

Asset Naming Convention

There are new guidelines for names of assets loaded into DAM. These rules enable easy search and find of assets using the new DAM's cloud services.

AS OF 09/11/2023

USER Design

2D SKETCH / 3D SNAPSHOT

Naming Convention

Gender/Product Category_PC9_Asset Syntax_View Type.png

Example: WT_A9349-0000_SK_FV.png



Syntax Placement and Attributes

1	2	3	4	5
Category	PC9	Asset Syntax	View Type	File Type
MT	_12345-6789	_SK	_FV	.png

Options per Syntax

1	Category	MT = Men's Tops MB = Men's Bottoms	WT = Women's Tops WB = Women's Bottoms	MA = Men's Accessories WA = Women's Accessories
2	PC9	PC 9 Number (with hyphen)		
3	Asset Syntax	SK = 2D Sketch/3D Snapshot		
4	View type	FV = Front view BV = Back view SV = Side view RV = Right view LV = Left view CV = Combined view (or Dual View)	D# = Detail view (e.g. D1, D2) D9 = Detail view 9 A# = Alt view (e.g. A1, A2) DA = Dynamic view DT = Dynamic Alt view FA = Alternative/Reverse Front View	BA = Alternative/Reverse Back View IL = Detailed view/internal label BL = Detailed view/external branding label
5	File type	png		

Asset Naming Convention

There are new guidelines for names of assets loaded into DAM. These rules enable easy search and find of assets using the new DAM's cloud services.

AS OF 09/11/2023

USER Design

PC9-BASED PRODUCT ASSETS

3D Render, Select Proto Laydown (Non-Denim), B2B Laydown, B2B On-Model, Draped On-Model, B2C Laydown, B2C On-Model Naming Convention

Gender/Product Category_PC9_Geography_Asset Syntax_View Type.png

Example: MT_16143-1303_GLO_VL_FV.jpg

Syntax Placement and Attributes

1	2	3	4	5	6
Category	PC9	Geography	Asset Syntax	View Type	File Type
MT	_12345-6789	_GLO	_CL	_FV	.tif

Options per Syntax

1	Category	MT = Men's Tops MB = Men's Bottoms	WT = Women's Tops WB = Women's Bottoms	MA = Men's Accessories WA = Women's Accessories	
2	PC9	PC 9 Number (with hyphen)			
3	Geography	GLO = Global			
4	Asset Syntax		PL = Prototype Laydown	SL = Interim Commercial Sample Laydown	CL = Final Commercial Sample/Ad Sample Laydown
		VL – Virtual Render (e.g. 3D Render PNG)	PM - Prototype On Model	SM – Interim Commercial Sample On Model	CM = Final Commercial Sample/Ad Sample On Model
5	View Type	FV = Front view BV = Back view SV = Side view RV = Right view LV = Left view CV = Combined view (or Dual View)	D# = Detail view (e.g. D1, D2) D9 = Detail view 9 A# = Alt view (e.g. A1, A2) DA = Dynamic view DT = Dynamic Alt view FA = Alternative/Reverse Front View	BA = Alternative/Reverse Back View IL = Detailed view/internal label BL = Detailed view/external branding label	
6	File Type	tif, png, jpg			

Asset Naming Convention

There are new guidelines for names of assets loaded into DAM. These rules enable easy search and find of assets using the new DAM's cloud services.

AS OF 09/11/2023
USER Merch, Agency

PROTO LAYDOWN (DENIM) Naming Convention

Look Color Code_Look Name_Gender/Product Category_Asset Syntax_View Type. File Type

Example: A93939_JUST BREATHE ADV_MT_PL_FV.jpg



Syntax Placement and Attributes

1	2	3	4	5	6
Look Color Code	Look Name	Gender/Product Category	Asset Syntax	View Type	File Type
A93939	_JUST BREATHE ADV	_MT	_PL	_FV	.jpg

Options per Syntax

1	Look Color Code	Look Color Code			
2	Look Name	Look Name			
3	Category	MT = Men's Tops MB = Men's Bottoms	WT = Women's Tops WB = Women's Bottoms	MA = Men's Accessories WA = Women's Accessories	
4	Asset Syntax	PL = Prototype Laydown			
5	View Type	FV = Front view BV = Back view SV = Side view RV = Right view LV = Left view CV = Combined view (or Dual View)	D# = Detail view (e.g. D1, D2) D9 = Detail view 9 A# = Alt view (e.g. A1, A2) DA = Dynamic view DT = Dynamic Alt view FA = Alternative/Reverse Front View	BA = Alternative/Reverse Back View IL= Detailed view/internal label BL= Detailed view/external branding label	
6	File Type	png	jpg	tif	

Asset Naming Convention

There are new guidelines for names of assets loaded into DAM. These rules enable easy search and find of assets using the new DAM's cloud services.

AS OF 01/10/2023
USER Merch, Agency

PROTO ON-MODEL (for Fit Guide) Naming Convention

PC5_Product Name_Tier_Asset Syntax_View Type. File Type

Example: A0645_THERMAL RAGLAN CREWLS_T3_PM_FV.jpg



Syntax Placement and Attributes

1	2	3	4	5	6
PC5	Product Name	Tier	Asset Syntax	View Type	File Type
A0645	_THERMAL RAGLAN CREW LS	_T3	_PM	_FV	.jpg

Options per Syntax

1	PC5	PC5 Number			
2	Product Name	Product Name			
3	Geography	GLO = Global			
4	Asset Syntax	PM = Prototype On Model			
5	View Type	FV = Front view BV = Back view SV = Side view RV = Right view LV = Left view CV = Combined view (or Dual View)	D# = Detail view (e.g. D1, D2) D9 = Detail view 9 A# = Alt view (e.g. A1, A2) DA = Dynamic view DT = Dynamic Alt view FA = Alternative/Reverse Front View	BA = Alternative/Reverse Back View IL= Detailed view/internal label BL= Detailed view/external branding label	
6	File Type	tif			

Asset Naming Convention

There are new guidelines for names of assets loaded into DAM. These rules enable easy search and find of assets using the new DAM's cloud services.

AS OF 01/10/2023

USER Agency

SWATCH

Naming Convention

Gender/Product Category_PC9_Geography_Asset Syntax_View Type.png

Example: *MT_16143-1303_GLO_SL_SW.jpg*



Syntax Placement and Attributes

1	2	3	4	5	6
Category	PC9	Geography	Asset Syntax	View Type	File Type
MT	_12345-6789	_GLO	_CL	_SW	.tif

Options per Syntax

1	Category	MT = Men's Tops MB = Men's Bottoms	WT = Women's Tops WB = Women's Bottoms	MA = Men's Accessories WA = Women's Accessories
2	PC9	PC 9 Number (with hyphen)		
3	Geography	GLO = Global		
4	Asset Syntax	PL = Prototype Laydown	SL = Interim Commercial Sample Laydown	CL = Final Commercial Sample/Ad Sample Laydown
5	View Type	SW = Swatch		
6	File Type	jpg		

Asset Naming Convention

There are new guidelines for names of assets loaded into DAM. These rules enable easy search and find of assets using the new DAM's cloud services.

AS OF 01/10/2023

USER Agency

WALK ON WALK OFF (WOWO) VIDEO Naming Convention

Gender/Product Category_PC9_Geography_Asset Syntax_View Type.png

Example: MT_16143-1303_GLO_SM_VD.jpg

Syntax Placement and Attributes

1	2	3	4	5	6
Category	PC9	Geography	Asset Syntax	View Type	File Type
MT	_12345-6789	_GLO	_SM	_VD	.mp4

Options per Syntax

1	Category	MT = Men's Tops MB = Men's Bottoms	WT = Women's Tops WB = Women's Bottoms	MA = Men's Accessories WA = Women's Accessories
2	PC9	PC 9 Number (with hyphen)		
3	Geography	GLO = Global		
4	Asset Syntax	PM = Prototype On Model	SM = Interim Commercial Sample On Model	CM = Final Commercial Sample/Ad Sample On Model
5	View Type	VD = Video		
6	File Type	mp4		