

Voluntary Guidelines for

**FLOOR-READY
MERCHANDISE**

6.0 Color-to-Size Cross-Reference

2nd Edition

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Revision Summary

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6.0 Color-to-Size Cross-Reference

6.1 Introduction

The objective of a standardized color-to-size guideline for floor-ready merchandise is to improve the consumer shopping experience by standardizing the color-to-size cross-reference used to convey sizing information in women's, men's, children's, intimate apparel, and footwear.

6.1.1 Overview

Conveying size by color to the consumer is a long-standing practice by many retailers and apparel manufacturers. The color-to-size cross-reference has varied widely across trading partners and segments. There is no de facto standard in the installed base of retailers or manufacturers conveying size by color today. Retailers and apparel manufacturers have used multiple colors to convey the same size within a family of business causing consumers difficulty in locating the desired size.

6.1.2 Benefits

Standardizing the color-to-size cross-references of trading partners choosing to convey size by color should improve the consumer shopping experience by helping the consumer find the desired size, irrespective of retail venue, family of business, or merchandise brand.

Standardization of color-to-size cross-references will enable media providers to reduce the time and costs associated with producing various consumer product media: hangtags, hanger sizers, size stickers, etc.

6.1.3 Important Considerations

If trading partners choose to convey size by color, the committee is recommending using the standard **Color-to-Size Cross-Reference** chart, which VICS publishes independent of this document.

6.2 Color-to-Size Cross-Reference

6.2.1 Sizes

- ◆ Sizes cross-referenced to colors represent the vast majority of sizes offered for retail in the United States. Sizes not listed on the **Color-to-Size Cross-Reference** chart should use the color cross-referenced to the nearest U.S. size equivalent. Combination sizes, such as small/medium, should use the color cross-referenced to the smallest of the combination size.
- ◆ The color-to-size cross-reference aligns by size designation across all families of business using Pantone Match Colors (PMS). For example, the size Small is cross-referenced to orange PMS

1375 in women's, men's, children's, and intimate apparel.

- ◆ Size designation is the primary color cross-reference. Special apparel sizing, such as tall, husky, and women's, should be denoted next to the size designation either fully spelled out or abbreviated. For example, 14 Women's or 14 W.
- ◆ In Women's and Children's apparel, half-sizes should be cross-referenced to the comparable, smaller, whole size. For example, girl's size 10½ cross-references to the color for whole size 10 PMS 182C.
- ◆ Apparel with dual sizing, such as waist and inseam or neck and sleeve length, use the dominant size designation for color cross-reference. For example, in men's pants, the waist sizes are cross-reference to a color; in men's dress shirts, the neck sizes are cross-referenced to a color; in shoe size, the widths are cross-referenced to a color and the numeric shoe size should be printed on the label along with the width. For example, 8N or 8 Narrow. The objective of using the dominant size is to limit the colors used in the chart to a reasonable number based on consumer focus group feedback.

6.2.2 Colors

- ◆ Colors are organized in the order of the color wheel: Red, red-orange, orange, yellow-orange, yellow, yellow-green, green, blue-green, blue, blue-violet, violet, and red-violet.
- ◆ Consideration is given to differentiating colors in hue or value to be distinguishable from one another.
- ◆ All PMS color targets are coated, even if using uncoated stock. Use the Pantone Color Formula Guide for exact color matching. The colors in the Color-to-Size Cross-Reference chart are target Pantone Match Colors (PMS). Due to multiple printing technologies, mediums, and coated or uncoated stock, there may be slight variations in the actual PMS colors on each specific ticket, label, or hanger.

6.3 Discussion Checklist

This checklist helps facilitate a smooth implementation of standard Size by Color agreements and minimizes on-going problems. Consideration by both the supplier and retailer needs is required in order to ensure mutual success. These topics should be discussed and agreed to:

- ◆ Families of business and sizes to be conveyed by color.
- ◆ Appropriate media for conveying size by color.
- ◆ Which trading partner will apply the media for conveying size by color?
- ◆ The transition period where there may be overlap of old and new color-to-size cross-references while old media is exhausted.