



BUSINESS SOLUTIONS ASSOCIATION

Field Naming, Format and Content (including e-Content) Guidelines Convention Standard BSA Standard 01-12

Effective Date: October 1, 2012

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A. Purpose:

The purpose of the standard is to establish a common set of field names and guidelines used in the creation of copy content thus creating value and consistency for members of the industry.

The intent of this document is to clearly define the industry's best practice as it relates to content naming conventions (field names, character lengths and copy content, etc.).

This standard will help:

1. Reduce the variability in copy formats and the resulting rework required to format for multiple resellers.
2. Establish clearer names for critical content elements, reducing confusion among supply chain partners.
3. Improve efficiencies in the content pipeline that ensure persuasive content is viewed by the end user to ultimately stimulate sales.

B. Goals and Objectives:

This material is intended for members of the supply chain who wish to create and /or use copy in print, on websites and/or other applications.

The goal is to provide:

1. A set of consistent field names with guidelines for their use.
2. Best practices to encourage consistency in creating copy content that supports the field names and will be used throughout the supply chain.
3. Content providers with a “one time” efficient method of creating copy for use with all customers, thereby providing product information that ultimately allows for the best consumer shopping experience.
4. Downstream partners and content users more consistent copy content while reducing confusion caused by subjective interpretation – ultimately allowing them to surface this content in their print and online vehicles more effectively.

C. Standard:

The guideline is to move all new content copy creation to the guidelines outlined below.

1. Consistent Field Name: Short Name

| | Short Name |
|---|---|
| May also have been called: | Short Description |
| What is it, where and how it is used | Used to identify product where space is limited, register receipts, packing lists, item set up, invoices, retail shelf tags etc. Please use the OPIDS unit of measure and color abbreviations (see Best Practices at bottom for details). |
| Field Length | <i>27 (Not to exceed this as anything more may not be viewable).</i> |
| Example: Avery | IM DIVIDER WHITE 5TAB 5SET |
| Example: 3M - Post-it | SS Notes, Jewel Pop, 3x3 |
| Example: Esselte | Vertical Wallet 5Bx |
| Example: SPR | INDEX,MAKER, 12 TAB |

2. Consistent Field Name: Product Name

| | Product Name |
|---|--|
| May also have been called: | N/A |
| What is it, where and how it is used | Name of product stripped of additional attributes. Used more frequently in catalog than online. Content providers should verify with partners whether all brand names should be contained within this field or, whether some brand names will be applied globally (e.g. brand name and logo at top of catalog page and product names listed below) |
| Field Length | 80 |
| Example: Avery | Index Maker Clear Labels Dividers with White Tabs |
| Example: Acco Brands | Academic Planner, Weekly |
| Example: 3M - Post-it | Post-it(R) Super Sticky Notes, 3 in x 3 in, Jewel Pop Collection, 6 Pads/Pack |
| Example: Esselte | Vertical Expanding Wallet |
| Example: SPR | Avery Prepunched Index Maker Dividers w/ Tabs |
| Example: SPR-Enhanced | Index Maker Clear Label Divider |

3. Consistent Field Name: Product Title

| | Product Title |
|---|--|
| May also have been called: | Long Description Short Description Long Name Web Name Display Name |
| What is it, where and how it is used | Used online as the product name. Appears at the top of product detail pages and in search results on retailer websites. Include brand name key product attributes. Please use the MAC list provided by OPIDS for consistent color, UOM and vendor short abbreviation. |
| Field Length | 150 |
| Example: Avery | Avery(R) Index Maker(R) Clear Label Dividers 11436, Easy Apply(TM) Label Strip, 5-Tab, 5 Sets, White |
| Example: Acco Brands | AT-A-GLANCE® 2011/2012 Recycled Academic Weekly Planner |
| Example: 3M - Post-it | Post-it(R) Super Sticky Notes 654-6SSAU, 3 in x 3 in (76 mm x 76 mm) 6 pads, 65 sheets/pad. Jewel Pop colors. |
| Example: Esselte | Pendaflex® Vertical Reinforced Expanding Wallet 14006, 3.5 Exp, Letter, RedRope |

| | |
|------------------------------|--|
| Example: SPR-Enhanced | Avery Index Maker Clear Label Divider 12 x Tab Blank - 8.5" x 11" - 5 / Pack - White Divider - White Tab |
|------------------------------|--|

4. Consistent Field Name: Product Long Description

| | |
|---|---|
| May also have been called: | Long Description Concatenated Description Attributed Description |
| What is it, where and how it is used | Used online as the secondary description in conjunction with the Product Title. Composed of a prioritized concatenation of the primary product attributes necessary to full described and differentiate the item from other products in the category. |
| Field Length | 400 Some customer exceptions may apply. |
| Example: HAM162008 | Letter - 8.5" x 11" - 20lb - 92 GE/102 ISO (D65) Brightness - 5000 / Carton - White |
| Example: HEWCC490A | 35 ppm Mono / 35 ppm Color Print - 600 sheets Input - Automatic Duplex Print - Gigabit Ethernet - USB |
| Example: AVE5163 | 2" Width x 4" Length - 1000 / Box - Rectangle - 10/Sheet - Laser, Inkjet - Bright White |

5. Consistent Field Name: Consumer Copy-Short

| | <i>Consumer Copy-Short</i> |
|---|---|
| May also have been called: | N/A |
| What is it, where and how it is used | Consumer copy in paragraph format. Used on product detail pages in catalogs and flyers. Include brand name, key product attributes. |
| Field Length | 500 Some customer exceptions may apply. |
| Example: Acco Brands | Now your favorite planning product is available with 100% post-consumer paper, as well as other recycled materials |
| Example: 3M - Post-it | Post-it(R) Super Sticky Notes have a unique adhesive so your notes will stick securely to more surfaces. Now you can stick your notes where they'll really get noticed..like monitors, doors and walls! |
| Example: Esselte | The Vertical Expanding Wallet turns papers on end to make finding items faster and easier. Fits perfectly into backpacks! Full Flap with elastic closure for security. Rip proof reinforced gussets stand up to everyday use. Durable Red Fiber construction. Carry files with you wherever you go! |

6. Consistent Field Name: Consumer Copy-Long

| | |
|---|---|
| | Consumer Copy-Long |
| May also have been called: | Complete Description Long Description Long Copy |
| What is it, where and how it is used | Consumer copy in paragraph format. Used on product detail pages of retailer websites. |
| Field Length | 1000 |
| Example: Avery | Organization and a professional appearance--those are the ingredients of a powerful presentation. These Index Maker(R) Clear Label Dividers make it easy to organize documents. They feature reinforced tabs and binding edges for extra durability and clear labels for a professional look. And with free templates from avery.com, you can customize the tab labels in no time. Now you're cooking. |
| Example: 3M - Post-it | Post-it(R) Super Sticky Notes in 3 in x 3 in let you put your note where it'll get noticed like file cabinets, doors and walls. They bring peace of mind with better organization. Adorn your important messages using the Jewel Pop Collection. 6 Pads/Pack. |
| Example: SPR | Personalize your tab titles and create dividers that look professionally printed. The clear tab labels virtually disappear when applied to premium white dividers. Label all tabs at once with Easy Apply clear labels. Perfectly align tab labels and label multiple sets quickly with Easy Apply label strips. Label sheet for labeling tabs is included. Avery offers many easy-to-use templates in Microsoft Word and other popular software programs. Labels are compatible with laser and inkjet printers. Three-hole punched dividers have a reinforced binding edge and are designed for use with three-ring binders. |

7. Consistent Field Name: Consumer Copy-Bullets

| | |
|---|--|
| | Consumer Copy: Bullets |
| May also have been called: | Features & Benefits Long Description |
| What is it, where and how it is used | Consumer copy in bullet format that describes the product and its features and benefits. 3-10 bullets are best practice. Bullets should be in order of importance, (Most important to least important) unless otherwise dictated by customer. Okay to duplicate information used in consumer copy unless otherwise specified by customer. |
| Field Length | 150 characters max per bullet |

| | |
|-------------------------------------|---|
| <p>Example: Avery</p> | <ul style="list-style-type: none"> *Easy-to-read tabs with clear labels that virtually disappear when applied *Durable tabs resist tearing and stand up to frequent use *Save time by labeling all tabs at once using the patented Easy Apply(TM) label strip *Quickly create labels for multiple sets by using free Auto-Fill template *Improved print quality on Easy Apply Labels *Easy Apply Labels are easier to peel and align on tabs *For easy reference, create labels for the front and back of the divider tab with just one- click on Auto-Fill *Further customize your labels by adding graphics or logos *Dividers are made with 30% post-consumer recycled paper *Compatible with both inkjet and laser printers |
| <p>Example: Acco Brands</p> | <ul style="list-style-type: none"> *Page size: 8 1/4" x 10 7/8" *12 months (July - June) *Quarter-hourly appointments, 7:00 a.m. - 8:45 p.m. Monday - Friday; 7:00 a.m. - 5:30 p.m. Saturday *Tips for "green living" featured each week *100% post-consumer waste paper *50% post-consumer waste cover material *90% post-consumer waste wire *Telephone/address pages *Available in Green |
| <p>Example: 3M - Post-it</p> | <ul style="list-style-type: none"> * 3 in x 3 in, Jewel Pop Collection * Put your note where it'll get noticed - like file cabinets, doors and walls * Peace of mind with better organization * Adorn your important messages using Jewel Pop colors * 6 Pads/Pack * All Post-it(R) Notes are recyclable * All Post-it(R) Notes are SFI Chain of Custody Certified. Paper comes from well-managed forests, where trees are replanted. |
| <p>Example: Esselte</p> | <ul style="list-style-type: none"> *Perfect for backpacks - Vertical format *Full flap with elastic closure *Rip proof reinforced gussets *3 1/2" Expansion *Durable Red Fiber material 10% Total Recycled Fiber with 10% Post Consumer Fiber SFI Certified & Acid Free Letter Size |
| <p>Example: SPR-Enhanced</p> | <ul style="list-style-type: none"> * Customizable tabs with Easy Apply clear labels; label sheet for labeling tabs included in every pack * Clear tab labels virtually disappear when applied to premium white dividers * Format tab labels using existing software and inkjet or laser printer; 3-hole punched with reinforced binding edge * Size: 8-1/2" x 11"; packaged quantity: 5 / Pack; color: White * 30% post-consumer material |

D. Technical Specifications:

1. Use the unit of measure (UOM) and most frequently used color codes (2 or 3 digit) provided by the Office Products Industry Data Standards initiative (OPIDS). A copy is attached; but please refer to www.opids.org for the most current version.

2. Special characters such as trademark and copyright symbols should be provided. There may be system limitations among downstream partners with these symbols that will need to be addressed on a case by case basis.
3. Prioritize copy content by supplying the most important information first.
4. Ensure that all relevant copy fields are written for the intended audience (usually the ultimate consumer).
5. To avoid any confusion the Global Trade Item Number (GTIN) formerly called the U.P.C., the manufacturer's item number and manufacturer's item name (all) should be used as the header in any records used to share content.

Implementation

Implementation of the new naming convention standard will commence on January 1, 2013, or sooner, with any new products being introduced to the marketplace with all users becoming fully versed and engaged in the implications and technical specifications of the new standard.

| OPIDS UOM ABBREVIATIONS | | | | |
|--------------------------------|-------------|---|---------------|-------------|
| UOM | Word | Description | Change | Date |
| BD | Bundle | A bundle is a collection of things or quantity of material tied or wrapped up together | added | 8/16/2010 |
| BX | Box | A box is repackaged within a carton to be shipped | | |
| BX | Box | Package of <500 sheets of paper, if boxed | | |
| BX | Box | Three dimensional cardboard container | | |
| CD | Card | Do not use CD | | |
| CT | Carton | A carton is a shippable container | | |
| DS | Display | UOM consisting of a retail display and retail product consisting of 1 or more SKUS. Display can be made of any type of material but is most frequently plastic or corrugated. | added | 3/31/2009 |
| DZ | Dozen | A combination of like items with like characteristics, quantity 12 | added | 7/12/2007 |
| EA | Each | All spiral pads | | |
| EA | Each | For furniture, if the item in question is an "option," treat as EA | | |
| EA | Each | Package of one item bound by plastic to a cardboard backing | added | 4/1/2009 |
| EA | Each | Single items, i.e.; a cartridge of tape | | |
| KT | Kit | Software plus supplies | | |
| PD | Pad | Pads with paper adhered by glue or headstrip at one end | | |
| PK | Pack | A bundle of like items bound together by strapping or shrink wrap | added | 4/1/2009 |

| | | | | |
|----|--------|--|-------|------------|
| PK | Pack | A combination of like items with like characteristics, not of quantity 12 | | |
| PK | Pack | Clamshell plastic packaging | | |
| PK | Pack | Dimensions not essential | | |
| PK | Pack | Package of <500 sheets of paper, if not boxed | | |
| PK | Pack | Package of multiple items bound by plastic to a cardboard backing | added | 4/1/2009 |
| PR | Pair | Package contains two items that are opposites, i.e., gloves - left hand and right hand | | |
| RL | Roll | Roll overrides Box if item is packaged as a roll | | |
| RM | Ream | Package of 500 sheets of paper | | |
| ST | Set | A combination of like items with different characteristics, i.e., color | | |
| | | Unit of measure consisting of a tubular container opening on the end containing more than 1 inner units of product. Tubes can be made of any material but are most frequently plastic or containerboard. Examples would include 1 tube containing 12 pieces of HB lead or 1 tube containing 3 erasers. Tube is used when the next level of packaging would be considered a pack of tubes based on the established rules for use of the uom pack. | | |
| TB | Tube | | added | 3/31/2009 |
| PL | Pallet | A pallet of goods wrapped up together | added | 10/27/2010 |
| | | | | |
| | | Originally issued February 2006 (modifications are noted) | | |

| OPIDS UOM ABBREVIATIONS | | | |
|-------------------------|--------------|------------------|--------------|
| Description | Abbreviation | Description | Abbreviation |
| Adobe Red | ARD | Light Violet | LVI |
| Adriatic Blue | ADBL | Light Walnut | LWL |
| African Walnut | AFW | Light Yellow | LYW |
| Agate | AGT | Lilac | LIL |
| Alder | ALD | Lilac Dusk | LDK |
| Alloy | ALY | Lima Green | LMG |
| Almond | AMD | Lime | LIM |
| Almond Oak | ALOK | Lime Green | LGN |
| Alpine | ALP | Lime Yellow | LYL |
| Alpine Green | ALGN | Limepeel | LIMEPEEL |
| Aluminum | ALUM | Limerick | LMK |
| Amber | AMB | Lindsay | LSY |
| American | AMER | Linen | LIN |
| American Oak | AOK | Lisa Pink | LPK |
| American Walnut | AWA | Luminous Blue | LMB |
| Americana Cherry | AMC | Luminous Green | LMGN |
| Amethyst | AME | Luminous Lemon | LML |
| Anthracite | ANTH | Luminous Magenta | LMM |
| Antique Black | ABK | Luminous Orange | LMO |

| | | | |
|----------------------|---------|-----------------------|---------|
| Antique Blue | ABL | Luminous Red | LMR |
| Antique Brass | ABR | Luminous Rose | LMRS |
| Antique Cherry | ACH | Luminous Vermillion | LMV |
| Antique English Oak | AEOK | Luminous White | LMW |
| Antique Gold | ATQG | Luminous Yellow | LMYL |
| Antique Nutmeg Brown | ANBN | Luscious Lemon | LLM |
| Antique Rose | ATQR | Magenta | MAG |
| Antique White | ATQW | Magnolia White | MWH |
| Apple Green | APGN | Mahogany | MAH |
| Apple Red | AP RED | Mahogany Red | MAH RED |
| Apricot | APR | Mainstreet Library | MSLIB |
| Aqua | AQA | Malachite | MALA |
| Aqua Blue | ABLU | Mallard Green | MGN |
| Aqua Gray | AGY | Manassas Oak | MOAK |
| Aquamarine | AQM | Manganese Blue | MGBL |
| Architectural Bronze | ABZ | Mango | MGO |
| Arlington Hills | ARL | Manor Maple | MMPL |
| Ash Gray | ASH GRY | Maple | MPL |
| Ash Green | ASH GRN | Maple Sugar Tan | MSTN |
| Asian Night | ANT | Marble (or Marbled) | MRB |
| Asian Sand | ASD | Marigold | MRG |
| Asparagus | ASPGS | Marine | MAR |
| Aspen | ASP | Marine Blue | MNB |
| Asphalt | ASP | Maroon | MRN |
| Assorted | AST | Matte | MAT |
| Assorted Colors | AST COL | Matte Black | MBK |
| Atlantic | ATL | Matte Gray | MGRY |
| Aubergine | AUB | Matte Silver | MSLV |
| Auburn Cherry | AB CHY | Matte Titanium Black | MTB |
| Autumn | AUT | Matte White | MWE |
| Autumn Brown | ABN | Mauve | MAV |
| Autumn Haze | AHZ | Mediterranean Blue | MED BLU |
| Autumn Oak | AOAK | Medium Blue | MBL |
| Avalon Blue | AVBL | Medium Brown | MBN |
| Avocado | AVO | Medium Cherry | MCH |
| Azure | AZR | Medium Cyan | MCYA |
| Azure Blue | AZBL | Medium Distressed Oak | MDOK |
| Azurite Blue | AZB | Medium Flesh | MFL |
| Baby Blue | BBLU | Medium Foliage Green | MFGN |
| Baby Pink | BPNK | Medium Gray | MGY |
| Bahama Purple | BHPR | Medium Lanty Oak | MLO |
| Balboa | BAL | Medium Magenta | MMAG |
| Baltic | BLT | Medium Neutral | MNE |
| Bamboo | BAM | Medium Oak | MOK |
| Banister Oak | BOK | Medium Red | MRD |
| Bank Alder | BA | Medium Tan | MTN |
| Bar Harbor Gray | BHGY | Medium Warm | MWM |
| Barley | BAR | Medium Yellow | MYW |
| Basalt Black | BSB | Melon | MEL |
| Basin | BSIN | Mercury | MER |

| | | | |
|--------------------|-----------|----------------------|-------------|
| Beaver Brown | BEAV BRN | Merlot | MRL |
| Beech | BEE | Metallic | MET |
| Beige | BEI | Metallic Black | MBK |
| Beige | BEI | Metallic Blue | MTBL |
| Beige Heather | BHE | Metallic Canary | MCAN |
| Beige Nebula | BNB | Metallic Champagne | MCMP |
| Beige Speckled | BSPK | Metallic Charcoal | MCL |
| Berry | BRY | Metallic Copper | MTCP |
| Berry Red | BERD | Metallic Magenta | MMAG |
| Birch | BRH | Metallic Maroon | MMAR |
| Bisque | BSQ | Metallic Pink | MPK |
| Bittersweet Orange | BSO | Metallic Violet | MVI |
| Black | BLK | Meteor | MTR |
| Black | BLK | Midnight | MID |
| Black & White | B/W | Midnight Black | MBLK |
| Black Aluminum | BLAL | Midnight Blue | MNBL |
| Black Anthracite | KA | Midnight Sapphire | MSAP |
| Black Burl | BLK BURL | Mimosa | MIM |
| Black Cherry | BCY | Mineral Orange | MIN ORN |
| Black Gold | BGD | Mineral Violet | MIN VIO |
| Black Granite | BGRT | Mink | MNK |
| Black Grape | BLK GRAPE | Mint | MNT |
| Black Green | BKG | Mint Green | MGR |
| Black Pumice | BP | Mirror Brass | MBR |
| Black Reflective | BLKR | Mirror Chrome | MCHM |
| Black Stain | BS | Mirror Stainless | MSTL |
| Black Wrinkle | BWR | Mission Oak | MSO |
| Black/Alumi-Cast | BT | Mist Gray | MSTGY |
| Black/Blue | BK/BE | Misty Mauve | MMV |
| Black/Red | BK/RD | Mocha | MCA |
| Black/Silver | B/S | Mocha Brown | MBN |
| Black/White | B/W | Mocha Cherry | MOC |
| Blackberry | BKB | Mocha Dark | MCD |
| Blond Wood | BLO WD | Mocha Light | MCL |
| Blonde-Tan | BLO | Modern Cherry | MCR |
| Blue | BLU | Mojave | MOJ |
| Blue | BLU | Monticello Walnut | MONT WAL |
| Blue & Gray | BE/GY | Moonlight | MNLT |
| Blue Black | BLU BLK | Morocco | MOR |
| Blue Celeste | BCL | Moss (or Moss Green) | MOS |
| Blue Chip | BCHP | Moss Point Green | MOSS PT GRN |
| Blue Danube | BDN | Mudstone | MDST |
| Blue Glow | BGL | Mulberry | MBY |
| Blue Gray | BGY | Multi-Color | MLT-COL |
| Blue Green | BLU GRN | Multi-Cultural | MLT-CULT |
| Blue Green Blue | BLU GBU | Mushroom | MSR |
| Blue Haze | BHZ | Muslin | MUS |
| Blue Heather | BLHE | Mustard | MUS |
| Blue Heaven | BHV | Muted Turquoise | MTQ |

| | | | |
|------------------|----------|-----------------------------|------|
| Blue Jay | BJY | Myrtle Green | MGR |
| Blue Lagoon | BLAG | Naples Yellow | NPY |
| Blue Mist | BLM | Napa Wine | NWN |
| Blue Reflective | BREF | Naphthol Crimson | NPCR |
| Blue Slate | BLU SLT | Naphthol Red Light | NRL |
| Blue Spruce | BSP | Natural | NAT |
| Blue Violet | BVI | Natural Beech | NBH |
| Blue Violet Blue | BLU VBU | Natural Cherry | NCY |
| Blue Wisp | BWP | Natural Maple | NMP |
| Blue/Black | B/B | Natural Oak | NOK |
| Blue/Gold | BE/GD | Natural Pine | NP |
| Blue/Green | BE/GN | Natural Sand | NS |
| Blue/Pink | BE/PK | Natural White | NWT |
| Blue/Red | BE/RD | Nautica | NTA |
| Blueberry | BLB | Navy (or Navy Blue) | NVY |
| Blue-Black | BBK | Navy Tweed | NTW |
| Blueboy | BLY | Nebula | NEB |
| Bluegrass | BLG | Nebula Graphite | NGPH |
| Bluestone | BLST | Nectar Coral | NCCR |
| Bone | BNE | Neon | NE |
| Bone Gray | BNGY | Neon Blue | NBL |
| Bongo | BGO | Neon Green | NGN |
| Bonnie Blue | BOB | Neon Orange | NOR |
| Bordeaux | BDX | Neon Pink | NPK |
| Boston Fern | BFN | Neon Red | NRD |
| Bottle Green | BGR | Neon Violet | NVI |
| Bourbon Cherry | BBC | Neon Yellow | NYL |
| Brandy | BDY | Neopolitan | NPL |
| Brass | BRS | Neptune Blue | NPBL |
| Brick Beige | BRBEI | Neutral | NEU |
| Brick Red | BRK RED | Neutral Gray | NGY |
| Brick White | BRK WHT | New Haven | NHV |
| Bright Assorted | BAS | New Haven Cherry | NHC |
| Bright Blue | BBL | New Oak | NOK |
| Bright Chrome | BCHM | Newport | NWP |
| Bright Green | BGN | Nickel | NKL |
| Bright Melon | BML | Nightfall Blue | NFBL |
| Bright Orange | BORG | Nocturn | NOCT |
| Bright Pink | BPK | Normandy Rose | NRS |
| Bright Red | BRD | Norsk Blue | NRBL |
| Bright White | BWH | Norwegian Alder | NA |
| Bright Yellow | BRYL | Norwegian Alder/Pebblestone | AE |
| Brilliant | BRL | Nova | NVA |
| Brilliant Yellow | BYL | Nugget | NUG |
| Brittany Blue | BRIT BLU | Nutmeg | NMG |
| Bronze | BZE | Nutmeg Maple | NMPL |
| Brown | BRN | Oak | OAK |
| Brown Burl | BRN BURL | Oak Yorkshire | OKY |
| Brown Iron Oxide | BIOX | Oakridge Oak | OOK |

| | | | |
|----------------------------|-------------|------------------------|----------|
| Brown Kraft | BRK | Oatmeal | OML |
| Brown Ochre | BOH | Ocean | OCN |
| Brown Stone | BRN STN | Ocean Blue | OCB |
| Brown Velvet | BVT | Ocean Blue Reflective | OBRF |
| Brushed Chrome | BCH | Ocean Mist Blue | OMB |
| Brushed Maple | BMPL | Ocean Reef Blue | ORB |
| Brushed Nickel | BSNKL | Ochre | OCH |
| Brushed Silver | BSL | Odessa Pine | OP |
| Brushed Steel | BSTL | Off White | OWH |
| Bubble Gum Pink | BGP | Old Gold | OGD |
| Buff | BUF | Old Parchment | OPC |
| Burgundy | BRG | Old World Cherry | OCHY |
| Burgundy Burl | BRG BURL | Olive (or Olive Green) | OLV |
| Burlwood | BWD | Olive Brown | OLV BRN |
| Burnished Gray | BRNSH GRY | Olive Drab | OLV DRAB |
| Burnished Oak | BOAK | Olive Yellow | OVYL |
| Burnt Ochre | BOC | Onyx | ONX |
| Burnt Orange | BOR | Opal | OPL |
| Burnt Sienna | BSN | Opaque Blue | OBL |
| Burnt Umber | BUM | Opaque Red | ORD |
| Butter Cream | BCRM | Opaque Yellow | OPYL |
| Butter Yellow | BTYL | Opera Pink | OPNK |
| Butterscotch | BUT | Orange | ORN |
| Cabernet | CBNT | Orange Glow | OGL |
| Cadet | CAD | Orange Red | ORR |
| Cadmium Black | CDB | Orange/Black | OE/BK |
| Cadmium Yellow | CDY | Orange/Pink | OE/PK |
| Calcine Gray | CCG | Orange/Yellow | OE/YW |
| California Contemporary | CAC | Orchid | ORC |
| Calypso Orange | CPOR | Oregon Oak | OOK |
| Camel | CML | Oriental Blue | OBL |
| Canary (or Canary Yellow) | CAN | Ostrich | OST |
| Cape Cod Blue | CCB | Oxblood | OXB |
| Cape Mist | CPE MST | Oxford Tweed | OTW |
| Cappucino | CPP | Oxide | OX |
| Caramel | CRML | Oyster | OYS |
| Caramel Oak | COAK | Oyster Gray | OGY |
| Caramel Sagewood | CSW | Oyster White | OWH |
| Cardinal (or Cardinal Red) | CRL | Pacific Blue | PBE |
| Carmine (or Carmine Red) | CAR | Pale | PL |
| Carnation | CRN | Pale Blue | PBL |
| Carnation Pink | CPNK | Pale Blue Green | PL BGN |
| Caribbean Blue | CBB | Pale Blue Violet | PL BVI |
| Cast Iron | CIR | Pale Cherry | PCY |
| Casual Light Oak | CLOK | Pale Green | PGN |
| Catalina Oak | CT | Pale Ivory | PIV |
| Caucasian Flesh | CFL | Pale Jade | PLJ |
| Cayenne | CYN | Pale Lavender | PLV |
| Celadon Green | CELADON GRN | Pale Lemon Yellow | PL LMY |
| Celery | CLY | Pale Magenta | PMG |

| | | | |
|------------------|----------|--------------------|------------|
| Celery Green | CLY GRN | Pale Mahogany | PMH |
| Cerise | CER | Pale Oak | POK |
| Cerulean Blue | CLB | Pale Olive | POL |
| Cerulean Green | CLG | Pale Orange | POR |
| Chambray Blue | CMBL | Pale Pink | PPK |
| Champagne | CMP | Pale Purple | PPR |
| Champagne Oak | CMP OAK | Pale Red Orange | PL ROR |
| Champagne/Putty | C/P | Pale Red Violet | PL RVI |
| Char Brown | CBN | Pale Sage | PSG |
| Charcoal | CCL | Pale Sand | PSD |
| Charcoal Black | CBK | Pale Turquoise | PTR |
| Charcoal Gray | CGR | Pale Vermilion | PVR |
| Charcoal Nebula | CN | Pale Violet | PVI |
| Chardonnay | CDN | Pale Walnut | PWL |
| Chartreuse | CHT | Pale Yellow | PLYL |
| Cherry | CHY | Pale Yellow Green | PL YGN |
| Cherry Bordeaux | CHB | Pale Yellow Orange | PL YOR |
| Cherry Pear | CHP | Palladium (Gray) | PLDM |
| Cherry Trim | CHTR | Palomino | PAL |
| Chestnut | CNT | Palomino Tan | PTN |
| Chestnut Brown | CNT BRN | Parchment White | PWHT |
| Chianti | CHTI | Parma Violet | PARMA VIO |
| Chisholm | CSM | Parrot Green | PARROT GRN |
| Chocolate | CHC | Partridge | PTG |
| Chocolate Cherry | CCHY | Passion Pink | PPNK |
| Chocomint | CHMNT | Passion Purple | PPUR |
| Christmas Green | CMG | Pastel | PSTL |
| Chrome | CHM | Pastel Blue | PBL |
| Chrome Green | CHM GRN | Patriot | PAT |
| Chrome Green Lt | CGL | Paynes Gray | PGY |
| Chrome Yellow | CYW | Peach | PCH |
| Chrome Trim | CT | Peach Beige | PBG |
| Cider | CDR | Peacock | PEC |
| Cinder | CND | Peacock Blue | PEC BLU |
| Cinnamon | CIN | Peacock Green | PEC GRN |
| Citadel | CIT | Peanut Butter | PB |
| Citrus Yellow | CYE | Pearl | PRL |
| Claret | CLT | Pearl Black | PBLK |
| Classic Cherry | CCH | Pearl Gray | PLGY |
| Classic Oak | CLO | Pearl White | PWH |
| Classic Walnut | CWA | Pearlescent | PRLS |
| Clay Rose | CLAY RSE | Pearwood | PWD |
| Clear | CLR | Pebble | PEB |
| Cloud | CLD | Pebble Gray | PBG |
| Cloud Blue | CLD BLU | Pebblecreek | PBK |
| Clover | CLV | Pepper Gray | PGRY |
| Cobalt | CBT | Periwinkle | PWK |
| Cobalt Blue | CBL | Periwinkle Blue | PWBL |
| Cobblestone | COB | Persian | PRN |

| | | | |
|--------------------|------------|---------------------|-----------|
| Coca | COC | Persimmon | PER |
| Cocoa | CCA | Pewter | PEW |
| Coffee | COF | Pewter | PEW |
| Cognac | CGN | Photo Black | PHBK |
| Cold Stone | CST | Photo Color | PCOL |
| Colonial Blue | CLBL | Pthalo | PHT |
| Colonial Oak | COK | Pthalo Blue | PTBL |
| Comet | CMT | Pthalo Green | PHT |
| Concrete | CCT | Pig Skin | PSK |
| Concrete | CCT | Pigment Black | PGMNT BK |
| Constellation Java | CSJ | Pine | PNE |
| Cool Gray | CGY | Pine Green | PNGN |
| Copen Blue | CPBL | Pineapple Yellow | PAYL |
| Copenhagen Blue | CPNHGN BLU | Pink | PNK |
| Copper | COP | Pink Angel | PAG |
| Coral | COR | Pink Frosting | PFR |
| Coral Pink | CPK | Pink Parfait | PPF |
| Coral Red | CRED | Pink Quartz | PQZ |
| Cordovan | CVN | Pink Rose | PNK RSE |
| Cork | CRK | Pink/Blue | PK/BE |
| Cornflower | CRNFLWR | Pink/Green | PK/GN |
| Cosmic | CMC | Pink/Orange | PK/OE |
| Cotton | COT | Pink/Violet | PK/VI |
| Cranapple | CAPL | Pistachio | PIS |
| Cranberry | CBY | Pivot | PIV |
| Cranberry Red | CRN RED | Plaid | PLD |
| Cranberry Tweed | CTW | Plane Royal | PRYL |
| Cream | CRE | Planked Maple | PMPPL |
| Cream White | CWH | Plaque | PLQ |
| Creamy | CMY | Platinum | PLT |
| Crimson | CRM | Plum | PLM |
| Crimson Green | CSG | Polished Brass | PBS |
| Crimson Lake | CRM LKE | Polished Chrome | PCH |
| Crimson Red | CRM RED | Pompano Beach | POM BCH |
| Crimson Yellow | CRM YEL | Poppy Red | POPPY RED |
| Crocodile | CROC | Port | PRT |
| Crown Blue | CBE | Posh Cashmere | PCSH |
| Crystal | CRY | Position | POS |
| Crystal Clear | CSLC | Powder Blue | PWB |
| Crystal White | CWE | Presidential Walnut | PWA |
| Cucumber | CUC | Pretty Pink | PPK |
| Currant | CRT | Pretty Plum | PPLM |
| Custard | CSD | Primary | PRM |
| Cyan | CYA | Primrose | PRMRSE |
| Cypress | CYP | Process Red | PRD |
| Daffodil Yellow | DYW | Prussian Blue | PRBL |
| Dahlia Purple | DAHLIA PUR | Prussian Green | PRGN |
| Danish Walnut | DWAL | Pulsar | PUL |
| Dark Blue | DBL | Pumice | PUM |
| Dark Bronze | DBZE | Pumpkin (or Pumpkin | PMK |

| | | | |
|--------------------|--------------|------------------------------|----------|
| | | Orange) | |
| Dark Brown | DBN | Purple | PUR |
| Dark Burnt Umber | DBUM | Purple Dusk | PDSK |
| Dark Cherry | DCH | Purple Flocked | PURFLK |
| Dark Chocolate | DCHC | Purple Floral | PUR FLRL |
| Dark Espresso | DES | Purple Glow | PGL |
| Dark Flesh | DFL | Purple haze | PHZ |
| Dark Foliage Green | DFGN | Purple/Red | PE/RD |
| Dark Goldenrod | DKGR | Putty | PTY |
| Dark Granite | DGT | Putty Beige | PBE |
| Dark Graphite | DKG | Quaker Gray | QGY |
| Dark Gray | DGY | Quarry | QRY |
| Dark Green | DGR | Quasar | QUA |
| Dark Jungle Green | DJG | Queen Annes Lace | QAL |
| Dark Mahogany | DMAH | Quinacridne Rose | QCR |
| Dark Neutral | DNTL | Radial Chrome | RADCHRM |
| Dark Night Blue | DNB | Rain Forest Green | RFG |
| Dark Oak | DOK | Rainbow | RBW |
| Dark Oiled Walnut | DK OILED WAL | Raisin | RAIS |
| Dark Orange | DOR | Ranchide Black | RBLK |
| Dark Pink | DPK | Ranchide Sand | RSND |
| Dark Purple | DPR | Rapids | RPDS |
| Dark Red | DRD | Raspberry (or Raspberry Red) | RSP |
| Dark Rose | DRS | Raven | RVN |
| Dark Spruce | DSPR | Raw Sienna | RSN |
| Dark Tan | DTN | Raw Wood | RAW WD |
| Dark Tone | DTON | Reaction | RCTN |
| Dark Umber | DUM | Real Red | RRED |
| Dark Violet | DVI | Reba | RBA |
| Dark Walnut | DWA | Recycled White Wove | RWW |
| Dark Yellow | DYL | Red | RED |
| Deep Blue | DPB | Red | RED |
| Deep Chrome Yellow | DCY | Red Alder | RALD |
| Deep Coral | DCR | Red Brown | RBN |
| Deep Green | DGN | Red Caste | RDC |
| Deep River Green | DRG | Red Dawn | RDD |
| Deep Yellow | DPY | Red Flocked | RDFLK |
| Desert Beige | DBG | Red Glow | RGL |
| Desert Putty | DPTY | Red Iron | RIOX |
| Desert Sage | DSG | Red Ochre | ROH |
| Desert Sand | DSD | Red Orange | ROR |
| Desert Sun Orange | DSO | Red Red Violet | RED RVI |
| Diamond Twill | DTWL | Red Reflective | RREF |
| Dijon | DIJ | Red Violet | RVI |
| Direct | DIR | Red Violet Red | RED VRD |
| Ditzy | DIT | Red/Black | RD/BK |
| Dolphin Gray | DLGY | Red/Blue | RD/BE |
| Dove | DVE | Red/Purple | RD/PE |
| Dove Gray | DVG | Red dawn | RDWN |

| | | | |
|-----------------------|----------|-------------------------|---------|
| Dover White | DWH | Redwood | RWD |
| Dresden Flesh | DDFL | Regent Gray | RGGY |
| Drift | DFT | Rhapsody | RPY |
| Driftwood | DW | Rhodamine | RHO |
| Drizzle Gray | DRGY | Rhodium | RHD |
| Dull Blue | DULL BLU | Rhodium Plated | RHD PLT |
| Dune | DUN | River Rock | RRK |
| Dunes Beige | DBE | Riveria | RVA |
| Dusky Mauve | DMV | Rivertone Maple | RM |
| Dusty Plum | DPM | Rock | RCK |
| Dusty Rose | DRS | Rojo Red | RJR |
| Earth Tones | ERTH | Rose | RSE |
| Ebony | EBY | Rose Cloud | RCD |
| Ebony Brown | EBN | Rose Dust | RSE DST |
| Eggplant | EGP | Rose Gold | RSG |
| Eggshell | ESH | Rose Gray | RGY |
| Eggshell White | EWHT | Rose Mist | RMS |
| Elan Casual Cherry | ECCH | Rose Petal Pink | RPP |
| Eldorado Bronze | EBZ | Rose Pink | RPK |
| Electric Blue | EBL | Rosemarie | RSM |
| Embassy Cherry | EMC | Rosetta | RSTA |
| Ember | EMB | Rosewood | RSD |
| Emerald | EMD | Rosewood Hall | RHL |
| Emerald Green | EGN | Rosewood Maple | RMP |
| Emerald Green Flocked | EMFLK | Rosy Beige | RSY BEI |
| Empire Gold | EGD | Rouge | RGE |
| Empire Green | EMP | Royal Blue | RBL |
| Empire Mahogany | EMP MAH | Royal Distressed Cherry | RDCH |
| English Oak | EOK | Royal Fuchsia | RFS |
| English Red | ERE | Royal Mahogany | RMH |
| English Yew Green | EYG | Royal Purple | RYL PUR |
| Espresso Walnut | ESW | Rubine | RUB |
| Evergreen | EVG | Ruby | RBY |
| Executive Red | ERD | Ruby Red | RRD |
| Fancy Potion | FPTN | Russett | RST |
| Fanfare Regal | FRGL | Sable | SBE |
| Fawn | FWN | Sachet Pink | SPK |
| Featherstone | FST | Saddle Brown | SDL BRN |
| Fiesta Pink | FPK | Safari Beige | SBEI |
| Fire Red | FRD | Safari Black | SBLK |
| Fjord Blue | FBL | Safari Burgundy | SBRG |
| Flagstone Red | FLG RED | Safari Forest | SFGN |
| Flair | FLA | Safari Navy | SNVY |
| Flame Red | FLRED | Sage | SGE |
| Flax | FLX | Sage/Sunstone | SGSN |
| Flesh | FSH | Sahara Suede | SSD |
| Flesh Tan | FLTAN | Sahara Tan | SAH TAN |
| Fleshtone | FLST | Salem Blue | SLBL |
| Fleshtone Base | FLB | Salem Green | SLGN |
| Flint | FLNT | Salmon | SAL |

| | | | |
|-------------------------|---------|-----------------------|----------|
| Floral | FRL | salmon pink | SAL PNK |
| Fluorescent | FLUOR | Salvia Blue | SBU |
| Fluorescent Assortment | FL AST | Sand (or SandStone) | SND |
| Fluorescent Blue | FLBL | Sand Maple | SMPL |
| Fluorescent Canary | FLCN | Sand Nebula | SDN |
| Fluorescent Green | FLGN | Sandlewood | SNDWD |
| Fluorescent Lemon | FLLEM | Sandtex Black | SB |
| Fluorescent Light Blue | FLO LBL | Sangria | SAN |
| Fluorescent Light Green | FLO LGN | Sanguine | SNG |
| Fluorescent Lime | FLLIM | Santa Fe Rose | SFR |
| Fluorescent Magenta | FLMG | Santas Flesh | SFL |
| Fluorescent Orange | FLOR | Santin Steel | SSTL |
| Fluorescent Pink | FLPK | Sap Green | SAP GRN |
| Fluorescent Purple | FLPUR | Sapphire | SAP |
| Fluorescent Red | FLRD | Satin | SAT |
| Fluorescent Vermilion | FLVR | Satin Aluminum | SA |
| Fluorescent Violet | FLVI | Satin Brass | SBR |
| Fluorescent White | FLWH | Satin Brass Aluminum | SBA |
| Fluorescent Yellow | FLYL | Satin Brass Stainless | SBS |
| Folkstone | FLK | Satin Chrome | SCH |
| Forest | FOR | Satin Stainless | SSS |
| Forest Green | FGN | Saxony | SAX |
| French Blue | FRB | Scandia | SCND |
| French Gray | FGY | Scarlet | SCR |
| Frost (or Frosted) | FRS | Scarlet Lake | SCR LAKE |
| Frost White | FWH | Scrubbed Oak | SCO |
| Fruitwood | FWD | Sea Foam | SEAFM |
| Fuchsia | FSA | Sea Grass | SEG |
| Fusion Maple | FMP | Sea Green | SGR |
| Galactic | GLC | Sea Mist | SMST |
| Galaxy | GXY | Sea Mist Green | SMGR |
| Gamal Green | GGN | Sea Urchin | SURG |
| Garnet | GAR | SeaSpray | SSP |
| Gecko | GCH | Seminole Green | SNGN |
| Gemstone | GEM | Sepia | SEP |
| Georgetowne Cherry | GCHY | Sesame | SES |
| Georgia Clay | GCY | Shadow | SHA |
| Geranium | GER | Shaker Cherry | SHC |
| Ginger | GIN | Shale Gray | SHGY |
| Ginger Brown | GBRN | Shell | SHL |
| Ginger Root | GGR | Sherbert | SHRB |
| Glacier | GLC | Sherbet | SHER |
| Glacier Blue | GBL | Shiney Silver | SHS |
| Glamour Antique Gold | GAGD | Shiney White | SHW |
| Glamour Apache | GAPA | Shocking Pink | SHPK |
| Glamour Sage | GSGE | Shrimp | SHR |
| Glitter Blue | GLBL | Sienna | SNA |
| Glitter Gold | GLGD | Sienna Brown | SBN |
| Glitter Green | GLGR | Sierra Cherry | SCY |
| Glitter Red | GLRD | Silver | SLV |

| | | | |
|---------------------|----------|---------------------|----------|
| Glitter Silver | GLSR | Silver Dust | SLVDST |
| Glossy White | GWE | Silver Gray | SGY |
| Gold | GLD | Silver Metallic | MSLV |
| Gold | GLD | Silver Pine | SPN |
| Gold Dust | GLDST | Silver Trim | ST |
| Gold Metallic | MGLD | Silver/Natural | SI |
| Gold Ochre | GLD OCH | Silverrod | SRD |
| Gold Trim | GT | SilverStone | SLVSTN |
| Gold/Blue | GD/BE | Sky Blue | SBL |
| Gold/Green | GD/GN | Sky Blue Light | SBL |
| Golden | GLDN | Slate | SLT |
| Golden Bronze | GLDBZE | Slate Blue | SLB |
| Golden Brown | GBN | Slate Gray | STGY |
| Golden Cherry | GCH | Smoke | SMK |
| Golden Oak | GOK | Smokey | SMKY |
| Goldenrod | GLDRD | Snow | SNW |
| GP Purple | GPP | Snow Maple | SMP |
| Granite | GRT | Soft Black | SFBK |
| Granite Gray | GRT GRY | Soft Gray | SFGY |
| Grape | GPE | Soft White | SFWT |
| Graphite | GPH | Solid Oak | SOK |
| Graphite Blue | GBE | Sonoma Wine | SWN |
| Graphite Nebula | GPN | Spanish Orange | SPAN ORN |
| Grass Green | GGR | Spark | SPK |
| Gravel | GVL | Sparkle | SPARK |
| Gray | GRY | Sparkler Navy | SNY |
| Gray | GRY | Speckled Gray/Black | SGB |
| Gray & Blue & Black | GY/BE/BK | Spectrum | SPC |
| Gray Blue | GBL | Spice | SPI |
| Gray Matrix | GRM | Spring Green | SPGN |
| Gray Mix | GMX | Spruce | SPR |
| Gray Nebula | GYN | Squash | SQSH |
| Gray Reflective | REF | Stainless Steel | SS |
| Gray Slate | GRY SLT | Stardust | STRDST |
| Gray Stone | GYSTN | Steel | STL |
| Gray/Gray | GY/GY | Steel Blue | STB |
| Grayed Lavender | GYD LAV | Steel Gray | STL GRY |
| Graystone | GST | Sterling | STR |
| Green | GRN | Stone | STN |
| Green Apple | GAP | Stone Gray/Ebony | SE |
| Green Bice | GBC | Stone Look | STN LK |
| Green Burl | GRN BURL | Stonewedge Green | SWG |
| Green Floral | GRN FLRL | Storm | STM |
| Green Glow | GGL | Storm Gray | SGY |
| Green Grass | GG | Strawberry | SBY |
| Green Gray | GGY | Stripe Blue | STBLU |
| Green Isle | GNI | Suede | SDE |
| Green Ochre | GOC | Sunbright | SNBRT |
| Green Orange Green | GRN OGN | Sunbright Yellow | SBY |
| Green Sea | GSE | Sunburst Yellow | SNB YEL |

| | | | |
|---------------------|-------|-----------------------|---------|
| Green Tea | GTE | Sunset | SST |
| Green Yellow Green | GYG | Superb Oak | SP OAK |
| Green/Blue | GN/BE | Sweetheart Blush | SHBL |
| Green/Gold | GN/GD | Tahoe | THO |
| Green/Pink | GN/PK | Tan | TAN |
| Green/Yellow | GN/YW | Tangelo | TGO |
| Greentint | GTNT | Tangerine | TNG |
| Greige | GRE | Tartan Tweed | TTW |
| Gunmetal | GMT | Taupe | TPE |
| Gypsy Rose | GRS | Tea Rose | TRSE |
| Hammered Iron | HMI | TEAK | TEK |
| Hammered Silver | HSR | Teal | TEA |
| Hanover Cherry | HCY | Teal Blue | TBL |
| Hansen Cherry | HCH | Tequila | TQL |
| Hardrock Maple | HMP | Terra Cotta | TCA |
| Harvest | HAR | Terra Rosa | TRSA |
| Harvest | HAR | Territorial Beige | TBE |
| Harvest Oak | HOK | Textured Mocha | TM |
| Harvest Pine | HPNE | Thar | THA |
| Havane | HAV | Thunder | THUN |
| Haze | HZE | Tide Pool Blue | TPB |
| Hazel | HAZ | Tiger Eye | TEY |
| Heather | HTHR | Timberline Green | TGN |
| Heather Gray | HGY | Tint 500 | T500 |
| Heirloom Cherry | HRC | Titanium | TTN |
| Heliotrope | HLT | Toast | TST |
| Henna | HNA | Tobacco | TOB |
| Henna Cherry | HNC | Toffee | TOF |
| Heritage Blue | HLB | Toffee Brown | TBN |
| Heritage Cherry | HCHY | Tomato Spice | TSP |
| Heritage Green | HRGN | Tompte Red | TRD |
| Heritage Medium Oak | HMOK | Tortoise | TRT |
| Hippo Gray | HGY | Tortoise Shell | TRT SHL |
| Holiday Red | HOLRD | Traditional Cherry | TCHY |
| Holographic | HLG | Traditional Dark Oak | TDOK |
| Homestead Cherry | HCH | Traditional Oak | TOK |
| Honey | HNY | Traditional Walnut | TWA |
| Honey Cherry | HOC | Translucent Assorted | TAST |
| Honey Maple | HMPL | Translucent Blue | TBLU |
| Honey Oak | HOK | Translucent Clear | TCLR |
| Honey Pine | HP | Translucent graphite | TGPH |
| Honeysuckle | HNS | Translucent Orange | TORN |
| Hookers Green | HGR | Translucent Snowflake | TSNF |
| Horizon | HZN | Translucent White | TWHT |
| Hot Lime | HTLM | Transparent | TRANS |
| Hot Pink | HTPK | Transparent Black | TBLK |
| Hunter | HTR | Transparent Gold | TGLD |
| Hunter Green | HNGN | Tropic Bay Blue | TBB |
| Hunter Nebula | HNB | Tropic Sand | TRS |
| Hydrangea Pink | HPK | True Blue | TRU BLU |

| | | | |
|------------------------|------------|--------------------|-----------|
| Ice Gray | IGY | True Green | TRU GRN |
| Ice Green | ICGN | Truegold | TGD |
| Ice Storm Violet | ISV | Truffle | TFL |
| Imperial | IMP | Tulip Yellow | TULIP YEL |
| Imperial Violet | IMP VIO | Tungsten | TNGSTN |
| Indian Red | IND RED | Turquoise | TUR |
| Indian Yellow | INDIAN YEL | Turquoise Blue | TRB |
| Indiana Rose | IRS | Tuscan Red | TCR |
| Indigo | IND | Tuxedo | TUX |
| Indigo Blue | IND BLU | Twilight | TWI |
| Inferno | IFN | Two Tone | TT |
| Ink Blue | IBL | Ultra Blue | UBL |
| Iridescent | IRI | Ultra Red | URD |
| Iris Purple | IRIS PUR | Ultra Violet | UVIO |
| Ironstone | IST | Ultra White | UWE |
| Ishyla | ISH | Ultramarine | ULM |
| Island Coral | ICR | Ultratexhyde Carib | UCAR |
| Ivory | IVY | Ultratexhyde Port | UPRT |
| IVORY WOVE | IW | Ultraviolet | ULVIO |
| Ivy (green) | IGRN | Umber | UMB |
| Jade Green | JDGN | Urban Casual | URC |
| Jamboree Adobe | JADB | Van Dyke Brown | VBN |
| Jamboree Blue | JBLU | Velour | VEL |
| Jamboree Bronze | JBZE | Venetian Blue | VEN BLU |
| Jamboree Harvest | JHVS | Venetian Red | VEN RED |
| Jamboree Majestic Blue | JMBL | Verdant | VDT |
| Jasmine | JAS | Verde Green | VGN |
| Jaune | JNE | Vermillion | VER |
| Jet Black | JBK | Vibrant Green | VBGN |
| Jewel | JWL | Victorian Cherry | VCH |
| Jonquil | JNQ | Village Green | VLGN |
| Jubilee Green | JBGN | Vineyard | VNY |
| Kelly Green | KGN | Vintage | VNT |
| Kelp Green | KPG | Vintage Gray | VGY |
| Kermit | KER | Vintage Mahogany | VNM |
| Key Lime | KL | Vintage Wine | VWN |
| Key Lime Green | KGRN | Violet | VIO |
| Khaki | KHA | Violet Blue | VBU |
| Kinetic Black Gold | KBG | Violet Mist | VIO MIST |
| Kraft | KFT | Violet Red Violet | VIO RVI |
| Lacquer | LCQ | Violet/Pink | VI/PK |
| Lagoon | LAG | Viridian | VIR |
| Laguna | LNA | Vivid Beech | VD |
| Laguna Blue | LGB | Vivid Pink | VPNK |
| Landvery Oak | LO | Vogue Cherry | VC |
| Lapis | LAP | Walnut | WAL |
| Laquer (or Laquered) | LAQ | Walnut Grain | WAL GRN |
| Latte | LTE | Warm Black | WBK |
| Laurel Green | LRG | Warm Brown | WBN |
| Lava | LVA | Warm Cherry | WCY |

| | | | |
|------------------------|--------|----------------------|----------------|
| Lavender | LAV | Warm Gray | WGY |
| Lavender Lace | LLC | Warm Oak | WOK |
| Lead | LED | Warm Red | WRD |
| Leaf | LEF | Warm White | WWH |
| Leaf Green | LFG | Watermelon | WTML |
| Lemon | LEM | Wedding White | WWT |
| Lemon Yellow | LMY | Wedgewood | WGW |
| Leprechaun | LEP | Wedgewood Blue | WBE |
| Lex Burgundy | LBRG | West Sunset Yellow | WSY |
| Lex Navy | LNYY | Wheat | WHE |
| Liberty Blue | LBL | White | WHT |
| Lichen Gray | LGY | White Fiber | WFB |
| Licorice | LIC | White Glaze Oak | WHT GLZ OAK |
| Light Beige | LBG | White Mexican Onyx | WHT MEX ONX |
| Light Black | LBK | White Nebula | WNB |
| Light Blue | LBL | White/Black | WH/BK |
| Light Brown | LBR | Wild Cherry | WCH |
| Light Burgundy | LBG | Wild Rice | WRC |
| Light Cerulean Blue | LCB | Wild Rose | WRS |
| Light Cherry | LCH | Williamsburg Blue | WBBL |
| Light Chocolate | LCHC | Willow | WLW |
| Light Cool Gray | LCG | Winchester Walnut | WWA |
| Light Cyan | LCY | Windsor Casual | WCA |
| Light Flesh | LFL | Windsor Cherry | WNC |
| Light Foliage Green | LFGN | Windsor Mahogany | WNM |
| Light Granite | LGT | Wine | WNE |
| Light Gray | LGY | Wineberry | WBY |
| Light Green | LGR | Winestone | WST |
| Light Ivory | LIV | Wisteria | WIST |
| Light Jade Green | LJG | Wood | WD |
| Light Magenta | LMA | Woodgrain | WDG |
| Light Maple | LMP | Woodland | WDLD |
| Light Oak | LOAK | Woodland Night Green | WGN |
| Light Orange | LOR | Yellow | YEL |
| Light Peach | LT PCH | Yellow Brown | YBN |
| Light Pink | LPK | Yellow Chartreuse | YEL CHT |
| Light Pumpkin | LT PMK | Yellow Glow | YGL |
| Light Purple | LPU | Yellow Gold | YGD |
| Light Red | LRD | Yellow Green | YGN |
| Light Sage | LSGE | Yellow Ochre | YOH |
| Light Sepia | LSP | Yellow Orange | YOR |
| Light Sky Blue | LSB | Yellow/Black | Y/B |
| Light Tan | LTN | Yellow/Green | YW/GN |
| Light Timberline Green | LTGN | Yellow/Orange | YW/OE |
| Light Umber | LUM | Yuma | YMA |



5024-R Campbell Blvd
Baltimore, MD 21235

Phone: 410-931-8100/ Fax: 410-931-8111
info@businesssolutionsassociation.com