

Converting Colors

RGB(240, 35, 74)

Have a look what the booklet for
RGB(240, 35, 74) contains.

RGB(240, 35, 74)	3
<i>Conversions</i>	4
<i>Details</i>	6
<i>Harmonies</i>	11
<i>Previews</i>	23
<i>Color Blindness Simulation</i>	26
<i>CSS Examples</i>	29

Color

RGB(240, 35, 74)

Conversions

Conversions Part 1

Format	Color
Hex	F0234A
RGB	240, 35, 74
RGB Percent	94%, 14%, 29%
CMY	0.0588, 0.8627, 0.7098
CMYK	0.00, 0.85, 0.69, 0.06
HSL	349°, 87%, 54%
HSV	349°, 85%, 94%
XYZ	37.7722, 20.2217, 8.3909
YIQ	100.7410, 109.6610, 55.5890

Conversions

Conversions Part 2

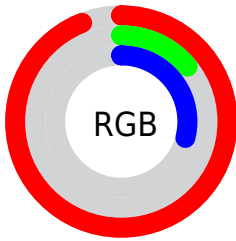
Format	Color
R_{YB}	240, 35, 74
Decimal	15737674
CIE _{Lab}	52.09, 74.13, 32.28
CIE _{LCh}	52, 80.851, 23.533
Yxy	20.2217, 0.5690, 0.3046
Android (android.graphics.Color)	4293927754 (0xFFFF0234A)
YUV	100.7410, -13.1833, 122.1301
Hunter-Lab	44.9686, 71.2395, 20.4148

Details

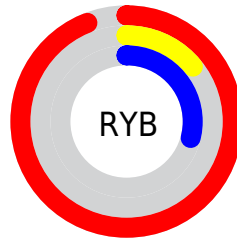
The RGB color **240, 35, 74** is a dark color, and the websafe version is hex **CC0033**. The color can be described as dark washed red. A complement of this color would be **35, 240, 201**, and the grayscale version is **101, 101, 101**.

A 20% lighter version of the original color is **255, 105, 122**, and **175, 0, 31** is the 20% darker color. If you saturate the color by 10%, you get **240, 11, 55**, and if you desaturate by 10%, it is **240, 59, 93**.

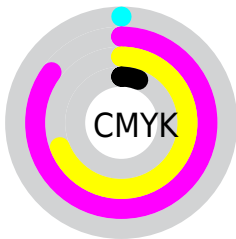
Distribution



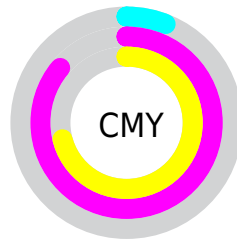
- Red (94%)
- Green (14%)
- Blue (29%)



- Red (94%)
- Yellow (14%)
- Blue (29%)



- Cyan (0%)
- Magenta (85%)
- Yellow (69%)
- Black (6%)



- Cyan (6%)
- Magenta (86%)
- Yellow (71%)

Brightness & Saturation Gradients

These gradients show how the RGB color 240, 35, 74 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 RGB color 240, 35, 74 by changing the saturation by 10% instead.



240, 35, 74



240, 35, 74

255, 255, 255



208, 0, 52



255, 105, 122



175, 0, 31



255, 136, 148



144, 0, 9



255, 165, 175



112, 0, 1



255, 195, 202



81, 0, 3



255, 225, 230



50, 0, 2



0, 0, 0



240, 35, 74



240, 35, 74



240, 11, 55



240, 59, 93

■ 240, 0, 46

■ 240, 83, 113

■ 240, 107, 132

■ 240, 131, 152

■ 240, 155, 171

■ 240, 179, 191

■ 240, 203, 210

■ 240, 227, 229

■ 240, 251, 249

Harmonies

Analogous

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



236, 18, 142



240, 35, 74



212, 83, 0

Triad

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



240, 35, 74



0, 147, 28



0, 138, 255

Complementary

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



240, 35, 74



35, 240, 201

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.



0, 150, 236



240, 35, 74



0, 152, 106

Square

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



240, 35, 74



98, 137, 0



0, 153, 178



72, 113, 253

Rectangle

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



240, 35, 74



182, 107, 0



0, 153, 178



0, 143, 255

Sweetspot

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



240, 35, 74



255, 189, 201



199, 35, 240



128, 88, 95



0, 0, 0



128, 128, 128

Same Dimension

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



240, 35, 74



255, 0, 49



240, 97, 35



120, 108, 110



184, 0, 35



56, 0, 11

Inverse Universe

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



240, 35, 74



255, 0, 49



35, 178, 240



120, 108, 110



184, 0, 35



56, 0, 11

Previews

White Background



This preview shows how the RGB color 240, 35, 74 looks on a white background.

Color Contrast Check

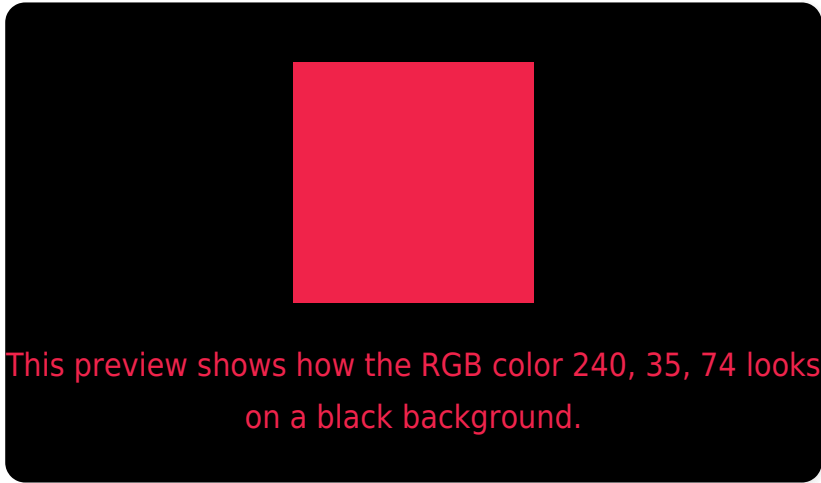
Large Text (above 18pt) WCAG AA ✓ Pass

Any Text WCAG AA × Fail

Large Text (above 18pt) WCAG AAA × Fail

Any Text WCAG AAA × Fail

Black 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

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

RGB 240, 35, 74 Background



This preview shows how black text looks on a background with the RGB color 240, 35, 74.



This preview shows how white text looks on a background with the RGB color 240, 35, 74.

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
240, 35, 74

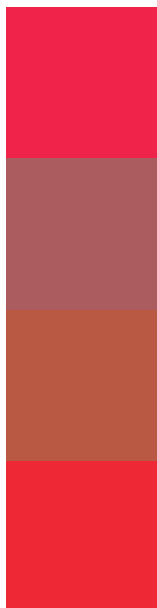
Protanopia
131, 125, 106

Deuteranopia
154, 119, 63



Tritanopia
239, 43, 42

Trichromacy



Original Color

240, 35, 74

Protanomaly

171, 92, 94

Deuteranomaly

185, 88, 67

Tritanomaly

239, 40, 54

Monochromacy



Original Color

240, 35, 74

Achromatopsia

101, 101, 101

Achromatomaly

152, 77, 91

CSS Examples

Text

The CSS property to change the color of the text to RGB 240, 35, 74 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 `rgb(240, 35, 74)` looks like.

```
.text, #text, p{  
    color:rgb(240, 35, 74)  
}
```

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 rgb(240, 35, 74) colored shadow looks like.

```
.shadow{ text-shadow: 4px 4px 2px rgb(240, 35, 74) }
```

Border

The CSS property to change the border of an element to RGB 240, 35, 74 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 rgb(240, 35, 74) }
```

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

```
.border{ border-color:rgb(240, 35, 74) }
```

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

Here you see how a box with a 4 pixel rgb(240, 35, 74) colored shadow looks like.

```
.boxshadow{ -moz-box-shadow:4px 4px 4px  
4px rgb(240, 35, 74); -webkit-box-  
shadow:4px 4px 4px 4px rgb(240, 35, 74);  
box-shadow:4px 4px 4px 4px rgb(240, 35,  
74) }
```

Background

The CSS property to change the background color of an element to RGB 240, 35, 74 is called "background". The background property can be set on classes, ids or directly on the HTML element.

```
.background, #background, body{  
background: rgb(240, 35, 74) }
```

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

```
.background{ background-color: rgb(240, 35,  
74) }
```

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