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# Utilizing Color Psychology in the Greenhouse and Garden Center

*Color psychology or the study of how color influences human behavior and feelings can assist with the planning of cropping cycles, creating mixed combination planters, and displays. A great way to adopt color psychology into your growing and retail planning is to implement the 2023 Pantone Color of the Year and spring and summer color palette.*

Color - whether it is flower or foliage - it's what many growers and retailers say they sell. Colorful pots, hanging baskets, decorative patio planters, and accents can complement or contrast against plant material. Using color psychology, you can design products or displays by pairing plant material and containers for a dramatic effect to evoke feelings and influence consumer purchasing behavior (Fig. 1). Therefore, as growers and retailers of plant material, you can utilize color psychology and Pantone Color Institute's Color of the Year and the spring and summer 2023 color palette to your advantage.



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Figure 1. Color psychology can be used to (A) pair plant material and containers and (B) design displays and signage to create a dramatic effect to evoke feelings and influence consumer purchasing behavior. Photos by: W. Garrett Owen.



Figure 2. Viva Magenta is the 2023 Pantone Color of the Year. Image by: W. Garrett Owen.

## Pantone's Color of the Year

Pantone's Color of the Year is Viva Magenta (Fig. 2) which is a bold, deep, rich, and transformative red tone. The core pigment hones inspiration from the natural world; technically, from the cochineal beetle which produces carmine or crimson red dye. While Pantone's Color of the Year is typically associated with fashion, graphic and interior design, and packaging and marketing industries, greenhouse growers and retailers can offer consumers a vast selection of annual bedding plants, herbaceous perennials, houseplants, and woody ornamentals expressing tones of Viva Magenta. Floriculture crops with flowers or foliage of crimson red to magenta tones (Fig. 3) include begonia, calibrachoa, chrysanthemum, caladium, celosia, coleus, cyclamen, dahlia, dianthus, fuchsia, geranium, gerbera, hellebore, hydrangea, hypoestes, impatiens, iresine, nemesia, New Guinea impatiens, osteospermum, oxalis, pansy, petunia, salvia, snapdragon, tradescantia, torenia, verbena, veronica, vinca, viola, and zinnia. These plants can be offered to landscapers in flats or to consumers in monochromatic or mixed combination containers or hanging baskets.

Color coordinating flower or foliage color with containers can be successfully deployed as a strategy to denote flower color before flowering or demand a premium price for a high-value product. While availability of containers in Viva Magenta may be limited to smaller containers or challenging to obtain, Pantone Color Institute introduced the 'Magentaverse' which is a palette of complimentary colors. There are seven colors (Fig. 4) to compliment Viva Magenta, and these range from gray sand to agate gray to plain air. Many larger, decorative containers are available in the complimentary colors allowing the plant material to provide the dramatic effect. If decorative hanging baskets and patio or porch pots are not in your product mix, then consider trialing these containers with plant material expressing Viva Magenta.



Figure 3. Many floriculture crops display flowers or foliage with Viva Magenta tones. Image by: W. Garrett Owen.

<p><b>Pale Dogwood</b></p> <p>Pantone 13-1404 HEX #EDCDC2</p>	<p><b>Gray Sand</b></p> <p>Pantone 13-1010 HEX #E5CCAF</p>	<p><b>Gray Lilac</b></p> <p>Pantone 13-3804 HEX #D4CACD</p>	<p><b>Pale Khaki</b></p> <p>Pantone 15-1216 HEX #BFAF92</p>	<p><b>Fields of Rye</b></p> <p>Pantone 15-1115 HEX #B7A990</p>	<p><b>Agate Gray</b></p> <p>Pantone 15-6307 HEX #B3B1A1</p>	<p><b>Plein Air</b></p> <p>Pantone 13-4111 HEX #BFCAD6</p>
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Figure 4. Color palette that compliments Viva Magenta. Image by: W. Garrett Owen.

Creating displays and signage is another strategy to implement color psychology and Pantone’s Color of the Year into your greenhouse and retail garden center businesses. To create signage with Viva Magenta (Pantone 18-750), utilize HEX Code #BE3455 or RGB values: R-190, G-52, and B-85. In an area of your greenhouse or retail garden center, consider creating a display or space grouping different plants with Viva Magenta flowers or foliage together so consumers can easily pick materials to create their own combination planters (Fig. 5). To promote inspiration, provide examples of planting combinations. This is also an opportunity to promote complimentary plants and containers, and hardgoods. Also, creating a color wheel so consumers can engage and visualize colors together can be useful beyond the 2023 Color of the Year (Fig. 6).

**Red / Orange**



**Yellow**



**Green**



**Pink / Magenta**



**Purple**



**Blue**



**White / Black**



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Figure 5. A retail garden center display where bedding plants are grouped by flower and foliage color so consumers can easily pick materials to create their own combination planters. Photo by: W. Garrett Owen.

**2023 Spring and Summer Color Palette**

In addition to the Color of the Year, Pantone Color Institute color experts have forecasted the top 10 standout colors for the 2023 spring and summer fashion collection. These standout colors (Fig. 7) include fiery red, beetroot purple, tangelo, peach pink, empire yellow, crystal rose, classic green, love bird (exotic green), blue perennial, and summer song (clean blue tone). You can use the forecasted color trend to assist with growing and retail planning of plant material. Many of the spring and summer flowering annual bedding plants, herbaceous perennials, houseplants, and woody ornamentals display flower or foliage colors across the color palette. Additionally, pots and

hanging baskets are now available in a handful of bright colors such as blue [perennial], [empire] yellow, and [beetroot] purple (Fig. 8). When the plant material and colorful pots are taken together, there is an opportunity to implement the color palette into combination planters, displays, and even signage.



Figure 6. A retail garden center display where consumers can use a color wheel to visualize flower and foliage color together to assist with combination planter design. Photo by: W. Garrett Owen.

<p><b>Fiery Red</b></p> <p>Pantone 18-1664 HEX #D01C1F</p>	<p><b>Beetroot Purple</b></p> <p>Pantone 18-2143 HEX #CF2D71</p>	<p><b>Tangelo</b></p> <p>Pantone 15-1335 HEX #FF7E04</p>	<p><b>Peach Pink</b></p> <p>Pantone 15-1530 HEX #FA9A85</p>	<p><b>Empire Yellow</b></p> <p>Pantone 14-0756 HEX #F7D000</p>
<p><b>Crystal Rose</b></p> <p>Pantone 12-1708 HEX #FDC3C6</p>	<p><b>Classic Green</b></p> <p>Pantone 16-6340 HEX #39A845</p>	<p><b>Love Bird</b></p> <p>Pantone 13-0443 HEX #C1DB3C</p>	<p><b>Perennial Blue</b></p> <p>Pantone 16-4033 HEX #5D81BC</p>	<p><b>Summer Song</b></p> <p>Pantone 14-4316 HEX #A1C3DA</p>

Figure 7. Pantone Color Institute’s top 10 standout colors spring and summer 2023. Image by: W. Garrett Owen.

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Overall, growers and retailers should consider growing and offering plant material with flower or foliage color of Viva Magenta or from the spring and summer color palette. These colors can help you consider how to pair plant material with pots or design mix combination plantings. Furthermore, creating displays or signage utilizing these colors may be an easier option for a bright and colorful growing and retail season.

### Red



### Orange



### Yellow



### Green



### Pink



### Magenta



### Purple



### Blue



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Figure 7. Pantone Color Institute's top 10 standout colors spring and summer 2023. Image by: W. Garrett Owen.

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