

YBS FILE AND E-MAIL NAMING POLICY

DIGITAL ASSETS:

- Are information assets that are the property of YBS.
- Are shareable resources although they are sometimes for restricted users only.
- Are critical components to operations that affect productivity and profitability.

I. Email Subject Line Policy

With so many emails it will be easier if we all follow a similar "Subject-line" naming system as follows:

Example

Subject line: CLIENT NAME – Project Name/Type – Subject Matter

For example:

Subject line: STUART – Website – Site Images

Or

Subject line: WRIGHT – 2-page Spread AD – Text for ad

Since emails have dates it's not necessary to add a date to a subject line in an email.

II. File Naming Policy

With so many files it will be easier for all of us if we try to use a similar "File naming System". (All parts of the file names are separated by UNDERSCORES and start with CAPITAL LETTERS – a VERSION # will help us figure out what's what – but no need to put a DATE since that's already embedded into the file automatically.)

Note: a "Version #" is only needed when we are saving ARTWORK files.

For example

File Name: Client Name_Descriptive File Name_Version

For example:

File Name: Stuart_PktFoldArt_V01

Or

File Name: Wright – 2PgeAd_V03.1