

FILE NAMING CONVENTION



Hutchins_HU550S_LS7

A proper file naming convention for all images of a company is critical to the production and successful operation of any Marketing Department within a Company,

improper, insufficient or inaccurate naming of images results in unnecessary time, effort and money wasted in searches and omissions of images from important documents.

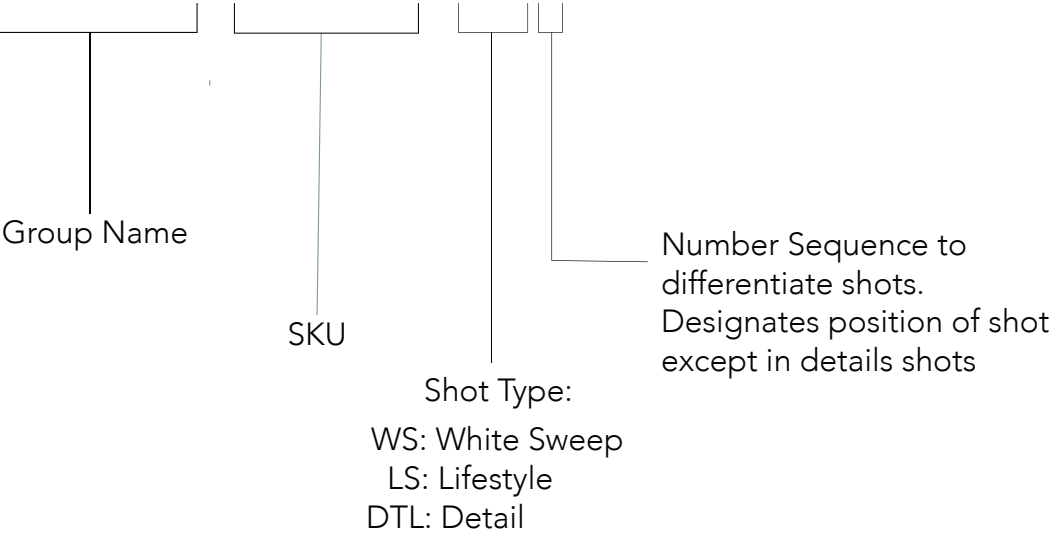
To avoid confusion and value wasting effort spent in searching for images , it is imperative that all images are properly named prior to the images being used in documents or loaded into image sites, PIMs or ERP systems

This step cannot be skipped or omitted. Time spent on the front end will return the investment ten-fold later in the retrieval and use of images

This manual documents the proper naming convention for all images in Steve Silver Furniture. Any questions about the application of these conventions or questions about exceptions should be referred to the Director of Marketing, Steve Silver Furniture.

File Naming Convention

Bergamo_BM950R_WS1.jpg



UPHOLSTERY POSITIONS



Position 1



Position 2



Position 3



Position 4



Position 1A
Open



Position 2A
Open



Position 3A
Open

FILE NAME



Bergamo_BM950S_WS1



Bergamo_BM950S_WS2



Bergamo_BM950S_WS3



Bergamo_BM950S_WS4



Bergamo_BM950S_WS1A



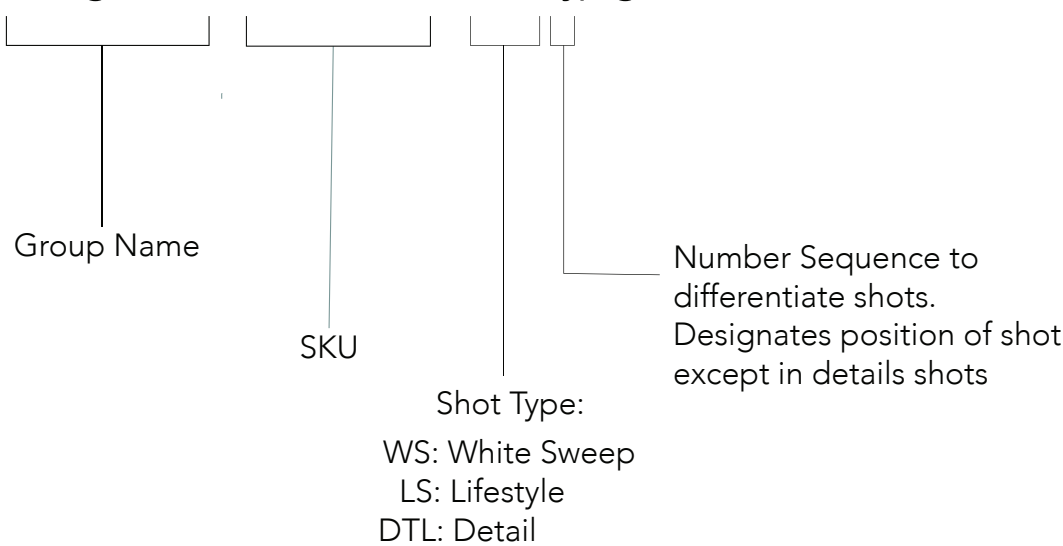
Bergamo_BM950S_WS2A



Bergamo_BM950S_WS#A

File Naming Convention

Bergamo_BM950R_LS1.jpg



FILE NAME



Bergamo_BM950L_LS2



Bergamo_BM950L_LS2A



Bergamo_BM950-3PC_LS1



Bergamo_BM950-3PC_LS1A

In Lifestyle views, wherever possible, the sequence number should designate the position of the product especially for shots of individual pieces.

In the case of sets, always use the kit SKU for file name except where one does not exist, the use individual sequence numbers



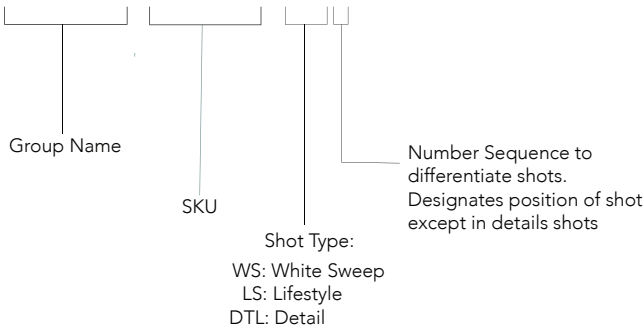
Bergamo_BM950S_BM950L_BM950R-3PC_LS1



Bergamo_BM950S_BM950L_BM950R-3PC_LS1A

File Naming Convention

Hutchins_HU550S_LS1.jpg



UPHOLSTERY POSITIONS



Position 1 -
Head-on



Position 2 -
Front Quarter Turn



Position 3 -
Side View



Position 4 -
Back Quarter Turn



Position 5 -
Back View



Position 7 - 2-Pack
Front 1/4, Back 1/4



Detail

FILENAME



Hutchins_HU550S_WS1



Hutchins_HU550S_WS2



Hutchins_HU550S_LS7



Hutchins_HU550S_WS3



Hutchins_HU550S_WS3



Hutchins_HU550S_WS5



Hutchins_HU550S_WS7



Hutchins_HU550S_DTL1