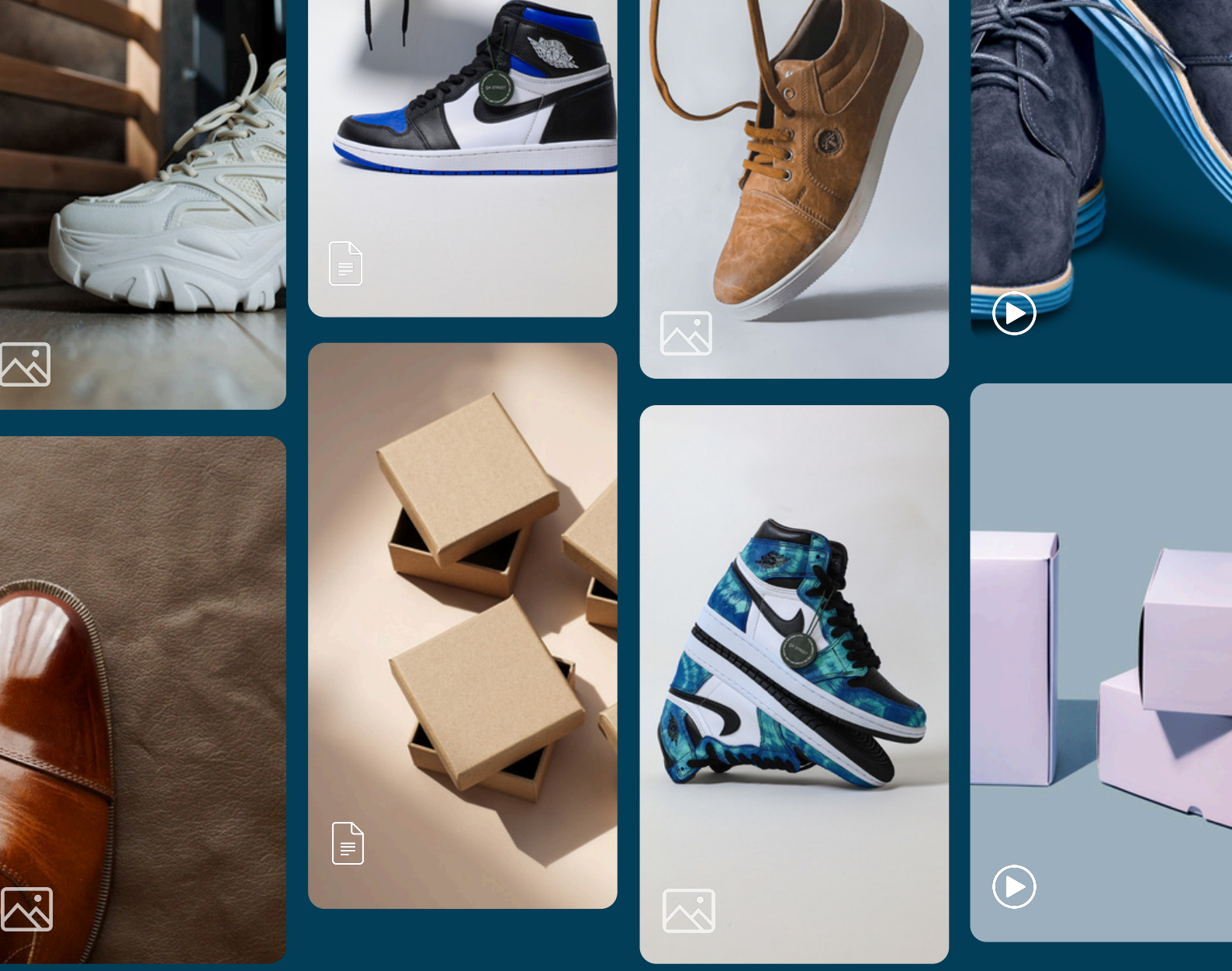


The expert guide to naming conventions for digital assets

FREE GUIDE

QBank

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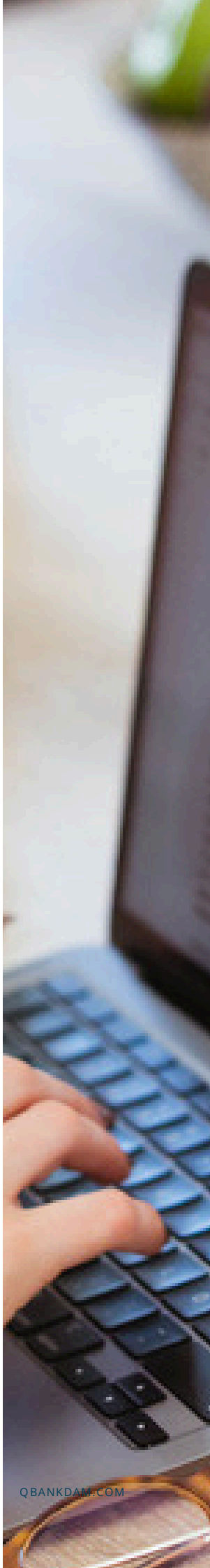
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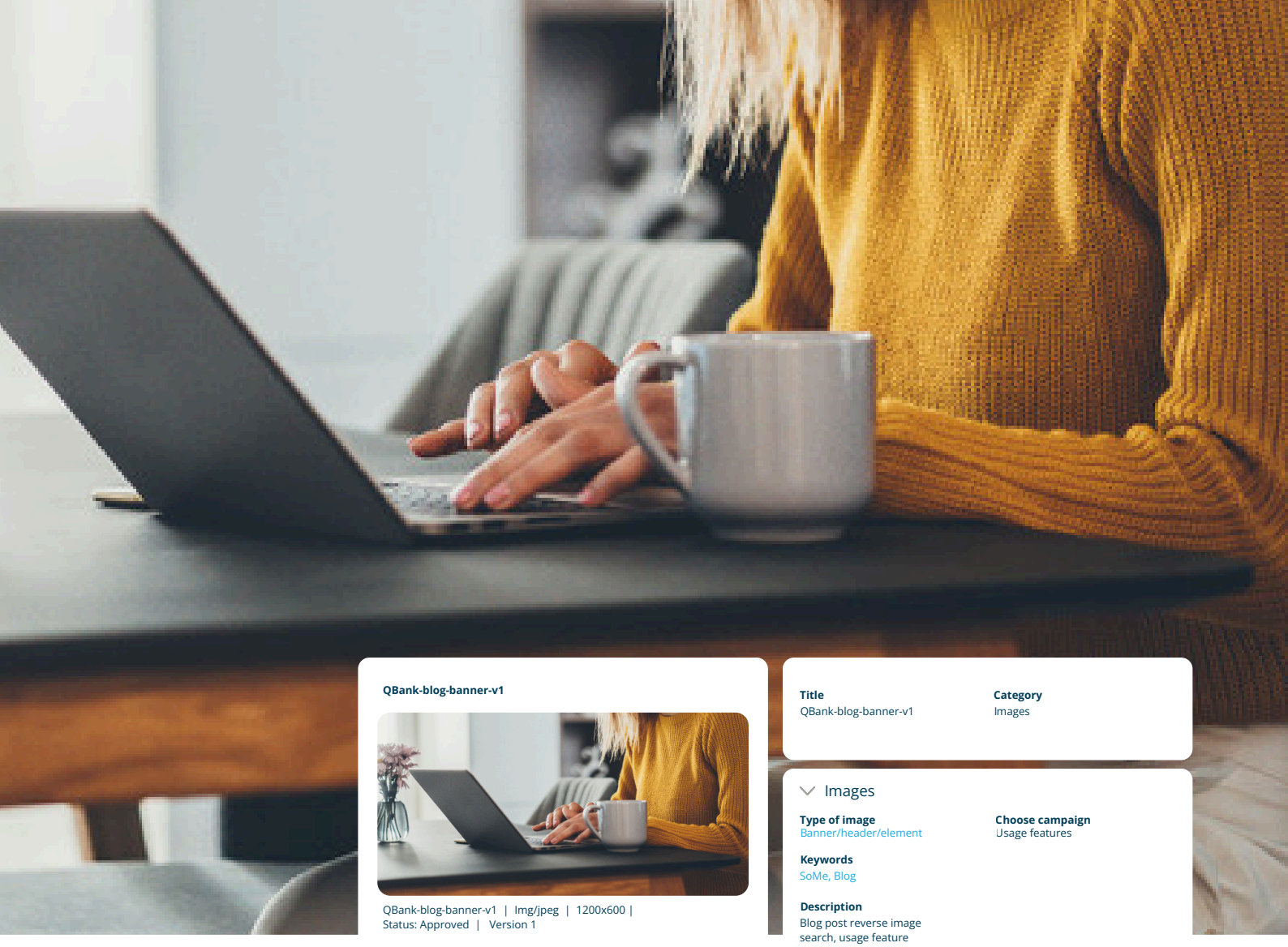
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What are naming conventions?

Naming conventions, also known as file naming conventions, provide a structured framework for naming your files. They describe what the files contain and how they relate to other files.

In essence, following a consistent pattern in naming all your files makes them easy to find and manage. Whether you're organizing images, documents, or any other type of digital content, naming conventions play a vital role.

Why are they important?

Naming conventions can be quite simple or complex, depending on the collection or collections of images you are naming. But why are they so important?

Working with large quantities of digital assets usually means multiple users and distribution channels. If each user or team use different names for the same type of files it is almost impossible to work efficiently. Not only will it be time-consuming to find what you are looking for, but you risk ending up with duplicates, doing the same work twice or even overlook some files completely.

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When you consistently apply naming conventions, you create a predictable structure. This predictability becomes your best asset, especially when dealing with large quantities of files.

Make sure your teams use the available and approved assets

Naming conventions enable findability and searchability. When files follow a predictable pattern, people can quickly locate what they're looking for.

Consistent naming conventions can improve collaboration

When you have a strategy and use your naming conventions consistently, you ensure transparency enabling everyone to know where each file is kept and how to find it. This helps collaboration and creates an efficient work environment.

Relevant naming is important for Search Engine Optimization

Correct and logical naming is also crucial when publishing assets from your DAM, like QBank, to external channels like a CMS or social media, making sure that the viewers understand and recognize the context of a photo, product name or a person and at the same time making the assets Search Engine Optimized (SEO).

Improve efficiency with consistent naming

Using a consistent naming structure can help you enable automated workflows in your systems that significantly can improve productivity for your teams. It's beneficial for all kinds of assets, product images, technical documentation and photos.

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Automate tagging through consistent naming

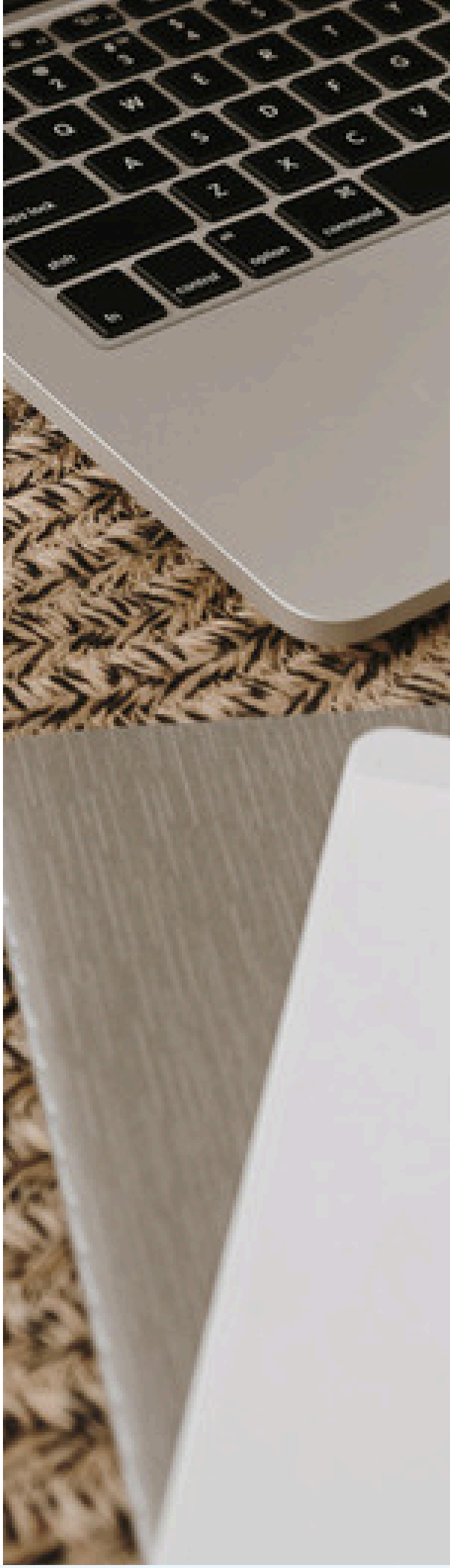
A DAM like QBank can automatically fill in details for you when you upload files, if you use consistent names for your files. By configuring a mapping for your naming scheme, the system can allocate various segments of the filename to the corresponding asset properties. This methodology significantly improves efficiency when uploading new assets into the DAM.

Let the system build your file names

When your assets are destined for various channels, including both external and internal recipients, these often require specific file naming to ensure accurate reception. Utilizing a DAM such as QBank to construct consistent naming patterns from your properties can save a lot of time. It eliminates the need to upload the same asset under different names or to manually rename assets for the recipient system.

Whether you're using automatic workflows or want to make day-to-day life more efficient setting up strategic naming conventions is key.

On the next few pages we will go over the best practices for naming various types of digital assets as recommended by our DAM experts.



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Product images

Product images are a prime example of how crucial naming conventions can be. Imagine dealing with a catalog of 40,000 products, each captured from four different angles and available in four distinct colors. Now, picture the chaos if these products were inconsistently named.

The complexity of product images arises because they are frequently used by multiple departments and systems. Unfortunately, it's not uncommon for each department to have their own naming conventions. To enhance findability and efficiency, consider implementing a logical and well-thought-out naming convention.

When labeling product images, ensure the following elements or information are included:

- **Product name:** Include the brand or company name.
- **Type of photo:** Specify whether it's a pack shot, screenshot, lifestyle image, detail shot, or group photo.
- **EAN, SKU, or GTIN and color codes:** Include the unique identifier for the product. This can be particularly useful for systems or departments that rely on these identifiers for product management.
- **Angle:** Especially relevant if you have pack shots from different angles.
- **Version:** If applicable (e.g., v1, v2, v3).

An example of a product name using strategic naming conventions would be:

OurBrand_OurProduct_456123_PackShot_Front_v1.jpg

By adhering to a consistent naming structure, you'll streamline processes and make product management more efficient.



Bottle_Packshot_White_222.jpg



Bottle_Packshot_Lavender_223.jpg

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2022_DAMDay_Event_keynote.jpg

Geographical places and events

When dealing with numerous images of places or specific events, effective naming conventions are essential.

Consider the following tips for naming your assets:

Year/Date (for event): If the photo is related to a specific event, include the year or date when it occurred.

Name of the event or place: Clearly identify the event or location captured in the photo.

Type of photo: Specify the context, such as audience, event, seminar, office, presentation, or party.

Number (sequential numbering): If you have multiple photos from the same event, use sequential numbering (e.g., Photo001, Photo002) to keep them organized.

Version (if applicable): Add a version number (e.g., v1, v2, v3) if needed.

Begin with the year/date: By placing the year/date at the beginning of the file names, you'll facilitate easier sorting and retrieval of photos from the same event.

Having the year/date in the beginning of the names will help you find and sort the photos from same event much easier.

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People

Managing images that feature people accurately is important. Not only does the tagging need to be correct for you to keep track of who is portrayed in the photo, but also due to stricter privacy regulations, you might have to keep track of consent agreements.



Using QBank, you can setup automatic workflows ensuring that images portraying people are only published if there is a consent agreement attached to the image. You can also manage the entire consent process from within QBank.

The following elements or information should be included in a photo that contains a person:

- Name of the person in the photo
- Role (if applicable)
- Type of photo (e.g., headshot, group, portrait, full body, etc.)
- Angle (in case you have photos from different angles)
- Number (sequential numbering if needed)
- Version (if applicable or needed, e.g., v1, v2, v3, etc.)



Jody-Carlsson-HR-Manager-headshot-001.jpg



Dev-Team-2021-group-002.jpg

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Videos and press

Videos

Videos are a key component of digital marketing and communication. They can range from product demonstrations to customer testimonials, educational content, and more.

When labeling video files, ensure the following elements or information are included:

- Subject: Include the main topic or focus of the video.
- Date: The date the video was created or published.
- Format: Specify the video format (e.g., MP4, MOV).

By adhering to a consistent naming structure, you'll streamline processes and make video management more efficient.

Press materials

Press materials are essential for public relations and marketing. They can range from press releases to media kits.

When labeling press materials, we recommend including the following:

- Type of material: Specify whether it's a press release, media kit, etc.
- Subject: Include the main topic or focus of the material.
- Date: The date the material was created or published.

A press release file might be named like this: *PressRelease_ProductLaunch_2024March.pdf*

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Brand Materials

Brand materials such as logos are crucial for maintaining a company's visual identity. They are used across various platforms and by different departments.

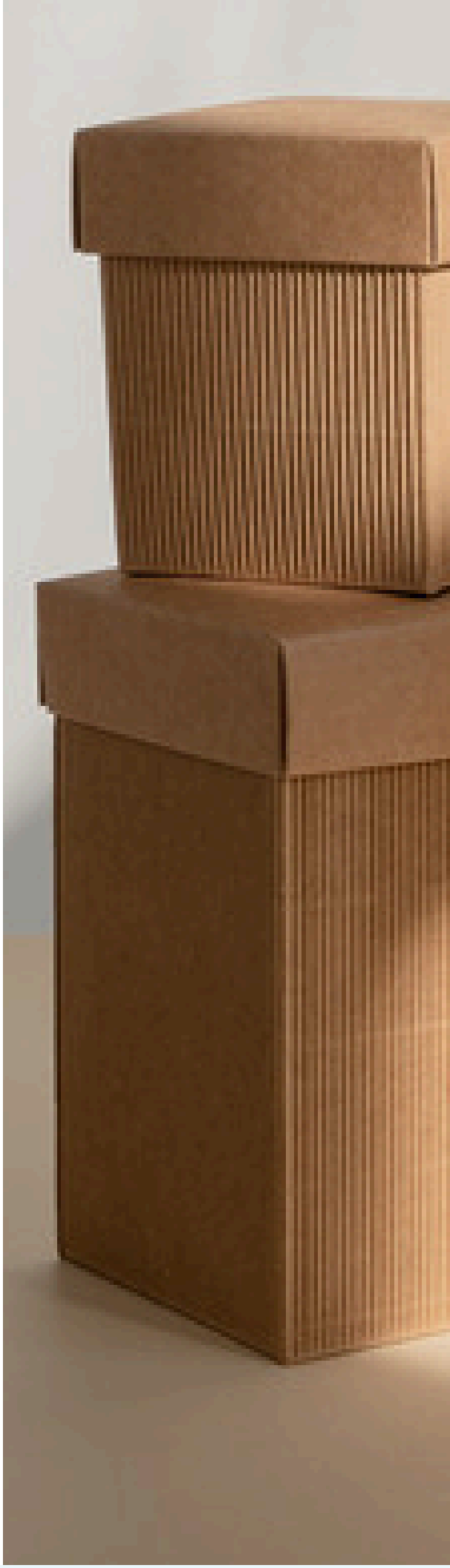
When labeling brand materials, ensure the following elements or information are included:

- Logo version: Specify the version of the logo (e.g., v1, v2, v3).
- Color scheme: Include the color scheme of the logo (e.g., BlackWhite, Color).
- Format: Specify the format of the logo file (e.g., PNG, JPG).

A well-named logo file might look like this: *CompanyName_Logo_Version2_BlackWhite.png*

In this example, "CompanyName" represents your brand, "Logo" indicates the type of asset, "Version2" helps differentiate this file from others, and "BlackWhite" describes the color scheme.

This naming convention quickly informs users about the content of the file without needing to open it.



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Navigating other **digital files**

Design files

Design files include things like logos, graphic design files and print design files. A few best practices to consider when naming these kinds of files:

Status Indicator: Include a status indicator in the file name to clearly show whether the file is a work in progress (WIP), for review, or final.
For example, *Logo_Version3_WIP.ai* or *Logo_Version3_FINAL.ai*

Avoid ambiguity: Avoid using words like "new", "updated", "latest" as they can become outdated quickly. Stick to version numbers and status indicators for clarity.

Consistency: Be consistent with your naming structure across all files. This makes it easier for everyone on the team to understand the file names.

Date: Including the date can be helpful to track the progression of the file over time. For example:

Logo_2024April09_Black_Version3_FINAL.ai

Remember, the goal is to make the file name informative and clear so that anyone can understand the status and content of the file at a glance

PDF

PDFs are a common format for sharing documents, especially those that are meant to be printed or viewed in a specific layout. A well-named PDF file might look like this:

Whitepaper_BlockchainTechnology_2024February.pdf

In this example, "Whitepaper" identifies the type of document, "BlockchainTechnology" provides context about the subject matter, and "2024February" indicates when it was published.

Audio files

Audio files are increasingly being used in various fields, from podcasts to music tracks. Make sure to indicate what type of audio the file contains, episode titel, date when it was published or recorded. An example of a well-named audio file could be:

Podcast_EpisodeTitle_2024January.mp3

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A few **general tips**

Here's an overview of what to think about when naming any type of digital asset or file. Long file names often lead to lengthy file paths and URLs, increasing the risk of errors. Additionally, they can be challenging to remember and recognize. To optimize your file management, consider the following guidelines:

Remove Unnecessary Words

Some words add length to a file name without contributing to its meaning. For instance, terms like "the," "a," and "and" can be safely omitted.

Sequential Numbering

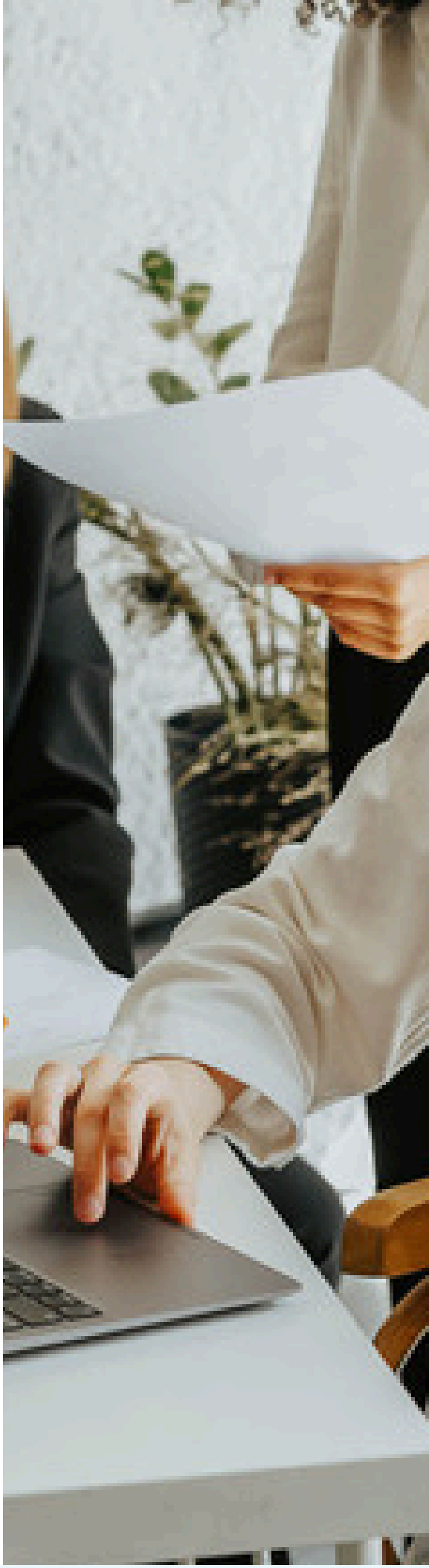
When using a numbering system, employ leading zeros for clarity. For example, use "001," "002," ... "010," "011," ... "100," "101," etc., instead of "1," "2," ... "10," "11," ... "100," "101," etc.

Special characters

Refrain from saving files with characters such as *, :, \, /, <, >, |, ", ?, [,], ;, =, +, &, £, or $. You may encounter difficulties searching for or opening them so they are best avoided.

Initials and codes

Avoid using initials, abbreviations and codes that are not commonly understood.



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A few **general tips**

Common words

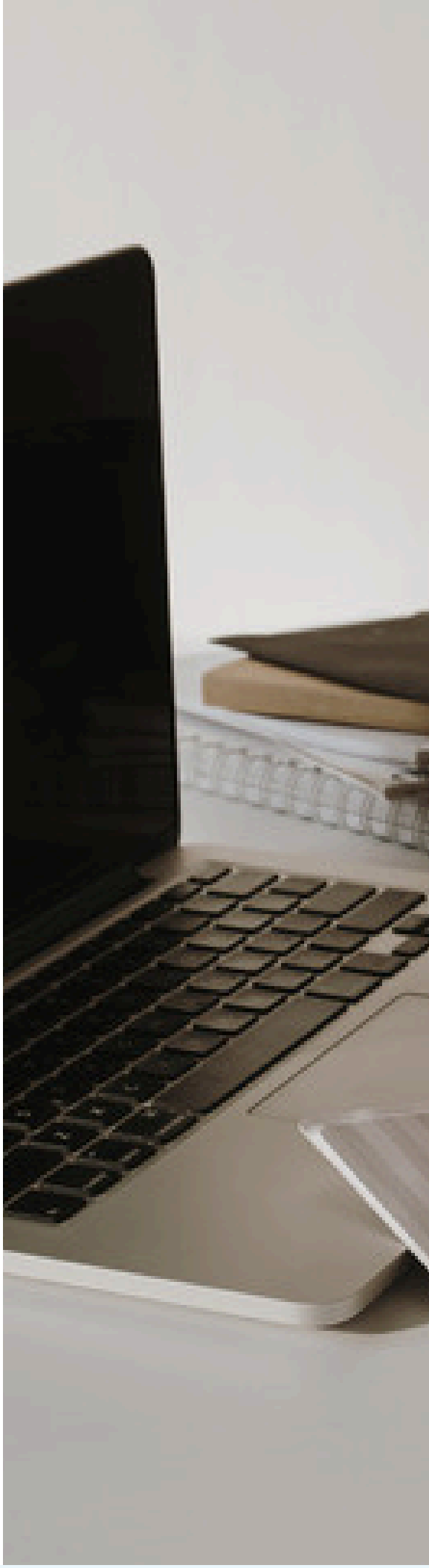
Avoid starting file names with generic terms like “draft” or “letter,” unless doing so will make it easier to find the asset.

Redundancy

Eliminate redundancy: Keep names and URLs concise by avoiding unnecessary repetition.

Following these general guidelines will help you build a consistent, easy-to-use strategy for your naming conventions.

We hope you’ve found these guidelines useful, if you ever want personalized suggestions or to speak to a DAM expert about setting up naming conventions for your assets you can always book a meeting with us **here**.



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About **QBank DAM**

QBank is a leading provider of Digital Asset Management (DAM) solutions that empower global companies like Coop, Atlas Copco, and Dometic to manage assets efficiently and with control across diverse systems and applications.

From an advanced metadata structure to automations and integration capabilities, QBank improves workflows by allowing the entire organization to create, find, use and distribute digital assets efficiently and deliver consistent omnichannel experiences. We are experienced in handling the complexities of different markets, multiple languages, and diverse teams, tailoring QBank into a central machinery for your business.

Visit **qbankdam.com** to find out more or book a demo **here**.



