## Naming Conventions:

### Industry Standard:

This site will adhere to the Mac naming convention prior to Lion. This standard allows up to 31 characters, and only the underscore as a special character.

### Development Standard:

The development standard for this site will be the bread crumb standard. Files will be named in a progressive manner based on their location in the hierarchy. For example, the links for the files **SF\_diy\_tools\_material\_guide.html**, **SF\_diy\_tools\_material.html**, and **SF\_diy\_tools.html** are all ultimately inside of **SF\_diy.html**. Each successive file contains the referring files identifier as well as an additional identifying name that is specific to the page content. This is done to maintain consistency and promotes usability of the website. Another example of this are the file names: **SF\_index.html**, **SF\_sales.html, SF\_sales\_items.html**, and **SF\_sales\_items\_curtains.html**.