



# CVS Health Assets Training Guide Vendors



Last updated September 2022

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# **Digital Asset and Font Management Compliance Policies**

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# Using Digital Assets Policy

All CVS Health colleagues and/or its affiliates, as well as all third parties utilizing CVS Health assets, are required to comply with all policies regarding use of digital assets in accordance with their usage restrictions and expiration dates. Usage and expiration information can be found on all assets by clicking on the image thumbnail and viewing the Asset Details page.

All materials utilizing assets which have a time limit on their use must be updated with a replacement asset or taken out of circulation prior to the expiration date. Materials using any assets past the expiration date or in any manner that goes against allowed usage, may be in violation of a negotiated contract or policy and subject to legal action by the contract owner against CVS Health.

# Storing & Sharing Assets Policy

## STORING AND SHARING DIGITAL ASSETS

All digital assets used by CVS Health and/or its affiliates **MUST** be uploaded directly to the CVS Health Assets platform. This includes all audio, video, and photography created by colleagues as well as 3<sup>rd</sup> party vendors.

Assets should **NEVER** be stored on any file share sites such as SharePoint, OneDrive, Wistia etc, and should never be distributed directly to colleagues or other parties. Once assets are available in CVS Health Assets, they can be distributed via links or collections as needed. Assets must be downloaded directly from CVS Health Assets in order for their use to be tracked by the DAM administration team for compliance purposes.

If you should receive emails containing final assets, or file share links with final assets, you must inform the sender this is in violation of our CVS Health Compliance Policy and direct them to upload their files to the CVS Health DAM.

Fonts are also considered assets and must follow the same compliance policies.

CVS Health Assets is accessible for all CVS Health and Aetna colleagues as well as our agency and vendor partners.

Access to the DAM for all users requires a license, provided by the Administration team. To request access, please contact our DAM support team at [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com).

# Font Compliance Policies

**Font Management at CVS Health is critical to ensure compliance and protect CVS Health liability. All CVS Health colleagues are required to adhere to the following font compliance policies.**

All fonts must be purchased and properly licensed by the CVS Health Font Admin. (See page 6 for more information on purchasing fonts).

All fonts used by CVS Health and its subsidiaries **MUST** be purchased with a **commercial** license.

**Never** download and install “free” fonts found online. Most “free” fonts are not available for commercial use without paying for a license. For more information regarding font types and licenses, refer to pages 7-10.

**Never** send CVS Health purchased & owned fonts to external vendors or agencies, including print vendors. They must purchase their own **commercial** license. For more information regarding font types and licenses, refer to pages 7-10.

Adobe Creative Files must have all text converted to outlines prior to sending to Print Vendors. Packaged InDesign and Illustrator files should **NOT** contain fonts.

Do not use hosted fonts for websites, emails or other digital work unless there is a **webfont or digital** license available.

Embedding text as an image for digital use is allowed. Fonts used as “live” text in digital uses is not allowed without a license.

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# **Digital Asset and Font Management Compliance Policies**

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# **Section 1: Site Overview**

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# Site Overview – Before the Home Page

The homepage provides access to a navigation bar, downloads inbox, search ability, news and/or updates for users, and featured library sets for quick access.

**CVS**Health.

HELP MY PROFILE Hello, vendor  
Log out

## Welcome to CVS Health Assets

The CVS Health Assets Administration team has built customized experiences in order to provide relevant content and information to our users. There are two unique experiences - please review the options below and select your user type.

**A note to users:**

All CVS Health colleagues and/or its affiliates, as well as all third parties utilizing CVS Health assets, are required to comply with all policies regarding use of digital assets in accordance with their usage restrictions and expiration dates. **Please review all policies prior to using assets.**

[Review CVS Health Assets Compliance Policies >](#)

### Agency Partners

Agency partners are defined as creative design agencies, independent photographers or illustrators that work directly with our internal creative teams on marketing materials.

Agency partners have access to a wide variety of CVS Health brand assets and materials that can be searched, shared, or downloaded. Agency partners also have the ability to upload creative files and assets that have been developed specifically for use by CVS Health and its subsidiaries.

**PLEASES NOTE:** If you are a design agency that is working directly with a CVS vendor/supplier, you must access via the **Vendor portal.**

[Access Design Agency Portal >](#)

### Vendor partners and vendor design agencies

Vendor partners are defined as suppliers of product sold in CVS stores. Vendors work directly with CVS partners such as marketing or category managers in order to promote their products in various out of home materials. These promotions include web and social channels, direct mail and email as well as in-store materials such as signage.

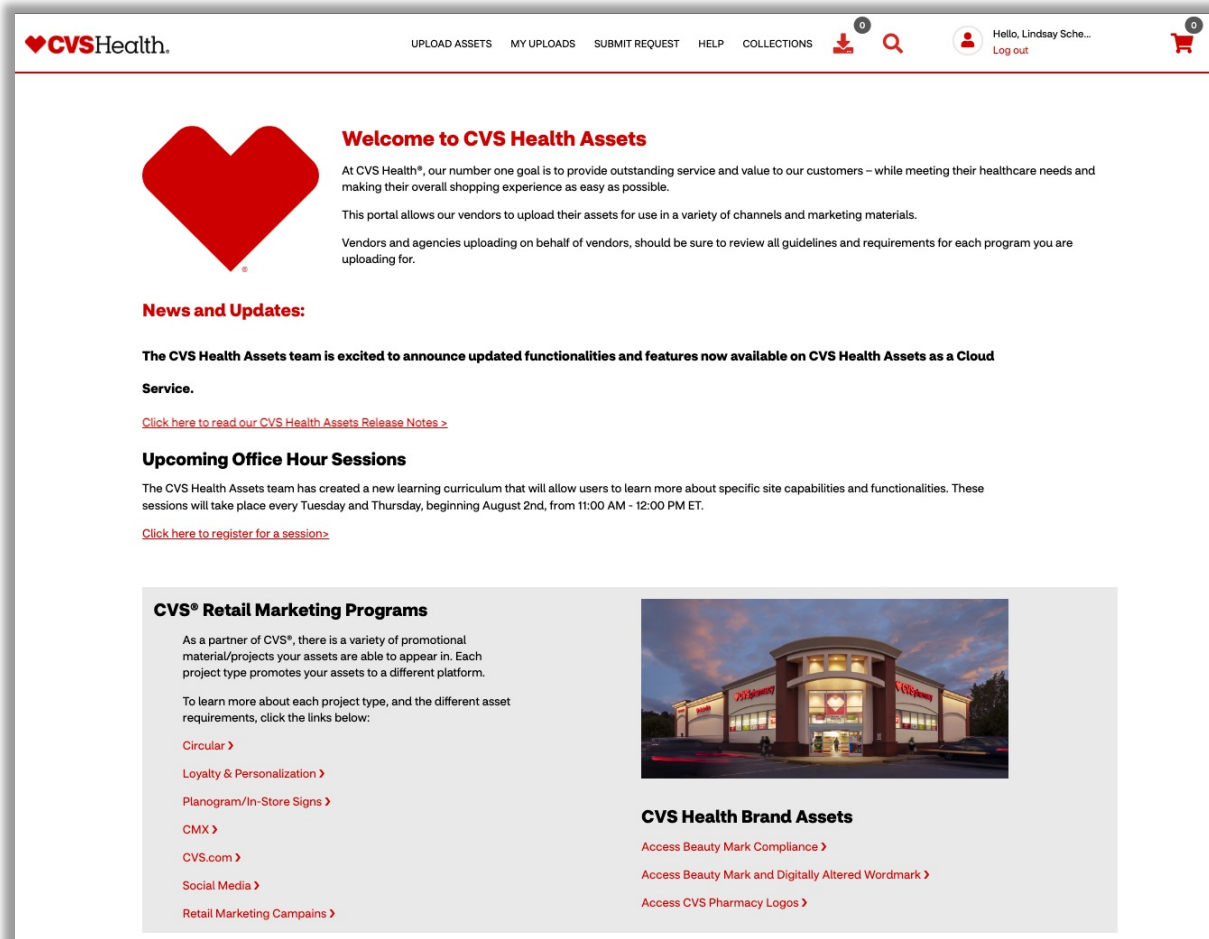
Vendors and vendor design agencies will have access to brand logos and marks, guidelines, and their directly uploaded files.

Vendors will upload all image files, working files, zip files and other files/assets as required for use in CVS materials including Circular, CVS.com, In-Store Signs, Loyalty & Personalization, CMX, Merch Asset Review, and Retail Marketing projects.

[Access Vendor Portal >](#)

# Site Overview – Home Page

The homepage provides access to a navigation bar, downloads inbox, search ability, news and/or updates for users, and featured library sets for quick access.



The screenshot shows the CVS Health Assets home page. At the top is a navigation bar with the CVS Health logo on the left and links for 'UPLOAD ASSETS', 'MY UPLOADS', 'SUBMIT REQUEST', 'HELP', and 'COLLECTIONS' in the center. On the right of the navigation bar are icons for a download, search, user profile, and shopping cart. The user profile shows 'Hello, Lindsay Sche...' and a 'Log out' link. Below the navigation bar is a large red heart icon on the left. To its right is the heading 'Welcome to CVS Health Assets' followed by a paragraph of text: 'At CVS Health®, our number one goal is to provide outstanding service and value to our customers – while meeting their healthcare needs and making their overall shopping experience as easy as possible. This portal allows our vendors to upload their assets for use in a variety of channels and marketing materials. Vendors and agencies uploading on behalf of vendors, should be sure to review all guidelines and requirements for each program you are uploading for.' Below this is a section titled 'News and Updates:' with a paragraph: 'The CVS Health Assets team is excited to announce updated functionalities and features now available on CVS Health Assets as a Cloud Service.' followed by a link: 'Click here to read our CVS Health Assets Release Notes >'. The next section is 'Upcoming Office Hour Sessions' with a paragraph: 'The CVS Health Assets team has created a new learning curriculum that will allow users to learn more about specific site capabilities and functionalities. These sessions will take place every Tuesday and Thursday, beginning August 2nd, from 11:00 AM - 12:00 PM ET.' followed by a link: 'Click here to register for a session>'. The bottom section is split into two columns. The left column is titled 'CVS® Retail Marketing Programs' and contains a paragraph: 'As a partner of CVS®, there is a variety of promotional material/projects your assets are able to appear in. Each project type promotes your assets to a different platform. To learn more about each project type, and the different asset requirements, click the links below:' followed by a list of links: 'Circular >', 'Loyalty & Personalization >', 'Planogram/In-Store Signs >', 'CMX >', 'CVS.com >', 'Social Media >', and 'Retail Marketing Campains >'. The right column features an image of a CVS Pharmacy store at night and is titled 'CVS Health Brand Assets' with a list of links: 'Access Beauty Mark Compliance >', 'Access Beauty Mark and Digitally Altered Wordmark >', and 'Access CVS Pharmacy Logos >'.

# Site Overview - Navigation



## CVS Health Assets features a top navigation bar that will be your primary navigation source throughout the site.

- 1. CVS Health Logo** – When navigating through the site, at any point you can get back to the home page by clicking the logo in the top left corner
- 2. Upload Assets** - This section allows users to select from a variety of upload types in order to add assets to CVS Health Assets
- 3. My Uploads** – Assets a user has uploaded will appear on this page
- 4. Collections** - Curate personal digital asset collections for specific projects or workflow for an individual or team
- 5. Submit Request** – Allows users to submit a variety of requests for assets and assistance to the Support team
- 6. Help** – This section contains User Guides, FAQ's, and contact the CVS Health DAM Support team with any support needs
- 7. Download Icon** – Assets selected for download will appear in this section and allows users to download multiple assets at one time
- 8. Magnifying Glass** – Search the entire asset library
- 9. Log Out** – Username will appear next to the person icon. To log out of the site, click 'Log out'
- 10. Cart Icon** – Assets added to cart will appear in this section and allows users to download and/or share multiple files at one time.

# Site Overview – Breadcrumbs

Breadcrumbs are navigational guides to inform the user what page on the site they are on, and what previous pages they clicked to land there. These can be found at the top of each page and can be clicked on to navigate between the related pages.

The screenshot shows the CVS Health website interface. At the top left is the CVS Health logo. The top navigation bar includes links for UPLOAD ASSETS, MY UPLOADS, SUBMIT REQUEST, HELP, MY PROFILE, a download icon with a notification badge, a search icon, a user profile icon with a 'Log out' link, and a shopping cart icon with a notification badge. Below the navigation bar, a breadcrumb trail is displayed: [Home](#) > [Brand Pictograms](#) > [Object Pictograms](#). This breadcrumb is enclosed in a grey box with a white border, and a grey arrow points from the text above to the 'Object Pictograms' link. Below the breadcrumb is a search bar with the placeholder text 'What are you looking for?' and a red 'Search' button. To the right of the search bar are two grid icons. Below the search bar, there are sorting options: 'Last Modified' and 'Descending'. A red 'Add All to Cart' button is positioned to the right of the sorting options. The main content area features four large icons: a laptop displaying a heart and a person, a hand holding water droplets, a smartphone displaying a person in a lab coat, and a laptop displaying a person. On the right side of the page, there are two buttons: 'Apply' and 'Reset'. Below these buttons is a list of filter categories: TYPE, LAST MODIFIED, CREATED, STYLE, and ORIENTATION, each with a right-pointing arrow. At the bottom right, there is a summary: '19 DISPLAYED' and '19 TOTAL'.



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# **Section 2: Working with Assets**

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# Working with assets – Anatomy of the search page

The screenshot shows the CVS Health search interface. At the top, the navigation bar includes the CVS Health logo, links for 'UPLOAD ASSETS', 'MY UPLOADS', 'COLLECTIONS', 'SUBMIT REQUEST', and 'HELP', along with user information 'Hello, Lindsay Sche...' and a shopping cart icon. A search bar is prominently displayed with the placeholder text 'What are you looking for?' and a 'Search' button. Below the search bar, there are several filter and sorting options: 'Enable Asset ID Search', 'Recently Added', 'Descending', and a grid/list view toggle. A table of search results is shown, with each item featuring a thumbnail, title, description, and metadata (size, type, resolution). An 'Add All to Cart' button is located above the results. On the right side, a sidebar contains a list of filters such as 'RECENTLY ADDED', 'ASSET TYPE', 'BRAND GRAPHIC ASSET TYPE', 'BRAND LIBRARIES', 'BRAND PHOTOGRAPHY LIBRARIES', 'BRAND PHOTOSHOOTS', 'FILE TYPE', and 'LAST MODIFIED'. At the bottom of the sidebar, it indicates '100 DISPLAYED' and '100+ TOTAL'.

## 1. Magnifying Glass

Allows users to browse through the entirety of the asset library

## 2. Search Bar

Enter words or phrases to search for assets

## 3. Enable Asset ID Search

Checkbox to search by asset IDs

## 4. Results Display Options

Allows users to view search results as card view, or as list view

## 5. Sort Options

Allows users to select various ways to sort search results

## 6. Add all to cart

Allows users to add all visible search results to cart for downloading or sharing large numbers of assets at once

## 7. Download, Share, Add to Cart

Allows users to perform one of these actions on the spot vs adding to downloads icon or adding to cart for multiple assets

## 8. Search Filters

Allows users to narrow the assets which appear search results. Filters will vary depending on asset type.

# Working with assets – Using filters for searching

Search Filters will always be visible on the right side of all search pages.

This feature allows users to narrow the assets which appear search results.

Filters will vary depending on asset type.

Users can click on one or more filter types. The search results will automatically update to match assets with your filter selections.

The screenshot displays the CVS Health digital asset search interface. At the top, the CVS Health logo is on the left, and navigation links for 'UPLOAD ASSETS', 'MY UPLOADS', 'SUBMIT REQUEST', 'HELP', and 'MY PROFILE' are on the right. A user profile for 'Hello, Laura Patters...' is also visible. The main content area shows a search for 'family' with a search bar and a red 'Search' button. Below the search bar, there are sorting options: 'Last Modified' and 'Descending'. A red 'Add All to Cart' button is prominently displayed. The search results are presented in a grid of eight asset cards. Each card includes a thumbnail image, an ID number, and a table with columns for 'SIZE', 'TYPE', and 'RES.'. Below each table are buttons for 'DOWNLOAD', 'SHARE', and 'ADD TO CART'. On the right side, a sidebar contains filter options: 'ASSET TYPE' (with 'Stock Assets' selected), 'BRAND GRAPHIC ASSET TYPE', 'FILE TYPE' (with 'IMAGE', 'DOCUMENT', 'VIDEO', and 'PRESENTATION' options), 'STYLE' (with 'Grayscale' and 'Color' options), 'ORIENTATION', 'LAST MODIFIED', and 'CREATED'. At the bottom of the sidebar, it shows '24 DISPLAYED' and '100+ TOTAL'.

# Working with Assets – Asset Details page

The Asset Details page provides users with important information about the asset such as photoshoot name, usage rights and licensing details.

Users must read all information on the Asset Details page carefully before downloading or requesting an asset.

Assets may have certain usage restrictions or expiration dates that must be strictly adhered to.

Please refer to the following page for more detail on how to read and understand asset usage rights.

Please refer back to [pages 4-6](#) for asset usage compliance policies.

ASSET TYPE	ASSET SUB TYPE
brand-photography	photoshoots

ASSET CATEGORY
pharmacy-and-health-rewards

USAGE DETAILS

Media - CVS Health Image Library. No broadcast. Non-exclusive. Area of use - Worldwide Term - Perpetuity

LICENSING	RIGHTS OWNER
Open Use	CVS Health

ALLOWED CHANNELS

All Channels Allowed

PHOTOSHOOT NAME	PHOTOGRAPHER
2020 CVS Pharmacy - Wakefield, RI	Gus Butera

Renditions

Original File Web Rendition

Actions

Download Share Add to Cart

CREATED BY: sling-distribution-importer

LAST MODIFIED: 11 days ago

SIZE (in pixels): 9504 x 6336

File location: /content/dam/cvs/final/brand-photography/photoshoots/2020-cvs-pharmacy---wakefield-ri/20200224\_CVS4812.jpg

# Reading & Understanding Usage Information

When downloading and using images it is important to read and understand frequently used usage verbiage. The following terms provide detail on the meaning of a license type.

**Open Use** – Asset can be used in any channel (Print, Digitally, Presentations) in perpetuity (indefinitely)

**Restricted Use** – Asset is restricted due to channel or media restrictions, expiration dates etc. and must be requested for use.

**Royalty-Free** – This term is typically used on stock assets, and means unlimited and multiple uses of an asset

**Rights Managed** – Similar to Restricted Use assets, Rights Managed images have limited use. The licensee of Rights Managed assets pays for a license based on specifically designated use.

**Editorial Use** - Assets that “editorial use only” are **ones that have not been released for commercial use and have also been taken without the consent of the individuals in the photo.**

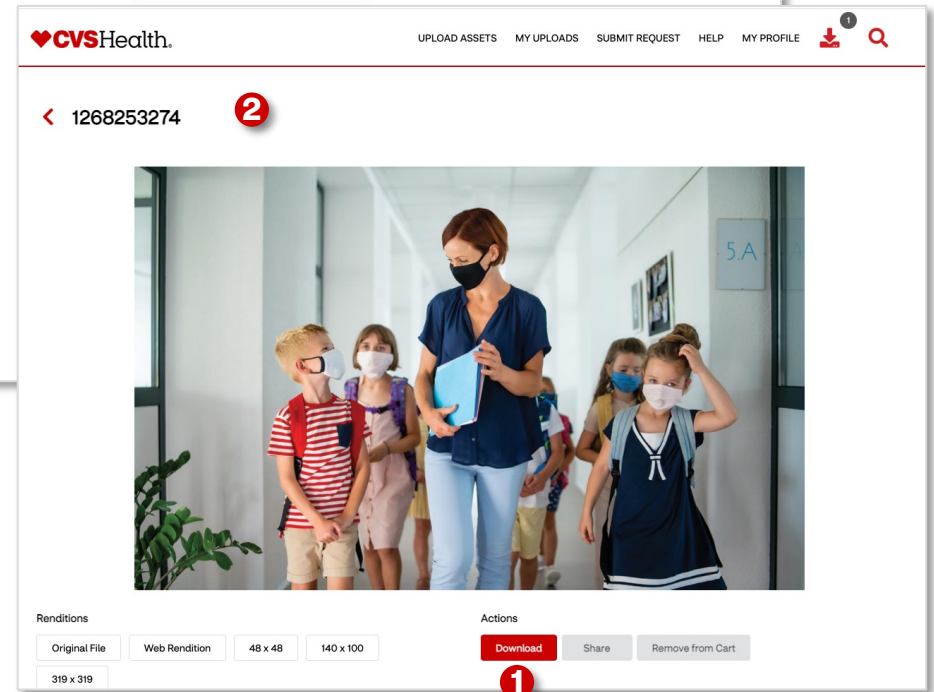
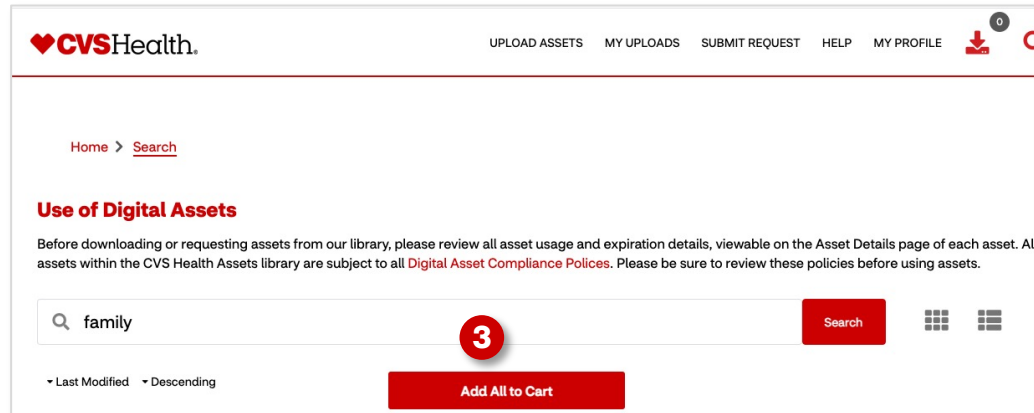
If an asset has an expiration date it must be removed from circulation prior to this date. This includes all website and social media platforms, In-Store signs and communications, direct mail or email, and internal/corporate presentations or documents.

For questions on how to extend the licensing of images, please contact our team at [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com)

# Working with assets - Downloading

There are multiple ways of downloading assets.

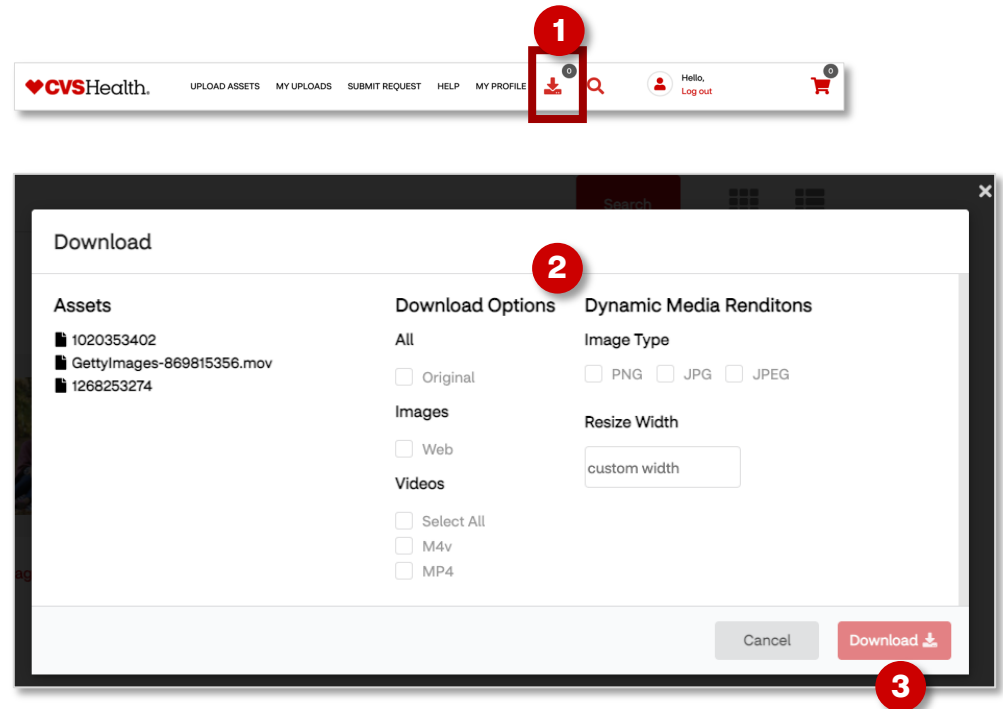
1. Users can click the “Download” link under the image preview, or the “Download” button from the asset details page, which will add the asset to the Downloads icon in the top navigation bar.
2. When you add assets to the Downloads icon, a number indicating the total assets ready for download will appear above the icon.
3. Users can click the “Add All to Cart” button to add all assets on the search results page to their cart which can be downloaded later. Add to Cart allows users to continuously add assets to their cart as they browse the library and download the entire cart at once which will provide a zip file.



# Working with assets – Downloads Icon

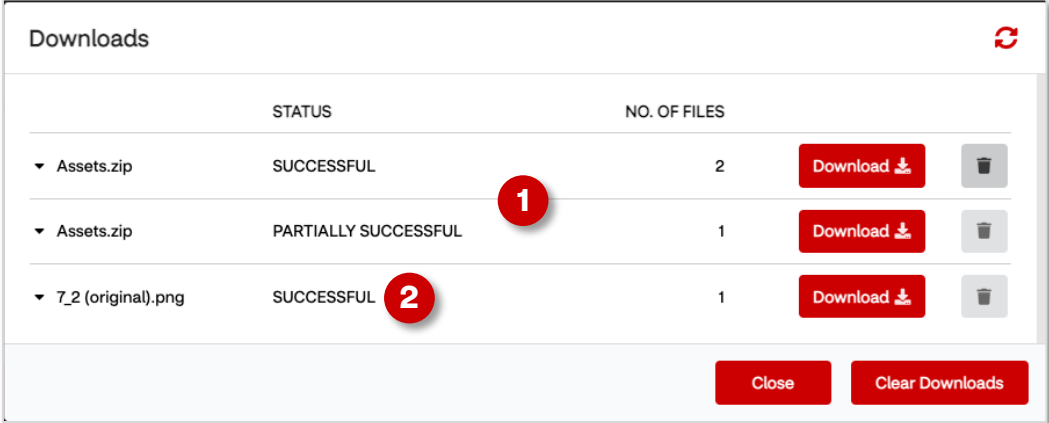
When clicking the download button on an asset (as shown on the previous page, item #1), the assets will be added to your downloads. This is the icon highlighted above.

1. The number that is next to the icon will indicate how many assets you have ready to download. Once you have selected the assets you wish to download, click on this icon.
2. The first popup you will see when clicking the download icon will provide you with several different downloading options – these are called renditions.  
[See page 21](#) for more information on renditions.
3. Once you have made all of the selections you want, click the download button
4. The next pop up will show you a list of all the assets you selected to download.









# Working with assets – Downloads Icon

1. If you selected more than one option on the previous download page for an individual asset such as original, web, png and jpg, your downloads list will show all of those version of the individual asset as a zip file and will download all versions together.
2. For every other individual asset, they will appear separately in the list where you can then click the download button next to the file name.



The screenshot shows a 'Downloads' interface with a table and two buttons. The table has columns for file name, status, and number of files. Each row includes a 'Download' button and a trash icon. Red callout boxes with numbers 1 and 2 highlight the status of the first two rows.

	STATUS	NO. OF FILES		
▼ Assets.zip	SUCCESSFUL	2	Download 	
▼ Assets.zip	PARTIALLY SUCCESSFUL	1	Download 	
▼ 7_2 (original).png	SUCCESSFUL	1	Download 	

Close Clear Downloads



# Working with assets – Add to cart

The screenshot shows a 'Cart' interface with five items listed. Each item has a thumbnail image, a filename, and a 'REMOVE' button. At the bottom of the cart, there are six red buttons, each with a white number in a red circle above it, corresponding to the numbered list on the right:

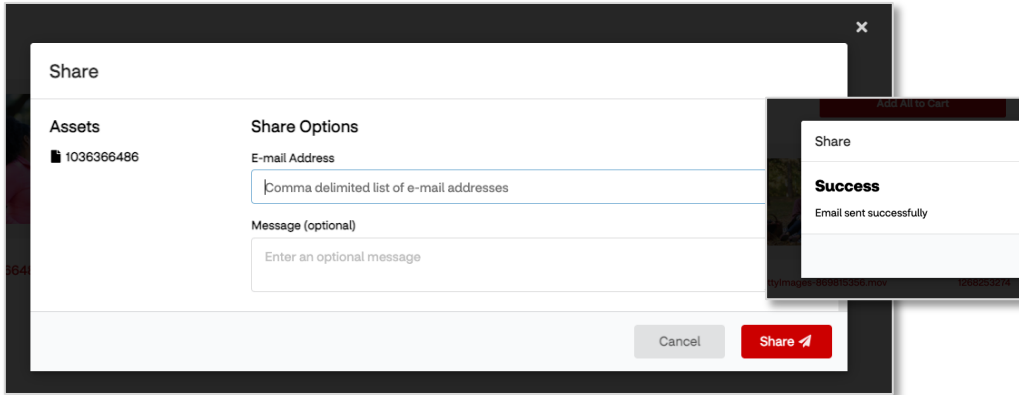
- 1 Close
- 2 Clear Cart
- 3 Share cart
- 4 Download Cart
- 5 Add to collection
- 6 Generate PDF

Item	Filename	Action
	snow top view	REMOVE
	AdobeStock_427983696.jpeg	REMOVE
	FamilyandCaregivers_logo_p_rgb	REMOVE
	Aetna_Pictogram_object_Violet_on_Gray_Specialty_pharmacy_rgb	REMOVE
	GettyImages-1297274250.jpg	REMOVE

Once added to cart, there are six actions to choose from:

- 1.Close** - Close the cart pop-out box.
- 2.Clear Cart** - Clear all assets from cart. This will wipe the assets collected in the cart.
- 3.Share Cart** - Share the cart's asset list with team members or others who have a CVS Health Asset account.
- 4.Download Cart** - Download all the assets. This creates a zip file of the assets in the download queue to the left in the top navigation bar.
- 5.Add to collection** - Add the assets to a personal collection to save found assets for future downloads and sharing.
- 6.Generate PDF** - Capture all assets in the car in a PDF contact sheet.

# Working with assets - Sharing



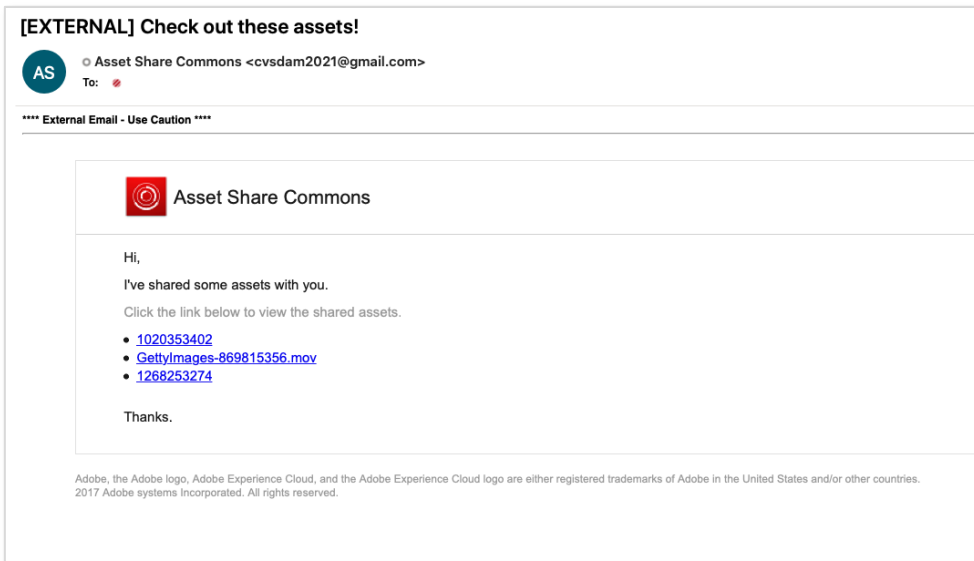
To share an individual asset, click the 'Share' link under the image preview on the search page, or the Share button on the Asset Details page.

To share your cart, click the cart icon in the top right corner and click the Share button.

Once you click Share, a pop up will appear that allows you to enter the email addresses of the people you wish to share the assets with.

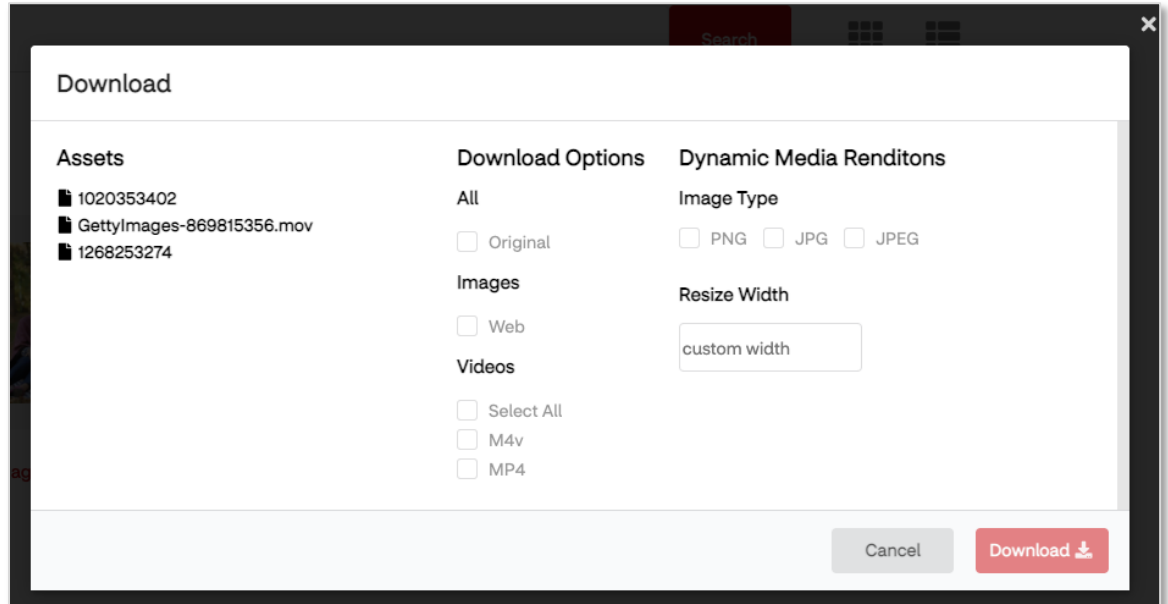
Users are not currently able to share assets directly from the application to people who are not registered users.

The recipient will receive an automated email with a link to download the assets you have shared with them.



# Working with assets - Renditions

- a) **All** will allow users to download the original file with no changes applied, and if there are any renditions or versions available on that asset, you would select them under this list.
- b) **Images – Web** allows users to download a web ready version of the asset for use on websites, emails or social media platforms
- c) If the asset is a **video**, there are several file types to choose from should you need an alternative option than the original.
- d) The same is available for **image** assets – if you are downloading an image that is a jpg and you need it to be a PNG, you can select that option and your download will be in PNG file format.
- e) **Resize** allows users to modify the size of the actual asset itself. The unit of measurement is currently set to be in pixels. The resize only provides the option to resize the width – this is to ensure the asset remains proportional in size and is not stretched or compressed.



# Working with assets – Restricted assets

There are some assets within the library that may be restricted for use to users.

An asset may be restricted due to certain usage rights and allowed channels, or it may have an upcoming expiration date that needs to be tracked if used.

Assets that are restricted will have a notation in the Usage details information to the right of the image preview. You will also notice on the asset details page that the option to Share or Add to Cart is not available.

If you click the Download button, you will receive a pop up informing you that the asset is restricted for download and must be requested.

Click the request access button and in the next dialog, you must provide a detailed reason for the request. The request will be reviewed by the CVS DAM team and if you are able to use the asset you will receive temporary download access.

The screenshot displays the CVS Health DAM interface. At the top, the navigation bar includes 'CVSHealth.', 'UPLOAD ASSETS', 'MY UPLOADS', 'SUBMIT REQUEST', 'HELP', 'MY PROFILE', and a shopping cart icon. The breadcrumb trail is 'Home > Search > Asset Details'. The asset title is 'CVS Health Sans\_All Files.zip'. Below the title, there is an 'Actions' section with a 'Download' button highlighted by a red box. The asset details include 'CREATED BY: sling-distribution-importer', 'LAST MODIFIED: 19 days ago', and 'File location: /cont'. On the right, the 'ASSET TYPE' is 'document'. The 'USAGE DETAILS' panel, also highlighted with a red box, states: 'CVS Health Sans is a restricted asset. It can be shared with external partners, but must be requested, so that its usage can be properly tracked.' Below this, 'LICENSING' is 'Restricted' and 'RIGHTS OWNER' is 'CVS Health'. A 'Request Access' button is visible in the bottom right of the usage details panel. A modal dialog titled 'Download Restricted' is open in the foreground, containing the text: 'This asset has usage restrictions and must be requested for use. Please be sure to review all usage information and expiration dates prior to requesting. Contact CVSDAMSupport@CVSHealth.com with any questions.' Below the text is a file icon and the name 'CVS Health Sans\_All Files.zip'. At the bottom of the modal are 'Cancel' and 'Request Access' buttons.

# Working with assets – Add to collection, personal

Add To Collection

Create New Collection

Name of Collection

Share Access To

Add to Existing Collection

Personal collections are created by the user and are private. These collections can be shared by the user to team members and anyone who has a CVS Health Assets user account.

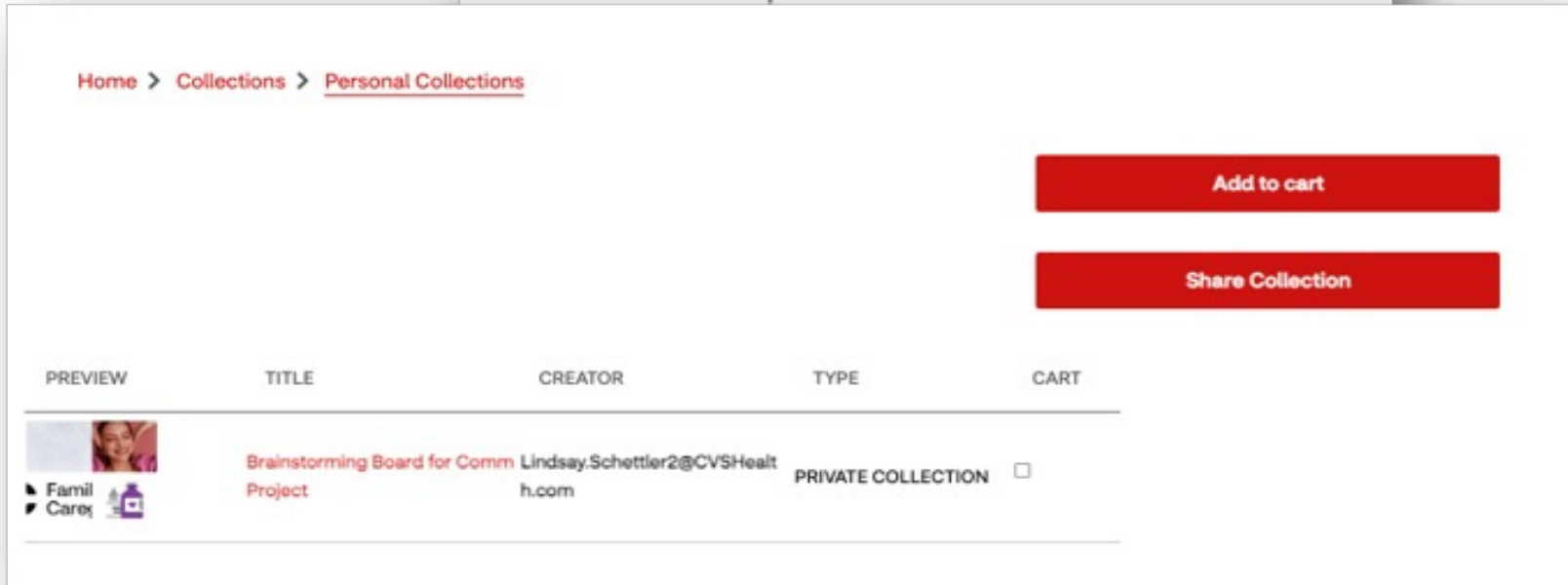
Home > [Collections](#)

**Collections are albums of assets specifically curated pertaining to a specific subject matter for CVS Health.**

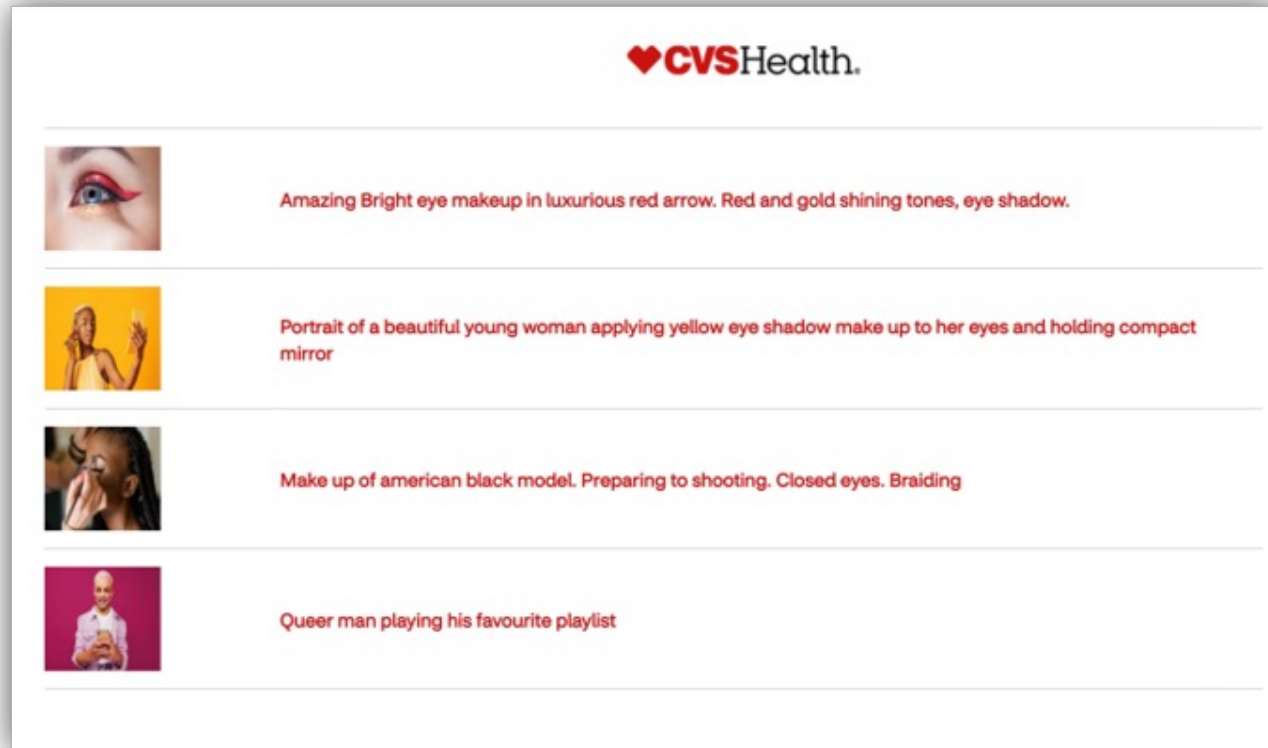
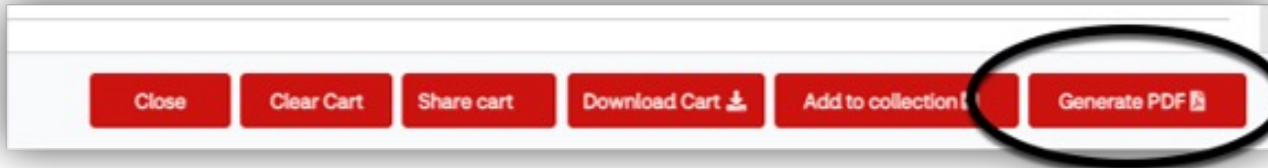
**Public Collections** have been carefully categorized and published for users by the CVS Health Assets team.

**Personal Collections** are asset albums that are specific to your account. You can create these collections by adding assets to your cart, clicking the cart icon in the upper right corner of the screen and selecting 'Add to Collections'.

# Working with assets – Add to collection, personal



# Working with assets – Contact sheet



1. To create a contact sheet you will first need to add assets to your cart.
2. Once all are added, select the cart icon in the upper right-hand corner of your screen.
3. Then choose 'Generate PDF'. A contact sheet will be downloaded directly to your computer and open in a new window.
4. Be sure to allow for pop-ups from CVS Health Assets, or your contact sheet will not download.
5. The contact sheet will provide image thumbnails and active links to the assets within CVS Health Assets.

## Tips:

- You are not able to add Restricted Assets to your cart. Restricted assets must be requested for use.
- Only add assets into the cart you want for the contact sheet. You cannot edit the cart.

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# **Section 3: Uploading**

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# Uploading – Upload Assets Overview

To begin uploading, click **UPLOAD ASSETS** from the top navigation bar.

This will bring you to the Uploads overview page.

The overview page provides users with guidelines for file naming conventions, links to information for beauty model uploads, and approval details.

Included on the overview page are direct links to each of the various uploading option forms.

**PLEASE NOTE:** There are very specific requirements when naming your files for upload. File names that do not adhere to these guidelines will be unable to upload. You will receive an error message when trying to add your files to the upload box. [See page 53](#) for a list of all file naming requirements.

The screenshot shows the CVS Health 'Upload Assets' page. At the top, there is a navigation bar with the CVS Health logo on the left and links for 'UPLOAD ASSETS', 'MY UPLOADS', 'SUBMIT REQUEST', 'HELP', and 'MY PROFILE' on the right. A user profile icon and 'Hello, vendor Log out' are also visible. Below the navigation bar, the page title is 'Upload Assets'. A brief introduction explains that users should refer to submission requirements on individual upload pages and that completed assets can be found on the 'MY UPLOADS' page. A red warning section titled 'File Naming Conventions' states that non-compliant assets will be rejected. It lists guidelines for consistent naming, character limits (under 25), date formats (YYYYMMDD), and version numbering. It also provides a list of prohibited characters and a note that file names must not contain spaces. The 'Beauty Models' section notes that all submissions must follow Beauty Mark Guidelines. The 'Timing' section states a two-business-day turnaround time. The 'Approval Status levels' section defines 'Approved' and 'Rejected' statuses. At the bottom, there is a list of 'Upload Submission Options' with links for Retail Circular, In-Store Signs/Planogram (POG), Loyalty & Personalization, CMX, CVS.com, Retail Marketing Campaigns/Merch Asset Review, and Other. The footer contains the CVS Health logo and a copyright notice for CVS Health.

# Uploading – File naming Do's and Don'ts

**File naming conventions are an important part of uploading files. Assets uploaded that do not adhere to the instructions below will not process correctly and will result in a rejected submission.**

## **DO:**

- Name all files consistently
- Keep file names simple and easy to read
- Keep file names short but descriptive (**less than 25 characters** with **no** extraneous characters or numbers)
- Use date format **YYYYMMDD**
- Include a version number (**v1** or to delineate spaces between words) where applicable

## **DO NOT:**

- Use any of the following characters in file names: \* / : [ \ \ ] | # % { } ! ? & + = ( ) < > " ' ~ `
- Use any foreign characters such as: š Š à è ì ò ù æ Æ ã ñ ã ó á é í ó ú ý ä ë ï ö ü ÿ
- Use spaces in file names. File names with more than one word should use an underscore (**\_**) or a dash (**-**) to delineate spaces between words

# Uploading – Upload options explained

Please see [Section 4: Upload Requirements](#) for additional program requirement information.

- [Retail Circular](#): Upload product images, vendor-owned photography or stock assets, brand logos, etc. to be used in our retail circular ads
- [In-Store Signs/Planogram \(POG\)](#): Upload creative files and associated images, logos and other assets to be used in CVS Retail store signing
- [Loyalty & Personalization](#): Upload product images, vendor-owned photography or stock assets, brand logos, etc. to be used in our Direct Mail and Email marketing materials
- [CMX](#): CVS Media Exchange - allows the internal teams to create and push banners to externally facing sites
- [CVS.com](#) : Upload product images that will be used only on cvs.com
- [Retail Marketing Campaigns/Merch Asset Review](#): Uploads available for marketing partners to review and choose to be input into CVS projects. Assets are for review only and will have to be uploaded under the deliverable asset type for approval
- [Other](#): If no other options for your submission seem appropriate, you may use this form

**All uploads that contain beauty models must go through a separate Beauty Model review to ensure the images meet all requirements as noted in our Beauty Mark style guide.**

# Uploading – Upload Assets Form

There are a variety of upload options to select from. [See page 54](#) for a list of each option.

Each option has a dedicated upload page which includes a form with specific asset related fields to fill out, and a drag and drop bar in which to add the assets.

Some upload forms may include specific instructions or guidance on upload requirements such as allowed file types, color profiles, sizes etc.

Some upload options may require the user to digitally sign their name in the specified box to confirm that they have read, understood, and will adhere to all of the listed requirements

**CVSHealth.** UPLOAD ASSETS MY UPLOADS SUBMIT REQUEST HELP MY PROFILE Hello, vendor Log out

## In Store Sign/ Planogram Asset Upload

Home > Upload Assets > In-Store Signs/Planogram Asset Upload

Asset Type  
In-Store Signs/Planogram

**Instructions :**  
Please package all fonts, links and Adobe files into 1 zip file. Submissions that do not meet these requirements will be rejected.

**Option 1**

- Adobe Illustrator CS6 or CC format
- Please supply 2 Illustrator files:
- A "Live" Illustrator file. Please include all fonts and links
- An outlined Illustrator file
- Photo Requirements: .JPG, EPS, TIFF or layered PSD. All images should be 300 dpi, full size.
- Logo File Format: Adobe Illustrator (outlined) and a high-resolution PDF with crop marks and bleed.
- All assets must be submitted in CMYK color mode.

**SKU IMAGES FOR USE BY CVS CREATIVE TEAMS**

- .JPG, .PSD, or .PNG files
- All images should be 300 dpi, full size
- Assets must be CMYK. Spot color will be rejected.

**Option 2**

- Adobe InDesign CS6 or CC format
- Document Fonts
- Links
- Photo Requirements: .JPG, EPS, TIFF or layered PSD. All images should be 300 dpi, full size.
- Logo File Format: Adobe Illustrator (outlined) and a high-resolution PDF with crop marks and bleed.
- All assets must be submitted in CMYK color mode.

**LOGO FILES FOR USE BY CVS CREATIVE TEAMS**

- If submitting logo assets, please package into one .zip file.
- Outlined .AI file of logo/PDF of logo with crop marks and bleeds
- Assets must be CMYK. Spot color will be rejected.

# Uploading – Filling out fields and adding assets

Each upload option will have submission-related fields that are required to be filled out.

Once all fields have been fully filled out, you can either drag and drop your files into the gray uploads bar at the bottom of the page or use the Browse option to select files from your desktop.

If there are any issues with the files including bad file types or files with incorrect characters in the name, you will receive an error and be unable to proceed.

Once all assets have been added to the uploads bar, click the red 'Upload' button to complete your submission.

As your files are being uploaded, you will see a progress bar, and an upload success notice if all assets were uploaded, or an error message if they were not able to be processed.

Assets can be uploaded in batches. Select these batches carefully, as all assets in a batch will have the same information applied on upload.

If this is not the intention, assets with different information should be uploaded individually.

The screenshot displays a web form for uploading assets. The form includes the following fields and sections:

- Project Name:** A text input field.
- Project Number:** A text input field.
- In-Store Date:** A date input field with a calendar icon and a placeholder 'mm/dd/yyyy'.
- Number of Signage Elements:** A text input field.
- Who is printing sign?:** Radio buttons for 'CVS' and 'Vendor'.
- Planogram Team Contact:** A dropdown menu with '--select--'.
- Planogram Sign Type:** A dropdown menu with '--select--'.
- Planogram Sign Sizes:** A large text area for listing sign sizes.
- Planogram Sign CVS Assigned Part Numbers:** A large text area for listing assigned part numbers.
- Planogram Sign Names:** A large text area for listing sign names.
- Vendor Information:** A section header followed by:
  - Vendor Name:** A text input field with placeholder 'Enter Vendor Name'.
  - Agency (if uploading on behalf of vendor):** A text input field.
  - List All CVS Health Business Partners:** A large text area.

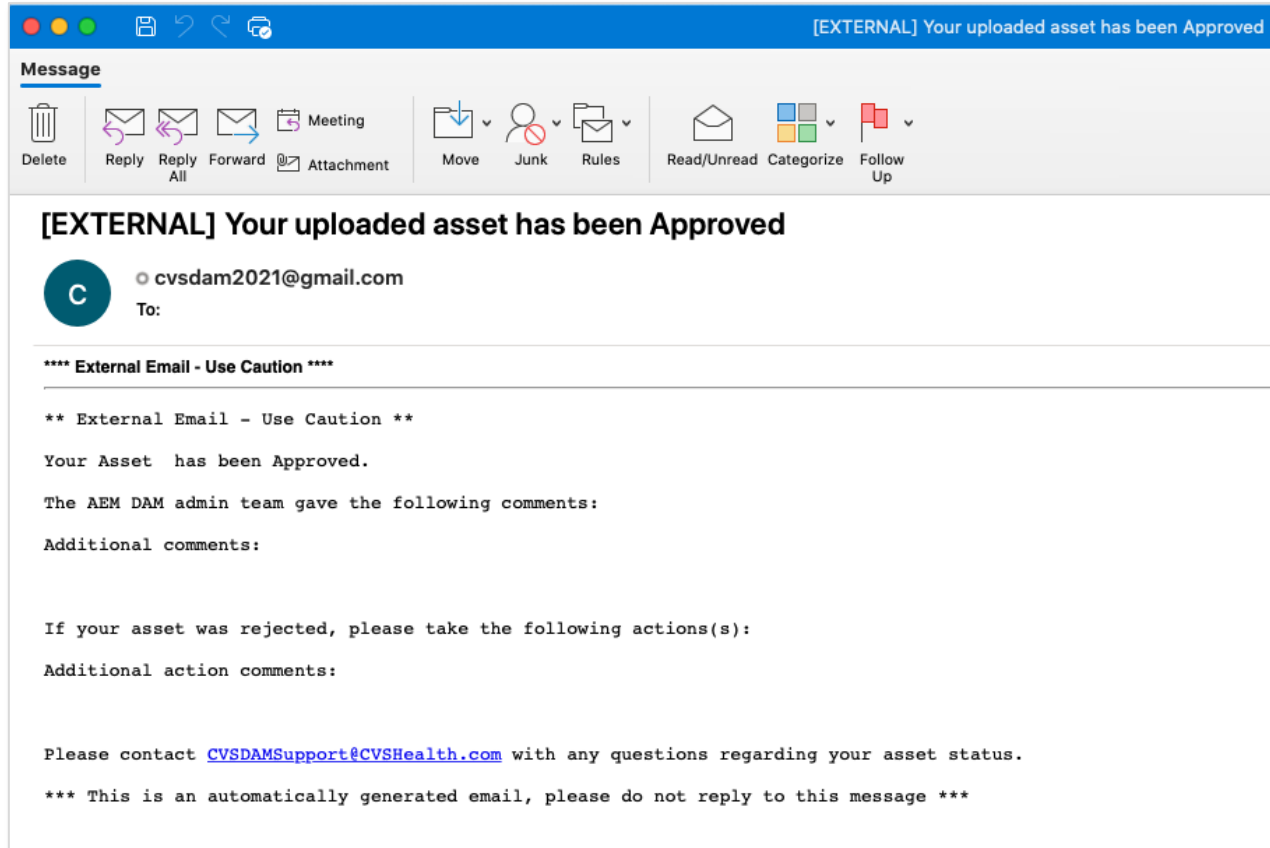
At the bottom of the form, there is a gray bar with the text 'Drag & Drop your files or Browse' and a red 'Upload' button with a small icon.

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# Uploading – Overview of asset review process

- Once you have received a message on the page that your uploads were successful, this is your confirmation that you have completed your submission.
- The CVS DAM Admin team will receive these submissions and review the assets to ensure they meet all of the specified requirements for that submission type.
- If there are no issues, they will approve the submission and you will receive a confirmation notice. You will also see your uploaded files with their approval status located on your My Uploads page.
- A status of '**Approved**' means your assets have been published for use and are now available to CVS Health creative and marketing teams.
- A status of '**Rejected**' means that one or more of your uploaded assets did not meet the specified requirements and will need to be corrected and re-uploaded.
- In both approval status', the uploader will receive an automated email to inform you of the status. [See page 58](#) for an example approval email.
- A rejected submission email will provide the uploader with any items that require updating.
- A rejected submission will continue this cycle until it receives an '**Approved**' status.
- For any questions regarding a submission **EXCEPT** for Circular, please contact [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com)
- **For all Circular submissions, you must contact [Circular.Creative@CVSHealth.com](mailto:Circular.Creative@CVSHealth.com)**

# Uploading – Asset approval email



# Uploading – My Uploads

1. The **My uploads** page will provide users with a list of all files they have uploaded. It will also provide you with the date of your upload and will show the approval status.
2. If you receive an approval status, you can use the **ACTIONS** dropdown menu to share with your CVS business partners.
3. To share individual assets in bulk, use the 'Add to cart' option under the **ACTIONS** menu. This will add all selections to the shopping cart icon in the top right corner of the page. You can then share your entire cart with a CVS business partner.
4. **PLEASE NOTE:** Sharing uploads from one submission **DOES NOT** constitute an official submission for a different option.
5. For example, if you upload for **Circular**, and then share the files from My Uploads to the **Loyalty & Personalization** team, that is **NOT** considered an actual submission. Each submission, even if the assets are identical **MUST** be submitted individually using the appropriate submission form.

**CVSHealth** | UPLOAD ASSETS | **MY UPLOADS** | SUBMIT REQUEST | HELP | MY PROFILE | | Hello, vendor | Log out |

**My uploaded assets**

[Home](#) > [Upload Assets](#) > [My Uploads](#)

PREVIEW	NAME	TYPE	EXPIRATION	UPLOAD DATE	APPROVAL STATUS	ACTIONS
	TEST - Red text on typography background - 3D rendered royalty free stock image. This image can be used for an online website banner ad or a print postcard.	IN-STORE-SIGNING		2021-12-02	APPROVED	ACTIONS
	TEST - Red text on typography background - 3D rendered royalty free stock image. This image can be used for an online website banner ad or a print postcard.	RETAIL-CIRCULAR-ASSETS		2021-12-02	REJECTED	ACTIONS
	This is an Example on white torn paper	CMX		2021-12-02	APPROVED	ACTIONS
		OTHER		2021-12-02	APPROVED	ACTIONS
		OTHER		2021-12-02	REJECTED	ACTIONS
		OTHER		2021-12-02	APPROVED	ACTIONS
	TEST - Red text on typography background - 3D rendered royalty free stock image. This image can be used for an online website banner ad or a print postcard.	IN-STORE-SIGNS		2021-12-01	APPROVED	ACTIONS

**CVSHealth** | ©Copyright CVS Health



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# **Section 4: Upload Requirements**

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# Circular Requirements Acknowledgment

Vendors must review the [Circular Submission Handbook](#) for all requirements.

All submissions must be uploaded in its entirety by 4pm EST of the ad date's deadline. Submissions uploaded after 4pm EST of due date will be rejected.

Please note that CVS Creative Team reserves the right to edit vendor's content, so we can comply with CVS Health Brand Standards.

## General guidelines for submitting assets:

- **Ad date:** Name your zip file starting with ad date. PLEASE NOTE: your file will be rejected if not properly named.
- **CVS SKU Numbers:** CVS SKU numbers must accompany your submission within the InDesign layout, an Excel spreadsheet, or a reference PDF.
- **Models:** Photography containing models must have a [Beauty Unaltered or Digitally Altered mark](#) prior to being uploaded. If the asset is a beauty model it will need to follow the [Beauty Mark guidelines](#) and submitted for review with the CVS DAM Team prior to Circular Approval.
- **Layouts:** InDesign files only.
- **Fonts:** Do not upload font files. All fonts will be converted to the CVS Health font.
- **Multiple ad date usage:** Assets appearing in multiple ads must be submitted separately and named by each ad date.

## All Artwork:

- **Photography:** 5" longest side, not including background, in JPG, TIFF, PDS, or EPS formats.
- **Logos, backgrounds and supporting artwork:** Submissions containing logos, backgrounds and supporting artwork needs to be reviewed prior to upload. Email a pdf of layout prior to upload for review to [Circular.Creative@CVSHealth.com](mailto:Circular.Creative@CVSHealth.com). Artwork may be rejected if not submitted for review.
- All images/artwork need to be separated into individual files within your zip file.
- 300 DPI
- CMYK
- Email pdfs of logos and background imagery prior to upload for review to [Circular.Creative@CVSHealth.com](mailto:Circular.Creative@CVSHealth.com). Artwork may be rejected if not submitted for review.

Due to our tight production schedule, deadlines are strictly enforced. ALL resubmissions due to rejection are still subject to original deadlines.

**All digital submissions are REQUIRED to be accompanied by a live product sample, sent to our in-house photo studio.**

Product sample(s) must be sent to:  
Paul Shelasky  
1026 Park East Drive  
Woonsocket, RI 02895

# Requirements for In-Store Signs/Planogram

Please review all requirements for submitting prior to uploading files. Submissions that do not meet all requirements including those from one of the two submission options will be rejected.

## Option 1

- Adobe Illustrator CS6 or CC format
- Please supply **2** illustrator files:
  - A “Live” Illustrator file. Please include all fonts and links
  - An outlined Illustrator file
- **Photo Requirements:** JPG, EPS, TIFF or layered PSD. All images should be **300 dpi, full size.**
- **Logo File Format:** Adobe Illustrator (outlined) and a high-resolution PDF with crop marks and bleed.
- **All assets must be submitted in CMYK color mode.**

## Option 2

- Adobe InDesign CS6 or CC format
- Document Fonts
- Links
- **Photo Requirements:** JPG, EPS, TIFF or layered PSD. All images should be **300 dpi, full size.**
- **Logo File Format:** Adobe Illustrator (outlined) and a high-resolution PDF with crop marks and bleed.
- **All assets must be submitted in CMYK color mode**

## Image and Asset Requirements:

- All image files must be provided as one of the following file types: JPG, EPS, TIFF or layered PSD
- All image files must be 300 dpi, full size
- All files including working files, images and logos must use CMYK color profile
- All logo files must be supplied as an outlined Adobe Illustrator file - this file must be a vector file and not just a placed image in the file
- If the assets have beauty models it will need to follow the [Beauty Mark guidelines](#) and submitted as a layered PSD file.
- All files need to be packaged into **ONE** zip file for uploading

# Requirements for New In-Store Sign/Planogram: Digital Screens Strategy

Please review all requirements for submitting prior to uploading files. The requirements listed below will be for digital screens only. Submissions that do not meet all requirements below will be rejected.

- All assets must be 144 DPI or higher
- All assets must be 1920px or higher, on the longest side
- All assets must be submitted in RGB color mode
- File formats: PNG, JPG, EPS, TIF, PSD
- If the asset is a beauty model it will need to follow the [Beauty Mark guidelines](#) and submitted as a layered PSD file
- All logo files must be supplied as an outlined Adobe Illustrator file - this file must be a vector file and not just a placed image in the file
- All files need to be packaged into ONE zip file for uploading

# Requirements for Loyalty and Personalization

Please review all requirements for submitting prior to uploading files. Submissions that do not meet all requirements will be rejected.

## All assets uploaded for L&P should include the following:

- Uploads for either channel type must have a transparent background.
- No shadows or product reflections to be used unless provided in a layered file with silhouetted product.
- No silhouetting for beauty model photography.
- Brand logos can be any color but should be a layered Adobe Illustrator file and on a white background. We cannot use knockout logos.
- White logos, badges, and any graphic element cannot be utilized within creative pieces.
- Product photography must be shot straight on; no angled stylized photography.
- If the asset is a beauty model it will need to follow the [Beauty Mark guidelines](#) and submitted as a layered PSD file.

## Email Only

- All Email assets can be submitted as a .PNG or .PSD file and at 72 DPI.
- All Email assets must be submitted using RGB color profile.

## Direct Mail Only

- All Direct Mail assets must be submitted as a layered .PSD file and are required to be no less than 300 DPI. No flattened artwork can be used.
- All Direct Mail assets must be submitted using CMYK color profile.

## Email & Direct Mail

- If you are submitting assets for both Direct Mail and Email, all assets are required to be no less than 300 DPI.

**ZIP files are NOT an acceptable format to upload for this program. Assets must be uploaded as individual files and can be uploaded under one submission form if all the assets fall under the same channel. Please submit separately if uploading for multiple channels since the requirements are different.**

# CMX Requirements

The following requirements **must** be met in order for your submission to be accepted:

- All CMX assets must be submitted as layered .PSD files
- All assets must be uploaded at a minimum of 144 dpi
- All assets must be uploaded at their final display sizes
- If the asset is a beauty model it will need to follow the [Beauty Mark guidelines](#) and submitted as a layered PSD file.
- ALL beauty model imagery must have either the [Beauty Unaltered or Digitally Altered mark](#)

# CVS.COM Requirements

The following requirements **must** be met in order for your submission to be accepted:

- All assets must be submitted as .JPG files
- All assets must be 1500x1500px
- If the asset is a beauty model it will need to follow the [Beauty Mark guidelines](#) and submitted as a layered PSD file.
- ALL beauty model imagery must have either the [Beauty Unaltered or Digitally Altered mark](#)

# Retail Marketing Campaign Requirements

All assets being uploaded for retail marketing campaigns are **required to be no less than 300 DPI**. Assets that are smaller than that will be rejected.

These assets are for marketing partner review only and **will not** be used in any final marketing materials.



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# **Section 5: Submit Requests**

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# Submitting Requests – Request types

**CVS Health Assets offers a variety of request forms for our colleagues and agency partners. These requests are submitted to the Administration team to fulfill. Request forms currently utilize the same form type as uploading assets.**

- **Training Request:** Request a full training course on CVS Health Assets, or indicate a specific topic you want to learn more about
- **General/Technical Support Request:** Search assistance, general questions and support with any technical issues
- **Restricted Asset Request Request:** This was a previously available form that has been integrated into the site via download options.

Submitting a request is similar to uploading assets. There are fields in which to fill out to provide the DAM admins the proper information in order to fulfill your request.

Please note that the current request process is temporary. An official process and request form will be available in early 2022. The current process does require the requestor to upload a file with their request. This is only due to the fact that we are reusing our uploading form. For your convenience, we have provided a link on the request page that you can download to your desktop and then use as as your 'request upload' - we thank you for your patience while we continue to build out more functionality within the site.

