CHECKLIST

Colour Matching Checklist for Your Florist Consultation

- [ ] Bring a fabric swatch, paint chip or daylight photograph of the target colour
- [ ] Describe the setting, lighting and surrounding colours where the flowers will be seen
- [ ] Explain whether you need an exact match or can accept tonal variation
- [ ] Ask which varieties offer consistent colour in your chosen shade
- [ ] Request a sample stem for approval before the full order is placed
- [ ] Discuss backup options in case your first choice isn't available
- [ ] Clarify how foliage will support or affect your colour palette
- [ ] Confirm when the arrangement needs to be at its visual peak