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TMD 402: Seminar

Color Forecasting
Olivia Humulock
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Summary by Ayanna Souza

Colors affect us daily. It can affect our mood and desire to purchase a product. It is the daily judgments we make about color that cause us to feel a certain way. Olivia Humulock broke down color forecasting and its evolution.

Color forecasting is the practice of foreseeing what colors consumers will gravitate towards in the future. Colors were often produced and named mostly overseas. Until WWI the U.S. did not have a “standard” or “forecast” for colors. American textile mills banded together during the war and created the first “standard” and “forecast” for color.

Companies that currently do trend forecasting are Pantone, PPG, WGSN, and Color Marketing Group. The first major color for Pantone was Cerulean Blue. The color is a zeitgeist for the year 2000 and a way to show hope for a new century. The present-day strategy for color forecasting within these companies is a two-day debate among well-experienced colorists. The experienced colorists forecast by looking at entertainment, travel, technology, sports, fashion, and the zeitgeist. Olivia also explained that color psychology affects forecasting. Color analysts will take the time to predict how people might feel walking into the new year and what colors will best complement those feelings.

As technology continues to grow so does color forecasting. Digitalizing color has made the creation of color and forecasting different. It has also expanded the metaverse of virtual reality. Color forecasting companies are also taking part in NFTs, a type of cryptocurrency. Pantone’s NFT is called Very Peri.

Olivia says color forecasting is crumbling boundaries and breaking down borders. It is also a practice that is interwoven with others around the world and provides nostalgia.

Color forecasting is the first starting point of any design. Color is what people first see in a design. Being able to identify what colors people will gravitate towards is a talent that is extremely difficult, but it is one of the most important jobs in the industry. Olivia Humulock made this point clear in her presentation on color forecasting and did well to connect the significance of color in design and how it drives business.