STORAGE & SUBMISSION OF MERCH FILES v.2025

Overseen by CRTV

To ensure that all merchandise design files are properly submitted, organized, and stored in a consistent and accessible way for both internal team members and leadership.

FOR SERVANT LEADERS

Platform: Basecamp

- All merch projects will be assigned via To-Do items in Basecamp.
- When submitting deliverables in a To-Do, please ask SLs to upload the following three items:
    - Working / Editable Files (e.g., .AI, .PSD, .INDD)
    - Exported Files (e.g., .JPG, .PNG, .PDF)
    - Reference Materials (moodboards, links, inspiration, references, etc.)

FOR STAFF

1. **File Management**

   Dropbox Organization
    - Download all files submitted via Basecamp and place them in our shared Dropbox under: *Merch > [Year] > [Ministry/Event Name] > [WIP]*
    - Each SL receives their own folder within the WIP directory.

2. **File Naming Convention**

   All files should follow this naming format:

   VC[Year] - [Ministry/Event Name] - [Project Name] - [Details]

   Example:
   VC25 - VOUSCon - Merch - Hoodie Concept 1

3. **Usual Folder Structure**

   Every merch project should be stored in a consistent folder format:

```
Merch
└── [Year]
    └── [Ministry/Event Name]
        └──WIP        # Work-in-progress files from Staff & SLs
        └── Decks     # Presentations sent to Leadership
        └── Tech Packs  # Final print-ready files
```

4. **Every Artwork Submission Must Include:**
    - A Working File
    - A Mockup
    - A Print-Ready File

5. **Reference Folders**
   Every collection should include a folder of References. Store these in the WIP folder unless otherwise directed.