

# Converting Colors

Hex(AD3370)

Have a look what the booklet for  
Hex(AD3370) contains.

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# Color

**Hex(AD3370)**

# Conversions

## Conversions Part 1

<b>Format</b>	<b>Color</b>
Hex	AD3370
RGB	173, 51, 112
RGB Percent	68%, 20%, 44%
CMY	0.3216, 0.8000, 0.5608
CMYK	0.00, 0.71, 0.35, 0.32
HSL	330°, 54%, 44%
HSV	330°, 71%, 68%
XYZ	21.3420, 12.4217, 16.6020
YIQ	94.4320, 53.1310, 44.8350

# Conversions

## Conversions Part 2

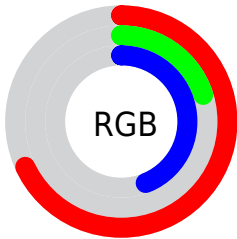
<b>Format</b>	<b>Color</b>
<b>R<sub>YB</sub></b>	173, 51, 112
Decimal	11350896
CIE <sub>Lab</sub>	41.88, 54.43, -7.06
CIE <sub>LCh</sub>	42, 54.882, 352.613
Yxy	12.4217, 0.4237, 0.2466
Android (android.graphics.Color)	4289540976 (0xFFAD3370)
YUV	94.4320, 8.6610, 68.9041
Hunter-Lab	35.2445, 46.4115, -3.2576

# Details

The Hex color **AD3370** is a dark color, and the websafe version is hex **993366**. A complement of this color would be **33AD70**, and the grayscale version is **5E5E5E**.

A 20% lighter version of the original color is **E86BA4**, and **740040** is the 20% darker color. If you saturate the color by 10%, you get **AD2267**, and if you desaturate by 10%, it is **AD4479**.

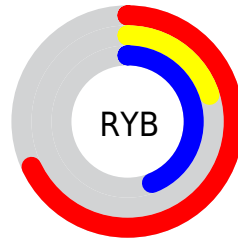
# Distribution



Red (68%)

Green (20%)

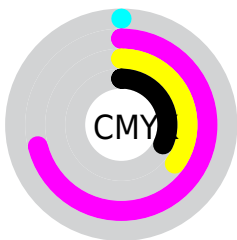
Blue (44%)



Red (68%)

Yellow (20%)

Blue (44%)

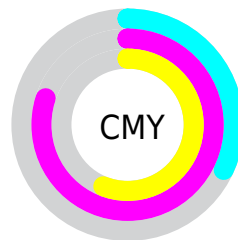


Cyan (0%)

Magenta (71%)

Yellow (35%)

Black (32%)



Cyan (32%)

Magenta (80%)

Yellow (56%)

# Brightness & Saturation Gradients

These gradients show how the Hex color AD3370 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 AD3370 by changing the saturation by 10% instead.



 AD3370

 AD3370

FFFFFF

 901058

 E86BA4

 740040

 FF86BF

 58002A

 FFA2DB

 3F0016

 FFBEF7

 210001

 FFDBFF

 000000

 FFF9FF

 AD3370

 AD3370

 AD2267

 AD4479

■ AD105F

■ AD5681

■ AD0057

■ AD678A

■ AD7893

■ AD8A9B

■ AD9BA4

■ ADACAD

■ ADBDB5

■ ADCFBE

# Harmonies

## Analogous

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



8E469A



AD3370



B13643

# Triad

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



AD3370



576B00



0074AA

# Complementary

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



AD3370



33AD70

# 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.



007784



AD3370



0D7327

# Square

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



AD3370



815D00



007756



006CBD

# Rectangle

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



AD3370



A84227



007756



00769F



# Sweetspot

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



AD3370



E0B1C9



7033AD



705462



F0F0F0



707070



# Same Dimension

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



AD3370



E02281



AD3333



574E52



96004B



17000B



# Inverse Universe

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



AD3370



E02281



33ADAD



574E52



96004B



17000B



# Previews

## White Background



This preview shows how the Hex color AD3370 looks on a white background.

## Color Contrast Check

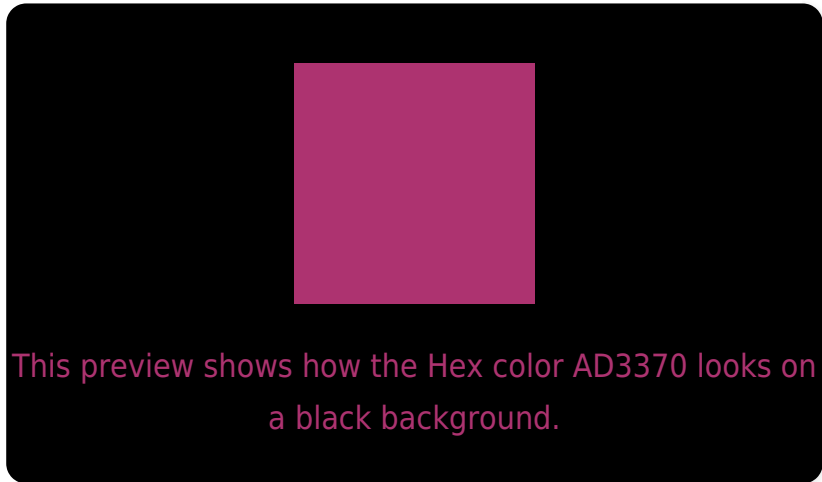
Large Text (above 18pt) WCAG AA ✓ Pass

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 AD3370 Background



This preview shows how black text looks on a background with the Hex color AD3370.



This preview shows how white text looks on a background with the Hex color AD3370.

# 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](#).

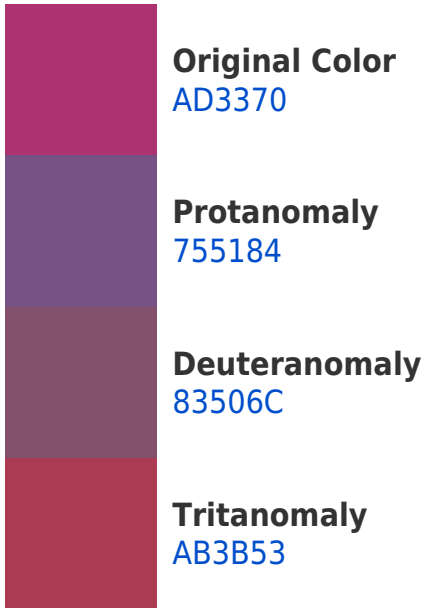
## Dichromacy



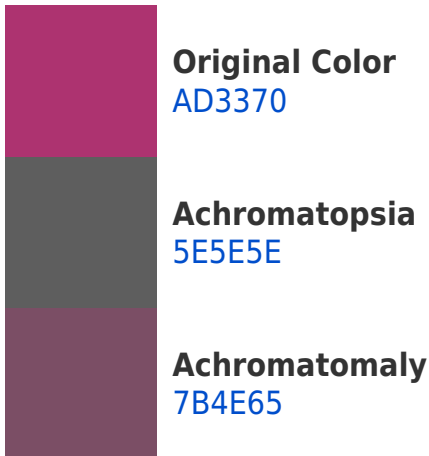


**Tritanopia**  
AA3F43

# Trichromacy



# Monochromacy



# CSS Examples

## Text

The CSS property to change the color of the text to Hex AD3370 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 #AD3370 looks like.

```
.text, #text, p{  
    color:#AD3370  
}
```

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 #AD3370 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #AD3370
}
```

## Border

The CSS property to change the border of an element to Hex AD3370 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
#AD3370 }
```

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

```
.border{ border-color:#AD3370 }
```

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

Here you see how a box with a 4 pixel #AD3370 colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #AD3370; -webkit-box-shadow:4px 4px  
4px 4px #AD3370; box-shadow:4px 4px 4px  
4px #AD3370 }
```

# Background

The CSS property to change the background color of an element to Hex AD3370 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#AD3370 }
```

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

```
.background{ background-color:#AD3370 }
```

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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