

# Converting Colors

Hex(AD4949)

Have a look what the booklet for  
Hex(AD4949) contains.

<b>Hex(AD4949)</b> .....	3
<i><b>Conversions</b></i> .....	4
<i><b>Details</b></i> .....	6
<i><b>Harmonies</b></i> .....	11
<i><b>Previews</b></i> .....	23
<i><b>Color Blindness Simulation</b></i> .....	26
<i><b>CSS Examples</b></i> .....	29

# Color

**Hex(AD4949)**

# Conversions

## Conversions Part 1

Format	Color
Hex	AD4949
RGB	173, 73, 73
RGB Percent	68%, 29%, 29%
CMY	0.3216, 0.7137, 0.7137
CMYK	0.00, 0.58, 0.58, 0.32
HSL	0°, 41%, 48%
HSV	0°, 58%, 68%
XYZ	20.8187, 14.1304, 7.9335
YIQ	102.9000, 59.6000, 21.2000

# Conversions

## Conversions Part 2

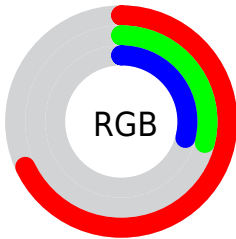
<b>Format</b>	<b>Color</b>
<b>R<sub>YB</sub></b>	173, 73, 73
Decimal	11356489
CIE <sub>Lab</sub>	44.42, 40.97, 20.64
CIE <sub>LCh</sub>	44, 45.875, 26.734
Yxy	14.1304, 0.4855, 0.3295
Android (android.graphics.Color)	4289546569 (0xFFAD4949)
YUV	102.9000, -14.7407, 61.4777
Hunter-Lab	37.5904, 33.0757, 13.8000

# Details

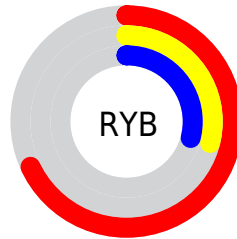
The Hex color **AD4949** is a dark color, and the websafe version is hex **993333**. A complement of this color would be **49ADAD**, and the grayscale version is **676767**.

A 20% lighter version of the original color is **E97D7A**, and **73131D** is the 20% darker color. If you saturate the color by 10%, you get **AD3838**, and if you desaturate by 10%, it is **AD5A5A**.

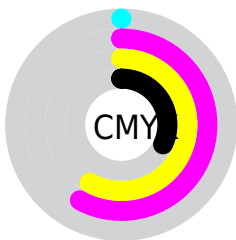
# Distribution



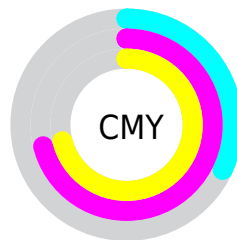
- Red (68%)
- Green (29%)
- Blue (29%)



- Red (68%)
- Yellow (29%)
- Blue (29%)



- Cyan (0%)
- Magenta (58%)
- Yellow (58%)
- Black (32%)



- Cyan (32%)
- Magenta (71%)
- Yellow (71%)

# Brightness & Saturation Gradients

These gradients show how the Hex color AD4949 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 AD4949 by changing the saturation by 10% instead.



 AD4949

 AD4949

FFFFFF

 902F32

 E97D7A

 73131D

 FF9893

 570005

 FFB3AE

 3C0000

 FFD0C9

 1F0001

 FFECE5

 000000

 AD4949

 AD4949

 AD3838

 AD5A5A

 AD2626

 AD6C6C

 AD1515

 AD7D7D

 AD0404

 AD8E8E

 AD0000

 ADA0A0

 ADB1B1

 ADC2C2

 ADD3D3

 ADE5E5

# Harmonies

## Analogous

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



AB456F



AD4949



9D5729

# Triad

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



AD4949



26783D



006FB5

# Complementary

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



AD4949



49ADAD

# 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.



0077A8



AD4949



007B63

# Square

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



AD4949



5B711E



007B8A



6261AD

# Rectangle

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



AD4949



8B6119



007B8A



0072B3



# Sweetspot

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



AD4949



E0BABA



AD49AD



705A5A



F0F0F0



707070



# Same Dimension

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



AD4949



E04646



AD7B49



574E4E



960000



170000



# Inverse Universe

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



49ADAD



46E0E0



497BAD



4E5757



009696



001717



# Previews

## White Background



This preview shows how the Hex color AD4949 looks on a white background.

## Color Contrast Check

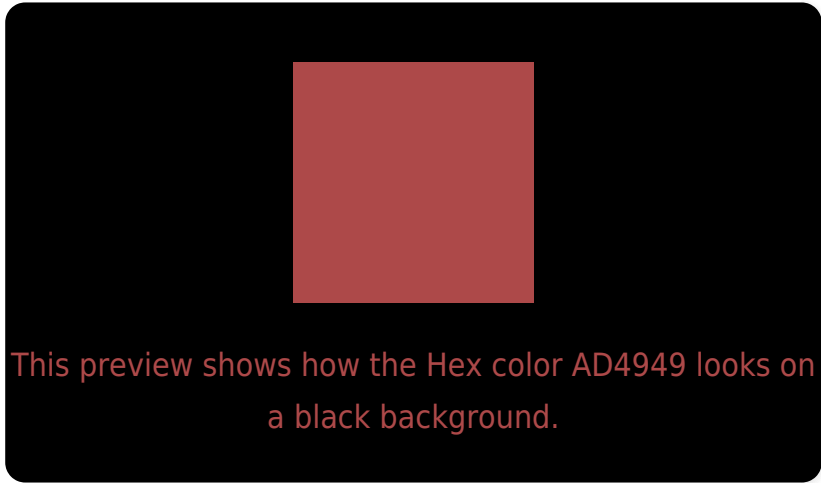
Large Text (above 18pt) WCAG AA ✓ Pass

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 AD4949 Background



This preview shows how black text looks on a background with the Hex color AD4949.



This preview shows how white text looks on a background with the Hex color AD4949.

# 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



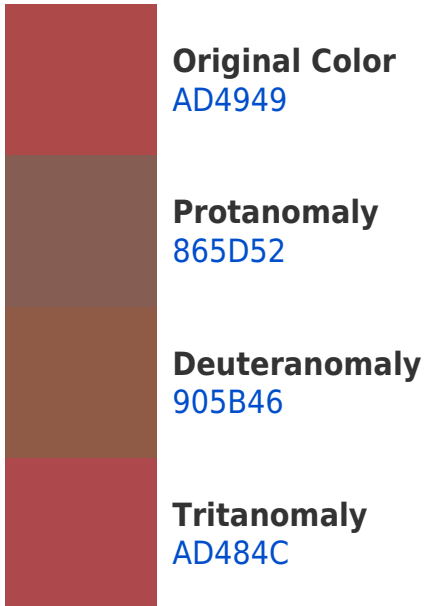
**Original Color**  
AD4949

**Protanopia**  
706957

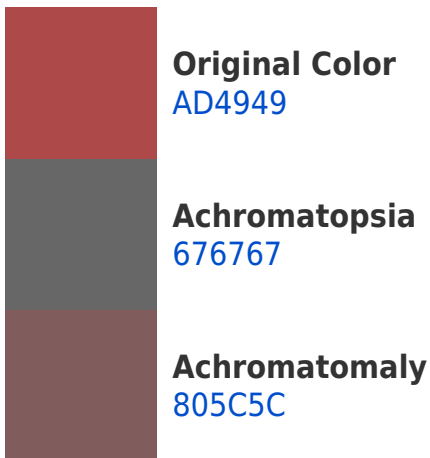
**Deuteranopia**  
7F6544



# Trichromacy



# Monochromacy



# CSS Examples

## Text

The CSS property to change the color of the text to Hex AD4949 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 #AD4949 looks like.

```
.text, #text, p{  
    color:#AD4949  
}
```

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 #AD4949 colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px #AD4949
}
```

## Border

The CSS property to change the border of an element to Hex AD4949 is called "border". The border property can be set on classes, ids or directly on the HTML element.

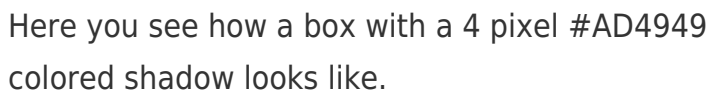
This example shows the color as border, it can be applied via the CSS property "border" or "border-color".

```
.border, #border, table{ border:4px solid
#AD4949 }
```

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

```
.border{ border-color:#AD4949 }
```

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



Here you see how a box with a 4 pixel #AD4949 colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px #AD4949; -webkit-box-shadow:4px 4px  
4px 4px #AD4949; box-shadow:4px 4px 4px  
4px #AD4949 }
```

# Background

The CSS property to change the background color of an element to Hex AD4949 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background:#AD4949 }
```

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

```
.background{ background-color:#AD4949 }
```

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