



CVS Health Assets Training Guide Vendors

June 2024



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Section 1:
Site Overview

Site Overview – Accessing Vendor Portal

The initial page once logged in provides two access points. For vendors, you will click on the “Access Vendor Portal” link in the bottom right to view upload forms, selected logos and marks, and Beauty Unaltered Compliance information.

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 – Homepage

The homepage provides access to a navigation bar, download inbox, searching, news & updates for users, and featured logos & marks for quick access.

CVSHealth. UPLOAD ASSETS MY UPLOADS SUBMIT REQUEST HELP COLLECTIONS Hello, Lindsay Sche...
Log out

Welcome to CVS Health Assets

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.

News and Updates:

The CVS Health Assets team is excited to announce updated functionalities and features now available on CVS Health Assets as a Cloud Service.

[Click here to read our CVS Health Assets Release Notes >](#)

Upcoming Office Hour Sessions

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.

[Click here to register for a session>](#)

CVS® Retail Marketing Programs

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.

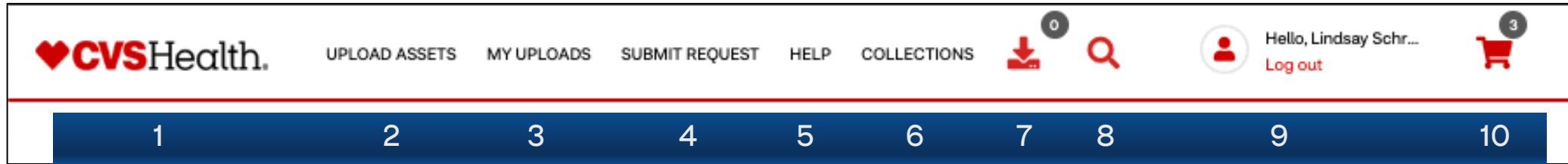
To learn more about each project type, and the different asset requirements, click the links below:

- [Circular >](#)
- [Loyalty & Personalization >](#)
- [Planogram/In-Store Signs >](#)
- [CMX >](#)
- [CVS.com >](#)
- [Social Media >](#)
- [Retail Marketing Campaigns >](#)

CVS Health Brand Assets

- [Access Beauty Mark Compliance >](#)
- [Access Beauty Mark and Digitally Altered Wordmark >](#)
- [Access CVS Pharmacy Logos >](#)

Site Overview - Navigation

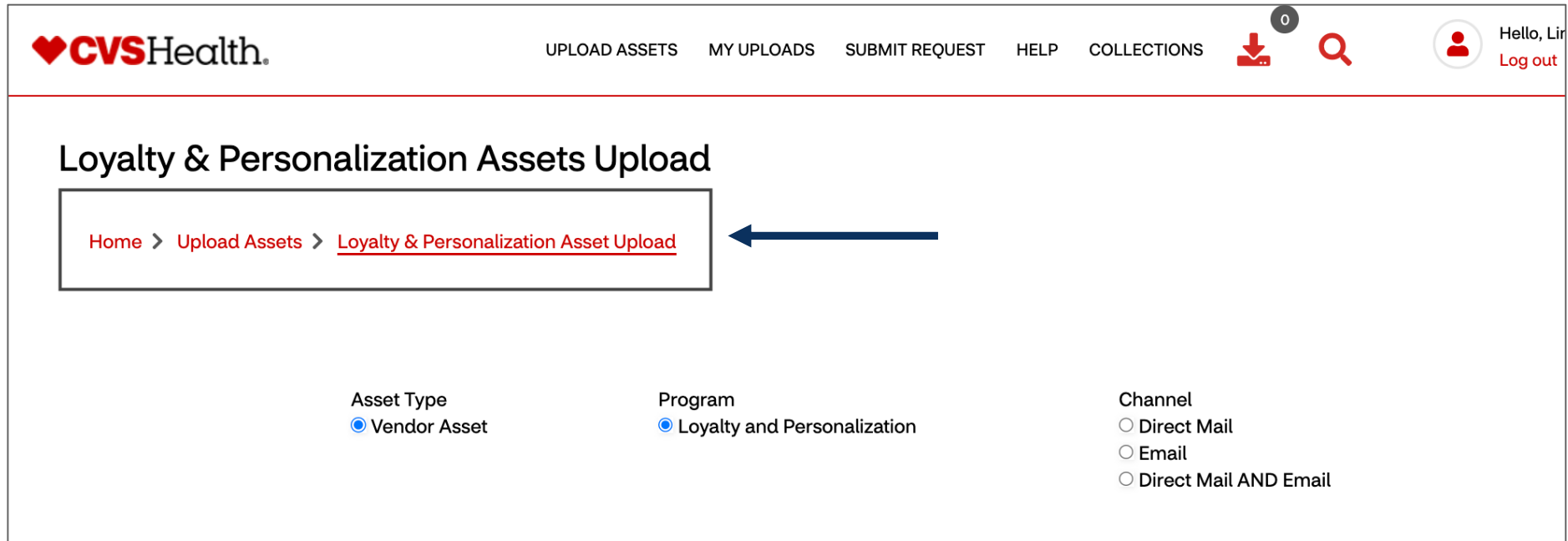


CVS Health Assets features a top navigation bar that will be your primary navigation source throughout the site.

- 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 displays 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', and 'COLLECTIONS'. On the right side of the navigation bar, there are icons for a download (with a '0' notification), a search magnifying glass, and a user profile icon with the text 'Hello, Lir' and 'Log out'.

The main content area features the heading 'Loyalty & Personalization Assets Upload'. Below this heading is a breadcrumb trail: 'Home > Upload Assets > Loyalty & Personalization Asset Upload'. A blue arrow points from the right towards the final breadcrumb link.

Below the breadcrumb trail are three filter sections:

- Asset Type**
 - Vendor Asset
- Program**
 - Loyalty and Personalization
- Channel**
 - Direct Mail
 - Email
 - Direct Mail AND Email



Section 2: Uploading

Uploading – Upload Assets Overview

Asset Submission Process

1. Upload asset submissions to corresponding form; following program-specific requirements for approval. Submissions after 3 pm EST may not be reviewed until next day.
2. CVS Health Assets Team reviews asset submission. Approval is based off form-specific requirements. Review Turnaround time is 1-2 business days.
3. Once review process is complete, the user's approval status in "My Uploads" will change to "APPROVED" or "REJECTED".
4. An automated email will be sent to the uploader with approval status. If the asset was rejected, this email will provide an explanation and next steps for re-submission.

Please note that the review email will come from the following email address: cvsdam2021@gmail.com. If you have any questions for us, please contact CVSDAMSupport@CVSHealth.com

If you are not receiving the review emails, you may need to check junk folders or confirm with your organizations IT department that the address is unblocked or not marked as spam.

Circular submission uploads are reviewed by the Circular Administration team, Circular.Creative@cvshealth.com. All other uploads are reviewed by the DAM Administration team.

Beauty Mark Compliance

If your submission contains a beauty model(s), you will need to comply with CVS Beauty Mark Compliance before uploading. For additional resources on Beauty Mark Compliance and access to the Beauty Mark, [click here](#). For more information and application examples, please read our [Beauty Mark playbook](#).

Uploading – File Naming Convention Rules for Submission

- Named uniquely, identifiable, and easy to search
- Use date format YYYYMMDD
- File names with spaces cannot be uploaded. Use underscore _ or a dash - to delineate spaces between words
- Cannot contain the following special characters:

* / : [\ \] | # % { } ! ? & + = () <

> " ' ~ ` š Š à è ì ò ù æ Æ ã ñ ã

á é í ó ú ý ä ë ï ö ü ÿ

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

Select a program below to begin uploading your assets:

[Retail Circular >](#)

[In-Store Signs/Planogram \(POG\) >](#)

[Loyalty & Personalization >](#)

[CMX >](#)

[CVS.com >](#)

[Retail Marketing Campaigns >](#)

[Other >](#)

There are a variety of upload options to select from for both Creative Agency Partners and Vendor Partners.

Each upload form is for a specific marketing program and may include the following:

- Asset requirements for review and approval
- Metadata fields to capture usage rights, business partners, and notes
- Beauty mark guidelines and signature (if applicable – see Beauty Unaltered Compliance)
- Upload and submission button

Uploading – Filling out fields and adding assets

1. Program submission-related fields are required to be filled out.
2. Once all required fields are captured, drag and drop your files into the gray uploads bar or use the Browse option to select files from your desktop.
3. Once all assets have been added to the uploads bar, click the red 'Upload' button to complete your submission.
4. 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.
5. Assets can be uploaded in batches. Select these batches carefully, as all assets in a batch will have the same information applied on upload.
6. If this is not the intention, assets with different information should be uploaded individually.

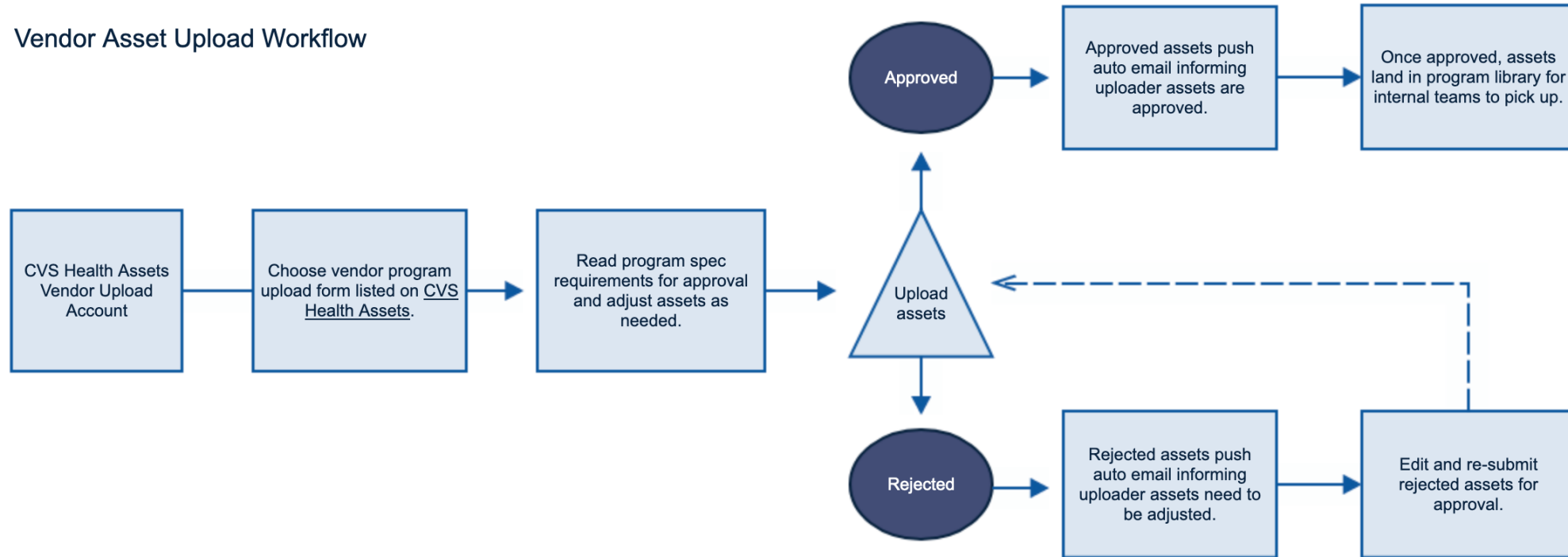
The screenshot displays a web form for uploading program submission assets. The form includes the following fields and sections:

- Project Name:** A text input field.
- Project Number:** A text input field.
- In-Store Date:** A date picker field showing '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 input.
- Planogram Sign CVS Assigned Part Numbers:** A large text area for input.
- Planogram Sign Names:** A large text area for input.
- Vendor Information:** A section header in red, 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 for input.

At the bottom of the form is a gray bar with the text 'Drag & Drop your files or Browse' and a red 'Upload' button with a right-pointing arrow. The footer contains the CVS Health logo and the text '©Copyright CVS Health'.

Uploading – Overview of asset review process

Vendor Asset Upload Workflow




For any questions regarding a submission **EXCEPT** for Circular, please contact CVSDAMSupport@CVSHealth.com

For all Circular submissions, you must contact Circular.Creative@CVSHealth.com

Uploading – Asset notification emails

The CVS DAM Team reviews vendor uploads based off the requirements for each program. You will receive an email notification if the asset(s) are approved or rejected. Rejection emails will state what needs to be adjusted for re-upload and approval.

Approval Email Example



Asset Type : vendor-assets
Sub Asset Type : loyalty-personalization

Hi,
Your upload submission containing the file listed below has been reviewed. Please reference the file name, review status, and additional comments.


Asset Id	Asset Name	Status	Comments
5a088cbb-57cd-40e4-b0e7-8f9250ef79b3	AdobeStock_324828655.jpeg	approved	approved for DM

For any questions, please reach out to
CVSDAMSupport@CVSHealth.com

Thanks,

*** This is an automatically generated email, please do not reply to this message because we have been seeing a few contacts email CVSDAM2021@gmail.com with questions.***

Rejection Email Example



Asset Type : vendor-assets
Sub Asset Type : loyalty-personalization

Hi,
Your upload submission containing the file listed below has been reviewed. Please reference the file name, review status, and additional comments.

Asset Id	Asset Name	Status	Comments
b406c698-de2a-4e91-8939-eb80c05c7f7e	AdobeStock_324828655.jpeg	rejected	TEST: Please re-upload with transparent background and 300 DPI.

For any questions, please reach out to
CVSDAMSupport@CVSHealth.com

Thanks,

*** This is an automatically generated email, please do not reply to this message because we have been seeing a few contacts email CVSDAM2021@gmail.com with questions.***

Uploading – My Uploads

1. The **My uploads** page will provide users with a list of all files they have uploaded, including the upload date and 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. **NOTE:** Sharing uploads from one submission **does not** constitute an official submission for a different option.

1

4

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.,TEST - Red text on typography background - 3D rendered royalty	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.,TEST - Red text on typography background - 3D rendered royalty	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.,TEST - Red text on typography background - 3D rendered royalty	IN-STORE-SIGNS		2021-12-01	APPROVED	ACTIONS ▾



Section 3: Upload Requirements

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

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 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

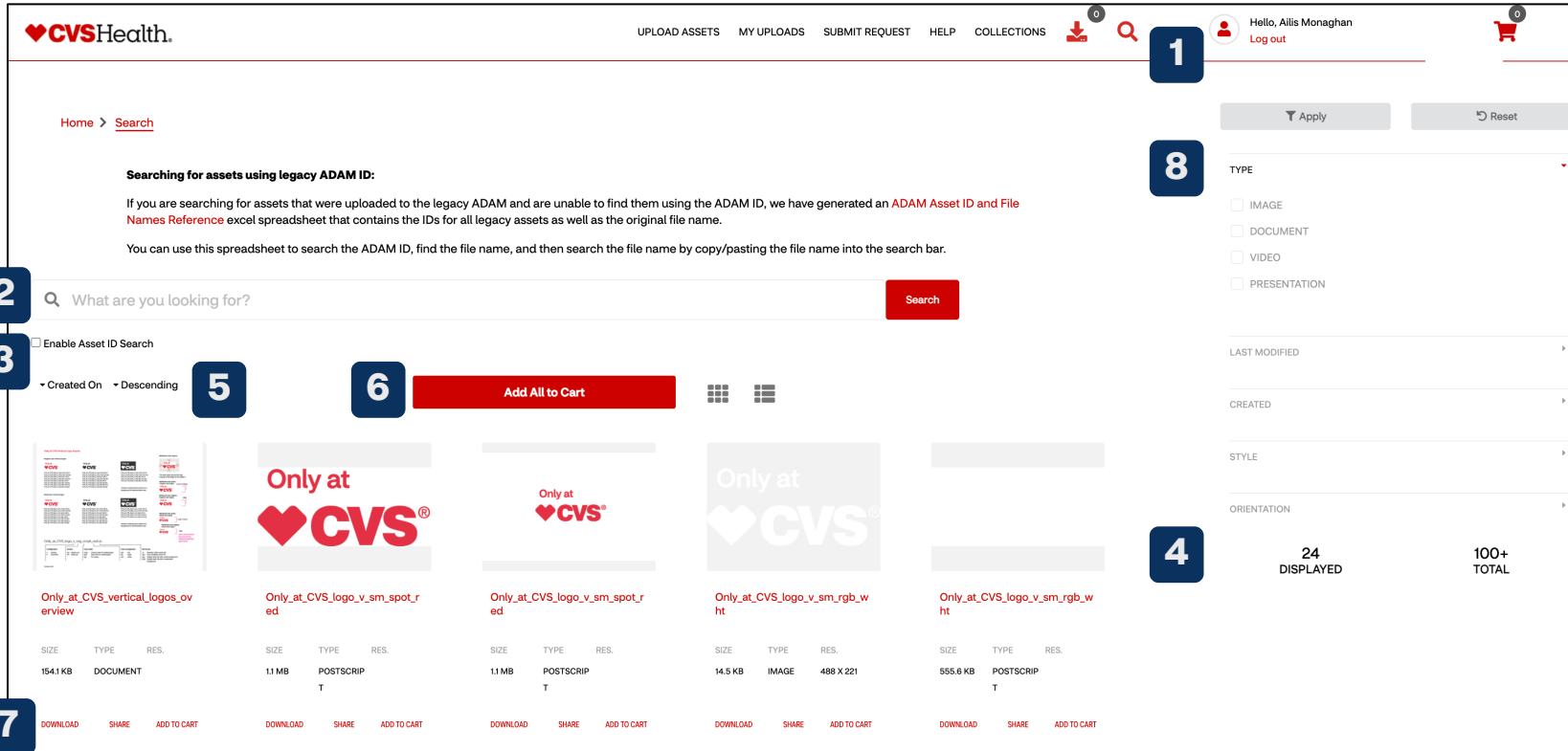
All assets being uploaded for retail marketing campaigns are **required to be no less than 300 DPI**. Assets that are smaller than that will be rejected.

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



Section 4:
Asset Discovery
& Usage Rights

Working with assets – Anatomy of the search page



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.

Please note, the only assets that will display here are CVS Health owned. Your uploaded assets will only be available in 'My Uploads'

The screenshot displays the CVS Health digital asset management 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 visible in the top right corner. 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 asset cards, each featuring 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 filter sidebar is open, showing various filter categories: '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), and 'ORIENTATION'. At the bottom of the filter sidebar, it shows '24 DISPLAYED' and '100+ TOTAL' assets.

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.

CVSHealth. UPLOAD ASSETS MY UPLOADS SUBMIT REQUEST HELP MY PROFILE Log out

Home > Search > [Asset Details](#)

< 20200224_CVS4812.jpg

ASSET TYPE brand-photography **ASSET SUB TYPE** 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 Open Use **RIGHTS OWNER** CVS Health

ALLOWED CHANNELS
All Channels Allowed

PHOTOSHOOT NAME 2020 CVS Pharmacy - Wakefield, RI **PHOTOGRAPHER** 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.

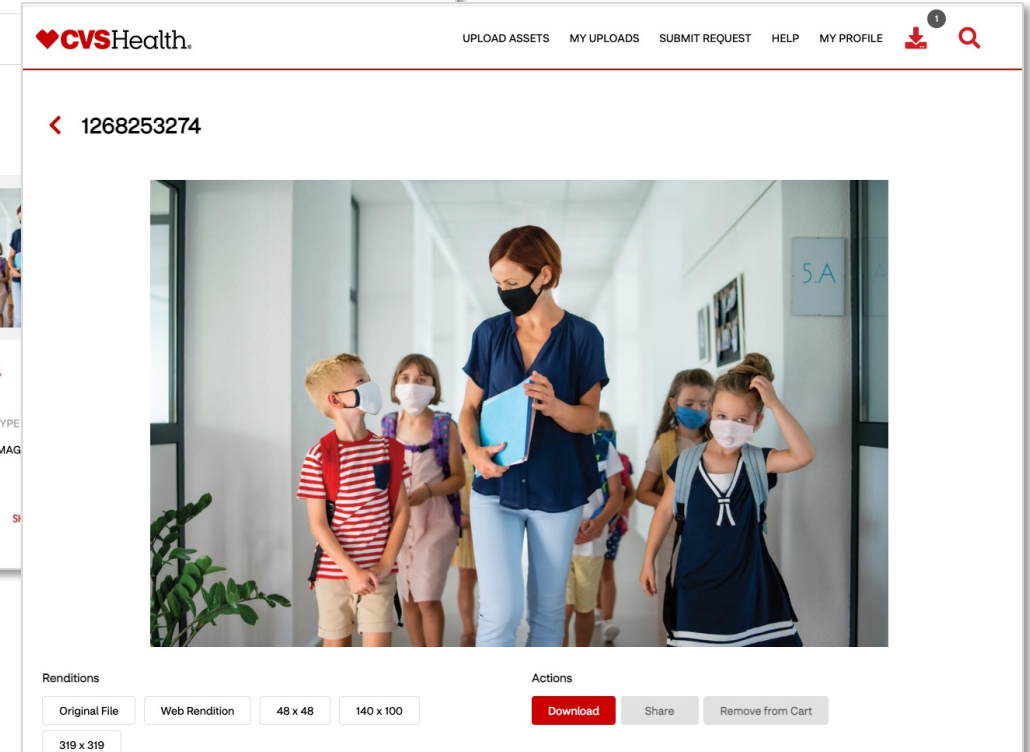
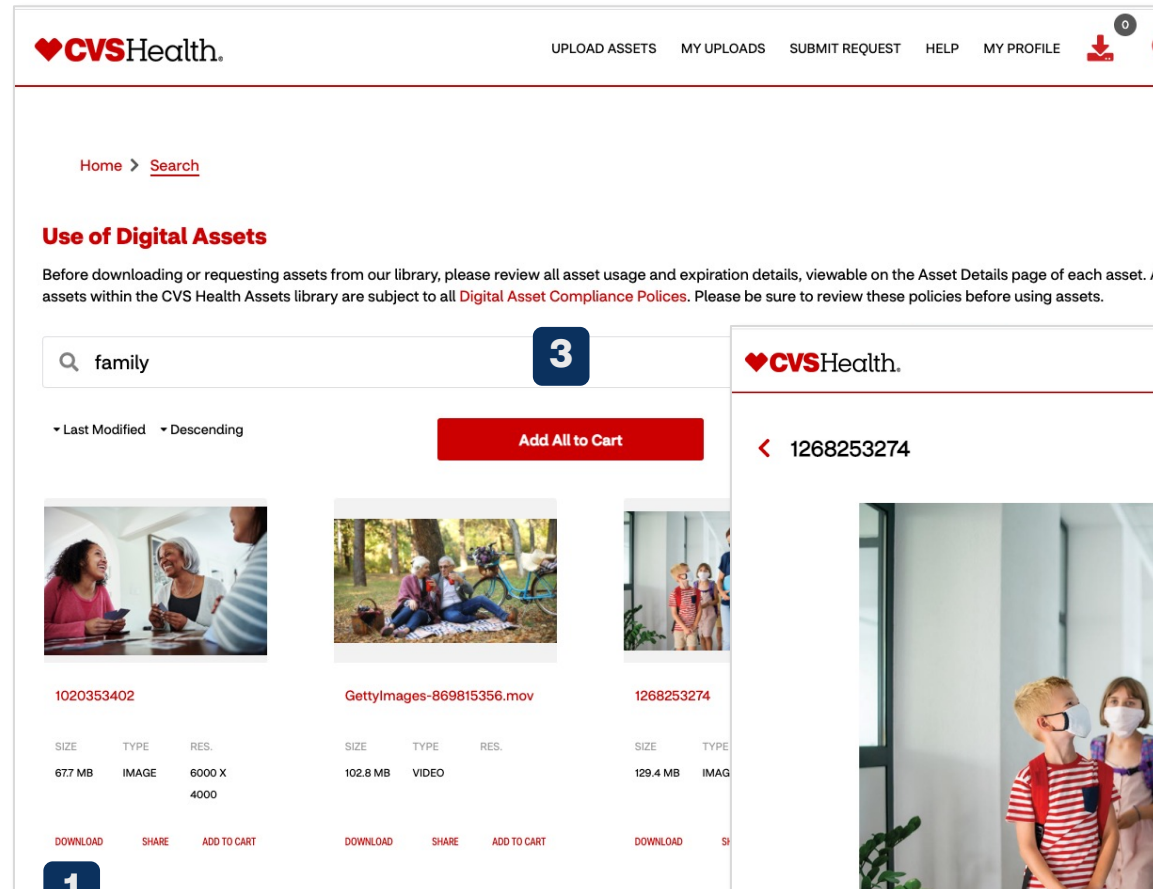
If an asset has an expiration date it must be removed from circulation prior to this date. This includes all website and social media platforms, In-Store signs and communications, direct mail or email, and internal/corporate presentations or documents.

For questions on how to extend the licensing of images, please contact our team at CVSDAMSupport@CVSHealth.com

Working with assets - Downloading

There are multiple ways of downloading assets.

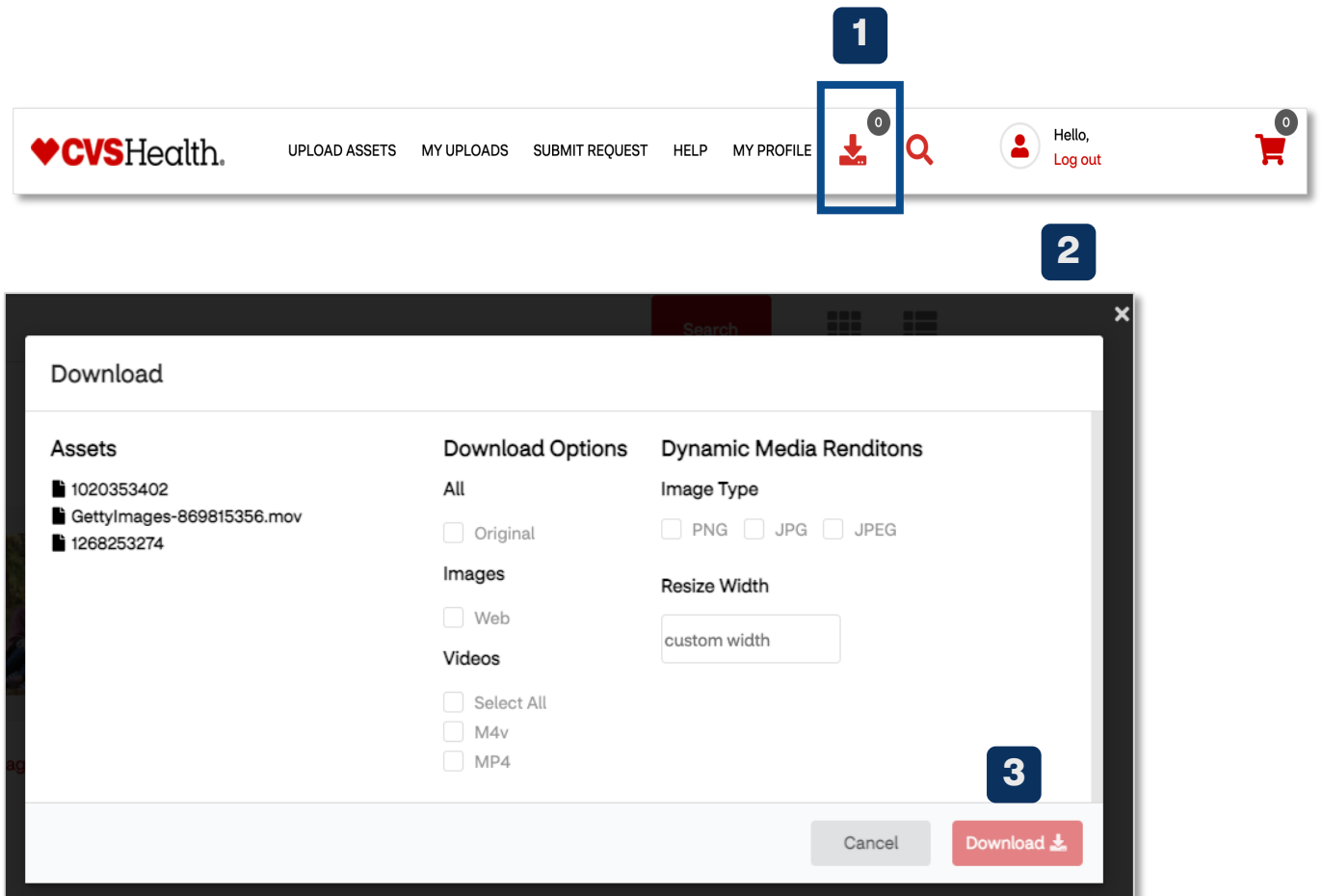
1. Users can click the “Download” link under the image preview, or the “Download” button from the asset details page, which will add the asset to the Downloads icon in the top navigation bar.
2. When you add assets to the Downloads icon, a number indicating the total assets ready for download will appear 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 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.

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

[Close](#) [Clear Downloads](#)

Working with assets – Add to cart

The screenshot shows a 'Cart' interface with the following items:

- Item 1: **Only_at_CVS_logo_v_sm_spot_red** (REMOVE)
- Item 2: **20240516_CVS_Carbon_Shot_08_backplate.jpg** (REMOVE)
- Item 3: **20240516_CVS_Carbon_Shot_06_backplate.jpg** (REMOVE)
- Item 4: **CVS-Health-Assets-Training-Guide-Vendors-Jun2024.pdf** (REMOVE)
- Item 5: **050428271193-in-front-rgb-a99b1c41.psd** (REMOVE)

At the bottom of the cart, there are six numbered buttons (1-6) corresponding to the actions listed on the right:

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

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.

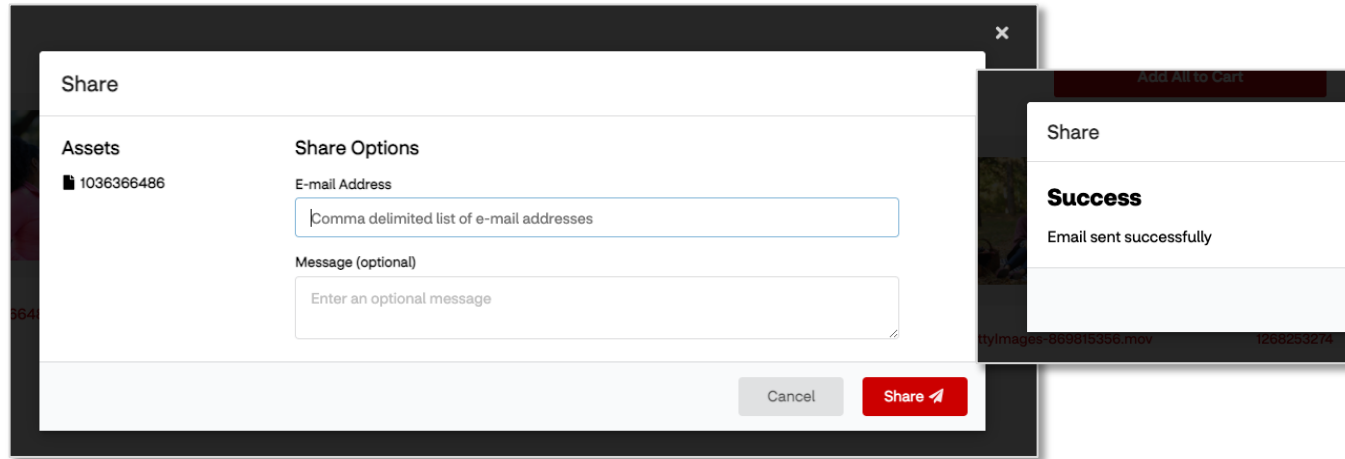
3. Share Cart - Share the cart's asset list with team members or others who have a CVS Health Asset account.

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 cart in a PDF contact sheet.

Working with assets - Sharing



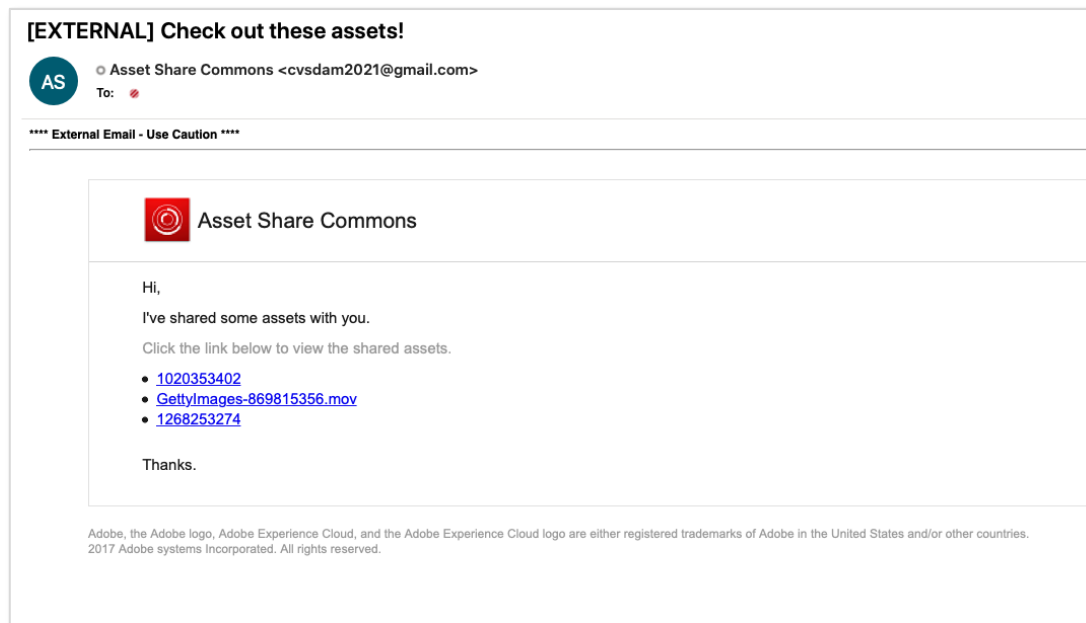
To share an individual asset, click the 'Share' link under the image preview on the search page, or the Share button on the Asset Details page.

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.

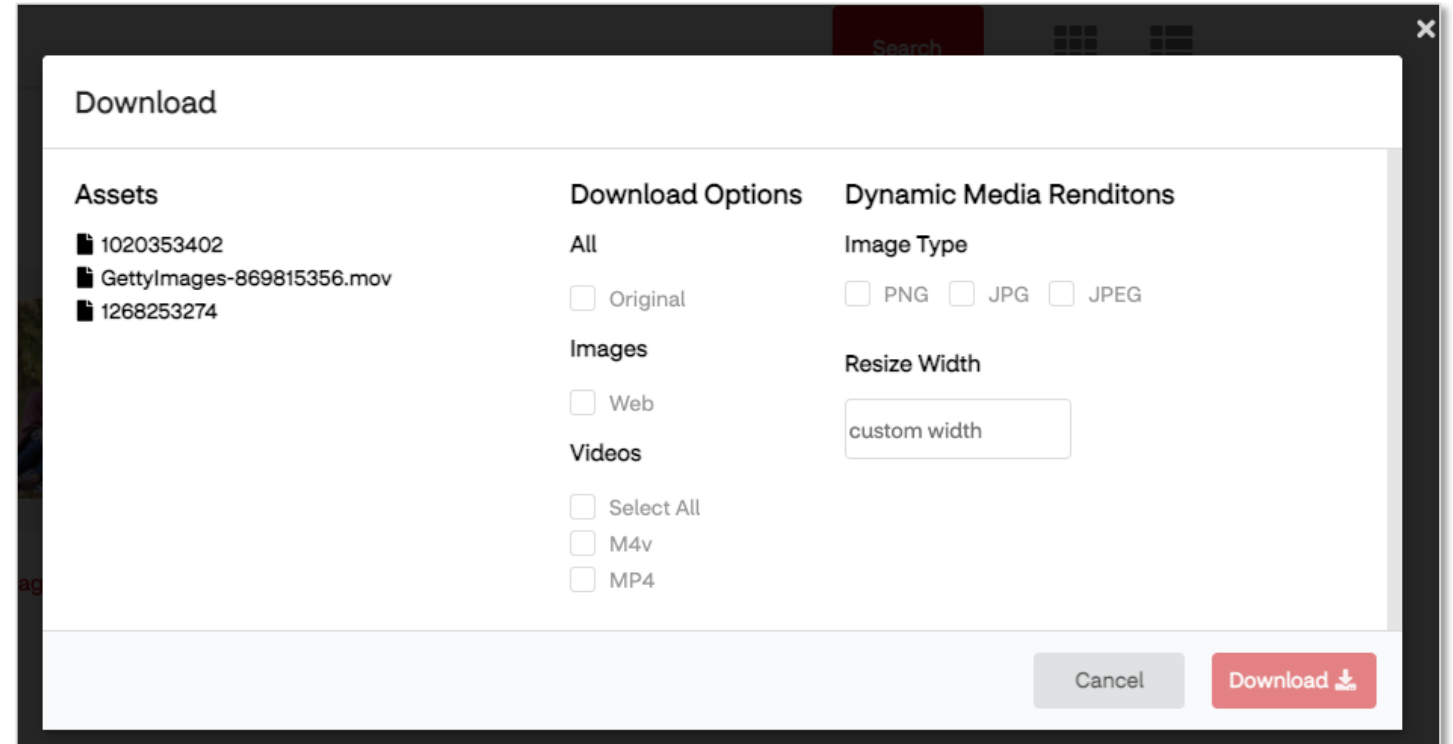
Users are not currently able to share assets directly from the application to people who are not registered users.

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.

CVS Health. UPLOAD ASSETS MY UPLOADS SUBMIT REQUEST HELP MY PROFILE Log out

Home > Search > Asset Details

< CVS Health Sans_All Files.zip

Actions
Download

CREATED BY: sling-distribution-importer
LAST MODIFIED: 19 days ago

File location
/content/dam/cvs/final/brand-graphic-assets/fonts/cvs-health-sans/CVS Health Sans_All Files.zip

ASSET TYPE
document

USAGE DETAILS
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.

LICENSING: Restricted
RIGHTS OWNER: CVS Health
Access: Access by request only

ALLOWED CHANNELS
All Channels Allowed

Download Restricted

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.

CVS Health Sans_All Files.zip

Cancel Request Access

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.

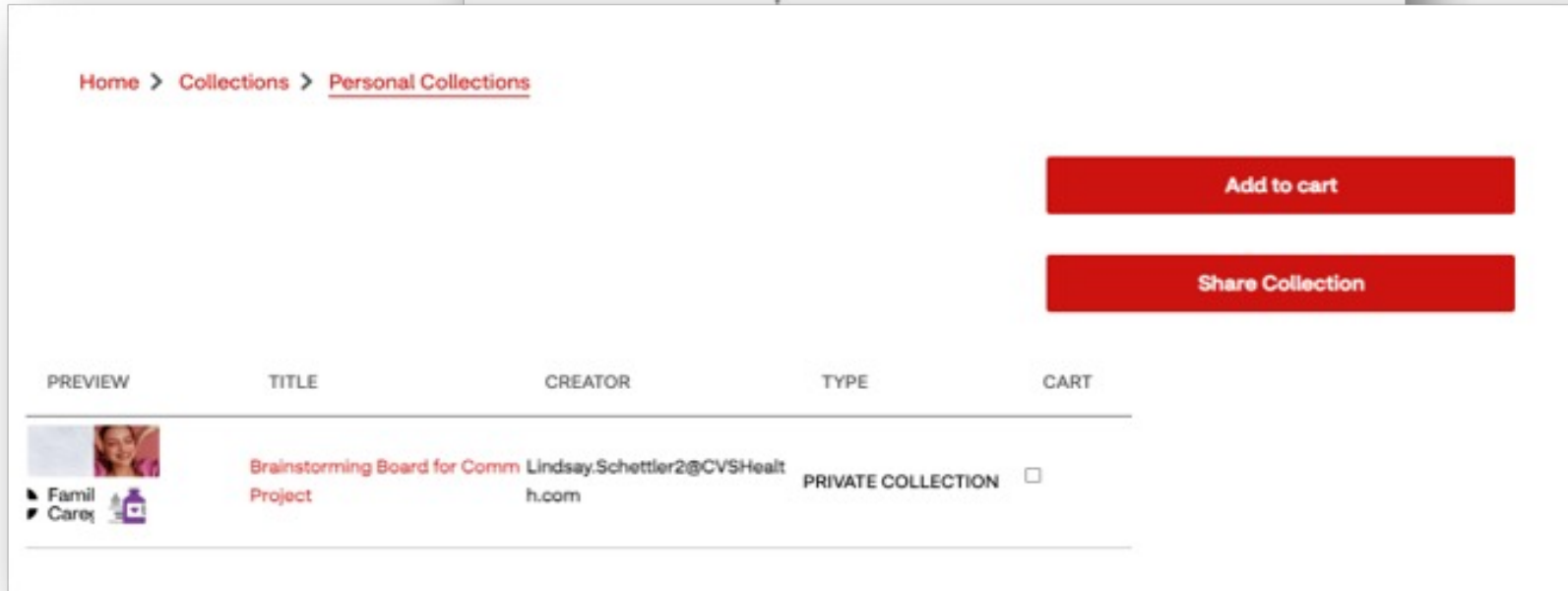
Home > [Collections](#)

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

Cart

	Only_at_CVS_logo_v_sm_spot_red	REMOVE
	20240516_CVS_Carbon_Shot_08_backplate.jpg	REMOVE
	20240516_CVS_Carbon_Shot_06_backplate.jpg	REMOVE
	CVS-Health-Assets-Training-Guide-Vendors-Jun2024.pdf	REMOVE
	050428271193-in-front-rgb-a99b1c41.psd	REMOVE

Close Clear Cart Share cart Download Cart Add to collection Generate PDF

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.



Section 5:
Submit Requests

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 because 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.



**Digital Asset &
Font Management
Compliance Policies**

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 Digital Assets Policy

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 3rd 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.

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 web font 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.

