Asset and File Naming Conventions

Asset Naming Conventions

To make assets easier to find and identify, use consistent naming conventions. This will help the user identify content quickly and help them find material on their machine after download. For example, if the user has downloaded a number of product-related materials, we believe it will be most useful for those assets to be organized by product. Including the product name at the beginning will ensure that all downloaded assets can be grouped by product name in a flat list when it is organized alpha-numerically. This method can also be used for programs, campaigns, or other high-level groupings of content.

Begin with the product or program name, add a hyphen surrounded by spaces, and follow with the asset type:

> (Product Name) - (Asset Type)
>
> **MacBook Air - First Look**
> **13-inch MacBook Pro - Channel Asset Kit**
>
> (Program Name) - (Asset Type)
>
> **iPad in Business - Sales Guide**

For any further specification, such as sections of a seminar or customer-specific versions of material, these details can be added to the end of the name. Consider the following examples. The first set of labels would be organized by asset type, whereas the second set would be organized by Customer. think about how your users would most likely wish to consume the information and name your assets to support that.

> (Program Name) - (Asset Type) - (Additional Specification)
>
> **iPad in Business - Customer Story - G.E.**
> **iPad in Business - Customer Profile - Medtronic**
> **iPad in Business - Customer Video - Medtronic**
>
> Or
>
> **iPad in Business - Customer - G.E. Story**
> **iPad in Business - Customer - Medtronic Profile**
> **iPad in Business - Customer - Medtronic Video**

Note: Do not add part number or language code to the name because the system will append it to the name when you create it.

> **MacBook Air - First Look (language code)**

File Naming Conventions

To help users easily identify files after download, make sure the file name closely resembles the asset name. When uploaded into CMS, the system will automatically add a language code and the part number to the end of the file.

Asset name:

MacBook Air - First Look

Your file name:

MacBook Air - First Look.pdf

Note: Do not add part number or language code to the name because the system will append it to the name when you create it.

MacBook Air - First Look (part # + language code).pdf

For assets with multiple files, include the section titles at the end of the name.

Asset name:

MacBook Air - Channel Asset Kit

Your file name w/section titles:

MacBook Air - Channel Asset Kit - Screen Images.pdf
MacBook Air - Channel Asset Kit - Print Images.pdf
MacBook Air - Channel Asset Kit - Copy Blocks.pdf
MacBook Air - Channel Asset Kit - Guidelines.pdf

Note: Do not add part number or language code to the name because the system will append it to the name when you create it.

MacBook Air - Channel Asset Kit - Screen Images (part # + language code) .pdf
MacBook Air - Channel Asset Kit - Print Images (part # + language code) .pdf
MacBook Air - Channel Asset Kit - Copy Blocks (part # + language code) .pdf
MacBook Air - Channel Asset Kit - Guidelines (part # + language code) .pdf