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## Shades of red violet

Shades of red include crimson, maroon, salmon, tomato, fire brick, coral, and orange red. The base red color's hex value in HTML is #FF0000. It's "lilac", not light purple. Just like it's "magenta", not dark pink. Writer and children's book illustrator Ingrid Sundberg has created a Color Thesaurus – a collection of 12 color charts that list the correct names of all shades. It's a useful reference tool for artists, designers, firms, make-up professionals and anyone who's planning to get their house painted. Check them out below.
1. White
2. Tan
3. Yellow
4. Orange
5. Red
6. Pink
7. Purple
8. Blue
9. Green
10. Brown
11. Grey
12. Black
Bookmark this page for future reference. Is there a shade that's not listed on these charts? Share this post with an art-lover, client or colleague and voice your views in the comments below. Here is the longest list of red colors of different shades, tones and tints in the world, all with their official / common / trivial names and HEX codes. They are organized by logical groups, depending on their similarities, name origins, or other common characteristics. Please note, in spite of careful checking of dozens of resources there may still be some discrepancies between this list (most complete in the WEB at the moment with 445 named red colors and still rising) and other respectful sites, dealing with colors and design.
30 Representative Shades of Red
Our basic aim is to provide a fast comparison between red colors for a wide variety of users, being artists, designers or just curious minds. If you find this list useful, please share it with your friends, readers of your blog or any other people who may find it interesting. Color red, after all, is the most intense color and actually the oldest in all known languages (right behind black and white, which are, technically speaking not real colors). The red color is so old, in some of the languages (like Latin) the word for 'colored' and 'red' is actually the same. #FF0000 Red 1 (Safe 16 SVG Hex 3) #EE0000 Red 2 (Hex 3) #CDD000 (Dark) Red 4 (SVG) #FE2712 Red (RYB)
As you probably already know, there are several standards dealing with Web colors and even at so basic color as red is, we soon bump into the lack of expressions. Adding a number to the name is a simple and effective solution, but doesn't give an additional info to the end user. From the user's point of view, an adjective like dark gives much more sense than number 4. Here is a group of such redds: #ED1C24 Red (Pigment) #E72512 Pure Red #B0C243 True Red (Pantone) #FF0033 Bright Red (Safe Hex3) #922A31 Bright Red (Resene)
While the names are relatively explicit, we still can't seriously work without their HEX values. #BD4255 International Light Red #7F0000 Luminous Red #AB4E52 Moderate Red #E58E73 Middle Red (Crayola) #D92121 Maximum Red (Crayola)
Darker tones of red are verging to the purple or brown very soon. #5C0923 Very Deep Red #FF355E Radical Red #722F37 Dark Red aka Wine (ISCC NBS) #3F1728 Very Dark Red #3A181A Rustic Red
Unfortunately, these names rely too much on personal preferences and lack of absolute values, what could help to standardize a perception of a specific color in all its shades, tones, tints etc. There were several attempts to make a list of colors where everybody understands what color is associated with each specific name. These attempts were only partly successful. First of all, we are dealing with word meanings, which can be similarly subjective like the perception of colors. Then there were different intensities (and powers) of groups who tried to establish the standards. And there was, of course, nonstop progress in technology. If at certain moments computers displayed only 16 different colors, today's graphic cards show more than four million colors and they would produce even more, but the human eye can hardly recognize an even small portion of them. #F2003C Red (Munsell) #EE204D Red (Crayola) #C40233 Red (NCS) #EF3340 Red (Pantone) #E60026 Red (G&S ... Rosa Gallego & Juan Carlos Sanz)
Now it's clear the word red simply can't describe the color because there are so many nuances. There are few other words with essentially the same meaning, often with vague origins, sometimes coming from raw materials, sometimes mistranslated, and always leading to more variety at naming, what gives more opportunity at the description on one hand but also more confusion on the other. Here is a family of carmine colors: #960018 Carmine #FF0038 Carmine Red #D01522 Carmine (Sherwin-Williams) #D70040 Rich Carmine aka Carmine (M&P) #A9203E Deep Carmine Carmine color got its name after several types of insects (cochineal) which were powdered and boiled in sodium or ammonia carbonate or cooked in boiled water with the addition of different chemicals. It's pretty clear different shades of carmine came into the market way before this color actually got any kind of official name. #B5001A Scarlet #EF2929 Scarlet Red 1 #CC0000 Scarlet Red 2 aka Boston University Red #A40000 Scarlet Red 3 aka Dark Candy Apple Red #560319 Dark Scarlet If we can say carmine is slightly purplish, scarlet is more inclined to the orange, what means it has some yellow instead of blue in the mix. You can bet there are more than five shades of scarlet, and we are continuing with another set with names of various origins. #8C1717 Scarlet (Netscape) #FF3300 Scarlet (Websafe Hex 3) aka Nectarine #FD0E35 Scarlet aka Tractor Red aka Torch Red (Crayola, since 1998) #FC2847 Scarlet (Crayola, since 2004) #CD392A Scarlet (AS 2700) By the way AS stands for Australian Standard. Yes, they have slightly different perception of scarlet Down Under! It's only fair to also mention scarlett with a double t before we continue with the family of crimson colors. #7E2530 Scarlett (Resene) #DC143C Crimson #78184A Crimson (NBS ISCC TC) aka Deep Purplish Red #711922 Crimson Red #582124 Burnt Crimson The origin of word crimson is similar as the word carmine - it comes from the name of the insect Kermes vermilio (please note: there is a family of vermilion colors too and the list is coming soon!), which was originally used as the source of dye. Today it is generally accepted the word for a family of strong red colors with a pinch of bluish tone. In general, it has more of the blue than carmine. #7E191B Vermilion #C63927 Vermilion (RAL Color Standard) #D9381E Medium Vermilion (Plochere) #E34234 Vermilion (Cinnabar) #CC474B English Vermilion (Crayola)
And there is also a shade of red called Vermillion (double l) with HEX value #F4320C listed in XKCD list of colors. XKCD is a Randall Munroe's Web comic and one of his online projects was a color name survey with around quarter of a million participants who suggested (after some heavy filtering) 954 names for different colors, including Vermillion. How About HEX Values for Red Pigments?
According to the origin of pigment, trade route or tradition of usage, many types of red became strongly associated with certain countries. English Vermilion above is only one of them. We have also mentioned Spanish Red (Roj) aka Red (G&S - after Rosa Gallego and Juan Carlos Sanz) with HEX code #E60026. #E0162B Old Glory Red #D43D1A English Red #4B4B52 English Red (X11) #FF6C5C Indian Red (Deep) Indian Red (Crayola) aka (Deep) Chestnut (Crayola) Old Glory is a nickname of the American flag and now you have the HTML code for the red color in it. All English and Indian reds are a different story. They are colors of soil or dirt from India, rich with iron oxide. There are several iron oxides, varying in reddish and brownish tones and the percentage of these oxides is varying too, so there are several shades with similar or even the same name. #CD5C5C Indian Red (SVG) #FF6A6A Indian Red 1 #EE6636 Indian Red 2 #CD5555 Indian Red 3 #8B3A3A Indian Red 4 Let's have a few words about Indian Red (again - called after the color of the soil in India). Crayola produces this color from 1958, but in 1999 after a suggestion of worrying parents believing this name suggest the color of the skin of American Indians, changed the name into Maroon, so you'll find this very same color in the boxes with color pencils with this name. It was also named Vermont maple syrup in a special limited edition. We have already mentioned oxides, by which carmine and crimson colors got their names. Several of that pigments came to Europe after Spain conquered Mexico and introduced kermes insects to the dye market. Thanks to that fact, the overall importance of Spanish traders here we have colors named after this country. Similar stories are explaining the name of Persian redds in the next set of red colors. #D10047 Spanish Carmine #E51A4C Spanish Crimson #CC3333 Persian Red #4F212A Persian Red (Resene) #683332 Persian Plum The most known color in next group is probably Chinese Red, originally made from powdered cinabar and from 8th (l) century from a synthesis of mercury and sulfur. Considering numerous factors affecting the tone of final dye, it should be not surprising if we find several relatively different shades with the same name - Chinese Red - in our case displayed only with one example. #9B3D3D Mexican Red #A91101 Turkey Red #9D2933 Japanese Carmine #AA381E Chinese Red aka China Red #C54F33 Trinidad Red Just like colors, other places helped to name a wide variety of red shades as well. The first presented family is Venetian red. These tones were originally achieved by iron oxide pigment, in last decades made by synthesis. A pigment is associated with two important ports: Venice (surprise, surprise) and Sinop, Turkey, thus being called sinopia as well. Venetian red was for centuries one of the most starting points for painting skin (especially among Renaissance artists). The desired tone of the skin was achieved by mixing sinopia with lime white (approximately two parts of Venetian red and one part of Lime white). #C80815 Venetian Red #5B1F22 Venetian Red (Resene) #8B3B24 Dark Venetian Red (Crayola) #CC553D Venetian Red (Crayola) #E6735C Light Venetian Red (Crayola) Tuscany is a region in Italy, but Tuscan Red has nothing to do with it. It's actually kind of a signature color of Pennsylvania, USA, where it was used for coloring passenger cars at the railroad. Similarly, the closely related color came into use in Canada and Australia. The color is originally based on iron oxides (family of Indian Reds), but due instability dyes based on aniline became the standard. #7C3030 Tuscan Red #FAD6A5 Tuscan #C09999 Tuscany #AD6242 Tuscany (Resene) #A67B5B Tuscan Tan As you noticed, all the most popular tones of Tuscan red possess pretty high values of green, what relates the whole family with brown colors. There is also a well-known color Tuscan Brown with HEX code #6F4E37. We'll continue with Italy and several antique / historical places, where specific types of redds got their names. #9E3332 Milan Red #863A2E Monza Red #940000 Pompeii Red #9E1316 Spartan Crimson #990002 Tyrian Red aka Tyrian Purple Most of the presented names are self-explanatory, maybe we should just clarify the name Falu, Sweden, where well-known copper mine is located. You'll also notice Kobe, Japan, for most of us best known by the most famous beef in the world. Bordeaux, on the other hand, is famous due their (red!) wine. We'll deal with wine related redds soon. Or maybe a bit later - there are many groups to explore out there! #D4574E Valencia #801818 Falu Red #C86F4A Red Danask #882D17 Kobe #4C1C24 Bordeaux Some places are so well-known by rd color, different paint makers started naming their paints after them. The problem is each one of them interpret red differently. One such problem is Sedona: #AC614F Sedona Clay (Benjamin Moore) #AF663F Sedona Clay (Evonik-Degussa) #C19982 Sedona Sand (Kelly-Moore) #D93711 Sedona Stone (Nippon Paint) #452927 Sedona Bronze (General Motors) Considering the importance of red, definitely the most powerful color in the spectrum, we can expect it as an official color or part of official palette at important organizations. Let's start with universities: #CB333B Louisiana Tech University #990000 USC (University of South Carolina) Cardinal Red aka Crimson Tide (University of Alabama) aka OU Crimson Red (University of Oklahoma) #B70101 University of Wisconsin-Madison aka Badger Red #C8102E University of Huston #B31B1B Cornell Red aka Carnelian It's not surprising to find out several universities use the same tone of red like we can see at code #990000, sometimes also named Crimson Red (we have already presented different color with the same name and different HEX value) or Stizza. The word stizza is of Italian origin and it essentially means anger. We'll deal with red shades related with emotions later. #8C1515 Cardinal Red (Stanford University) #B80000 Ohio State University Red #CC0033 Rutgers, The State University of New Jersey Red #7B1113 (University of Philippines) UP Maroon aka Tibetan Red #D9004C UA (University of Arizona) Maroon The word above is called Maroon after the maroon, what is a French word for chesnut. We'll take some time for the family of maroon colors, later, where we'll deal with red in nature, especially in the world of plants. Let's complete the series of redds, assigned with universities. #E8000D KU Crimson (University of Kansas) #841617 Oklahoma Crimson #AF002A Alabama Crimson #D3003F Utah Crimson (University of Utah) #C90016 Harvard Crimson We can find the color for Harvard Crimson Red under #A51C30 value too. Some of the universities use more than one tone of red for their logotypes, team dresses, etc., what means you should check at their official sites before using any of this information. We will continue with another set of red colors, this time, assigned with authority in general. As you know, red is associated with aggression and (mostly) masculine power. Red, scarlet, carmine and crimson were colors worn by important and influential people many centuries before these colors got their names. Let's introduce the first set of redds with names suggesting an absolute power: #ED2939 Imperial Red #001E1D Insignia Red #C13311 Regency Red #853E3C Monarch (BS 4800) #803A4B Camelot In the case you don't know BS stands for British Standard. Being among royalties and other authorities, let's look at church dignitaries too. There is a whole family of red shades named after cardinals (we have actually already seen some of them), who were among first who wore gowns of such colors. Please be aware red color was not allowed for regular people in many cultures. You'll soon see how is this color popular among car makers and in traffic in general. #C41E3A Cardinal (Maerz and Paul) #8A244E Cardinal (Resene) #9D101C Cardinal (Sherwin-Williams) #D41F18 Ford Cardinal Red #B5342D General Motors Cardinal Red The color red is strongly related to several brands in automobile industry and Ferrari is among most popular ones. Apparently, this is not enough because the manufacturers decided to associate a specific color for racing cars coming from Italy. Abarth, Alfa Romeo, Ferrari, Lancia and Maserati all used this color, which was adopted in honor of Prince Scipione Borghese who won the race from Peking to Paris in 1907 in - red colored Ferrari. #FF2800 Ferrari Red #D40000 Rosso Corsa #F24816 Rall Red aka Azo Orange #A0333A Aircraft Red aka CARC (Civil Aviation Regulatory Commission) Aircraft Red (ANA B19 aka International Red #4F1E2D Sign Red Ferrari Red is associated with #FF1C00 as well. Traffic is of course closely related to danger, signals, safety, prevention and exclusion. We find it in several standardized tones of red, which can be, despite different HTML / RGB / HEX codes pretty similar to each other. #A6001A W3-Highway-Red aka DoT Highway Red #BD1E24 W3-Safety-Red aka OSHA Safety Red #9D3C3F 11086 DoT Highway Red (Federal standard 595) #9E3A40 11105 OSHA Safety Red, DoT Red (Federal standard 595) #B04243 11120 OSHA Safety Red (Federal standard 595) According to different standards and acceptable tolerance we can find some of the mentioned colors with same names and different HTML codes. We have similar situation in the next group too. By the way: RAL (Reichs-Ausschuß für Lieferbedingungen und Gütesicherung - Imperial Commission for Delivery Terms and Quality Assurance) is a well-known and widely used European color standard. #B4312B Signal Red (AS 2700) #A02128 Signal Red (RAL 3001) #E03C31 tudi #E23D28 CG Red (Coast Guard) #493D43 Coast Guard Buoy Red #46E220 Coast Guard Red #40 For Coast Guard we actually have at least two different hues of red, apart from #E03C31 they use #E23D28 too. The power of color red was always present as dominant, being able to control the people and organisations. We are not surprised finding it transformed into the world of giant corporations as well. Some of presented HTML codes are simulated hex values. #D50F25 tudi HEX: #EA4335 Google Red #C4302B Youtube Red #CA0002 CNN Red #ED1C16 Coca-Cola #E72934 Pepsi Google Red is known for another HEX code: #EA4335. Red color is extremely important in all areas, where we want to focus attention of the observer on something specific. While human eye yellow is most to yellow color, we use red for another reason, based on hard science. John William Strutt, more known as Lord Rayleigh found out it's red which thanks to its highest wavelength in the visual spectra disperse least of all colors. This guarantees we'll see red signs best of all. #B44441 Post Office Red #CE2029 Fire Engine Red #69293B Siren #FF5333 Safety Cone #C1121C Traffic Red (RAL 3020) We all know how we use red color to mark important facts (underlined in red, being in red numbers) and the names in the next set of redds show exactly that. #C51F1F Find The Company Red #8B3331 Totem Pole #71333C Ribbon #AD522E Red Stage #962C54 Lipstick It really doesn't matter if we want to vary or attract somebody, red is here to give you a heads up. We often say it's a warm color, but in sometimes it's more than warm - it's hot! #E25822 Flame #AB2524 Flame Red #F60018 Laured aka Torch #CF1020 Lava #A85533 Vesuvius We have more redds (although quite brownish and purplish) with names associated with heat, flames and fire: #8C3F30 Embers #633528 Hairy Heath #4F2A2C Heath, #D70000 Fire #8F3F2A Fire (Resene) Before we turn towards to the brown side let's see some more! #F9423A Warm Red (Crayola) #FF3855 Sizzling Red (Crayola) #FF404C Sunbunt Cyclops #AE2728 Volcano #B22222 Fire Brick (SVG) The family of fire brick colors belongs to the scarlet redds and their name came from the color of bricks, which were (and still are) made in a fire. #FF3030 Fire Brick 1 #EE2C2C Fire Brick 2 #CD2626 Fire Brick 3 #8B1A1A Fire Brick 4 #EE2323 Fire Brick 5 While we are dealing with buildings, we should also mention some red paints. Popular red paints One of the oldest red paints used by construction workers is definitely red. In America red paint is especially popular paint for barns. There are several reasons for that: It makes a nice contrast with white farm buildings. It was traditionally made of flex-seed oil mixed with rust (iron oxide), inexpensive and effective protection against moist and fungi. When first commercial paints came to the market in 19th century red was the cheapest. Today we have many lovely alternatives and new barns are not necessarily painted red, but many producers still offer red paints with barn in the name: #A5554E (165,85,78) Red Barn (Web) #7C0A02 (124,10,2) Barn Red (Web) #733D39 (115,61,57) Barn Red (Behr) #8A5958 (138,89,88) Barn Door (Olympic) #905959 (144,89,88) Barn Door (Porter Paints) Here we can compare two web safe barn red colors with eight (altogether) paints made by commercial paint-makers. The are relatively different but always more on the brownish, burnt side of the spectrum- #7F453C (127,69,60) Barn Red (Sherwin-Williams) #822A36 (130,42,54) Barn Red (Ralph Lauren) #842928 (132,41,40) Pottery Barn (Benjamin Moore) #843958 (148,91,88) Barn Door (Taubmans) #A55846 (168,88,70) Cottage Spice (Diamond Vogel) #C5826C (197,130,108) Cottage Spice (Behr) Being the sign of nobility and prestige, it's only natural to expect red colors named after precious or semiprecious stones. #E01F5B Ruby #9B111E Ruby Red #841B2D Antique Ruby aka Deep Red #D10056 Rubine Red #CE4676 Ruber Ruby ( a chemical mixture of aluminum oxide with microelements, mainly chromium) is by far the most popular red color related to minerals. #AA4069 Ruby (Crayola) #943F5B Ruby (BS 381) #711521 Pail Ruby Red #9C2542 (approx) Big Dip O Ruby (Metallic FX Crayola) #97463C Mojo (Of course BS stands for British Standards). With such popularity, we can only expect to have several ruby colors in numerous existing standards. Garnet, geranium, and other gemstones are less known and standardization is much easier, although far from being simple. Please note, all metallic colors (like Big Dip O Ruby) are only HEX approximations because currently there is no mechanism to display exact metallic effect on computer screens. #943543 Garnet (Pantone) #BC3F4A Geranium aka Sangune aka Strong Red #D73B3E Jasper #933D41 Smokey Topaz #832A09 Smokey Topaz (Crayola) All kinds of chemical substances can be red or reddish colored, and some of the chemicals gave their names to specific red tints. In all cases, the color is dependent on the ion state in the substance. Iron, for instance, can be of reddish or greenish color, depending on the electron structures of the compounds that's why most of the beer and wine bottles are brownish or greenish). 181-105 #E30022 Cadmium Red #E3170D Cadmium Red Deep #FFD30D Cadmium Red Light #71006A Cobalt Red (Crayola) #98817B Cinerose The most known, yet far from being among most popular substances is rust. When iron is exposed to oxygen and if there's some water (vapors are enough) it changes color from shiny silversh to reddish brown. Here are some colors, related to that tones. #B7410E Rust #D0674F Red Dust #D2AC43 Rusty Red #B47360 Rust Red #E44C9A Pantone Uncoated Rhodamine Red The most known metal of red color is copper and we didn't forget to include few examples of these shades of red as well. To be honest, most of us would put all of them into browns. #CB6D51 Copper Red #6C322E Kenyan Copper #876D65 (135,109,101) Lincoln Cottage Brown (Valspar Paint) #A85846 (168,88,70) Cottage Spice (Diamond Vogel) #C5826C (197,130,108) Cottage Spice (Behr) The sign of nobility and prestige, it's only natural to expect red colors named after precious or semiprecious stones. #E01F5B Ruby #9B111E Ruby Red #841B2D Antique Ruby aka Deep Red #D10056 Rubine Red #CE4676 Ruber Ruby ( a chemical mixture of aluminum oxide with microelements, mainly chromium) is by far the most popular red color related to minerals. #AA4069 Ruby (Crayola) #943F5B Ruby (BS 381) #711521 Pail Ruby Red #9C2542 (approx) Big Dip O Ruby (Metallic FX Crayola) #97463C Mojo (Of course BS stands for British Standards). With such popularity, we can only expect to have several ruby colors in numerous existing standards. 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Iron, for instance, can be of reddish or greenish color, depending on the electron structures of the compounds that's why most of the beer and wine bottles are brownish or greenish). 181-105 #E30022 Cadmium Red #E3170D Cadmium Red Deep #FFD30D Cadmium Red Light #71006A Cobalt Red (Crayola) #98817B Cinerose The most known, yet far from being among most popular substances is rust. When iron is exposed to oxygen and if there's some water (vapors are enough) it changes color from shiny silversh to reddish brown. Here are some colors, related to that tones. #B7410E Rust #D0674F Red Dust #D2AC43 Rusty Red #B47360 Rust Red #E44C9A Pantone Uncoated Rhodamine Red The most known metal of red color is copper and we didn't forget to include few examples of these shades of red as well. 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