

Slot Number	Used By	Naming Convention	What it means	Naming Convention Tonic
1	Mailer	Mailer Front	Front facing image, 2 dimensional	Mailer Front
2	Mailer	Mailer Left Angle 3D	Left angled image, 3 dimensional	Mailer Left
3	Mailer	Mailer Right Angle 3D	Right angled image, 3 dimensional	Mailer Right
4	Mailer	Mailer Out of Pack	Front facing image, shown out of packaging	Mailer OOP
5	Online	Online Front	Front facing image	Online Front
6	Online	Online Left HS	Left hand side image	Online Left
7	Online	Online Back	Back side image	Online Back
8	Online	Online Right HS	Right hand side image	Online Right
9	Online	Online 9	Lifestyle retail product imagery	Online 9
10	Online	Online 10	Lifestyle retail product imagery	Online 10
11	Online	Online 11	Lifestyle retail product imagery	Online 11
12	Online	Online 12	Lifestyle retail product imagery	Online 12
13	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 1
14	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 2
15	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 3
16	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 4
17	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 5
18	Planogram	Planogram Front	Flat front facing image, 2 dimensional	Planogram Front
19	Planogram	Planogram Side Left	Flat left hand side image, 2 dimensional	Planogram Side Left
20	Planogram	Planogram Side Right	Flat right hand side image, 2 dimensional	Planogram Side Right
















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2	Mailer	Mailer Left Angle 3D	Left angled image, 3 dimensional	Mailer Left
3	Mailer	Mailer Right Angle 3D	Right angled image, 3 dimensional	Mailer Right
4	Mailer	Mailer Out of Pack	Front facing image, shown out of packaging	Mailer OOP

Mailer Front	Mailer Left	Mailer Right	Mailer OOP
			
			
			

Slot Number	Used By	Naming Convention	What it means	Naming Convention Toniq
5	Online	Online Front	Front facing image	Online Front
6	Online	Online Left HS	Left hand side image	Online Left
7	Online	Online Back	Back side image	Online Back
8	Online	Online Right HS	Right hand side image	Online Right
9	Online	Online 9	Lifestyle retail product imagery	Online 9
10	Online	Online 10	Lifestyle retail product imagery	Online 10
11	Online	Online 11	Lifestyle retail product imagery	Online 11
12	Online	Online 12	Lifestyle retail product imagery	Online 12

Online Front	Online Left	Online Back	Online Right	Online 9	Online 10	Online 11	Online 12
							
							
							

Slot Number	Used By	Naming Convention	What it means	Naming Convention Tonic
13	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 1
14	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 2
15	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 3
16	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 4
17	Marketing	Marketing / Lifestyle	Lifestyle retail product imagery	Lifestyle 5

Lifestyle 1	Lifestyle 2	Lifestyle 3	Lifestyle 4	Lifestyle 5
				
				
				

Slot Number	Used By	Naming Convention	What it means	Naming Convention Tonic
18	Planogram	Planogram Front	Flat front facing image, 2 dimensional	Planogram Front
19	Planogram	Planogram Side Left	Flat left hand side image, 2 dimensional	Planogram Side Left
20	Planogram	Planogram Side Right	Flat right hand side image, 2 dimensional	Planogram Side Right

Planogram Front	Planogram Side Left	Planogram Side Right
		
		
		