

A grayscale photograph of a woman with her hair pulled back, holding several bottles of 'fettre' skincare products. The bottles are of various shapes and sizes, some with pump dispensers. The woman is looking directly at the camera with a slight smile. The background is a plain, light color.

fettre.

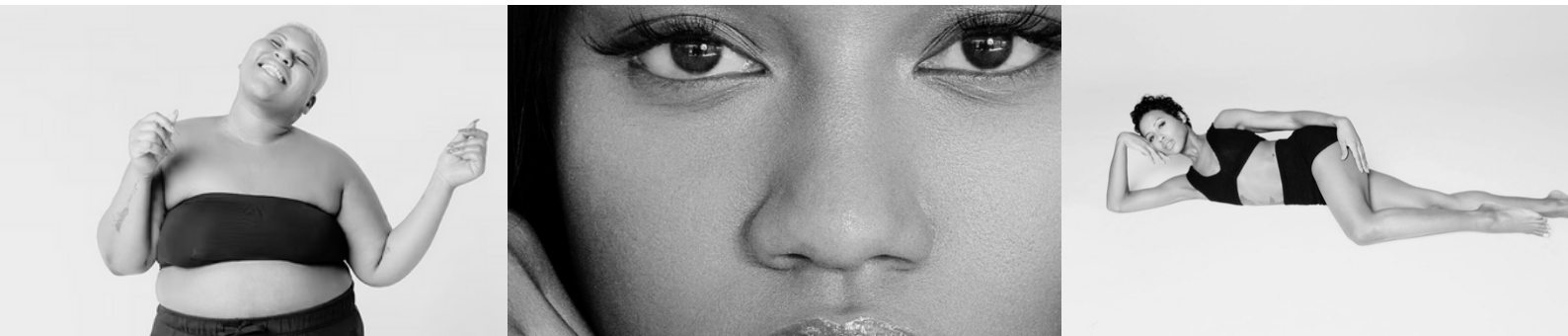
# GOOGLE DRIVE

*File Naming Guide*

# PURPOSE

**This naming guide** standardizes how we name creative files in Google Drive to keep everything organized, searchable, and easy to navigate. Clear naming helps us quickly find assets across products, campaigns, and platforms.

It also supports smoother collaboration, prevents duplicates, and keeps our growing content library structured and consistent.



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# GENERAL RULES

|    |                                                                                                                                              |
|----|----------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | No Spaces for categories with multiple words. Use dashes (-) between key terms – never spaces.                                               |
| 2. | Use the <b>same key terms</b> so it comes in search results for everyone.                                                                    |
| 3. | All file names should be <b>lowercase</b> except <b>approved abbreviations</b> like AA (African American), CS (Cocoa Shea), and AMB handles. |
| 4. | Save files directly to the <b><u>Buttah Creative Folder on Google Drive</u></b> after renaming properly.                                     |

# MANDATORY NAMING ELEMENTS

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Each file name should ideally include the following components, **in this order if possible**:

## DEMOGRAPHICS (RACE / GENDER)

EXCLUDE IF NO PEOPLE SHOWN

## VISUAL OR CONTENT TYPE

## PRODUCT NAME

## DETAILS

(ORIENTATION, BACKGROUND COLOR, TEXTURE, ETC)

## FILE TYPE

WILL AUTOMATICALLY ADD .MP4 OR JPG

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# DEMOGRAPHICS

## Race / Gender

|             |                                                                                                                                               |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| AA          | African American                                                                                                                              |
| SA          | South Asian (Indian, Nepali, Sri Lankan, etc)                                                                                                 |
| EA          | East Asian (Chinese, Japanese, Korean, etc)                                                                                                   |
| HS          | Hispanic                                                                                                                                      |
| ME          | Middle Eastern (Egyptian, Saudi Arabian, Turkish, etc)                                                                                        |
| Multiracial | Multiracial (There is many different races in the video/image)                                                                                |
| ? →         | If they are racially ambiguous and you cannot tell...<br>...ask for a second opinion and if you are still conflicted, do not label their race |
| Woman       | Woman                                                                                                                                         |
| Male        | Male                                                                                                                                          |
| Non-Binary  | NB                                                                                                                                            |
| Unisex      | There are multiple genders in the video                                                                                                       |
| Multiperson | There is multiple people in the video/image                                                                                                   |

# VISUAL OR CONTENT TYPE

*continued*

|              |                                                                           |
|--------------|---------------------------------------------------------------------------|
| Flatlay      | Product shot from directly overhead – clean, arranged layout              |
| Handshot     | Hands interacting with or holding the product (e.g., scooping, rubbing)   |
| Headshot     | Shoulders and above – person-focused framing                              |
| Closeup      | Zoomed-in shot of a face or product detail                                |
| Mirrorshot   | Subject seen through a mirror reflection (common for UGC or beauty reels) |
| Groupshot    | If content features multiple people in the picture                        |
| Texture      | Shows texture of product (e.g., cream swatch, gel smudge)                 |
| Multiproduct | Shows more than one produ                                                 |

# VISUAL OR CONTENT TYPE

*continued*

|                         |                                                                                         |
|-------------------------|-----------------------------------------------------------------------------------------|
| <i>Broll</i>            | <i>Cutaway or secondary shots used in video content – no talking to camera</i>          |
| <i>Talkinghead</i>      | <i>A close-up shot of a person speaking to the camera.</i>                              |
| <i>Textoverlay</i>      | <i>Text displayed over a video or image.</i>                                            |
| <i>Stopmotion</i>       | <i>A series of still images stitched together to create movement</i>                    |
| <i>No Sound / Sound</i> | <i>Indicates whether the video includes audio or not</i>                                |
| <i>Orientation</i>      | <i>Specify the layout format of the image or video (horizontal, vertical or square)</i> |
| <i>File Type</i>        | <i>jpg or mp4</i>                                                                       |

# PRODUCT TITLES

*specify product in title*

*vitamin c serum*

*retinol oil*

*rose water toner*

*vibe brush*

*silky towels*

*mini vibe*

*brush*

*dark spot fade set*

*aloe rose toner*

*luxé lip balm*

*charcoal mask*

*eye cream*

*customizable kit*

*gel cleanser*

*supreme kit*

*tea tree scrub*

# EXAMPLES

multiracial-multiperson-groupshot-noproduct-horizontal-image-1.jpg :



VitaminCSerum-flatlay-orange-background-oranges-summer-vertical-image-1.jpg :



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# EXAMPLES

AA-woman-vibebrush-multiproducts-broll-handroll-brand-video-nosound-horizontal.mp4 :



Customizablekit-flatlay-brown-background-texture-vertical-image-1.jpg



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# EXAMPLES

AA-male-tea-tree-scrub-broll-brand-video-nosound-horizontal.mp4



AloeRose-mist-flatlay-purple-background-horizontal-image.jpeg



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# EXAMPLES

*If additional help is needed, refer to ChatGPT to help organize product titles.*

## Photos

1. aa-woman-cs-moisturizer-flatlay-texture-yellow-background-horizontal.jpg
2. ea-male-gel-cleanser-headshot-vertical.jpg
3. multiperson-silky-towels-groupshot-pink-background-horizontal.jpg
4. charcoal-mask-flatlay-texture-brown-background-vertical.jpg
5. amb-glowbysara-luxe-lip-balm-flatlay-white-background-square.jpg
6. hs-woman-eye-cream-closeup-horizontal.jpg

## Videos

7. aa-woman-vibe-brush-broll-handroll-nosound-horizontal.mp4
8. me-woman-tea-tree-scrub-stopmotion-green-background-vertical.mp4
9. amb-itsjessbeauty-sa-woman-cs-moisturizer-broll-sound-vertical.mp4
10. unisex-customizable-kit-broll-nosound-square.mp4
11. vitamin-c-serum-stopmotion-orange-background-horizontal.mp4

# TIPS

## Abbreviating Titles

### Ambassador Tag

- Prefix with amb followed by the TikTok handle (no @ symbol)
- *Example:* amb-itsjessbeauty

### Cocoa Shea Butter / Moisturizer

- Shorten to cs
- Ex: AA-woman-flatlay-cs-moisturizer-vertical.jpg

### Oil-Free

- Shorten to of
- Ex: aa-woman-flatlay-of-moisturizer-vertical.jpg

## Additional Tips

### Background

- Include color of background
- *Example:* cs-moisturizer-yellow-background-horizontal.jpg

### Product Texture

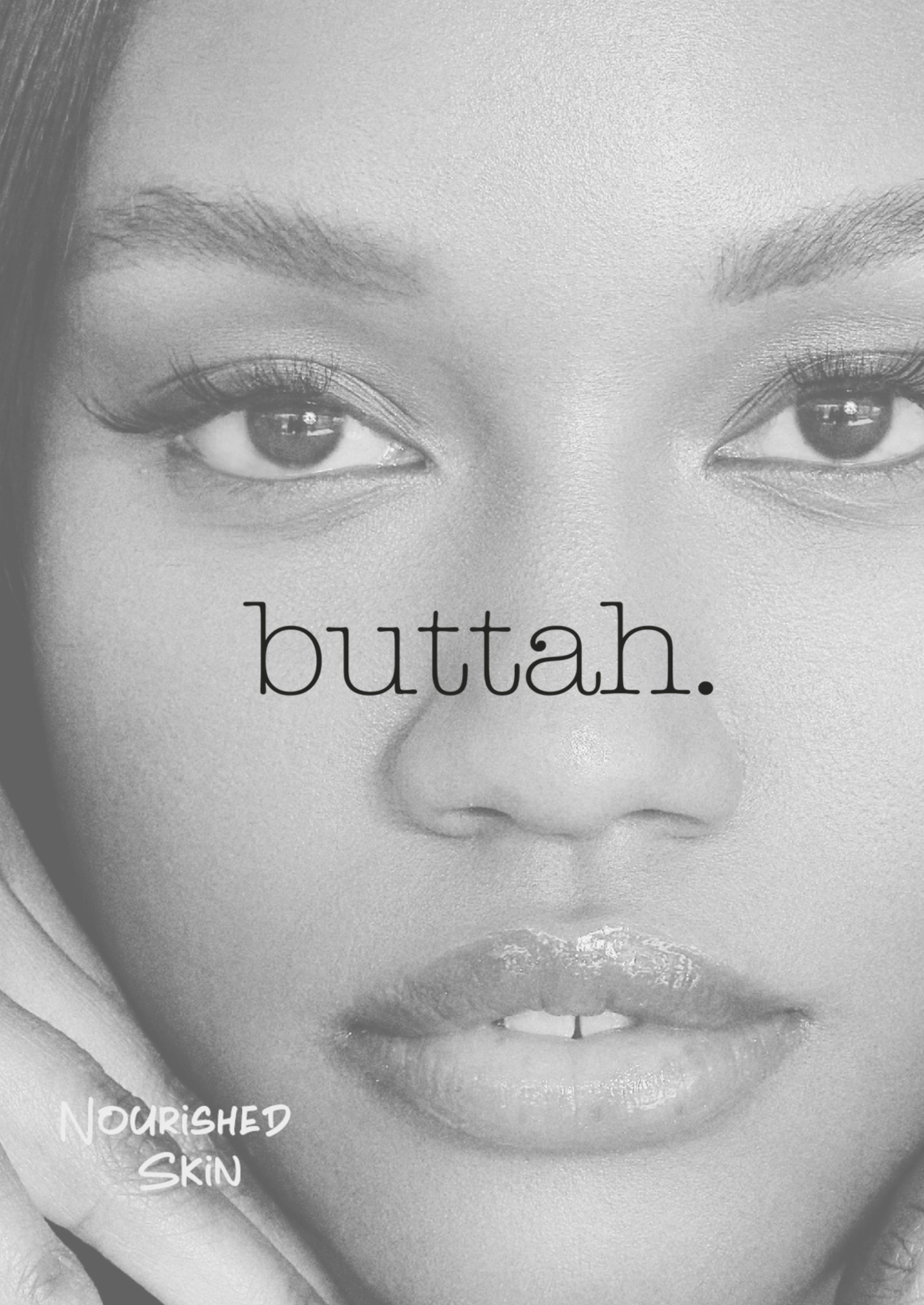
- Mention if image features product texture
- *Example:* cs-moisturizer-flatlay-texture-vertical.jpg

### Brand Video

- Avoid writing “how-to-use\_”
- *Example:* AA-woman-brand-video.mp4

### Duplicated Content

- *Example:* image-1.vertical, image-2.vertical, image-3.vertical



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NOURISHED  
SKIN