



# CVS Health Assets Training Guide Internal

July 2024



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**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 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 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 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 Digital Asset Compliance Policy and direct them to upload their files to CVS Health Assets.

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 CVS Health Assets 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).

# Stock Asset Compliance Policies

**Departments across CVS Health are utilizing stock houses to license stock photography, music and video files. All CVS Health colleagues are required to adhere to the following stock asset compliance policies:**

All stock assets (including photography, illustration, audio and video clips) used by CVS Health and its subsidiaries must be purchased and licensed appropriately based on its intended use. License types are explained on the following page.

Stock assets are not allowed to be shared to any external agency or vendor partners unless it is expressly written in the master contract CVS Health has signed with the stock house.

# Stock Asset License Types Explained

The three main types of stock asset licensing are Royalty-Free, Rights-Managed, and Editorial Use Only.

## Royalty-Free

A Royalty-Free license allows the licensee unlimited and multiple uses of an asset, with restrictions depending on the licensing agreement.

**Perpetual**, meaning there is no expiration or end date on your rights to use the content.

**Worldwide**, meaning content can be used in any geographic territory.

**Unlimited**, meaning content can be used an unlimited number of times. Any and all media, meaning content can be used in print, in digital or in any other medium or format.

**Non-Exclusive**, meaning that you do not have exclusive rights to use the content.

## Rights-Managed

A Rights-Managed license allows the licensee to use the asset in a certain specific way, and in that way only.

Limited to the specific use, medium, period of time, print run, placement, size of content, and territory selected, and any other restrictions stated in the licensing agreement. **Non-Exclusive**, meaning that, unless otherwise indicated within the licensing agreement, the licensee does not have exclusive rights to use the asset. The same asset can be licensed to other parties.

## Editorial Use Only

Images that are marked as “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

**Editorial Use** means use relating to events, information, commentary and analyses that are newsworthy, a matter of public concern or of general interest to the public; provided that “Editorial Use” does not include any commercial, promotional, advertorial, endorsement, advertising or merchandising use, or any other use that would violate any person’s right of publicity or privacy under applicable law, absent such person’s consent.

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Other less common types of stock asset licensing are End Products and Market-Freeze.

## End Products

End Products in licensing indicates how many times you will be using the asset. For example, you can license a music track and use it in your TV ad, but you can't use the same song on your website if you haven't purchased a license with more than one use.

## Market-freeze

A Market-Freeze is typically used in relation to stock assets. Requesting a Market-Freeze through the stock house allows the licensee temporary exclusive rights to use that asset. The stock house will remove the asset from their site for as long as you need it.

## Print Runs

Print runs in licensing indicates many copies of the asset will be distributed. Most basic licenses cover up to 500,000 total copies of a downloaded or physical copy. This also covers up to 500,000 people who can view the final product.

# 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.



# Font License Types Explained

## Desktop/Print

A desktop or print font license is a basic, standard font license that applies to most of the typefaces that come on your computer or with any other software you install.

This license allows you to use the font on your computer and use it to make static images, such as designing something for print.

This applies to everything from posters to t-shirts to business cards to mugs.

## Webfont

A webfont is a font that is used online. What makes it different is that the font is formatted so that browsers can see and render it accurately.

This is often called a dynamic font, because the creator and user must have the font to see it properly.

These fonts are often embedded in the design project to ensure this works properly.

Fonts can be embedded by the designer (but most licenses do not allow for this), while others include hosted embedding (this is how most webfont services work).

## Opensource

Open-source fonts are among the top choice for digital designers. Open-source fonts are free to obtain, free to use and free to share.

This license allows for many things that others do not. It can be distributed, and it can be modified. The primary rules for us are that you do not sell and OFL typeface and give proper credit for use.

Google Fonts, for example, the site and font service used by a huge number of designers for the web, uses this type of font license.

## Commercial Use

Almost all of the previous mentioned licenses apply to personal use. Commercial use for any typeface is a whole other matter and should be handled with care; even a typeface labeled as “free download” may not always be free if used commercially.

When working on projects for clients, for example, the most common practice is for the designer to use and work with fonts that are licensed by the company.

This includes typefaces used for a company’s logo and those outlined in the company’s style guide. The thing designers have to be careful with is use – these fonts can’t be used for other clients unless they too own a license for them.



**Section 1:**  
**Site Overview**

# 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.

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

## Welcome to CVS Health Assets

Search, view and share brand photography, iconography, video, illustrations and more to help bring your communications to life

As the CVS Health brand continues to evolve, we can facilitate its growth by consistently and correctly expressing it throughout all our communication touch points. Photography, illustration and iconography play an important role in our brand. This tool provides access to these assets and tool which will allows us to share brand-compliant assets across the organization.

### Our Brand Assets

Our distinctive brand voice and visual identity basic elements are the foundations of our identity. They're the core components of our brand, helping us establish visual and verbal awareness across all communications. To learn more about our brand, visit our [CVS Health Brand Center](#), where you can find [brand guidelines](#), [brand training sessions](#), [templates](#), [tools](#) and more.

### Brand Asset Libraries

#### Logos and Brand Marks

The foundation of our visual identity and our first point of contact with people everywhere

[Access logos & marks >](#)

#### CVS Health Heart Art

Expressions of our care and commitment to the people we serve

[Access Heart Art >](#)

#### Illustration

A proprietary style, used for storytelling and visual interest

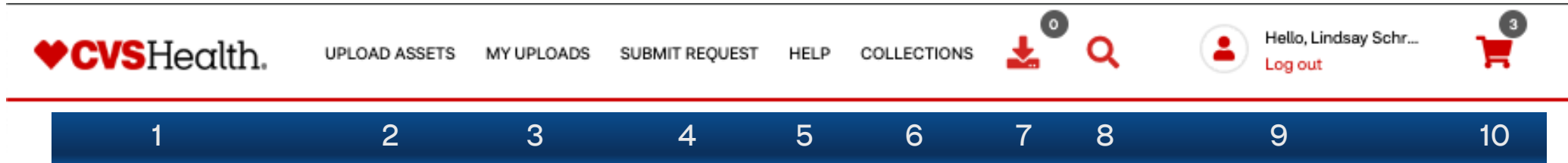
[Access Illustrations >](#)

#### Pictograms

Simple depictions of objects used for information and infographics

[Access Pictograms >](#)

# Site Overview - Navigation




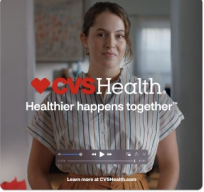



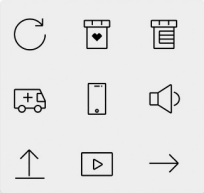
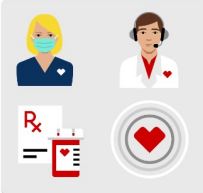
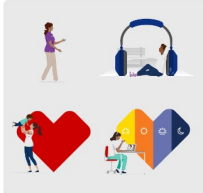


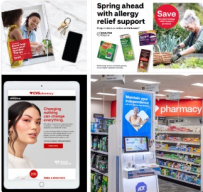

CVS Health Assets features a top navigation bar that will be your primary navigation source throughout the site.

- 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 – Asset Libraries

The homepage features curated libraries of all the CVS Health brand assets. Each section will contain information about the assets as well as proper application and use.

**Brand Asset Libraries**

			
<a href="#">Brand Photography &gt;</a>	<a href="#">Brand Videos &gt;</a>	<a href="#">Brand Logos and Marks &gt;</a>	<a href="#">Stock Assets &gt;</a>
			
<a href="#">Heart Art &gt;</a>	<a href="#">Iconography &gt;</a>	<a href="#">Pictograms &gt;</a>	<a href="#">Illustration &gt;</a>
			
<a href="#">Typography &gt;</a>	<a href="#">Vendor Owned Assets &gt;</a>	<a href="#">Marketing Assets &amp; Design Resources &gt;</a>	<a href="#">Expiring Assets &gt;</a>

# Site Overview – List of Libraries

CVS Health Assets has several libraries based on asset types, marketing and creative workflows, and governance. Understanding what libraries there are and what they each contain will optimize your dam experience and discoverability.

There is one overall library you can search, that is accessible in the navigation bar via the magnifying glass icon. This library will showcase all available assets in the dam but may not be the easiest to utilize for your search experience if you have an image or graphic in mind.

We encourage you to explore all the libraries to ensure an efficient and effective user experience. The specialty libraries specific to asset type or team workflows will be useful when needing to find the most accurate results for your project needs. Each specialty library contains custom filters to help you get to what you need. Not seeing any results? Please contact [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com) and we can help troubleshoot and adapt the search experience.

We will break out each asset library category on the homepage, explaining what is available.

# Brand Photography Libraries



**Brand Photography** >

There are three main libraries available in the Brand Photography category. Each library has its own customized filters to enhance discoverability.

## **Brand Photography Library**

Holds CVS Health branded photoshoots curated by the CVS Production Team and various collaborative partnerships with external agencies.

## **Edit Gallery**

Holds additional FPO assets from our CVS brand photoshoots. Please note these assets are FPO and not final. They should not be utilized in final asset delivery and color correction is required.

## **Stylized Product Photography**

Holds CVS Health stylized product shoots done in-house and by external agencies.

Additional shoot lists and quick links to shoots are on the [landing page](#).

# Brand Logos and Marks Library



**Brand Logos and  
Marks >**

There is one main library for the Brand Logos and Marks.

## **Brand Logos and Marks Library**

The logos and marks are organized into several categories and can be browsed via the filters on the right side:

- Enterprise Logos
- Healthier Happens Together Logos
- Colleague Resource Groups Logos
- Retail Logos
- Store Brand Logos
- Aetna Logos
- Health Care Services Logos
- Family of Companies Logos
- Signatures and Marks
- Badges and Seals



# Stock Asset Library



**Stock Assets** >

CVS Health provides access to a variety of stock asset types: photography, vector, audio, and video files. All stock assets are royalty-free and available for use in all applications.

## **Stock Asset Library**

Stock assets are not allowed to be shared with any external agency or vendor partners unless express written consent has been provided by the CVS DAM Administration team. Please contact [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com) for sharing privileges.

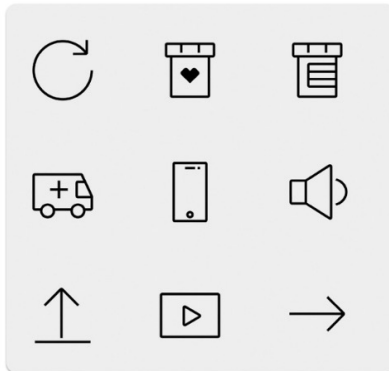
The stock photography available for download on the site meets the CVS Health unaltered imagery approach. Our library of stock photography only includes images of people who have not been digitally altered. [Learn more](#) about our unaltered imagery commitment and how to access authentic imagery for your communications.

Please review our [retired stock photography](#) to ensure you are not currently using images that may have been digitally altered and retired from use.

# Heart Art Library & Iconography Library



**Heart Art >**



**Iconography >**

The heart art have two libraries: the CVS Health heart and branded creative heart art.

## **CVS Health Heart Library**

Holds the solid and outline of the CVS Health heart that is used within the logo and on its own. [Please see guidelines for use within the Brand Center.](#)

## **Heart Art Library**

Holds the heart art expressions currently available. Some are restricted and need additional approval for use.

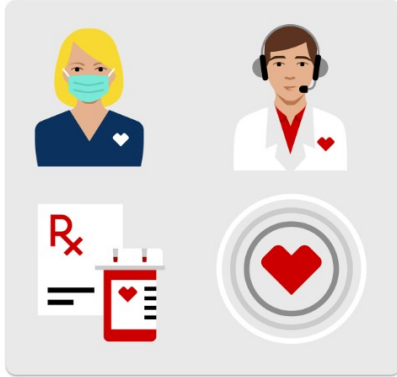
The icon library is organized into 12 categories and provides two format options: filled and outlined.

## **Iconography Library**

### **Search via “postscript” for vector files**

You can view the chosen categories and what is available in the library in the [Brand Center’s deck](#).

# Pictograms Library & Illustration Library

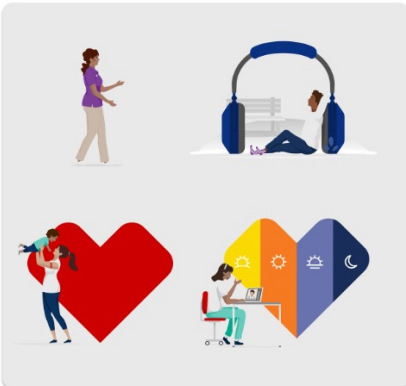


The pictogram library holds CVS Health branded pictogram assets, organized by object, people, and Heart at Work behaviors.

## [Pictogram Library](#)

Visit the [Pictogram chapter](#) within the Brand Guidelines for more information on use and application.

**Pictograms >**



The Illustration Library is restricted for designers and additional approval from the CVS DAM Team and Brand Team, including the brand training is needed to gain access. Please contact us at [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com) for additional support.

## [Illustration Library](#)

[Check out Brand Center Illustration Chapter](#)

**Illustration >**

# Brand Video and Audio Library & Typography



**Brand Videos >**



**Typography >**

## **Brand Video Library**

Holds a small selection of brand videos. Please contact [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com) if you need additional help with video resources.

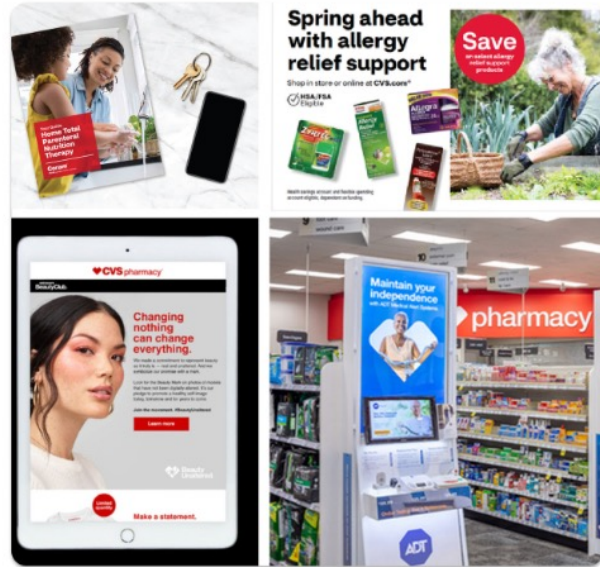
## **Brand Audio Library**

Holds a small selection of brand audio. Please contact [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com) if you need additional help with video resources.

Visit the [CVS Health Sans FAQ](#) page located on the CVS Health Brand Center for answers to frequently asked questions and guidelines for setting CVS Health Sans as your default font in Word, Excel and Outlook.

To gain access to CVS Health Sans, please contact our team at [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com) and request access to the font. Please include a rendering and information regarding the use case for CVS Health Sans.

# Marketing Assets and Design Resources



## Marketing Assets & Design Resources >

### [Marketing Assets Library](#)

The marketing assets library holds various design and creative resources used for projects.

The quick link to retail desing tools can be found in this library.

### [Color Palettes >](#)

### [In-Store Signage >](#)

### [Store Experience Rendering Library >](#)

### [Design Iconography Files >](#)

### [Design Illustration Files >](#)

### [Outline & Solid Heart >](#)

### [CVS Logo >](#)

### [CVS Health Logo >](#)

### [Production Toolkit >](#)

# Vendor Owned Assets



**Vendor Owned  
Assets >**

The vendor supplied assets available here are for use in retail creative marketing materials. Each vendor submission goes through a review and approval process before they are available for our marketing and creative teams. [Check out additional information on the landing page.](#)

Retail Marketing Vendor Programs:

[Full Vendor Asset Library >](#)

[Loyalty & Personalization Assets >](#)

[Planogram Assets >](#)

[Retail Marketing Campaigns >](#)

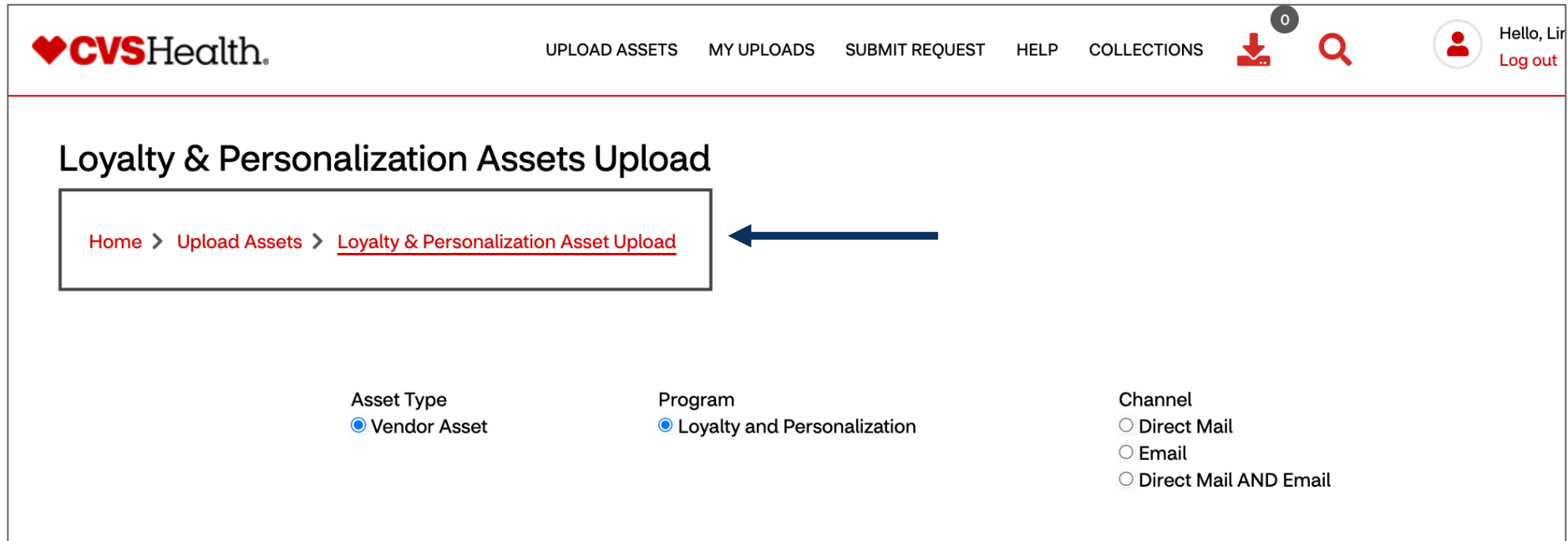
[CVS.com >](#)

[CMX >](#)

[Other >](#)

# 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.



# Site Overview – Search Filters

Specialty libraries all have curated search filters to help with discoverability and ease the search experience. These can be found on the right-side of the library search page. You can expand the filter to view the list of options to choose from by clicking on the arrow. Keep in mind that filtering can help narrow a search AND limit the results when choosing multiple filters at once.

Apply Reset

- BRAND PHOTOSHOOTS - 2021 TO CURRENT YEAR
- BRAND PHOTOSHOOTS - LEGACY TO 2020
- THEME
- NUMBER OF PEOPLE DISPLAYED
- AGE OF PEOPLE DISPLAYED
- ETHNICITY OF PEOPLE DISPLAYED
- GENDER OF PEOPLE DISPLAYED
- COLLEAGUES DISPLAYED
- PPE USE
- SHOOT TYPE
- BUSINESS AREA

AGE OF PEOPLE DISPLAYED

ETHNICITY OF PEOPLE DISPLAYED

**GENDER OF PEOPLE DISPLAYED**

- Transgender Male
- Non-binary
- Genderqueer
- Male
- Transgender Female
- Female



# Site Overview – News and Updates & Help

News and Updates” section provides updates and information related to the DAM and brand marketing and creative. We have a FAQ Help page and Release Notes page that provide additional information and resources. You can find the Help page at the top navigation. You can find the release notes link under “News and Updates”.

## [Release Notes](#)

## [Help – FAQ](#)

**CVSHealth.**      UPLOAD ASSETS   MY UPLOADS   COLLECTIONS   SUBMIT REQUEST   HELP   0     Hello, Linda  
Log out

## Welcome to CVS Health Assets

**Search, view and share brand photography, iconography, video, illustrations and more to help bring your communications to life**

As the CVS Health brand continues to evolve, we can facilitate its growth by consistently and correctly expressing it throughout all our communication touch points. Photography, illustration and iconography play an important role in our brand. This tool provides access to these assets which will allow us to share brand-compliant assets across the organization.

### News and Updates

Check out updated functionalities and features now available on CVS Health Assets as a Cloud Service. [Click here to explore the new functionalities and features >](#)

We recently extended our unaltered imagery commitment to lifestyle imagery across the CVS Health Enterprise. [Learn more here >](#)



**Section 2:**  
**Asset Discovery**  
**& Usage Rights**

# Working with assets – Anatomy of the search page

The screenshot shows the CVS Health asset search interface. At the top, the CVS Health logo is on the left, and navigation links (UPLOAD ASSETS, MY UPLOADS, COLLECTIONS, SUBMIT REQUEST, HELP) and user information (Hello, Lindsay Schr..., Log out) are on the right. A search bar (2) is prominently displayed with a search button (4) and a magnifying glass icon (1). Below the search bar, there are options to enable asset ID search (3) and sort by created on (5). A red 'Add All to Cart' button (6) is positioned above a grid of four asset thumbnails. Each thumbnail includes a title, size, type, resolution, and action buttons (7) for download, share, and add to cart. On the right side, a sidebar (8) contains asset restrictions and various filters like theme, number of people displayed, age of people displayed, ethnicity of people displayed, gender of people displayed, and colleagues displayed.

## 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 Stock Library search interface. At the top, the CVS Health logo is on the left, and navigation links (UPLOAD ASSETS, MY UPLOADS, COLLECTIONS, SUBMIT REQUEST, HELP) and user information (Hello, Lindsay Schr..., Log out) are on the right. The main content area shows a search bar with the text "What are you looking for?" and a red "Search" button. Below the search bar, there are options to "Enable Asset ID Search" and a grid view selector. A red "Add All to Cart" button is also present. The search results are displayed in a grid of asset cards, each with a thumbnail image, an ID number, and a table of metadata (SIZE, TYPE, RES.).

SIZE	TYPE	RES.
3.1 MB	IMAGE	3480 X 2320
21.1 MB	IMAGE	8660 X 5773
9.4 MB	IMAGE	5760 X 3840
21.4 MB	IMAGE	8192 X 5464
9.5 MB	IMAGE	6000 X 4008

On the right side, a search filter panel is visible, containing the following sections:

- STOCK HOUSE:  Getty Images,  Adobe Stock,  Epidemic Sound (Music Tracks by Getty)
- AGE OF PEOPLE DISPLAYED: [Dropdown arrow]
- ETHNICITY OF PEOPLE DISPLAYED:  Black, African,  White, Caucasian,  Native American,  Hispanic, Latino,  Asian,  Indian American,  Pacific Islander
- COLLEAGUES DISPLAYED: [Dropdown arrow]
- PPE USE: [Dropdown arrow]
- BUSINESS UNIT RECOMMENDATIONS: [Dropdown arrow]
- LAST MODIFIED: [Dropdown arrow]

# 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.

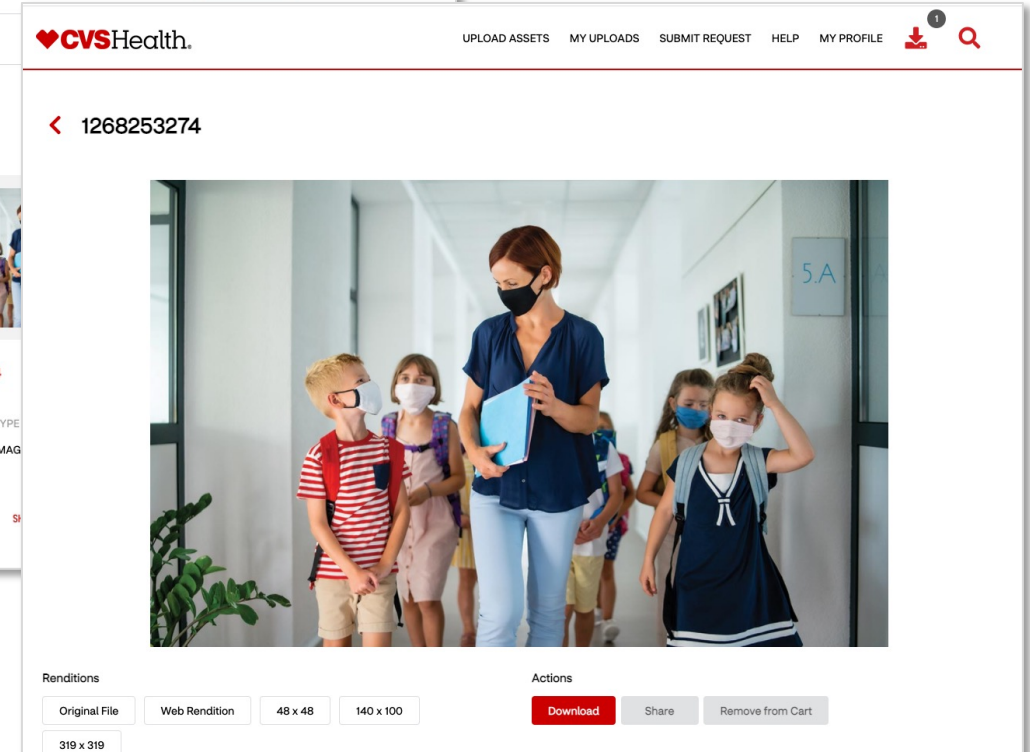
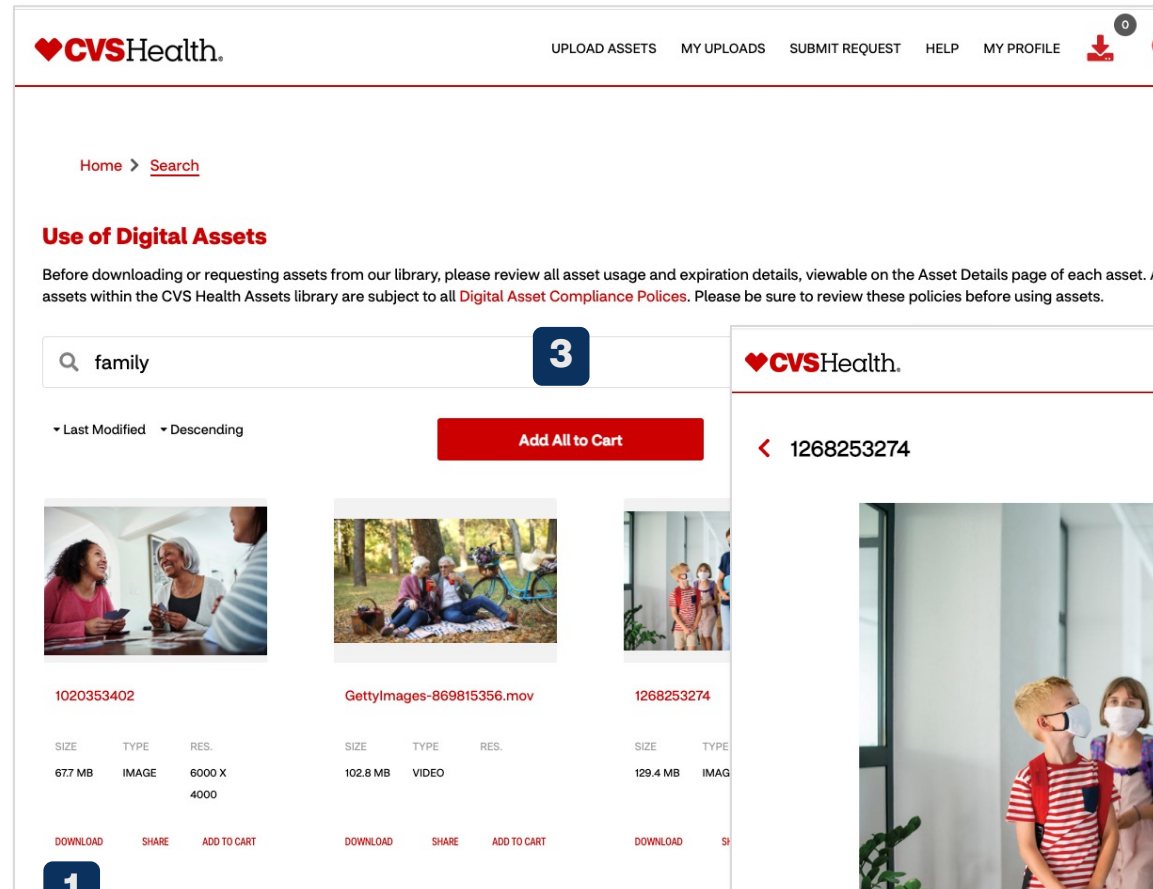
If an asset has an expiration date it must be removed from circulation prior to this date. This includes all website and social media platforms, In-Store signs and communications, direct mail or email, and internal/corporate presentations or documents.

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

# Working with assets - Downloading

There are multiple ways of downloading assets.

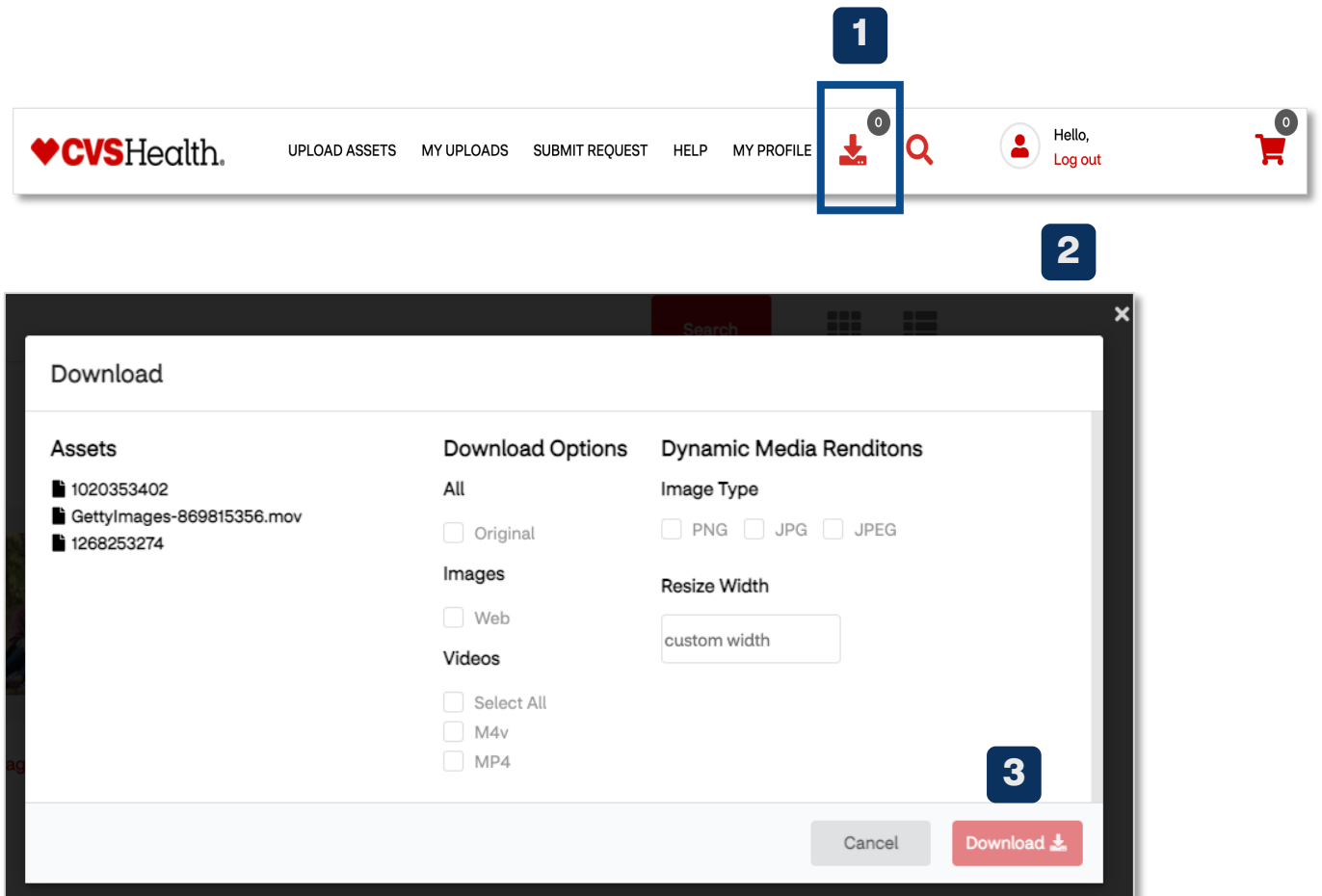
1. Users can click the “Download” link under the image preview, or the “Download” button from the asset details page, which will add the asset to the Downloads icon in the top navigation bar.
2. When you add assets to the Downloads icon, a number indicating the total assets ready for download will appear 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 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	<a href="#">Download </a>	
▼ Assets.zip	PARTIALLY SUCCESSFUL	<b>1</b>	1	<a href="#">Download </a>	
▼ 7_2 (original).png	SUCCESSFUL	<b>2</b>	1	<a href="#">Download </a>	

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

# Working with assets – Add to cart

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

1 2 3 4 5 6

Close Clear Cart Share cart Download Cart Add to collection 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.

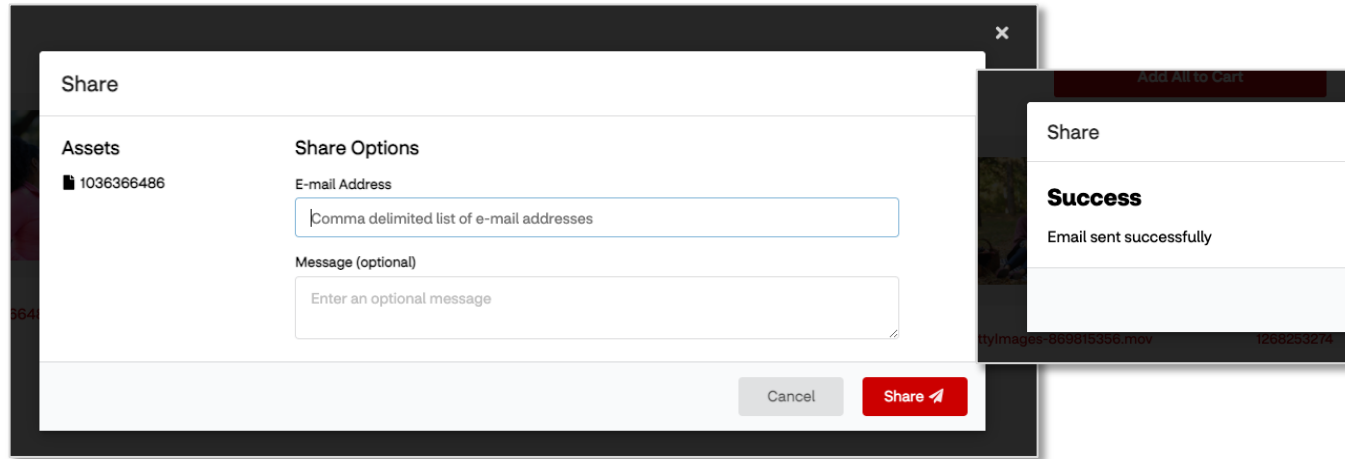
**3. Share Cart** - Share the cart's asset list with team members or others who have a CVS Health Asset account.

**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



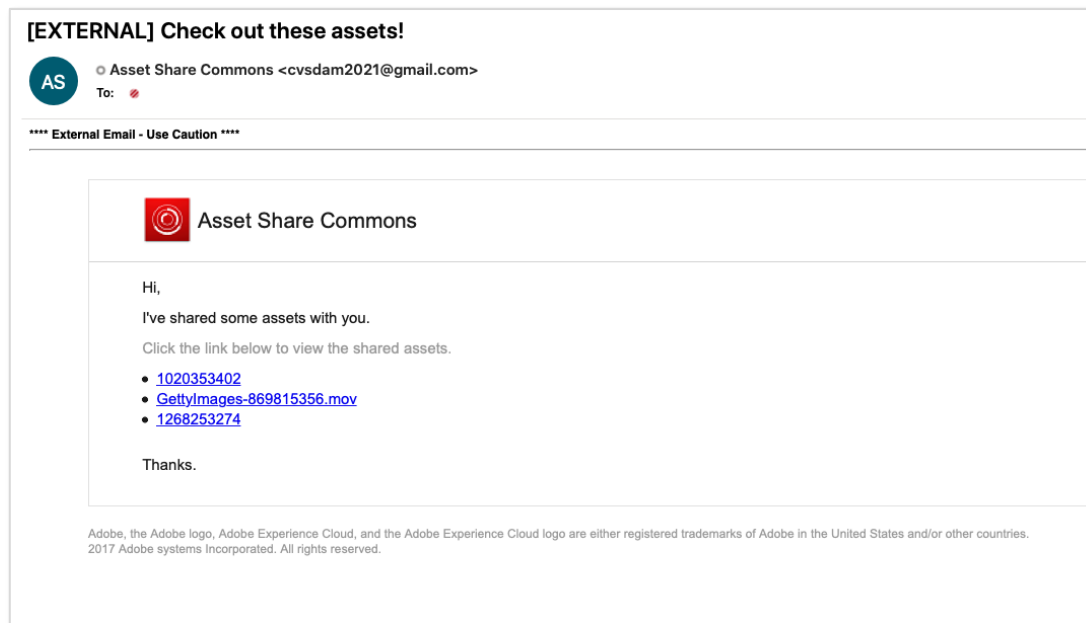
To share an individual asset, click the 'Share' link under the image preview on the search page, or the Share button on the Asset Details page.

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.

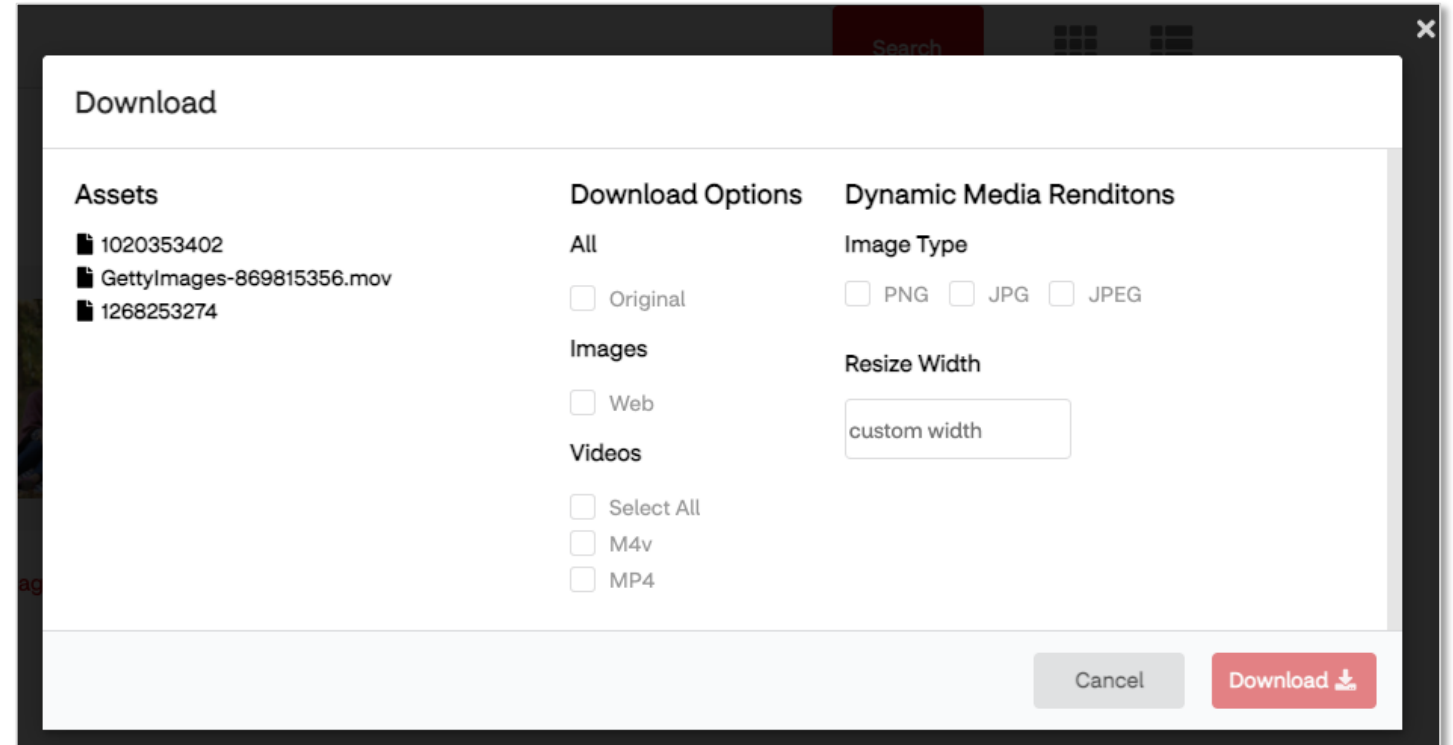
Users are not currently able to share assets directly from the application to people who are not registered users.

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

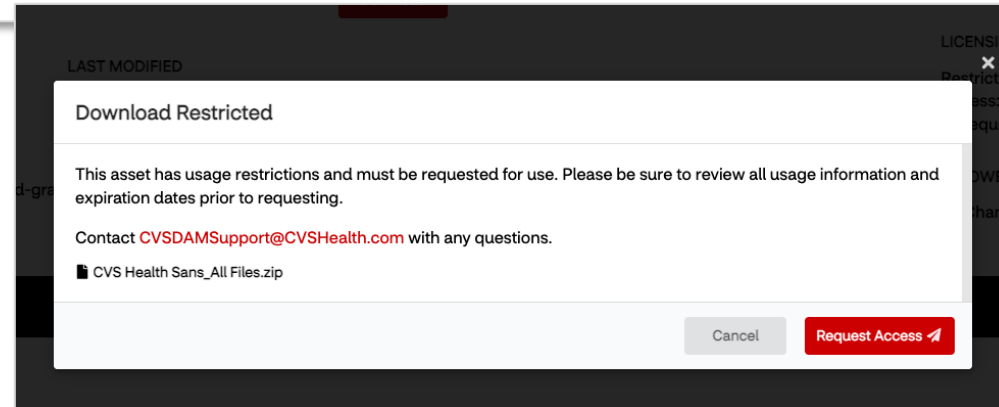
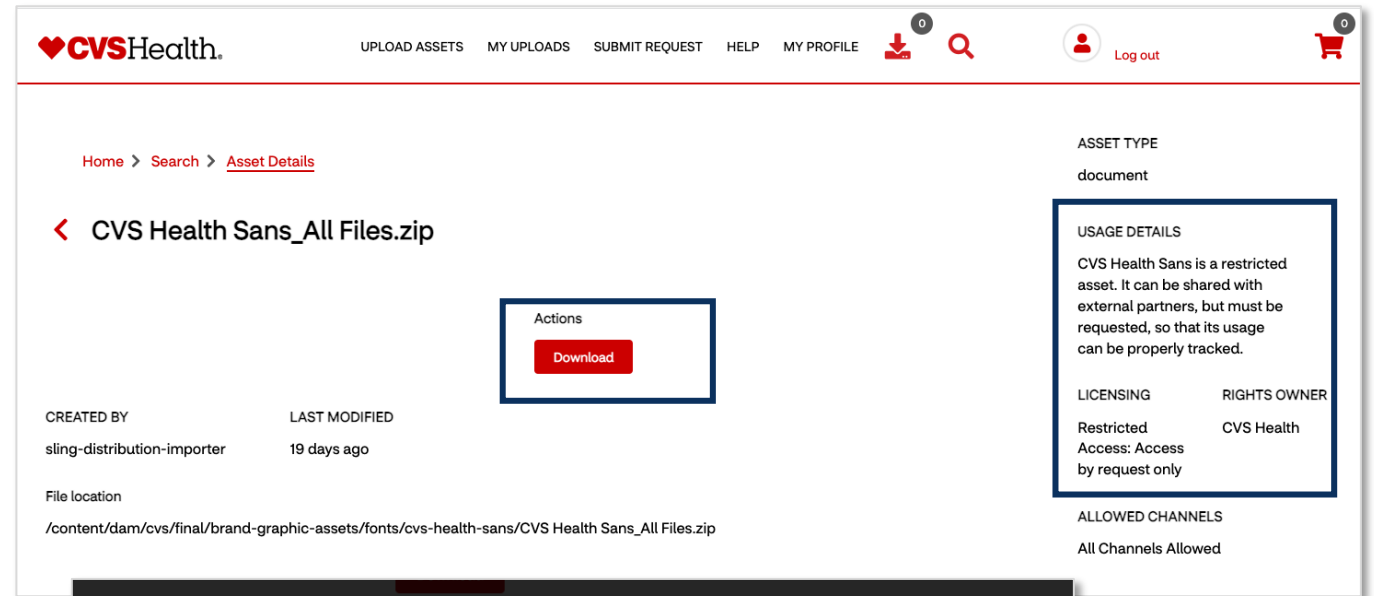
There are some assets within the library that may be restricted for use to users.

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.



# 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.

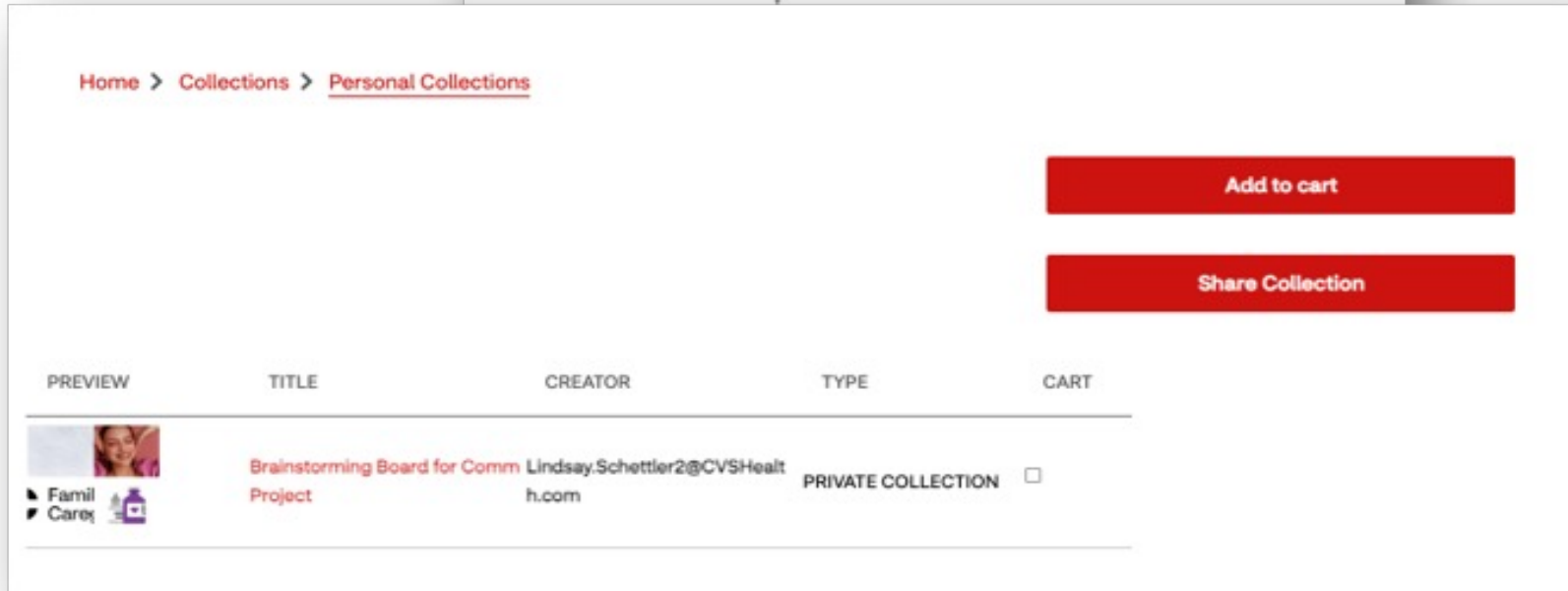
Home > [Collections](#)

**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 3: 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 automated email will come from the following email address: [cvsdam2021@gmail.com](mailto:cvsdam2021@gmail.com). If you have any questions for us, please contact [CVSDAMSupport@cvshealth.com](mailto:CVSDAMSupport@cvshealth.com)

If you are not receiving these auto generated 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.

## **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](#).


\*\*Circular submission uploads are reviewed by the Circular Administration team, [Circular.Creative@cvshealth.com](mailto:Circular.Creative@cvshealth.com). All other uploads are reviewed by the DAM Administration team.




# 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 the step-by-step upload process, photography requirements, links to information for beauty model uploads, guidelines for file naming conventions, and upload form links for each program.



**CVSHealth.** **UPLOAD ASSETS** MY UPLOADS COLLECTIONS SUBMIT REQUEST HELP   Hello, Lindsay Schr...  [Log out](#)

## Upload Assets

### Asset Submission Step-by-Step Process

**Step 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.

**Step 2**  
CVS Health Assets Team reviews asset submission. Approval is based off form-specific requirements. Review Turnaround time is 1-2 business days.

**Step 3**  
Once review process is complete, the user's approval status in "My Uploads" will change to "APPROVED" or "REJECTED".

**Step 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 automated email will come from the following email address: [cvsdam2021@gmail.com](mailto:cvsdam2021@gmail.com).**

If you are not receiving these auto generated 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.

### Photography Requirements

All lifestyle and beauty photography submissions containing people must follow the [unaltered imagery approach](#). Only images of people who have not been digitally altered will be approved for upload to CVS Health Assets.

For more information and application examples, please read our [Beauty Mark playbook](#). For additional resources on Beauty Mark compliance and access to the Beauty Mark, [click here](#).

### File Naming Convention Rules for Submission

- Named consistently and easy to read
- Use date format YYYYMMDD
- No spaces allowed. Use underscores or a dash - to delineate spaces between words

# Uploading – File Naming Convention Rules for Submission

- Named consistently and easy to read
- Use date format YYYYMMDD
- No spaces allowed. Use underscore \_ or a dash - to delineate spaces between words
- Include a version number (v1) to differentiate uploaded versions
- Cannot contain the following 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.

- **Brand Photography**: Photo assets from CVS Health brand photoshoot
- **Brand Audio or Video**: Audio and Video assets from CVS Health branded productions
- **Brand Graphics (logos, icons, pictograms, illustrations and heart art)**: Brand graphics created by colleagues or agency partners must be uploaded to CVS Health assets in order to make them broadly available for use across the organization as well as for compliance and tracking purposes.
- **Product Photography**: Photo assets that contain product available at CVS Retail locations
- **Product Photography for CIRCULAR ONLY**: Photo assets of product that are to be used in the CVS Circular only.
- **Stock Assets**: Stock images from a Stock House with licensed use to CVS Health
- **Vendor Supplied Assets**: Any asset from a vendor that should be used/archived by CVS internal teams

# Uploading – Upload Assets Form

## Upload Submission Options by Program

### Internal Creative Assets

[Brand Photography >](#)

[Brand Audio or Video >](#)

[Brand Graphics \(logos, icons, pictograms, etc\) >](#)

[Product Photography >](#)

[Product Photography for CIRCULAR ONLY >](#)

[Stock Assets >](#)

[Final Creative >](#)

[Other >](#)

### Retail Marketing Vendor Programs

[Retail Circular >](#)

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

[Loyalty & Personalization >](#)

[CMX >](#)

[CVS.com >](#)

[Retail Marketing Campaigns >](#)

There are a variety of upload options to select from for both internal creative and vendor programs.

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

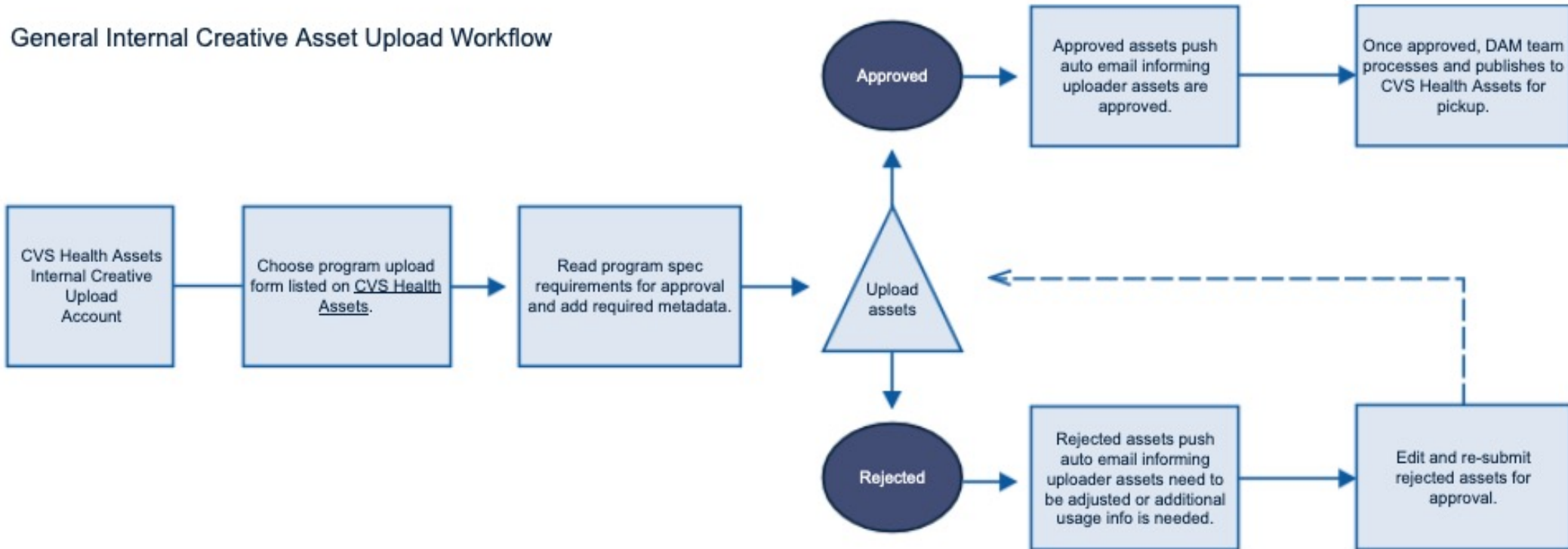
1. Program submission-related fields are required to be filled out.
2. Once all required fields are captured, drag and drop your files into the gray uploads bar or use the Browse option to select files from your desktop.
3. Once all assets have been added to the uploads bar, click the red 'Upload' button 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-related information. 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, there 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 of the page contains the CVS Health logo and the text '©Copyright CVS Health'.

# Uploading – Overview of asset review process



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 – 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 for use.
- 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 next page 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 please contact [CVSDAMSupport@CVSHealth.com](mailto:CVSDAMSupport@CVSHealth.com)

# Uploading – Asset notification emails

The CVS DAM Team reviews all uploads based off the requirements for each asset type and programs. 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	<a href="#">AdobeStock_324828655.jpeg</a>	approved	approved for DM

**For any questions, please reach out to**  
**[CVSDAMSupport@CVSHealth.com](mailto: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](mailto: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	<a href="#">AdobeStock_324828655.jpeg</a>	rejected	TEST: Please re-upload with transparent background and 300 DPI.

**For any questions, please reach out to**  
**[CVSDAMSupport@CVSHealth.com](mailto: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](mailto: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 4:**  
**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. [Full list of request forms here.](#)

## Available for all

- **SKU Request:** Request Product (SKU) images from our internal facing ImageTool library
- **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:** This form will pop-up when you try to download a restricted asset. The form will be emailed to us and we will reach out.

## Requests that are limited access to the Heart Haus Retail Creative Team

- **Stock Request:** Request stock photography, audio, video and illustration assets. Available stock sites are Getty Images and Adobe Stock.
- **Getty Lightbox Search Request:** Request assistance in searching Getty for imagery regarding a specific subject or topic
- **Asset upsize request:** Request to upsize existing assets
- **LinkedIn Learning Access:** Request new account or re-activation of existing account
- **Request Image License Extension:** Request extended use of image(s) with upcoming expirations

