

Product Release: Unified Naming Conventions for Effortless Files Organization

Maintaining a clean, easily searchable digital asset library can be challenging when scaling creative production. Pencil's latest architecture update introduces fully automated and expanded **Naming Conventions** across the workspace. This update enables creative teams, brand managers, and workspace administrators to seamlessly enforce brand consistency, automate file organization, and eliminate manual renaming friction.

Structured Workflows with Zero Manual Friction

This release significantly upgrades how structured nomenclature is applied across the creative lifecycle. Instead of manually correcting titles or relying on rigid text strings, the platform enables automated formatting based on contextual rules and dynamic properties.

- **Universal File Coverage:** Naming configurations are no longer confined to basic assets. Teams can now apply specific structural rules across four critical areas inside Pencil: **Assets, Work, Generations, and Templates.**
- **Action-Triggered Automation:** Rules can be configured to execute automatically when specific actions occur, ensuring titles are structured correctly from the exact moment they change or enter the workspace:
 - *Import:* Auto-formats files immediately upon upload.
 - *Rename:* Dynamically structured formatting whenever a manual rename is triggered.
 - *Duplicate:* Safely appends customized replication rules to ensure cloned files never disrupt library order.

The Simplest Way It Works

1. **Configure:** Workspace Admins navigate to settings to build a convention using a mix of dynamic tokens (System Fields, Custom Properties, Labels, or Free Text).
2. **Trigger:** Creative teams upload, rename, or duplicate files naturally within any workspace tab.
3. **Standardize:** Pencil instantly auto-constructs the ideal name, completely removing human error from library curation.

Enhanced Workspace UX & Multi-Select Efficiency

This update introduces noticeable user experience (UX) enhancements, turning file compliance into an easy batch action rather than an isolated, tedious task.

- **Bulk Formatting:** Users can select multiple items simultaneously from the library UI, click

the three-dot action menu, and instantly apply naming rules across the entire batch.

- **On-the-Fly Label Creation:** While configuring or applying a convention to a batch of files, users can generate and apply a brand-new label directly within the naming modal, removing the need to break context to visit external settings.
- **Contextual UI Prompts:** Whether performing a single-file rename or initiating a duplicate action, the intuitive naming conventions modal appears seamlessly, guiding the user toward proper structural compliance.

Feature Scope Reference

- **Who Is This For?** Workspace Administrators, Creative Directors, and Brand Managers. This is available across all standard production and premium enterprise plans.
- **Where to Activate:** Accessible directly under **Settings > Naming Conventions**, where admins can also establish default rules for the entire workspace.
- **Impacted Live Features:** The file libraries within Assets, Work, Generations, and Templates now inherit these unified formatting mechanics during single/bulk rename flows and file duplication actions.

Future Roadmap & Current Guardrails

Current Boundaries & Workarounds

- **The Export Flow:** File naming rules do not yet automatically apply during final external file exports.
 - *Workaround:* Apply the naming convention to the asset inside Pencil before triggering the final download so that it retains the clean, structured title on your local drive.
- **Specific Out-of-Scope Formats:** Naming conventions are currently **not** applied to workflow-generated content, sheets, or feeds.

Upcoming Capabilities

- **Channel Integrations:** Dedicated distribution channels will soon be added to the configuration engine as dynamic name tokens.
- **Enterprise DAM Metadata Management:** Advanced metadata management is currently underway. Administrators will soon be able to choose specific metadata fields flowing into Pencil from external Digital Asset Management systems (DAMs), utilizing those fields directly inside naming configurations and exporting them back out smoothly.