



BUSINESS SOLUTIONS ASSOCIATION

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

Effective Date: October 1, 2012

Table of Contents

- **Purpose**
- **Goals and Objectives**
- **Proposed Standard**
- **Technical Specifications**
- **Implementation**

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
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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		
TB	Tube	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.	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	VDN
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	WDL
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



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