



# Art File Naming Convention – Fulfillment Clients

This first section of this document details specific filename requirements for ALL art submitted by both CUSTOM and RELEASE Fulfillment clients. *Files that do not adhere to the base requirements will not be accepted.*

The second section of this document details recommended naming conventions by client type (CUSTOM or RELEASE). Please contact your account representative if you are uncertain about your client type.

## Base Art Naming Requirements

- Only letters (A-Z, a-z), numbers (0-9) and underscores ( \_ ) are permitted in filenames
- No spaces allowed. Clients MUST use an underscore in lieu of spaces
- Other characters including dashes (-) are NOT acceptable
- Filename length may not exceed 40 total characters

## Suggested Naming Convention

*These suggestions are NOT required; however, they may help simplify your art management activities.*

### 1) RELEASE Clients - Clients with *Static Art Files*

- **DesignNumber\_DesignName\_OptionalDescriptor.psd** (or .png)
  - **DesignNumber** is a controlled release number specific to Client
    - No more than 4 characters in length (i.e., 0001, 0002, etc.)
    - This string should NEVER be repeated in subsequent art filenames
  - **DesignName** is a short primary description of art
    - No more than 26 characters in length (i.e., SaturdaysExcuseToPlay, etc.)
    - Should not contain underscores
  - **OptionalDescriptor** is used only when necessary
    - Remember to keep overall length under 40 characters
    - May indicate art color, print position, or other important art-specific details
      - Describes an attribute of the art itself, NOT the color of a garment. (Art may be printed on a multitude of garments, so art filenames should NEVER reference a specific garment style or color.)
      - Examples: Brown, BlackWhite, Front, Back, etc.
      - If using for print location, we suggest the following values: Front, Back, LeftChest, RightChest
- Example filenames include (max total characters = 40):
  - 0001\_SaturdaysExcuseToPlay\_Brown.psd
  - 0002\_SaturdaysExcuseToPlay\_Front.psd
  - 0003\_SaturdaysExcuseToPlay\_Brown\_Front.psd

### 2) CUSTOM Clients - Clients with *Unique Art Files for Every Order*

- **CustomerID\_OrderID\_GarmentNumber\_PrintLocation.psd** (or .png)
  - **CustomerID** is your unique ID supplied by Great Apparel For You (remains the same for all art files)
  - **OrderID** is maintained & incremented by client, and corresponds to the *order\_ID* field submitted for fulfillment
  - **GarmentNumber** is the identifier to handle multi-item orders (1, 2, 3, etc.)
  - **PrintLocation** indicates where the art will be printed. Use the following values: Front, Back, LeftChest, RightChest
  - An example of the suggested naming would be:
    - Single item order: *145\_10253\_1\_Front.psd*
    - Two item order: *145\_10254\_1\_Front.psd* & *145\_10254\_2\_Front.psd*
- **NOTE:** *These files should be removed from your synchronization folder 15-30 days after the order has been processed.*