

# Converting Colors

Hex(7740A0)

Have a look what the booklet for  
Hex(7740A0) contains.

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# Color

**Hex(7740A0)**

# Conversions

## Conversions Part 1

<b>Format</b>	<b>Color</b>
Hex	7740A0
RGB	119, 64, 160
RGB Percent	47%, 25%, 63%
CMY	0.5333, 0.7490, 0.3725
CMYK	0.26, 0.60, 0.00, 0.37
HSL	274°, 43%, 44%
HSV	274°, 60%, 63%
XYZ	15.7863, 10.1268, 34.3803
YIQ	91.3890, 1.9640, 41.5160

# Conversions

## Conversions Part 2

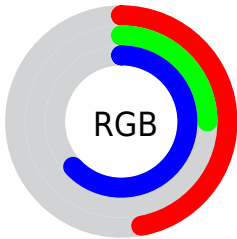
<b>Format</b>	<b>Color</b>
R <sub>Y</sub> B	119, 64, 160
Decimal	7815328
CIE Lab	38.07, 41.79, -42.97
CIE LCh	38, 59.936, 314.201
Yxy	10.1268, 0.2618, 0.1680
Android (android.graphics.Color)	4286005408 (0xFF7740A0)
YUV	91.3890, 33.8252, 24.2148
Hunter-Lab	31.8226, 32.8592, -41.7795

# Details

The Hex color **7740A0** is a dark color, and the websafe version is hex **663399**. A complement of this color would be **69A040**, and the grayscale version is **5B5B5B**.

A 20% lighter version of the original color is **AE72D7**, and **420D6C** is the 20% darker color. If you saturate the color by 10%, you get **7030A0**, and if you desaturate by 10%, it is **7E50A0**.

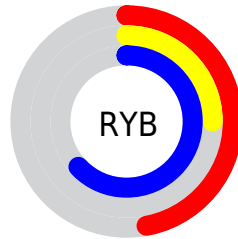
# Distribution



Red (47%)

Green (25%)

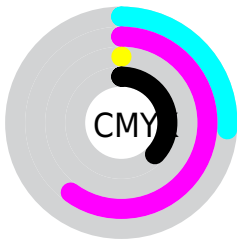
Blue (63%)



Red (47%)

Yellow (25%)

Blue (63%)

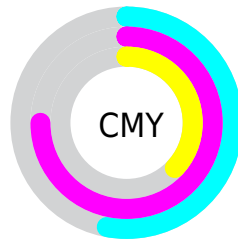


Cyan (26%)

Magenta (60%)

Yellow (0%)

Black (37%)



Cyan (53%)

Magenta (75%)

Yellow (37%)

# Brightness & Saturation Gradients

These gradients show how the Hex color 7740A0 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 7740A0 by changing the saturation by 10% instead.



7740A0

7740A0

FFFFFF

5C2785

AE72D7

420D6C

CA8DF4

280053

E7A8FF

12003B

FFC3FF

000224

FFE0FF

00000C

FFFDFF

000000

7740A0

7740A0

7030A0

7E50A0

6920A0

8560A0

6310A0

8C70A0

5C00A0

9280A0

9990A0

A0A0A0

A7B0A0

AEC0A0

B4D0A0

# Harmonies

## Analogous

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



0058B9



7740A0



A22275

# Triad

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



7740A0



824E00



006F70

# Complementary

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



7740A0



69A040

# 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.



006D3D



7740A0



585F00

# Square

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



7740A0



A03516



166802



006D9D

# Rectangle

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



7740A0



AD1855



166802



006E5F



# Sweetspot

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



7740A0



C1ABD1



406AA0



5F5269



E8E8E8



696969



# Same Dimension

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



7740A0



913BD1



A0409A



4C474F



52008F



09000F



# Inverse Universe

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



A04069



D13B7B



40A046



4F474B



8F003D



0F0007



# Previews

## White Background



This preview shows how the Hex color 7740A0 looks on a white background.

## Color Contrast Check

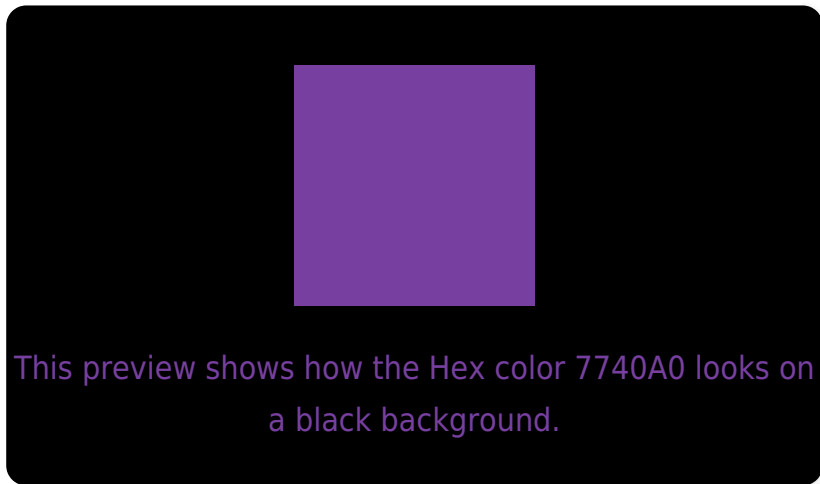
Large Text (above 18pt) WCAG AA ✓ Pass

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

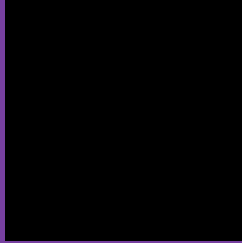
Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

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



## Hex 7740A0 Background



This preview shows how black text looks on a background with the Hex color 7740A0.

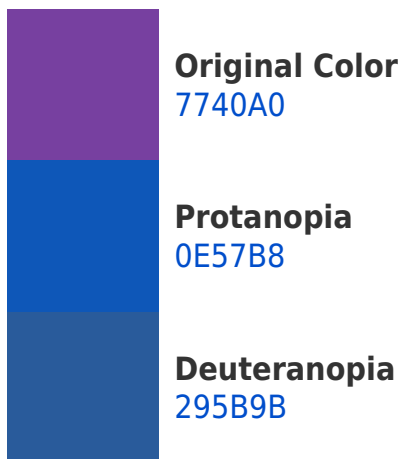



This preview shows how white text looks on a background with the Hex color 7740A0.

# 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**  
6B545A

# Trichromacy



**Original Color**  
7740A0



**Protanomaly**  
344FAF



**Deuteranomaly**  
45519D



**Tritanomaly**  
6F4D73

# Monochromacy



**Original Color**  
7740A0



**Achromatopsia**  
5B5B5B



**Achromatomaly**  
655174

# CSS Examples

## Text

The CSS property to change the color of the text to Hex 7740A0 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 #7740A0 looks like.

```
.text, #text, p{  
    color:#7740A0  
}
```

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 #7740A0 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #7740A0
}
```

## Border

The CSS property to change the border of an element to Hex 7740A0 is called "border". The border property can be set on classes, ids or directly on the HTML element.

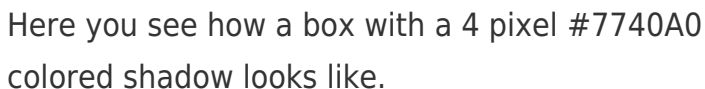
This example shows the color as border, it can be applied via the CSS property "border" or "border-color".

```
.border, #border, table{ border:4px solid
#7740A0 }
```

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

```
.border{ border-color:#7740A0 }
```

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



Here you see how a box with a 4 pixel #7740A0 colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #7740A0; -webkit-box-shadow:4px 4px  
4px 4px #7740A0; box-shadow:4px 4px 4px  
4px #7740A0 }
```

# Background

The CSS property to change the background color of an element to Hex 7740A0 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#7740A0 }
```

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

```
.background{ background-color:#7740A0 }
```

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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