

Julio Jimenez Studio – File Naming & Organization

Effective Date: 2026

Overview

This document explains how Julio Jimenez Studio names, groups, and delivers product photography files so your team can find the right image quickly and keep your catalog consistent.

Default folder structure

Unless we agree otherwise, deliveries follow this structure:

- **/FINAL** – edited, client-ready deliverables
- **/WEB** – web-optimized versions (if included)
- **/SOURCE** – layered/source files (only if purchased/approved)
- **/NOTES** – readme, shot list, or delivery notes

Base naming convention

We recommend a naming format that is stable over time and works well for e-commerce platforms and DAMs:

- **Brand_Product-SKU_View_Variant_###.ext**
- Example: **Acme_Tee-ACM123_Front_Black_001.jpg**

Common ‘View’ labels

Use consistent view labels across your catalog. Typical labels include:

- Front, Back, Side, Detail, Angle, Flatlay, OnModel, Lifestyle, Packaging, Label

Variant & batch tips

If you have multiple colors/sizes, keep ‘Variant’ stable (e.g., Black, Navy, Red). For large batches, keep numbering continuous per SKU or per look, whichever your team prefers.

- Avoid spaces and special characters; use hyphens/underscores.
- Keep SKU exactly as it appears in your product system (case-sensitive if needed).
- If a SKU changes mid-project, tell us—renaming after delivery is error-prone.

Client-provided naming

If you already have a required naming scheme (Shopify import, Amazon flat file, internal DAM rules), send a sample of 5–10 filenames and your shot list before the shoot. We can match it.

Questions? Contact: info@juliojimenezstudio.com