

Naming Conventions

FOLDERS

1. **General naming standard:** Most will be named based on what lives in that folder. i.e.:

_ Events

Media + Advertising

Sales and so on

Note: documents that the marketing team wants to be at top for quick access will have an underscore before the folder name as above. All others folders will not.

2. **Marketing initiative naming standard:** the first two levels of subfolders:

- a) **Initiative Top Folders:**

Folder Name Format: 'Initiative Name' '[MAG - Month (abbreviated)]'

Best of the Valley [PM - Nov]

Great 48 [PM - Nov.Dec]

- b) **2. Initiatives Subfolders:**

Folder Name Format: 'Event Name' 'Year'

Best of the Valley 2025

z_Archive (all folders and files for initiatives in previous years)

Note: Subfolders after this level follow general folder naming format.

FILES

Graphics

Folder Name Format: 'What it is' 'Initiative Name' 'Year'

Logo - Great 48 2025

Facebook Landscape - Best of the Valley 2025 (or BOV 2025)

Event and Promotions Documents

Folder Name Format: 'Document topic/title' ' - Event/Promotion Name' 'Year'

Ticket Registration Copy - BOV 2025 (or BOV 2025)

Creative Brief - Great 48 2025

SAS Sales Sheets

Folder Name Format: 'SAS Name' 'SS' - ' - MAG' 'Mo.Mo' 'Year'

Santa Fe SS - PM Sep.Oct 2025