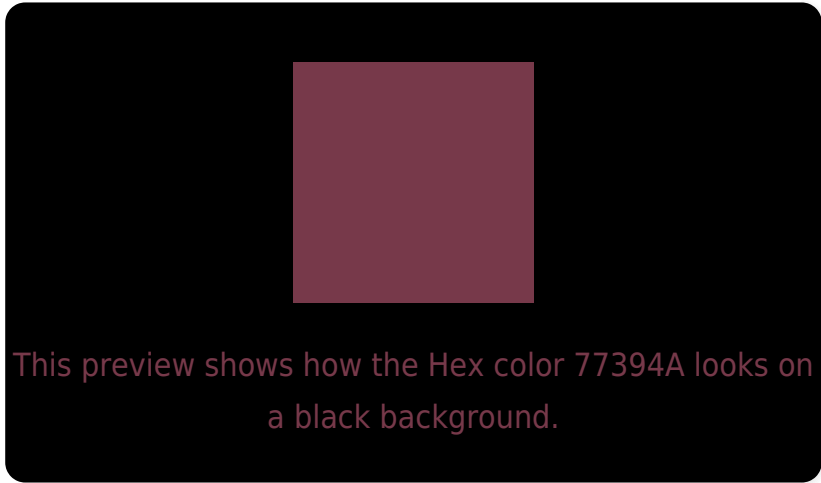
Large Text (above 18pt) WCAG AA ✓ Pass

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 77394A Background



This preview shows how black text looks on a background with the Hex color 77394A.



This preview shows how white text looks on a background with the Hex color 77394A.

# 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**  
77394A

**Protanopia**  
4C4D55

**Deuteranopia**  
574B47



**Tritanopia**  
763B3F

# Trichromacy



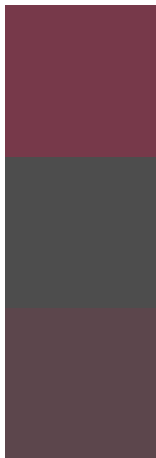
**Original Color**  
77394A

**Protanomaly**  
5C4651

**Deuteranomaly**  
634448

**Tritanomaly**  
763A43

# Monochromacy



**Original Color**  
77394A

**Achromatopsia**  
4D4D4D

**Achromatomaly**  
5C464C

# CSS Examples

## Text

The CSS property to change the color of the text to Hex 77394A 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 #77394A looks like.

```
.text, #text, p{  
    color:#77394A  
}
```

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 #77394A colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #77394A
}
```

## Border

The CSS property to change the border of an element to Hex 77394A is called "border". The border property can be set on classes, ids or directly on the HTML element.

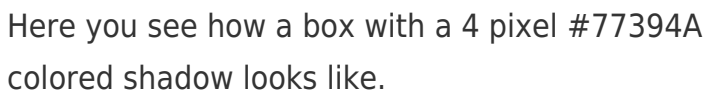
This example shows the color as border, it can be applied via the CSS property "border" or "border-color".

```
.border, #border, table{ border:4px solid
#77394A }
```

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

```
.border{ border-color:#77394A }
```

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



Here you see how a box with a 4 pixel #77394A colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #77394A; -webkit-box-shadow:4px 4px  
4px 4px #77394A; box-shadow:4px 4px 4px  
4px #77394A }
```

# Background

The CSS property to change the background color of an element to Hex 77394A is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#77394A }
```

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

```
.background{ background-color:#77394A }
```

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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