



Pantone Color of the Year: Viva Magenta

12/6/2022

Viva Magenta has been chosen as the 2023 PANTONE® Color of the Year.

With its primordial red hue, it is a color that “welcomes anyone and everyone with the same verve for life and rebellious spirit. It is a color that is audacious, full of wit and inclusive of all.” Viva Magenta has been chosen as the 2023 PANTONE® Color of the Year.



PANTONE
2023 COLOR OF THE YEAR



It descends from the red family, but also promotes joy and optimism.

Get ahead of the trend with these varieties that can expand and enhance your growing program. (Each link opens in a new window)

[SureShot™ Magenta Petunia](#)

[Cabaret® Neon Rose Calibrachoa](#)

[TrailBlazer™ Road Trip Coleus](#)

[Tourmaline Fuchsia Bush Mandevilla](#)

[Firehouse™ Burgundy Verbena](#)

[Cabaret® Good Night Kiss Calibrachoa](#)

[Glimmer™ Burgundy Double Impatiens](#)

Be sure to reach out to your favorite Ball Seed sales rep or Ball ColorLink associate at 800 879-BALL for availability of these trendsetting plants today!