



Juggle one less thing



**CVS Media
Exchange[®]**

AD SPECS

MAY 2024

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CMX Media Exchange

Accessibility Best Practices

When creating any online marketing creative, always keep accessibility in the forefront of the creative.

Accessibility is ensuring that people with disabilities can access your communications and that there are no barriers in place that prevent this. Making communication accessible means providing a clear story through imagery and copy that is easy to understand...

Design:

1. Create consistent designs for each format:

Refrain from scaling creative to fit different formats, make sure to keep a good balance between logo, product and headlines.

2. Make sure your branded logo and product are prominent:

You want to keep the customer feeling secure with memorable iconography along with a quick product glance.

3. Keep your design simple:

Don't overdo it, customers need to recognize your brand and understand your message in a very short timeframe.

4. Choose your fonts carefully:

Keep your fonts simple and readable.

5. Use relevant and strong imagery:

If you choose to include imagery, make sure it is relevant and ties directly to your brand.

6. Logo Placement:

For desktop versions, we encourage the use of both product imagery and the brand logo. For mobile versions, a large product image will cover both the logo and product, while saving space.

Copy:

1. Screen Readers:

If an individual has a vision impairment, they may rely on screen readers to help them navigate a site. Keep in mind that screen readers read from left to right, including all alt tags. For best practice, we recommend the banners be designed in the following order: Image with alt tag, headline, subhead, legal disclaimer then CTA.

2. Headlines:

Headlines should be brief, clear and informative. Particularly for users who can't visually scan the page and rely on screen readers. Also, the shorter the headline the larger the text size can be, making it easier to read as well as catch the attention of the customer.

3. Use fun and unique ad copy:

Think about your audience, and what's going to resonate with them as well as your product.

4. Tailor your message with a value prop:

Make sure to include what is setting you apart from the competition.

5. Instill urgency with a promotion:

The role of promotion in the marketing mix is critical for brands who want to ensure the right consumers are reached and objectives are met.

6. CTA should be enticing:

Shop now, Save now and Shop deals are great examples of enticing CTA copy, however, if able, including your product or brand name will help give visitors a clear direction to the URL destination.

CMX Media Exchange

Accessibility Best Practices

Content must pass Level AA Compliance

Level AA Compliance

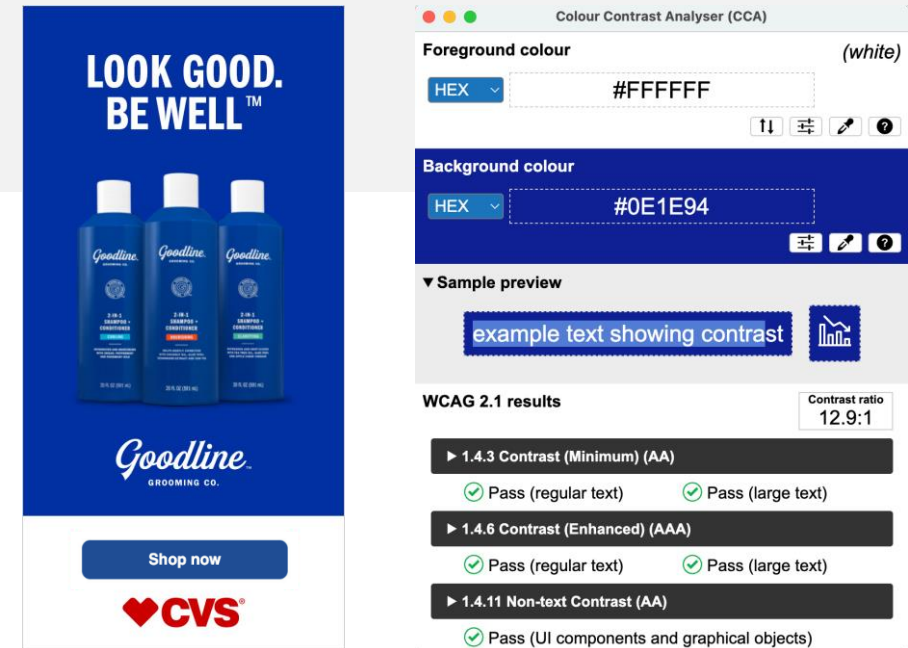
Level AA requirements are an advanced standard that improve website accessibility even further. The requirements include:

- Video and audio content must have text captions
- Web content should keep the color contrast ratio at a level for visually impaired users
- Underlined text should lead to a link
- Users should be able to resize text to 200% without changing the form
- Web content should not use images where text has the same effect
- Redundant links should be removed
- Language should be identifiable in code even with language changes
- Users must receive suggestions on how to solve input errors
- The contrast ratio for page backgrounds and text should be at least 4.5:1 for normal text and 3:1 for large text.

Please download and use this tool to confirm WCAG 2.1 AA compliance – [TPGI.com](https://www.tpgi.com)

WCAG Color Contrast

The Web Content Accessibility Guidelines (WCAG) define the different levels of contrast ratios depending on the level of success criteria. Below is an example of the color contrast tool used to verify selected colors fall within AA compliance.



WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

Offsite Display Ad Specs

Offsite Display Ads allow you to reach across the web, with relevant ads that connect your brand with unique CMX audiences.



Download templates

Offsite Ads

Overview

Before getting started, review the list below:



Creative Notes

- All ads must pass WCAG 2.1 AA compliance. Please download and use this tool to confirm compliance – [TPGI.com](https://www.tpgi.com).
- A 1-pixel light gray (hex#: D3D3D3) border is required around all creative assets.
- Ads render differently depending on the screen type and size. Please refer to [pg 8](#) for minimum font sizes.
- It is important to use the CVS template photoshop file as a starting point. This ensures the proper CVS logo and CTA size and placement of each ad.
- CTA button copy should be short, up to 5 words, driving consumer actionable or describing the link content.

Examples: Shop now; Save now; Shop deals now; See how Rx delivery works; See more Beauty deals; etc.



Animation Notes

- Files should be built to actual size, **NOT** at 2x like static banners
- Animation must be 15 seconds or shorter in length
- Use no more than four frames
- Shorter animation can loop/repeat, however it must stop after 15 seconds
- No animation that blinks, flashes or strobes 3 or more times in one loop of animation. Strobing, flashing backgrounds or otherwise distracting ads are NOT allowed
- All animated ads must be accompanied by a static backup image (JPG/static GIF)
- Do not include click tags in animated files



Assets to Deliver

CMX to Design/Develop

- Create PSD files at 144ppi resolution (export at 2x the original file size for Retina)
- PSD files for product shots and/or lifestyle imagery
- Logos provided in vector format (.ai or .eps)
- Any backgrounds or key art
- Brand fonts (.otf or .ttf)
- Advertising copy (Word doc)
- Clickthrough URL or Hero ASIN
- Provide HTML-coded ads or CMX will code per contract. Please provide layered Photoshop files if CMX is coding

Vendor to Code

- JPG or PNG – max size 150kb
- Initial load HTML5 – max size 150kb

Offsite Display Ads

Assets Needed

For Offsite Display Ads, you can choose to create them in-house, or CMX can create them for you. Reference the list below to see what assets are needed.

CMX Driven Creative

Assets handoff checklist:

- Brand guidelines
- Brand fonts
- Layered PSDs
- Any inspiration or direction on the look for this campaign (previous banners and campaign materials)
- Copy thought-starters and direction
- Final product shots to be used in the creative
- High-res imagery
- Additional direction regarding the tone or goal of the campaign

Supplier Driven Creative

Asset handoff checklist:

- Specs doc
- CVS Offsite PSD Template
- Export JPG/PNGs 100% template size, which equals 200% final size
- HTML5 files if animation is included

Asset review prior to handoff:

- Please use provided Photoshop templates
- The CVS logo and CTA button colors, sizes and placement have not been altered in any way
- All assets have a 1px gray border (hex#: D3D3D3)
- DO NOT Save for Web, this creates a 72dpi file
- Export revised template document at 100% (Templates are built at 2x final size and should be exported at 144dpi)
- Do not alter or modify CVS logo or CTA Button placement or size
- Final creative passes the WCAG 2.1 AA compliance standards

Offsite Display Ads

Design Specs

Templates

- Create files within the provided Photoshop templates
- Provided Photoshop templates are created at 2x the final size
- Final export should be at 144ppi resolution and 2x the final file size, or 100% provided template size
- Do not manipulate CVS logo or CTAs in provided templates
- Gray space is open for supplier creative
- Adhere to margin specs located within the template PSD

CVS Heart Logo Placement

- **CVS heart logo is required.** The correct logo is placed in the provided templates (see examples on the right). The CVS logo placement within the templates should not be moved or altered in any way. Supplier logos may appear in the "Supplier Creative Area" only.

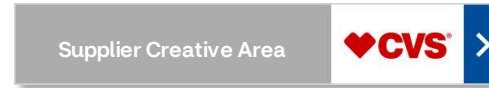
CTA Button Placement

- **CTA button is required on all ads** and should not be manipulated from provided templates
- **CTA button** copy should be short, up to 5 words, driving consumer actionable or describing the link content: (Shop now; Save now; Shop deals now; etc.)

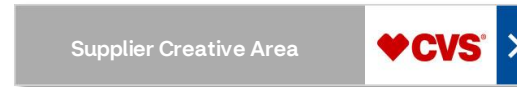
See Supplier Creative Area Best Practices

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

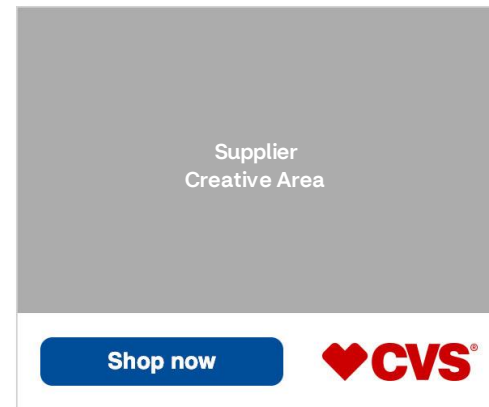
Mobile Banner Ad
300px x 50px



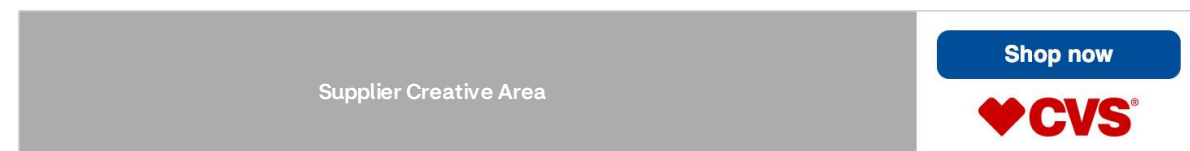
Mobile Leaderboard Ad
320px x 50px



Inline Rectangle Ad
300px x 250px



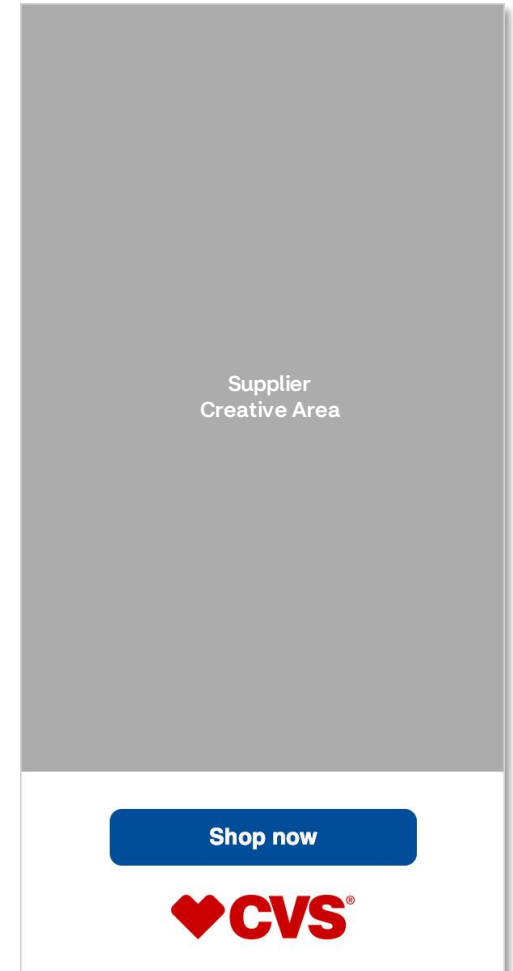
Leaderboard Ad
728px x 90px



Wide Skyscraper Ad
160px x 600px



Half Page Ad
300px x 600px



Offsite Display Ads

Supplier Creative Area

Specs given on this page should be applied to ALL Offsite Display Ads.

Desktop:

Co-Brand Display Ad examples: Vendor branded logo can be positioned in the upper area of the ad space or can be represented solely by product, or both

Headline: Minimum font size is: **18 pt**

Border: 1-pixel gray border required (hex#: D3D3D3)

Subhead: Minimum font size is: **16 pt**

Legal disclaimer: (One row max)

Minimum: **8pt** (Final size)

Minimum: **16pt** (template size 2x)

CTA button:

Size: **320px w x 60px h**

Color: **CVS color: #004d99**

Font: **Helvetica Bold**

Font Size: (template size 2x) **28pt**
(Final size) **14pt**

CVS logo:

Placement: **Same area as CTA**

Color: **CVS red color: #cc0000**

Footer:

White background with CTA (#004d99) and logo (See example slide)



Mobile:

Co-Brand Display Ad examples: To utilize the most ad space, represent your branded logo within your product.

Headline: Minimum: 20 pt

Border: Required 1-pixel gray border required (hex#: D3D3D3)

Legal disclaimer: (One row max)

Minimum: **8pt** (final size)

Minimum: **16pt** (template size 2x)

CVS logo:

Placement: **Same area as CTA**

Color: **CVS red color: #cc0000**



Offsite Display Ads

Examples

Mobile Banner Ad

300px x 50px



Mobile Leaderboard Ad

320px x 50px



Inline Rectangle Ad

300px x 250px



Wide Skyscraper Ad

160px x 600px



Half Page Ad

300px x 600px




Leaderboard Ad

728px x 90px



Onsite Display Ad Specs

Onsite Web Banners, also known as Banner Ads or Display Ads, are advertisements located in the header, footer, or sidebars of the CVS website. These are ideal for suppliers looking to increase brand awareness or customer engagement while shoppers are browsing the CVS website.

 [Download templates](#)

Onsite Ads

Overview

Before getting started, review the list below:



Creative Notes

- **All ads must pass WCAG 2.1 AA compliance to be published.** Please download and use this tool to confirm compliance – [TPGI.com](https://www.tpgi.com)
- Ads render differently depending on the screen type and size. Please refer to specific banner ad pages for minimum font sizes.
- A 1-pixel light gray (hex#: D3D3D3) border is required around all creative assets.
- Use gray (hex: E9E9E9) or white backgrounds **ONLY**.
- All copy should be sentence case.
- CTAs are required to be CVS blue #004d99 with white text.
- Use Helvetica font for all text.



Animation Notes

- No animation or video
- **CMX will code all units** from assets provided by supplier



Assets to Deliver

CMX will code ALL onsite ads

- Supplier to create PSD files at 144ppi resolution
- Provide layered Photoshop files to CMX

Asset checklist

- Fully editable and layered PSD at 144ppi resolution
- Helvetica **ONLY**, no non-standard fonts
- No video
- No animation
- Use gray (hex: E9E9E9) or white backgrounds **ONLY**

Onsite Display Ads

Assets Needed

For Onsite Display Ads, you can choose to create them in-house, or CMX can create them for you. Reference the lists below to see what assets are needed.

CMX Driven Creative

Assets handoff checklist:

- Brand guidelines
- Vector logos
- Brand fonts
- Layered PSDs
- Any inspiration or direction on the look for this campaign (previous banners and campaign materials)
- Copy thought-starters and direction
- Final product shots to be used in the creative
- High-res imagery
- Additional direction regarding the tone or goal of the campaign

Supplier Driven Creative

Asset handoff checklist:

- Specs doc
- CVS Onsite PSD Template
- Export PNGs 100% template size, which equals 200% final size

Asset review prior to handoff:

- Please use provided Photoshop templates (template is 2x final size)
- The CVS logo and CTA button colors, sizes and placement have not been altered in any way
- All assets have a 1px gray border (hex#: D3D3D3)
- DO NOT Save for Web
- Export revised template document at 100% (Templates are built at 2x final size and should be exported at 144dpi)
- Do not alter or modify CVS logo or CTA Button placement or size
- Final creative must pass the WCAG 2.1 AA compliance standards

Onsite Display Ads

Design Specs

Templates

- Create files within the provided Photoshop templates.
- Provided templates are created at 2x the final size.
- Final export should be at 144ppi: 100% provided template size or 2x the final file size.
- Do not manipulate CTAs in provided templates.
- Gray space is open for supplier creative.
- A 1-pixel light gray (hex#: D3D3D3) border is required around all creative assets.
- Adhere to margin specs located within the template PSD

CTA Button Placement

- **CTA button is required on all ads** and should NOT be manipulated from provided templates.
- **CTA button specs for ALL ads:**
 - **Color:** Button: #004d99 Text: White
 - **Font:** Helvetica
 - **Font color:** #ffffff
 - CTA should be **sentence case**
 - **Maximum** of 15 characters
- **CTA button copy** should be short, up to 4 words, driving consumer actionable or describing the link content: (Shop now; Save now; Shop deals now; etc.)

Desktop Interrupter Onsite Ad (SPECS)

1040px x 100px



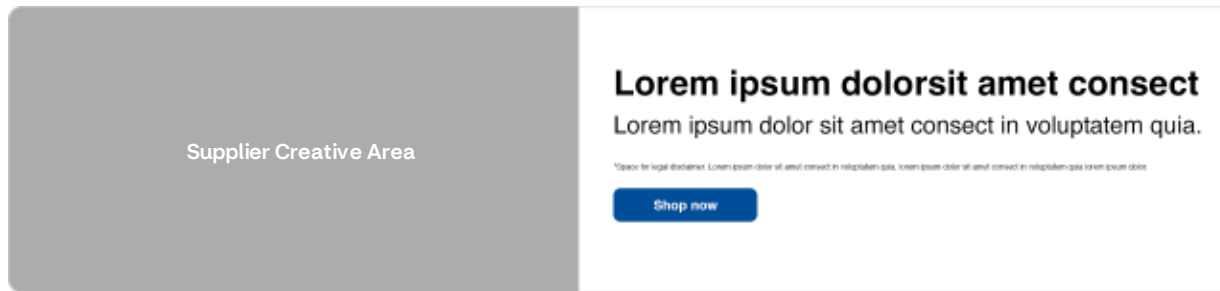
Desktop Leaderboard Onsite Ad (SPECS)

1280px x 100px



Desktop Anchor Onsite Ad (SPECS)

1280px x 300px



Mobile Ad (All versions) (SPECS)

300px x 100px



NOTE:
Don't forget to hide the "margins" layer before exporting.

ALL COPY SHOULD BE SENTENCE CASE

Desktop Skyscraper Onsite Ad (SPECS)

240px x 620px

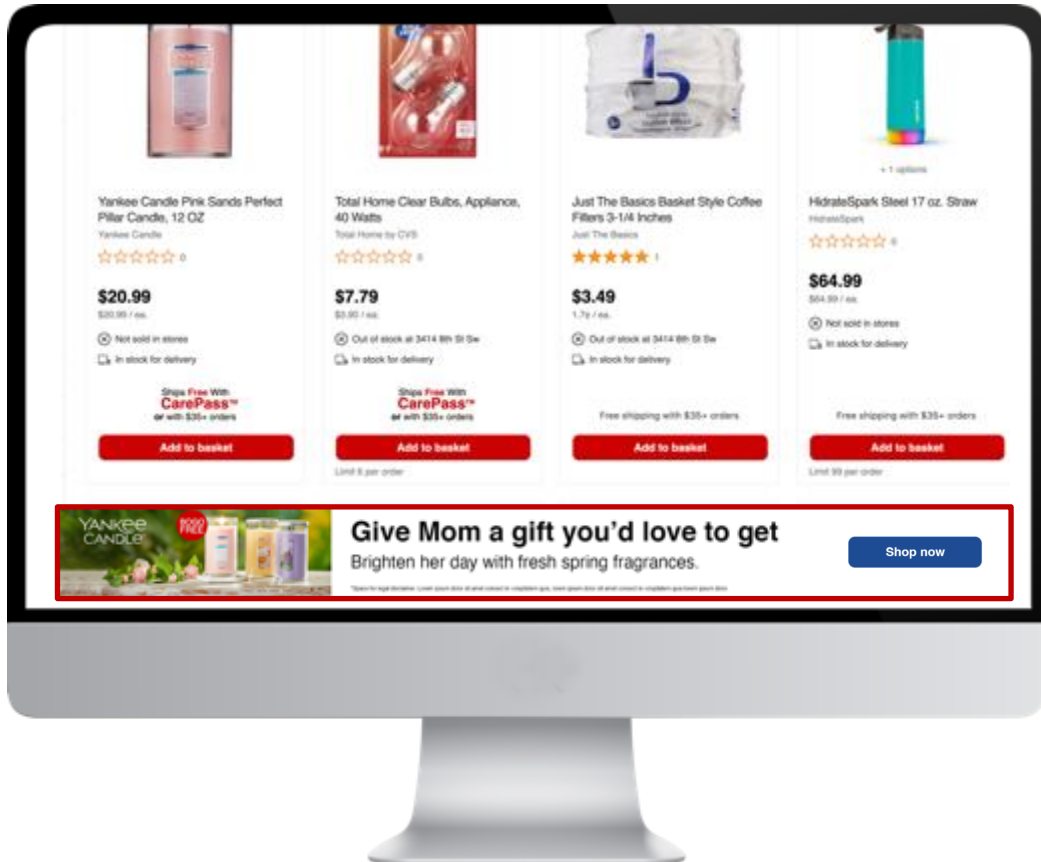


Onsite Display Ads

Desktop Interrupter Ad

1040px x 100px

Onsite Example:



Ex: Max text size with legal disclaimer



Ex: Min text size with legal disclaimer



NOTE:
Don't forget to hide the "margins" layer before exporting.

Size:

1040px x 100px (template is 2x size)

Margins:

6px on all sides

Border:

1-pixel light gray (hex#: D3D3D3)

Image Size:

300px x 100px (template is 2x size)

CTA Button:

Size: 150px w x 42px h

Button color: #004d99

Font color: #ffffff

Font: Helvetica Bold

CTA should be **sentence case**

Maximum of 15 characters

ALL COPY SHOULD BE SENTENCE CASE

Headline:

Font: Helvetica Bold

Text Color: Black

Text Size: Min: 40pt Max: 60pt

Character Count Max: 55

Subhead:

Font: Helvetica Regular

Text Color: Black

Text Size: Min: 28pt Max: 38pt

Character Count Max: 79

Legal Disclaimer:

Font: Helvetica Regular

Text Size: Min: 8pt (16pt in template)

Character Count Max: 149

Background:

Color: Gray (hex: E9E9E9) or White backgrounds **ONLY**

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

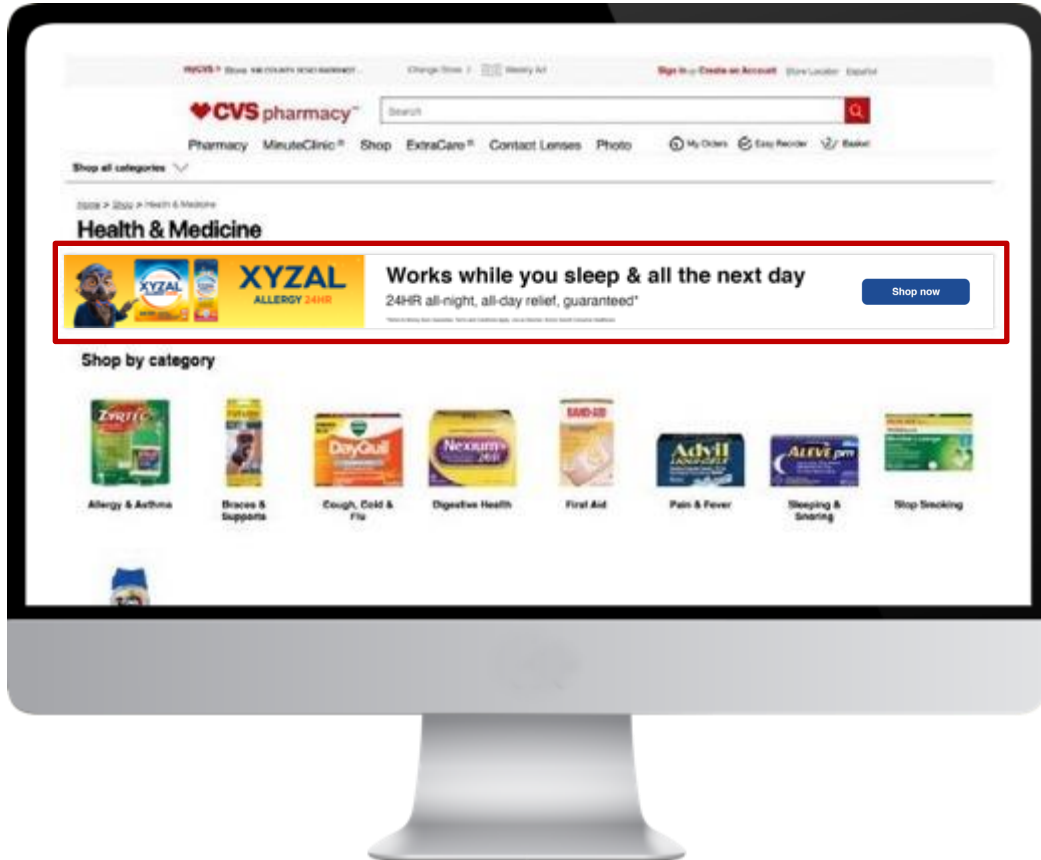


Onsite Display Ads

Desktop Leaderboard Ad

1280px x 100px

Onsite Example:



Ex: Max text size with legal disclaimer



Ex: Min text size with legal disclaimer



NOTE:
Don't forget to hide the "margins" layer before exporting.

Size:

1280px x 100px (template is 2X size)

Margins:

6px on all sides

Border:

1-pixel light gray (hex#: D3D3D3)

Image Size:

414px x 100px (template is 2x size)

CTA Button:

Size: 150px w x 42px h

Button color: #004d99

Font color: #ffffff

Font: Helvetica Bold

CTA should be **sentence case**

Maximum of 15 characters

ALL COPY SHOULD BE SENTENCE CASE

Headline:

Font: Helvetica Bold

Text Color: Black

Text Size: Min: 46pt Max: 60pt

Character Count Max: 55

Subhead:

Font: Helvetica Regular

Text Color: Black

Text Size: Min: 30pt Max: 38pt

Character Count Max: 85

Legal Disclaimer:

Font: Helvetica Regular

Text Size: Min: 8pt (16pt in template)

Character Count Max: 150

Background:

Color: Gray (hex: E9E9E9) or White backgrounds **ONLY**

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

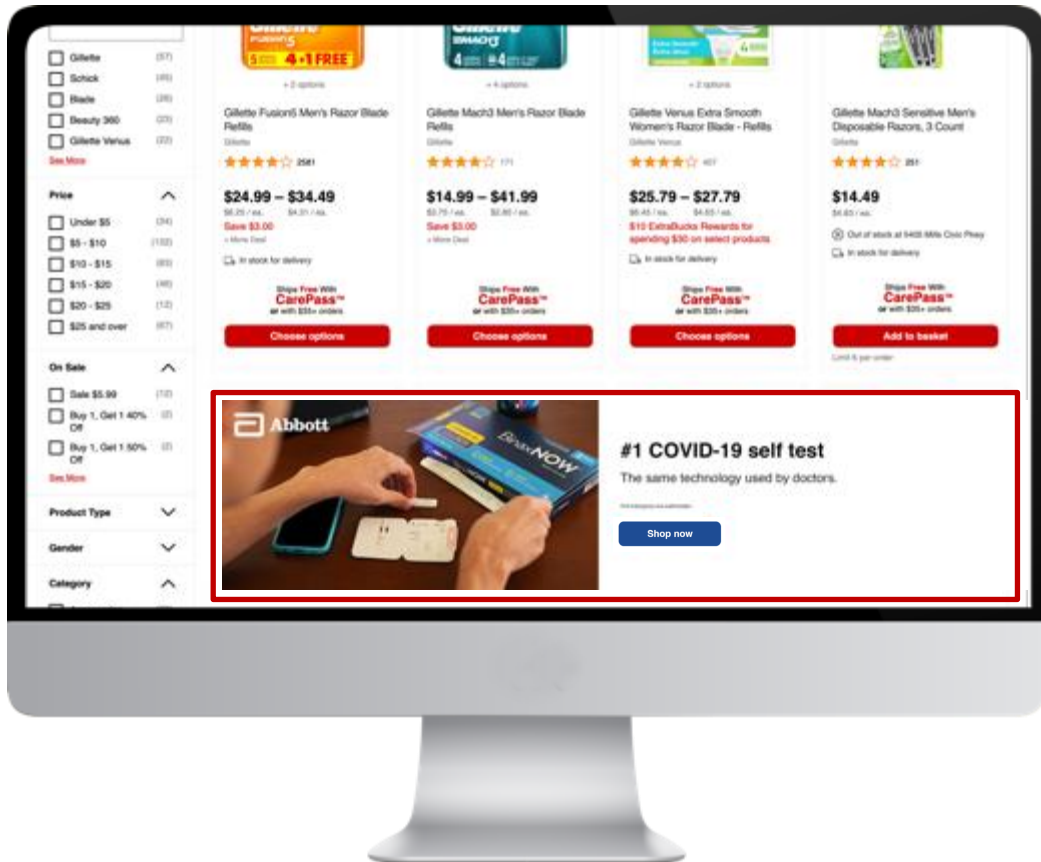


Onsite Display Ads

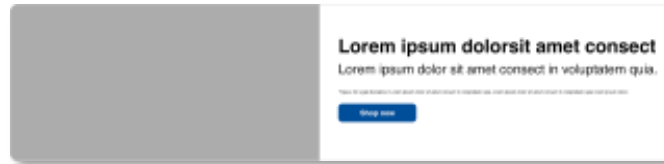
Desktop Anchor Ad

1280px x 300px

Onsite Example:



Ex: Max text size with legal disclaimer



Ex: Min text size with legal disclaimer



NOTE: Don't forget to hide the "margins" layer before exporting.

ALL COPY SHOULD BE SENTENCE CASE

Size:
1280px x 300px (template is 2x size)

Margins:
6px on all sides

Border:
1-pixel light gray (hex#: D3D3D3)

Image Size:
600px x 300px (template is 2x size)

CTA Button:
Size: 150px w x 42px h
Button color: #004d99
Font color: #ffffff
Font: Helvetica Bold
 CTA should be **sentence case**
Maximum of 15 characters

Headline:
Font: Helvetica Bold
Text Color: Black
Text Size: Min: 64pt Max: 72pt
Character Count Max: 55

Subhead:
Font: Helvetica Regular
Text Color: Black
Text Size: Min: 40pt Max: 50pt
Character Count Max: 85

Legal Disclaimer:
Font: Helvetica Regular
Text Size: Min: 8pt (16pt in template)
Character Count Max: 150

Background:
Color: Gray (hex: E9E9E9) or White backgrounds **ONLY**

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

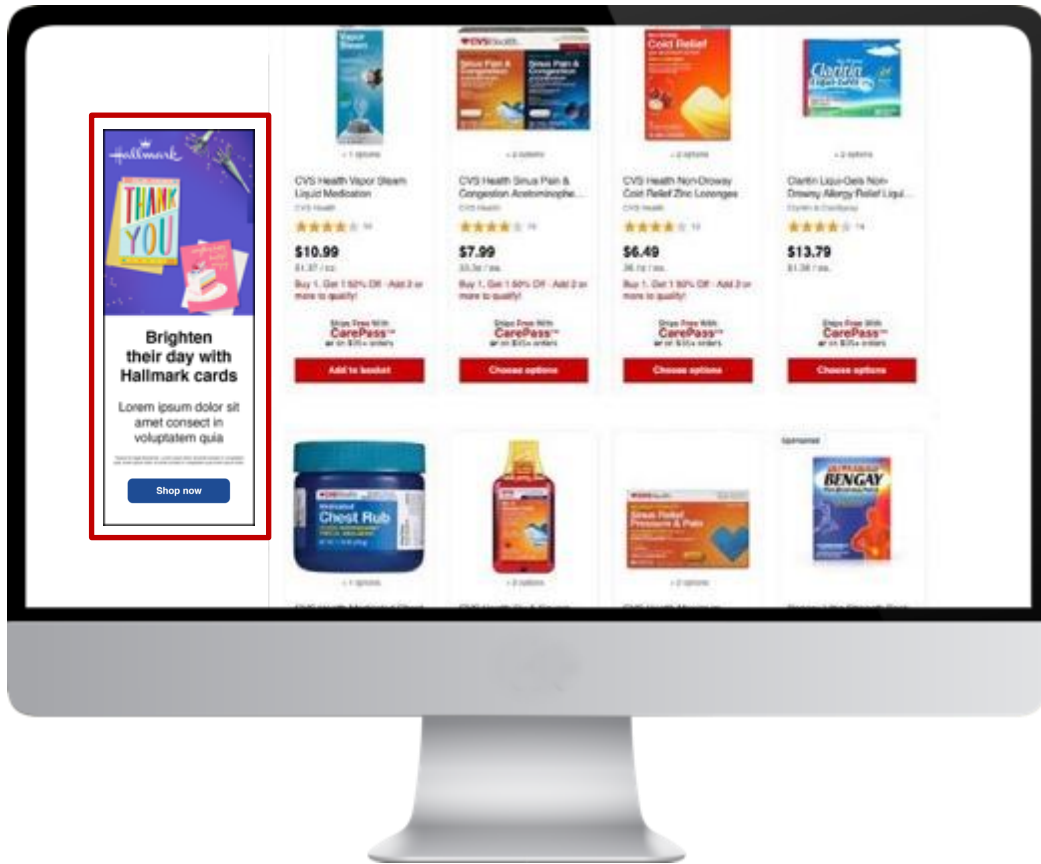


Onsite Display Ads

Desktop Skyscraper Ad

240px x 620px

Onsite Example:



Size:
240px x 620px (template is 2x size)

Margins:
6px on all sides

Border:
1-pixel light gray (hex#: D3D3D3)

Image Size:
240px x 290px (template is 2x size)

Background:
Color: Gray (hex: E9E9E9) or White backgrounds **ONLY**

ALL COPY SHOULD BE SENTENCE CASE

Headline:
Font: Helvetica Bold
Text Color: Black
Text Size: Min: 50pt Max: 60pt
Character Count Max: 55

Subhead:
Font: Helvetica Regular
Text Color: Black
Text Size: Min: 36pt Max: 40pt
Character Count Max: 85

Legal Disclaimer:
Font: Helvetica Regular
Text Size: Min: 8pt (16pt in template)
Character Count Max: 156

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

Ex: Max text size with legal disclaimer



Ex: Min text size with legal disclaimer



NOTE: Don't forget to hide the "margins" layer before exporting.

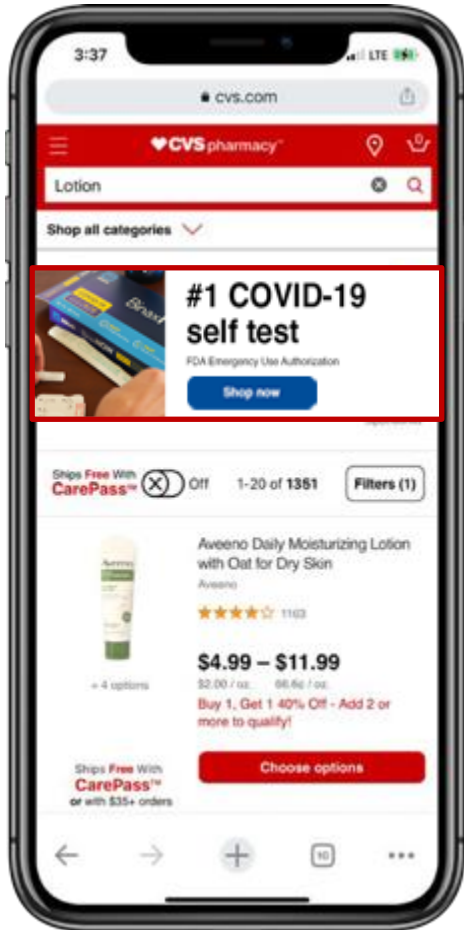
CTA Button:
Size: 150px w x 42px h
Button color: #004d99
Font color: #ffffff
Font: Helvetica Bold
CTA should be **sentence case**
Maximum of 15 characters

Onsite Display Ads

Mobile Ad

300px x 100px

Onsite Example:



Mobile Ad Best Practices:

Mobile banner ads need to make a very big impression on a small screen, and they need to do it at a glance. Here's a few basic pointers to help:

Design:

- Streamline your visual message by including product images with logos
- Select images that work with all the onsite formats

Copy:

- Keep copy short and to the point
- Make sure your headlines are large enough to read
- The shorter the copy, the larger the text can be
- Try to avoid body copy and stick to headlines

Ex: Max text size with legal disclaimer



Ex: Min text size with legal disclaimer



Size:

300px x 100px (template is 2x size)

Margins:

6px on all sides

Border:

1-pixel light gray (hex#: D3D3D3)

Image Size:

100px x 100px (template is 2x size)

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES!!

ALL COPY SHOULD BE SENTENCE CASE

Headline Only:

Font: Helvetica Bold

Text Color: Black

Text Size: Min: 26pt Max: 32pt

Character Count Max: 50

Legal Disclaimer:

Font: Helvetica Regular

Text Size: Min: 8pt (16pt in template)

Character Count Max: 83

Background:

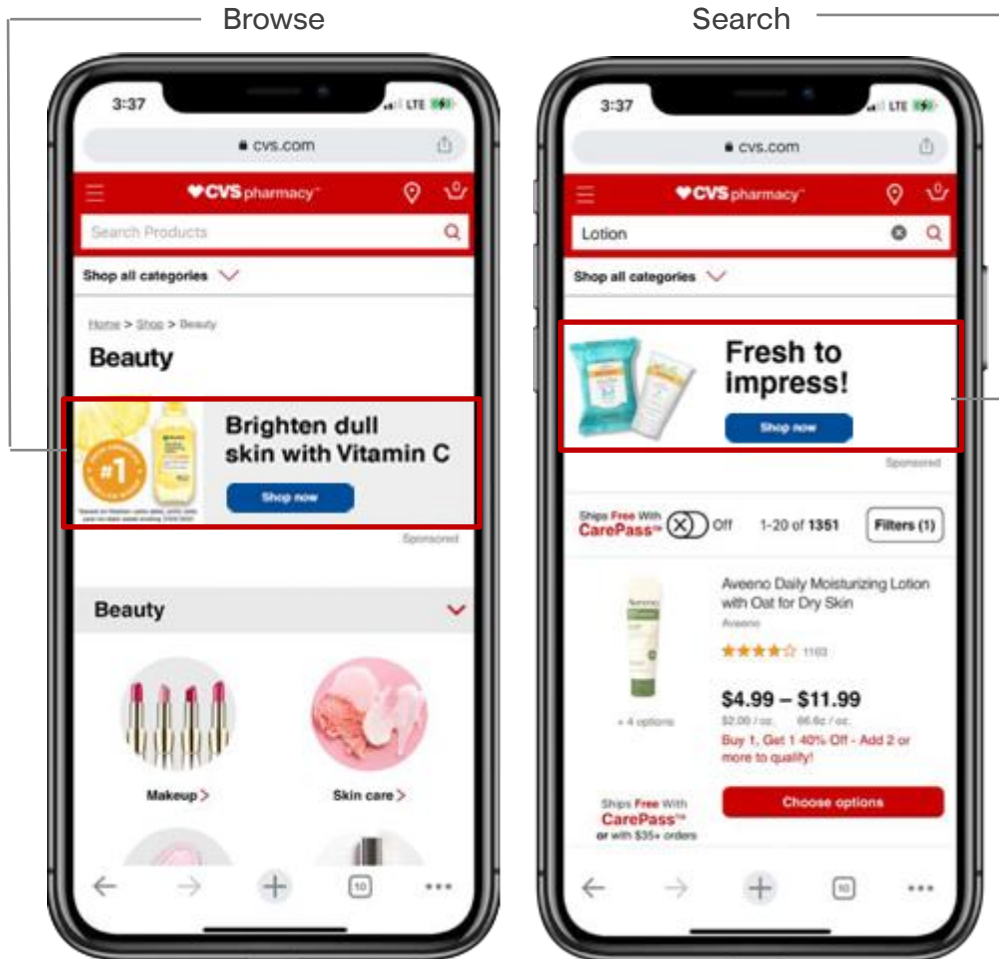
Color: Gray (hex: E9E9E9) or White backgrounds **ONLY**

Onsite Display Ads

Sponsored Search

300px x 100px (App Only)

Sponsored Product Examples:



CRITEO

Criteo sponsored ads provide a way for suppliers to drive contextually relevant ads based on CVS consumers searches. These ads will appear on the search result pages and product listing pages within the **CVS Pharmacy® app ONLY**.

View Mobile Ad Specs

BENEFIT: Retargeting through sponsored search allows **you to keep your brand in front of your potential customers after they've shown interest**—persuading them to reconsider your brand and product.

CVS Pharmacy® App Ad

Design Specs

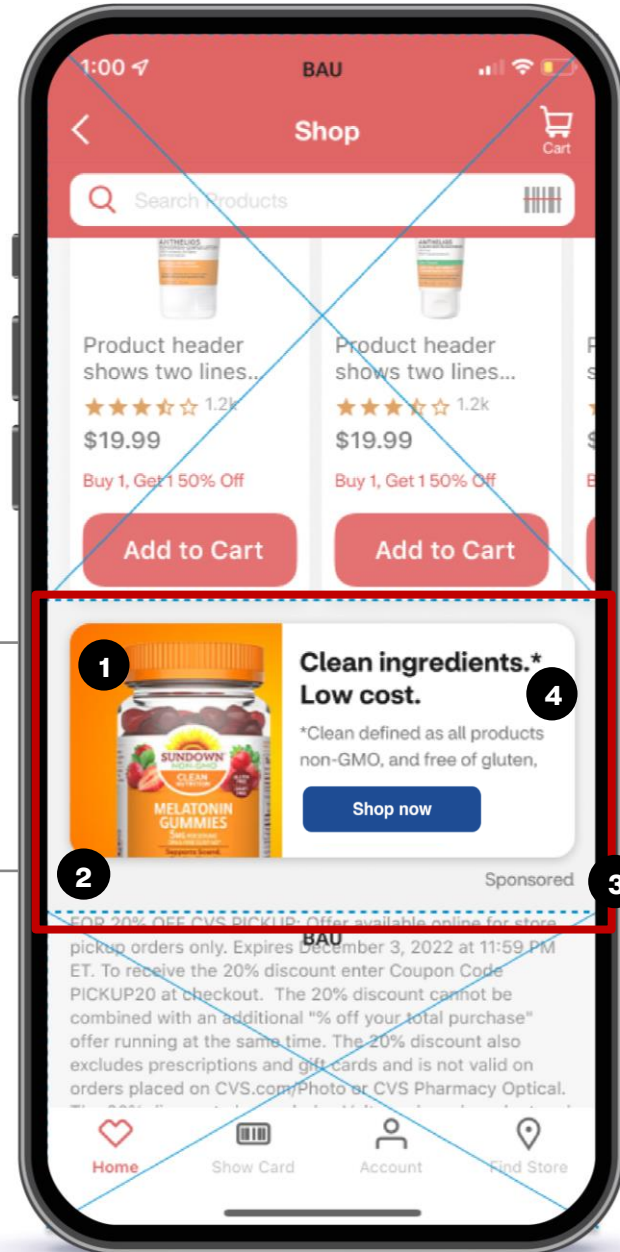
The CVS Pharmacy® app gives brands on-the-go reach to ExtraCare® customers who are researching and making add-to-cart decisions.

1 **GAM Ad Container**
Container height (responsive): 159px
Container width: 343px

2 **GAM Image**
Container height (responsive): 159px
Container width: 112px
Image can be aligned to the left or right of the GAM Banner


3 **Sponsored Text**
Sponsored text should always be outside of the GAM Banner

4 **Character Count**
Heading: 45 characters
Description: 110 characters



Campaign Landing Page

Campaign Landing Pages allow suppliers to showcase their products in a centralized location. These pages also act as the landing page to your CVS co-branded banner ads and social media marketing. Campaign Landing Pages are only available if a supplier is running a paid media campaign that will remain live ONLY for the duration of the campaign, plus 30 days after campaign ends.

 Download templates

Campaign Landing Pages

Overview



Creative Notes

- **All pages must pass WCAG 2.1 AA compliance**
Please download and use this tool to confirm compliance – [TPGI.com](https://www.tpgi.com)
- **Campaign Landing Pages should be 3-4 modules max**, not all modules should be used in a single page, but the same module can be used more than once. Use provided PSD template for modules.
- **Video, carousels and animation are not supported in the template**
- **All links must stay on the CVS site**
 - Suppliers cannot link off site from Campaign Landing Pages
 - If there are extensive educational materials, there is the option to click a link to download a PDF
- **Follow the PSD template to ensure that all specs are adhered to**
 - The Campaign Landing Pages PSD template is customizable to suit the content that the supplier is looking to include
 - It is not necessary to utilize every module style
 - Text size, styling and layout are fixed and should not be manipulated
 - All text should be Helvetica fonts
- **CTA buttons can only be solid CVS blue #004d99, black or white**



Assets to Deliver

CLP CTA Matrix (to be filled out by supplier)

SKUs for Product Landing Page

Designed PSD templates for desktop & mobile

Prepping for CMX review:

- Export artboards as a single PDF depicting full page layout

[See Campaign Landing Pages Assets Needed Page](#)

Campaign Landing Pages

Assets Needed

For Campaign Landing Pages, you can choose to create them in-house, or CMX can create them for you. Reference the lists below to see what assets are needed.

CMX Driven Creative

Assets handoff checklist:

- Brand guidelines
- Brand fonts
- Layered PSDs
- Any inspiration or direction on the look for this campaign (previous banners and campaign materials)
- Copy thought starters and direction
- Final product shots to be used in the creative
- High-res imagery
- Additional direction regarding the tone or goal of the campaign
- CLP CTA Matrix (to be filled out by Supplier)
 - Links for each CTA on the page
 - Any SKUs for sub-linked Product Landing Pages
 - Page title
 - SKUs for Product Landing Page

Supplier Driven Creative

Asset handoff checklist:

CLP CTA Matrix (to be filled out by supplier)

- Links for each CTA on the page
- Any SKUs for sub-linked Product Landing Pages
- Page title
- SKUs for Product Landing Page

Designed PSD templates

- Provide the PSD templates as fully editable and layered files
 - Include Desktop and Mobile designs
- Create files at 144ppi resolution
- Helvetica ONLY, no non-standard fonts
- No video, no animation
- Do not alter or modify module element placement or size

Campaign Landing Pages

Design Specs

Templates

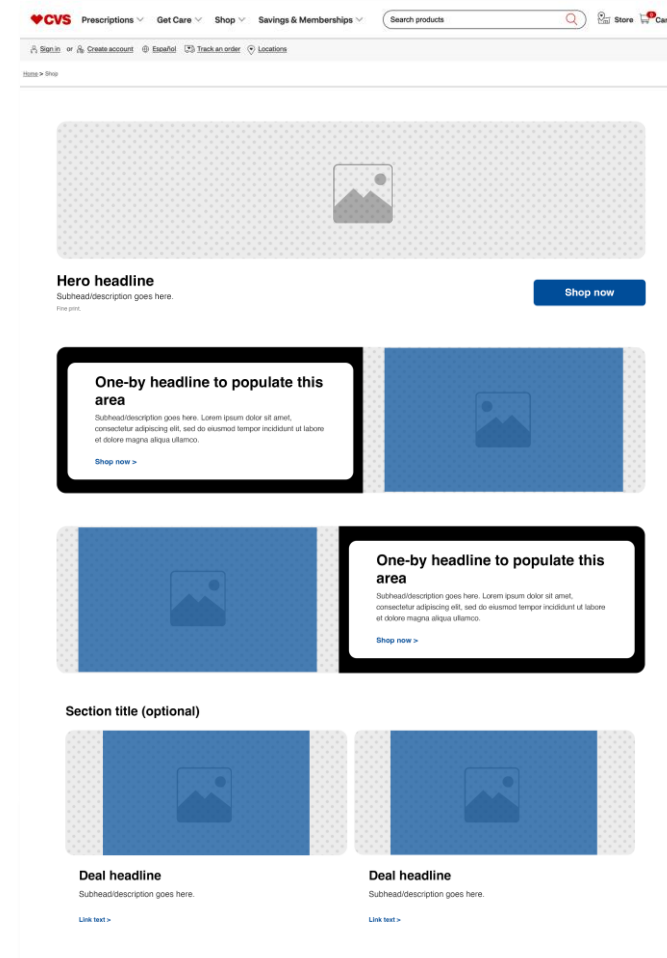
- Create files within the provided photoshop templates
- Choose from the modular options within the template to build out your page
- Campaign Landing Pages should be 3-4 modules max, not all modules should be used in a single page, but the same module can be used more than once
- Final export should be at 144ppi resolution
- Dotted grey area represents the image safe area for each module

Prepping for CMX Review

- Export all individual modules as JPEGs
- Lay out all modules for desktop and mobile on the full-page artboard within the Campaign Landing Pages Template PSD
- For final handoff, please include a Word Doc with final text if using the “Text & Fine Print Module”

Module Customization

- CTAs can only be CVS blue (#004d99), black or white
- Do not manipulate CTA placement or styling for each module
- Text alignment is fixed for each module
- Text can only be black or white
- Check each module’s details for module-specific requirements and options



Campaign Landing Pages

Page Components

Hero Banner

Image area – Desktop: 1280px x 300px (Mobile: 320px x 300px).

Used to show prominent campaign imagery.

Optional Elements

- Headline, subhead, description, fine print and CTA.

Restrictions/Requirements

- Headline, subhead, description & fine print – recommend 30 characters (256 max characters).
- Only image/logos in the image safe area.
- All text should be housed in the text fields below for accessibility compliance.
 - If no CTA, text is centered below the image.
 - If no text, CTA is centered below the image

One-by 50/50 Banner

Image area – Desktop: 617px x 317px (Mobile: 330px x 165px).

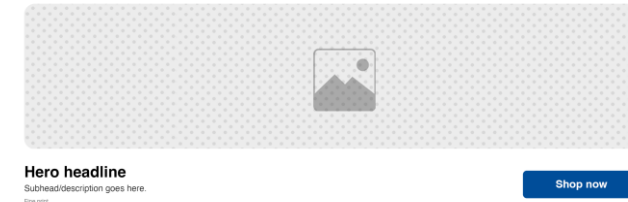
Optional Elements

- CTA, subhead, description and white background.

Restrictions/Requirements

- Headline – 60 max characters.
- Subhead, description – 256 max characters.
- Only image/logos in the image safe area.
- All text should be housed in the text fields for accessibility compliance.
- Full background behind text can be a solid, custom color.

Hero Banner



One-by 50/50 Banners



Campaign Landing Pages

Page Components

Deal Banner

Image area – Desktop: 617px x 274px (Mobile : 300px x 182px).

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters).
 - Text is center-aligned for non-CTA option.
- Only image/logos in the image safe area.

Two-by Banner

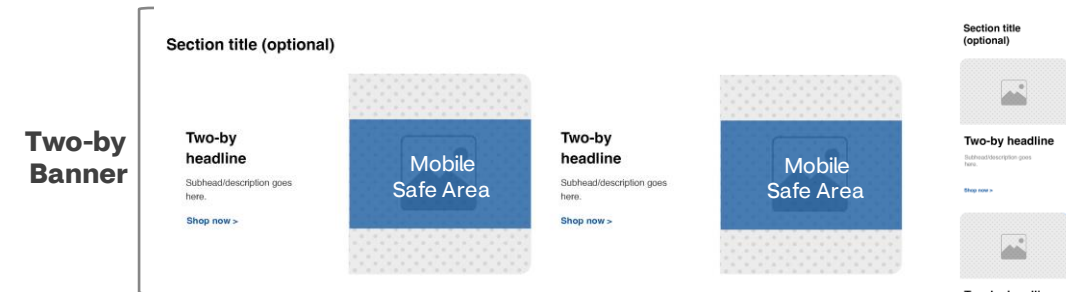
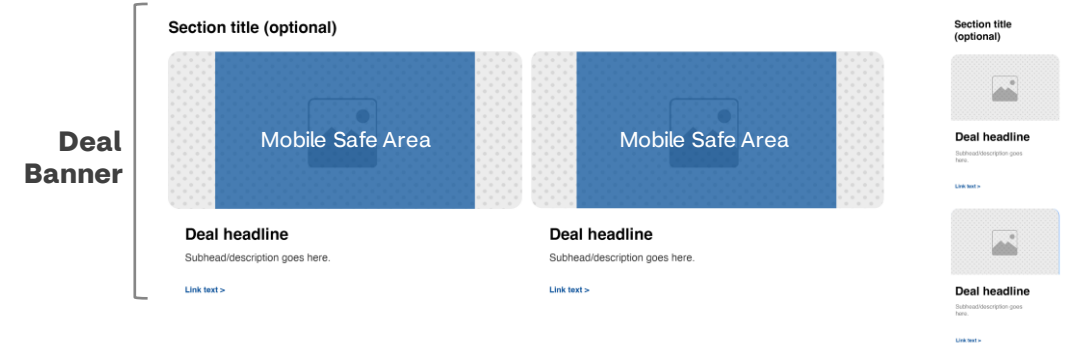
Image area – Desktop: 315px x 350px (Mobile : 300px x 182px).

Optional Elements

- CTA, subhead, description and white background.

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters).
 - Text is center aligned for non-CTA option.
- Only image/logos in the image safe area.
- Full background behind text can be a **solid, custom color**.



Campaign Landing Pages

Page Components

Three-by Banner

Image area – Desktop: 350px x 274px (Mobile: 300px x 182px).

Optional Elements

- CTA, subhead, description and white background.

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters).
 - Text is center-aligned for non-CTA option.
- Only image/logos in the image safe area.
- Full background behind text can be a **solid, custom color**.

Four-by Banner

Image area – Desktop: 309px x 218px (Mobile: 300px x 182px).

Optional Elements

- CTA, subhead, description, white background behind text, grey tile background.

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters).
 - Text is center-aligned for non-CTA option.
- Only image/logos in the image safe area.
- Full grey tile background can be a **solid, custom color**.
- Only 4 tiles across.

Three-by Banner

Section title (optional)



Three-by headline
Subhead/description goes here.

Shop now >

Three-by headline
Subhead/description goes here.

Shop now >

Three-by headline
Subhead/description goes here.

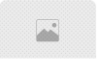
Shop now >

Section title (optional)



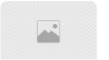
Three-by headline
Subhead/description goes here.

Shop now >



Three-by headline
Subhead/description goes here.

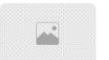
Shop now >



Three-by headline
Subhead/description goes here.

Shop now >

Section title (optional)



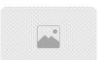
Four-by headline
Subhead/description goes here.

Shop now >



Four-by headline
Subhead/description goes here.

Shop now >



Four-by headline
Subhead/description goes here.

Shop now >



Four-by headline
Subhead/description goes here.

Shop now >

Four-by Banner

Section title (optional)



Four-by headline
Subhead/description goes here.

Shop now >

Four-by headline
Subhead/description goes here.

Shop now >

Four-by headline
Subhead/description goes here.

Shop now >

Four-by headline
Subhead/description goes here.

Shop now >

Campaign Landing Pages

Page Components

Text & Fine Print Module

Large text field that is mostly used for long legal disclaimers.

- Can appear in line with Brand Shop modules or below the product grid.

Optional Elements

- Headline, body text, fine print (must use one of the three).

Restrictions/Requirements

- Headline: 256 max characters; left-aligned; 16pt.
- Body text: 5000 max characters; left-aligned; 14pt.
- Fine print: 5000 max characters; center-aligned; 12pt.

Text & Fine Print Module

SEO text/fine print headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Optional CTA >

SEO text/fine print headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Optional CTA >

Pencil Banner

Two layout options – text only or with icon/CTA.

- Icon image area – 100px x 62px.
- Used for disclaimers or offer callouts.

Optional Elements

- Subhead, description, CTA and icon image area.

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters).
 - Text is center-aligned for non-CTA option.
 - Text is left-aligned for icon & CTA option.
- Full background behind text can be a **solid, custom color**.

Pencil Banners

Pencil banner headline

Subhead/description goes here.

Pencil banner headline

Subhead/description goes here.



Pencil banner headline

Subhead/description goes here.

Shop now >



Pencil banner headline

Subhead/description goes here.

Shop now >

Campaign Landing Pages

Page Components

Navigation Banners

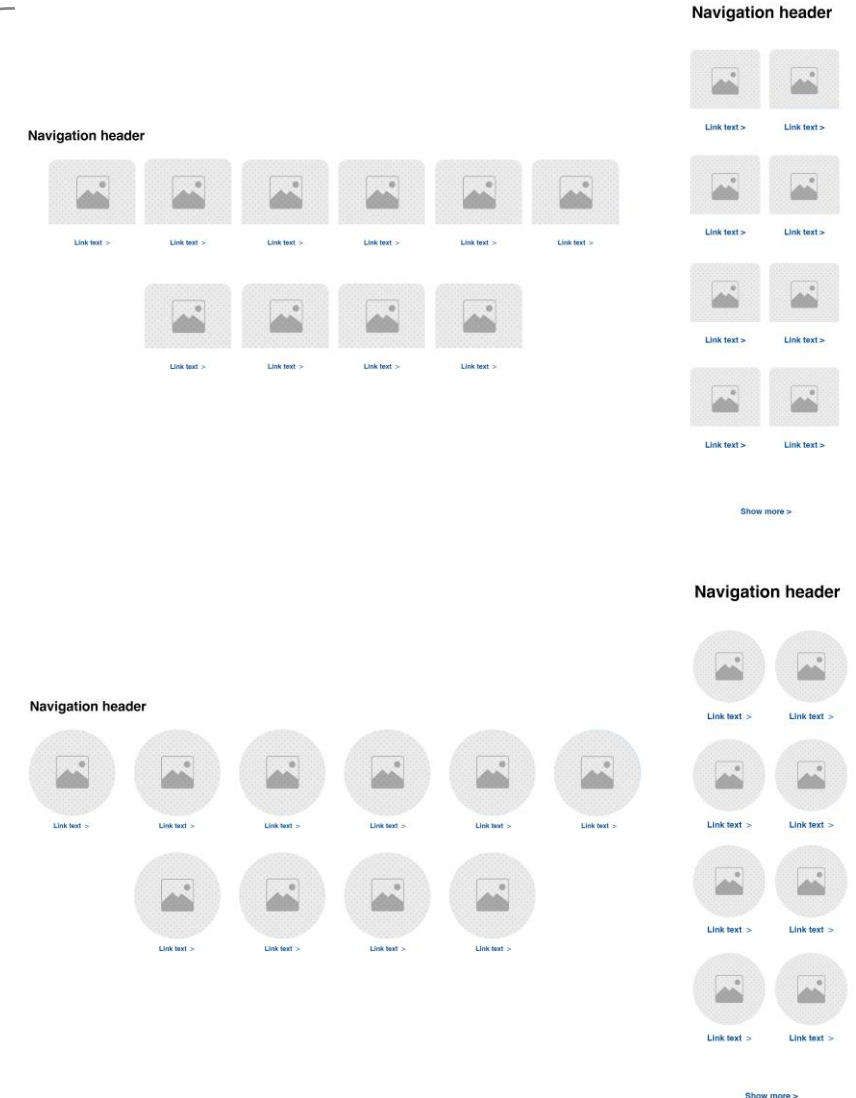
Two layout options – square & circle

- Square image area – Desktop: 124px x 124px (Mobile: 88px x 88px).
- Circle image area – Desktop: 180px x 180px (Mobile: 120px x 120px).
- This module can be used for categorization and linking out to PLP category pages.

Restrictions/Requirements

- Link text – recommend 30 characters max.
- CTA is required for this module.
- Can be 4-6 tiles across on desktop.
 - After 6 tiles, the icons will move to the row below.
 - For mobile, only 2 images will appear at once but all icons will become visible by tapping the “Show more” button.

Navigation Banners



Campaign Landing Pages Examples

Goodline Grooming Co.

(desktop)



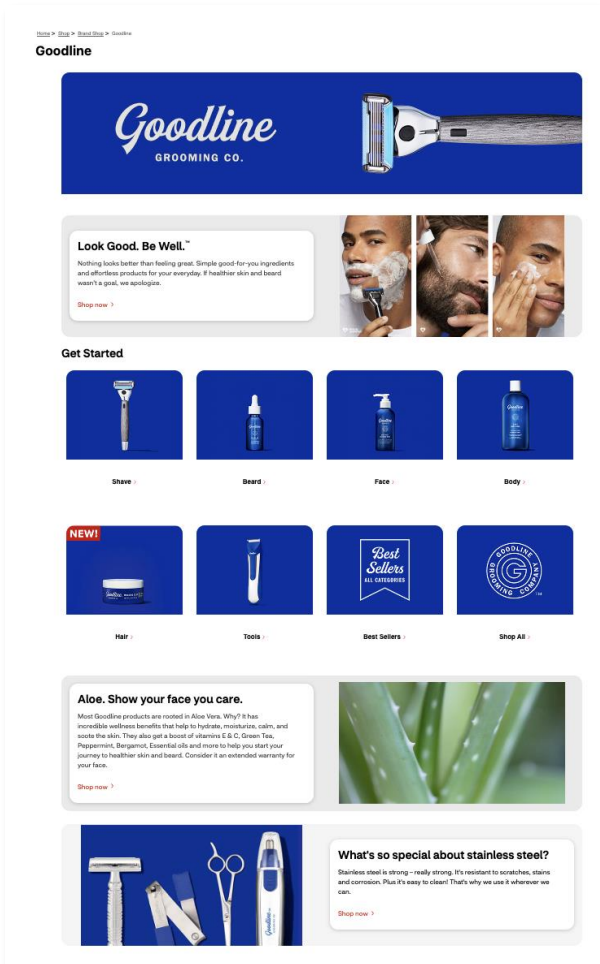
Hero Banner

One-by 50/50
Banner Left
Aligned

Navigation

One-by 50/50
Banner Left
Aligned

One-by 50/50
Banner
Right Aligned



CVS Shop Page

(desktop)

(mobile)

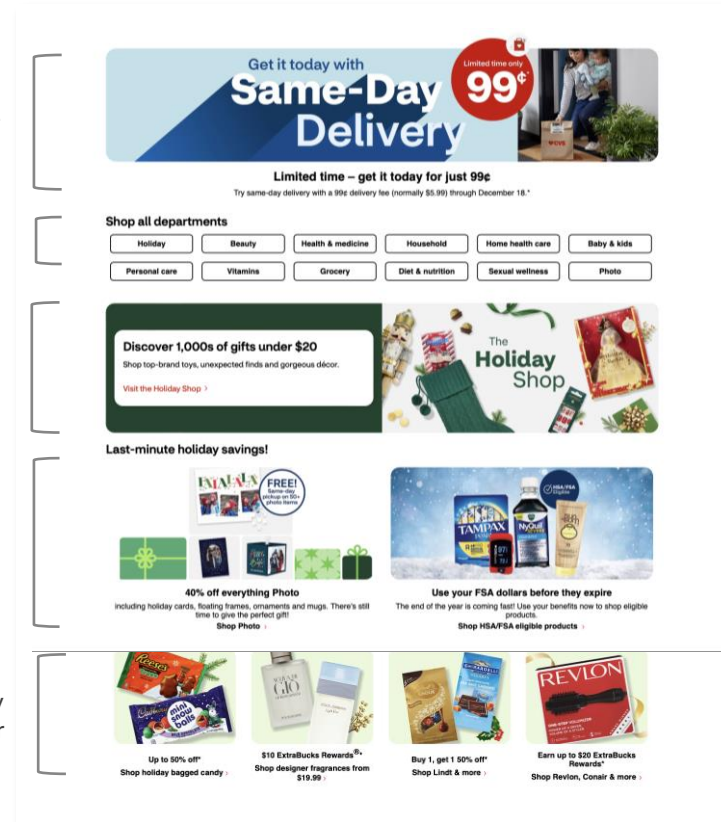
Hero Banner

Navigation

One-by Banner
Left Aligned

Two-by
Banner

Four-by
Banner



Digital Circular

A Digital Circular provides brands the ability to elevate their brand story with full-page ads within the CVS Digital Circular.

Reach out to Account
Manager for templates

Online Circular Ads

Design Specs

Ad Specs

Size: 10" w x 11.5" h

Margins: .5"

Bleed: .125"

Fonts

Headline: CVS Health Sans Bold

Body copy: CVS Health Sans Regular

Offer callout: CVS Health Sans Medium

Image Output

Use [CVS InDesign Circular Template](#) to design files

Image resolution: 300dpi

Color profile: RGB

Package: All linked images and fonts

Export as a PDF

All ads must pass [WCAG 2.1AA compliance](#) [TPGI.com](#).

Headline:
CVS Health Sans Bold

Margin:
.5"

Bleed:
.125"

Body Copy:
CVS Health Sans Regular

Pick the color that works best with your product(s) design.

Shop now

*Based on the 2022 BrandSpark® American Trust Study, multi-year winner. Use and reapply as directed.

Online Circular Ads

Examples

Circular Ad with text offer



Option A

Headline: 60 characters
Subhead: 76 characters
Body: 58 characters
CTA: 15 characters



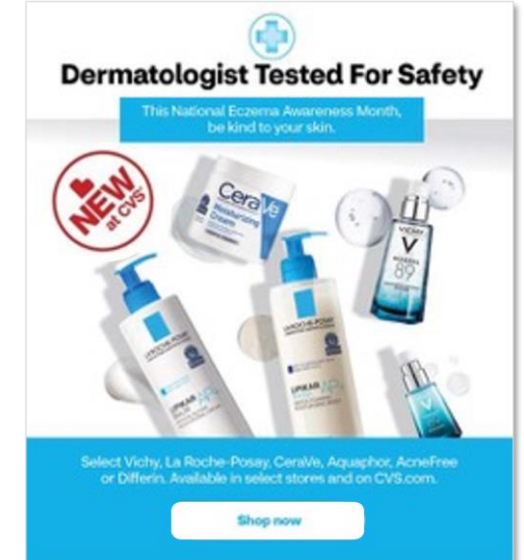
Option A example

Circular Ad with New badge



Option B

Headline: 60 characters
Body: 70 characters
Subhead: 76 characters
CTA: 15 characters



Option B example

Social & Video

Utilize Social and Video media to promote your products, increase engagement and drive shoppers to [CVS.com](https://www.cvs.com)

CVS Media Exchange

Social Media Language Guidelines

Misleading or False Content

The content we put on social media needs to be authentic. This creates a better environment for sharing and communication.

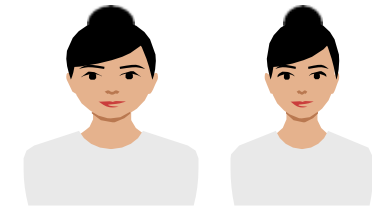
Ads must not contain deceptive, false, or misleading claims like those relating to the effectiveness or characteristics of a product or service, including misleading health, employment or weight-loss claims that set unrealistic expectations for users.

Examples of Misleading Content

- Claims that a product or service can guarantee prevention of, immunity from, or a cure for COVID-19
- Exaggerated claims, tips, or tricks
- False or misleading claims about product attributes, quality, or functionality
- Setting confusing or misleading expectations for delivery times
- Claims of cures for incurable diseases

Before and After

Ads must NOT contain “before-and-after” images or images that contain unexpected or unlikely results.

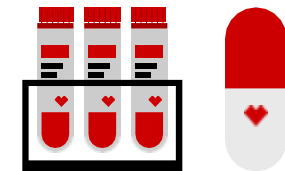


Extreme Body Depictions

Ad content must NOT imply or attempt to generate negative self-perception in order to promote diet, weight loss or other health-related products.

Vaccine-related Content

Ads should NOT help propagate misinformation regarding personal health.



Examples of Unacceptable Vaccine-Related Messages

- “COVID-19 vaccines prevent the illness”
- “The next CURE for COVID-19”
- “Vaccines cause autism”
- “Vaccines are composed of harmful chemicals”



Social Ads



Copy Requirements

Text Specs

Post Copy: 125 characters max

Headline: 27 characters max

Page Link Description:
27 characters max (FB Only)

Keep text short, clear and concise in order to get your message across effectively


CTA button is Title Case (i.e. Shop Now)

Maximum number of hashtags in text: 30

Images with less than 20% text perform better

See if your copy fits in the [Social matrix](#)

See the latest Best Practices for: [Carousel Ads](#)

 Download templates



Post Copy

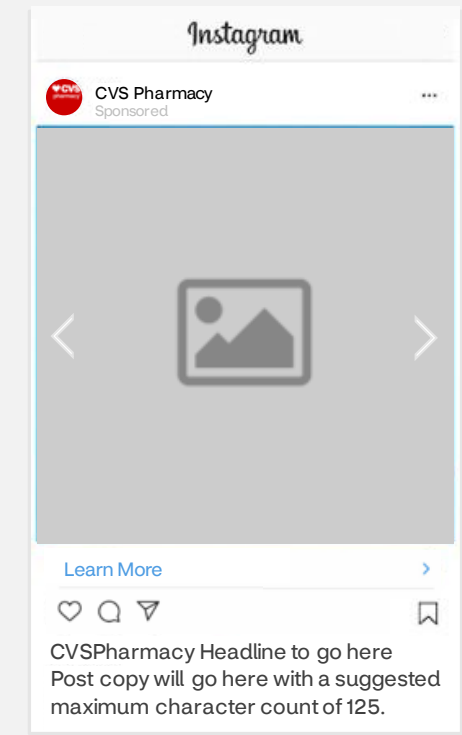
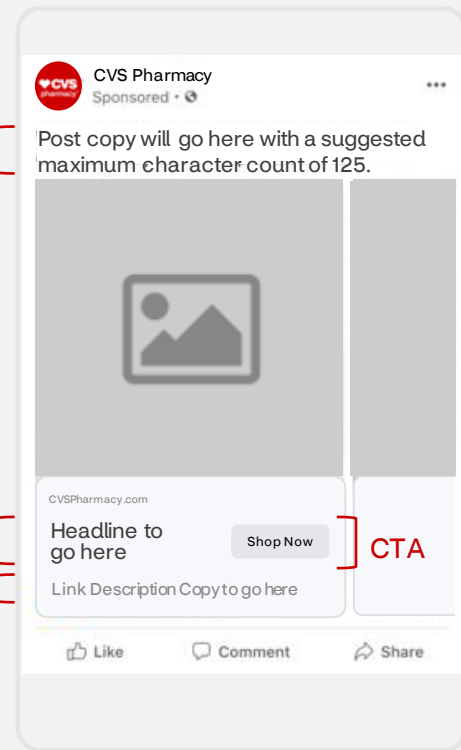
Headline
Link Description

CTA



CTA

Headline
Post Copy





Social Ads



Image Carousel Ad

The carousel ad format for Facebook and Instagram allow you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

Design Recommendations

Image Size: 1080px x 1080px

Image Size Ratio: 1:1

Carousel must end with the CVS card

Technical Requirements

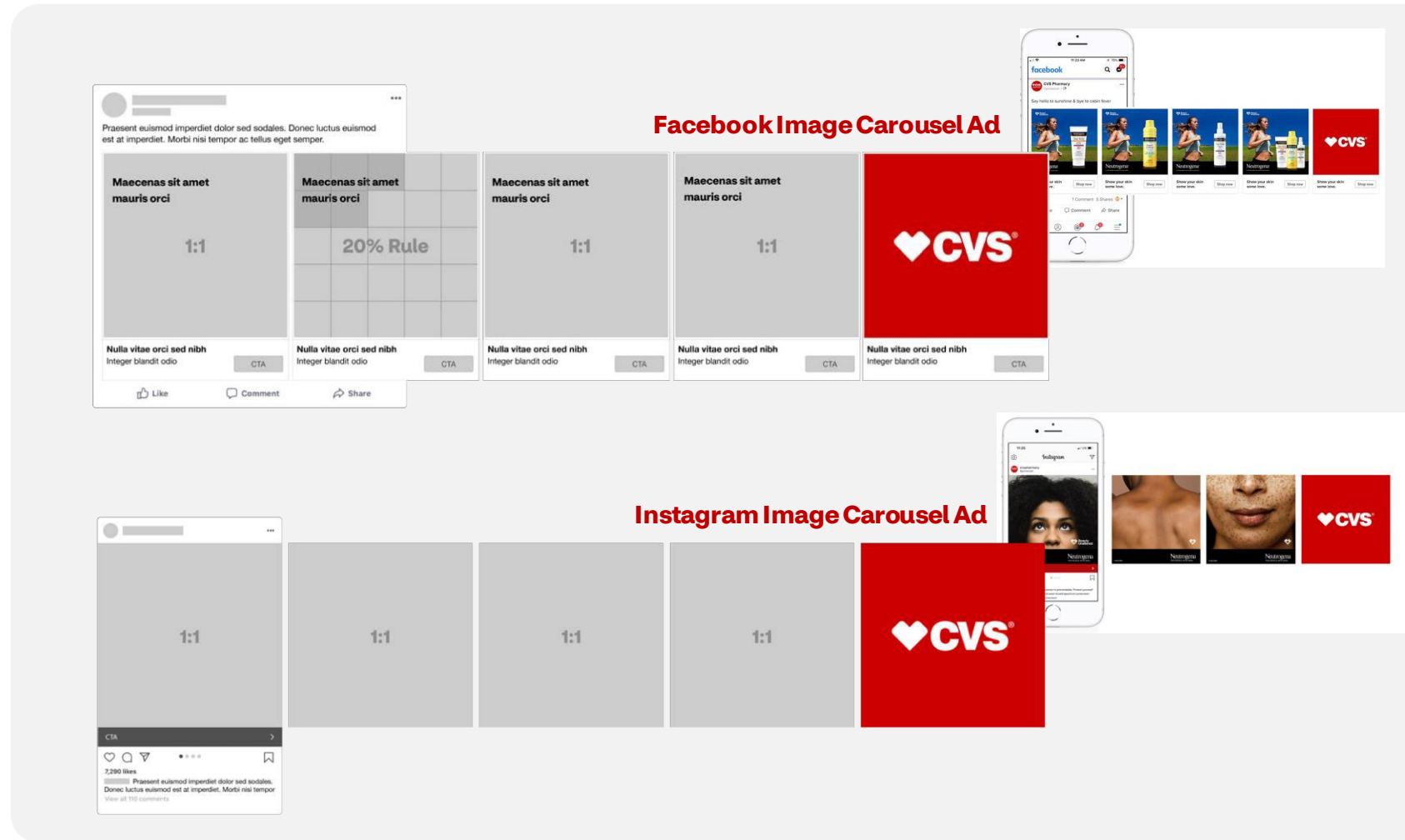
Recommended image file type: PNG

Number of carousel cards: 2-5
(Recommended)

Image maximum file size: 30mb

For character count and placement, see:
[Copy Requirements](#)

See the latest Best Practices for:
[Carousel Ads](#)





Social Ads



Video Carousel Ad

The carousel ad format for Facebook and Instagram allow you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

Design Recommendations

Video ratio: 1:1

Resolution: 1080px x 1080px min

Video length best practice: 15 seconds or shorter

Number of cards in the carousel: 2-5 max

Must end with CVS logo

Technical Requirements

Use the MP4 format

Max video file size: 4GB

Best practice: Use 20% or less text on image

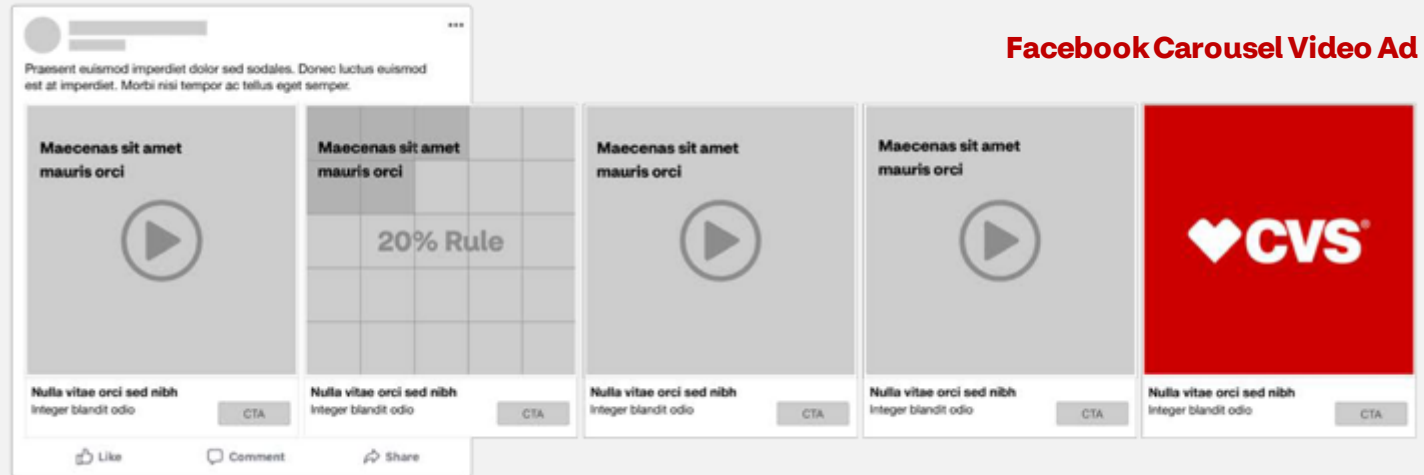
Upload the highest resolution available that meets file size and ratio design limits for sound off
(Use text, graphics and captions whenever possible.)

For character count and placement, see:
[Copy Requirements](#)

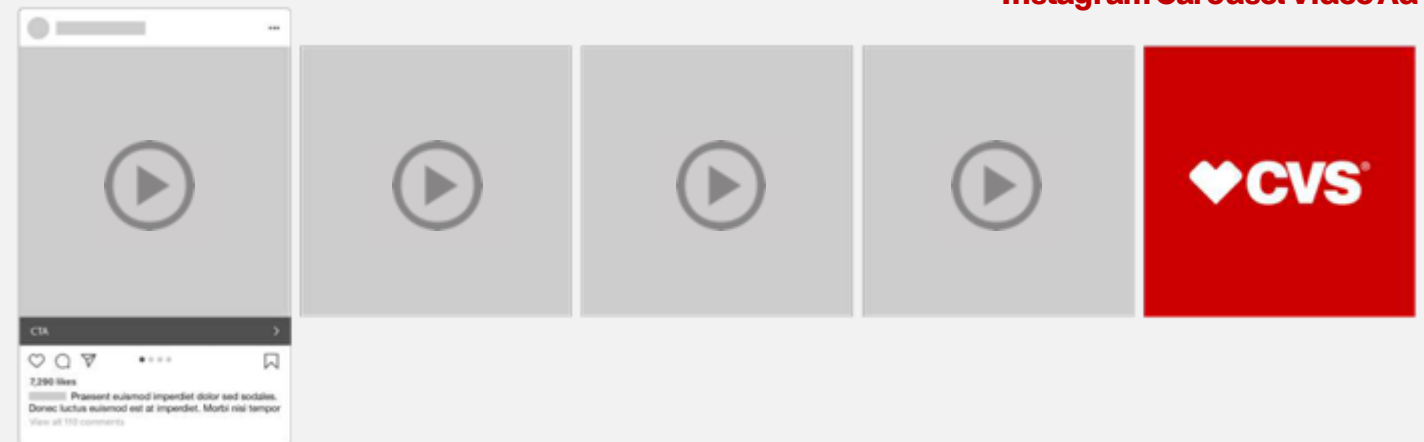
See the latest Best Practices for:
[Carousel Ads](#)

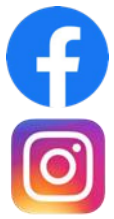
 Download templates

Facebook Carousel Video Ad



Instagram Carousel Video Ad





Social Ads

Static Story Ad

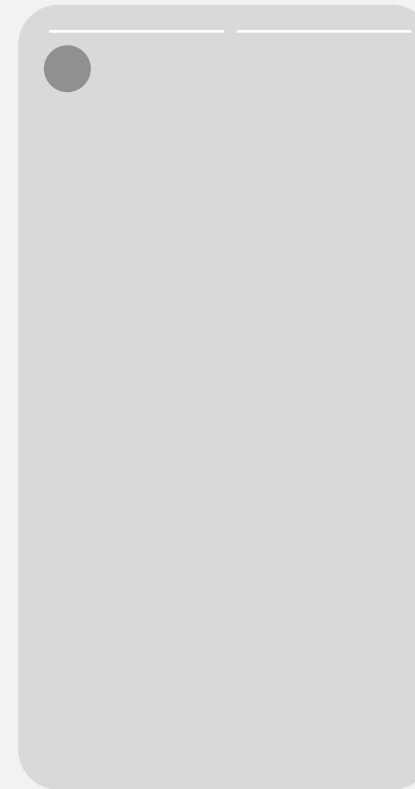
Design Recommendations

- Size:** 1080x1920px (9:16)
- Resolution:** 1080x1080px min
- Character limits:** 125 characters
- Must use end with CVS static end card**

Technical Requirements

- JPG format**
- Best practice:** Use 20% or less text on image
- Upload the highest resolution available that meets file size and ratio design limits for sound off
(Use text, graphics and captions whenever possible.)
- Available CTAs include** Shop Now; Learn More; Book Now; etc.

The story ad format for Facebook and Instagram allow you to showcase your product and brand message in full screen, allowing users to focus solely on your ad. Stories ads are a great way for brands to engage with people, as over half of Instagram users view stories daily.



For character count and placement, see:
[Copy Requirements](#)



Social Ads



Video Story Ad

Design Recommendations

Video ratio: 9:16

Resolution: 1080x1080px min

Video length best practice: 15 seconds or shorter
(but can be up-to 60 min)

Video captions are recommended

Video sound is recommended

Character limits: 125 characters

Must use CVS watermark throughout and end with CVS static end card

Technical Requirements

MP4 format

Max video file size: 4GB

Best practice: Use 20% or less text on image

Upload the highest resolution available that meets file size and ratio design limits for sound off
(Use text, graphics and captions whenever possible.)

Available CTAs include Shop Now; Learn More; Book Now; etc.

For character count and placement, see:
[Copy Requirements](#)



Social Ads Video Feed Ad

Video Feed Ad

Video ratio: 1:1; 16:9 (Desktop & Mobile); 4:5 (Mobile Only)

Video length best practice: 15 seconds or shorter

Co-Branding: Video must include a **CVS watermark** overlay in bottom left corner AND **CVS end card**

Technical Requirements

Use the MP4 format

Best practice: Use 20% or less text on image

Upload the highest resolution available that meets file size and ratio design limits for sound off

Use **text, graphics and captions** whenever possible

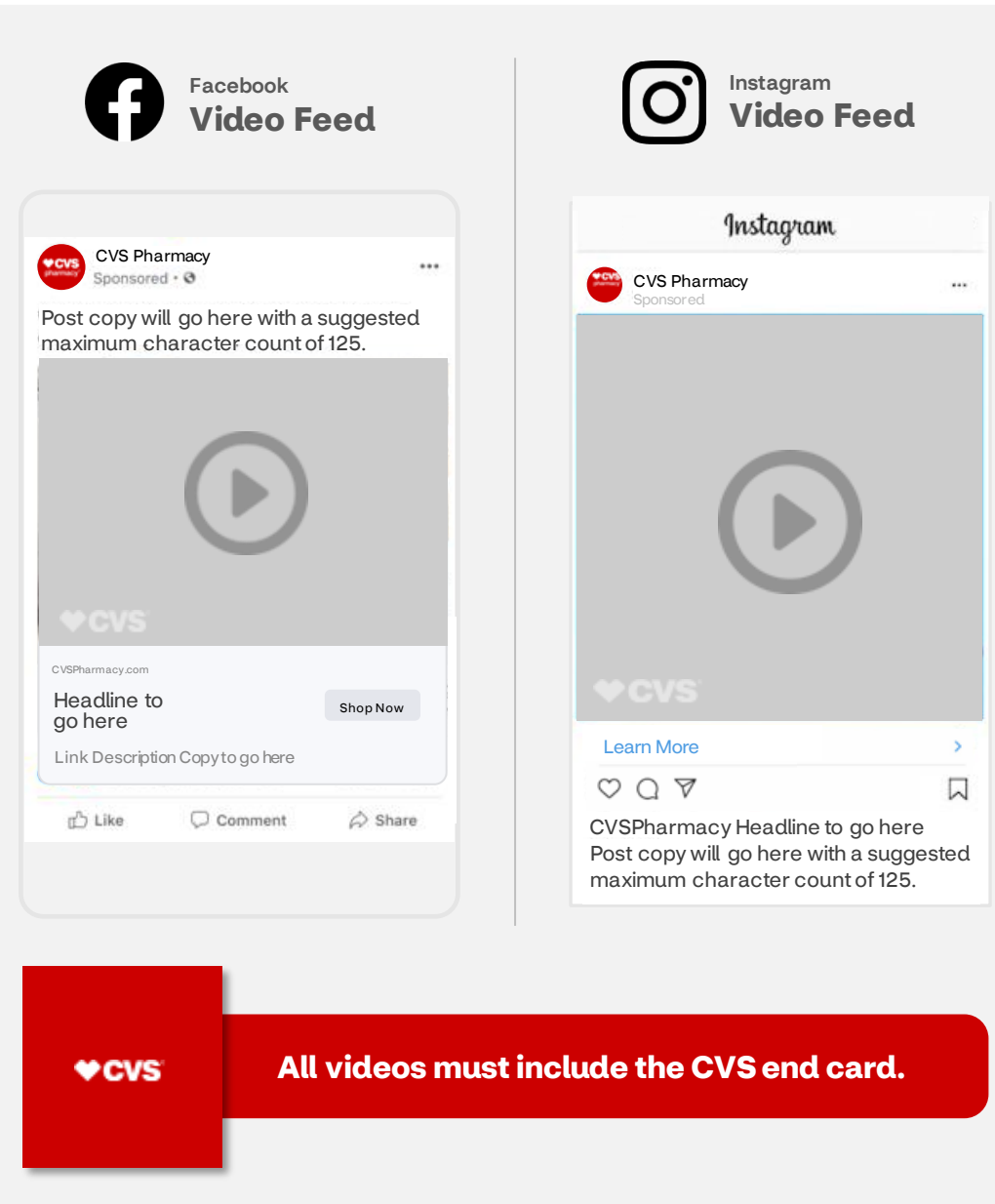
For character count and placement, see:

[Copy Requirements](#)

See the latest Best Practices for:

[Facebook Video Ads](#)

 Download templates





Social Ads

Copy Requirements

Text Recommendations

Headline: 27 characters max

Post Copy: 125 characters max

Include your brand or product name in the first line and use relevant keywords to appear in search.

Keep text short, clear and concise in order to get your message across effectively

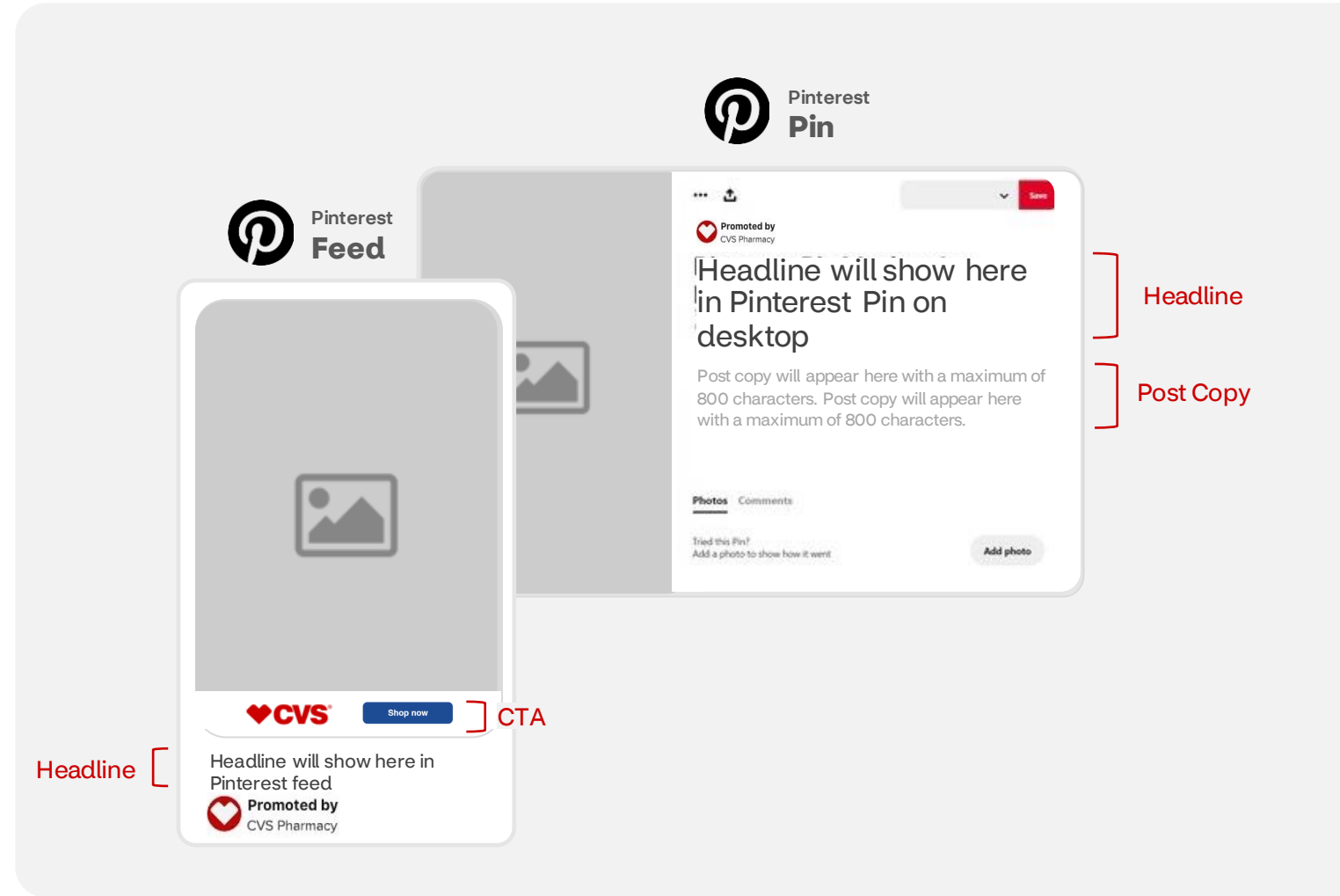
CTA button is sentence case (i.e., Shop now)

Images with less than 20% text perform better

See if your copy fits in the [Social matrix](#)

See the latest Best Practices for: [Pinterest Video Ads](#)

 Download templates





Social Ads

Static Image Pin

Design Recommendations

Image size: 1000px x 1500px

Image size ratio: 2:3

Technical Requirements

Recommended image file type: PNG

Image maximum file size: 20MB

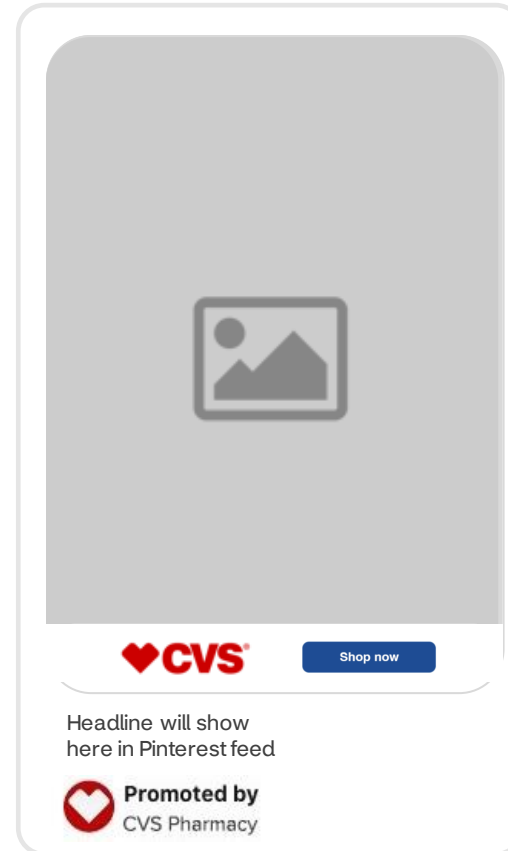
For character count and placement, see:

[Copy Requirements](#)

See the latest Best Practices for:

[Pinterest Video Ads](#)

 Download templates



Leverage static pins for all objectives awareness, consideration and driving sales.

Good pins are visually appealing, with prominent branding and a call to action.



Social Ads

Carousel Image Pin

Design Recommendations

Image size: 1080px x 1080px or 1000px x 1500px

Image size ratio: 1:1 or 2:3

Carousel must end with the CVS card

Technical Requirements

Recommended image file type: PNG

Number of Carousel Cards: 2 to 10

Image Maximum File Size: 32MB

Aspect Ratio Tolerance: 3%

For character count and placement, see:

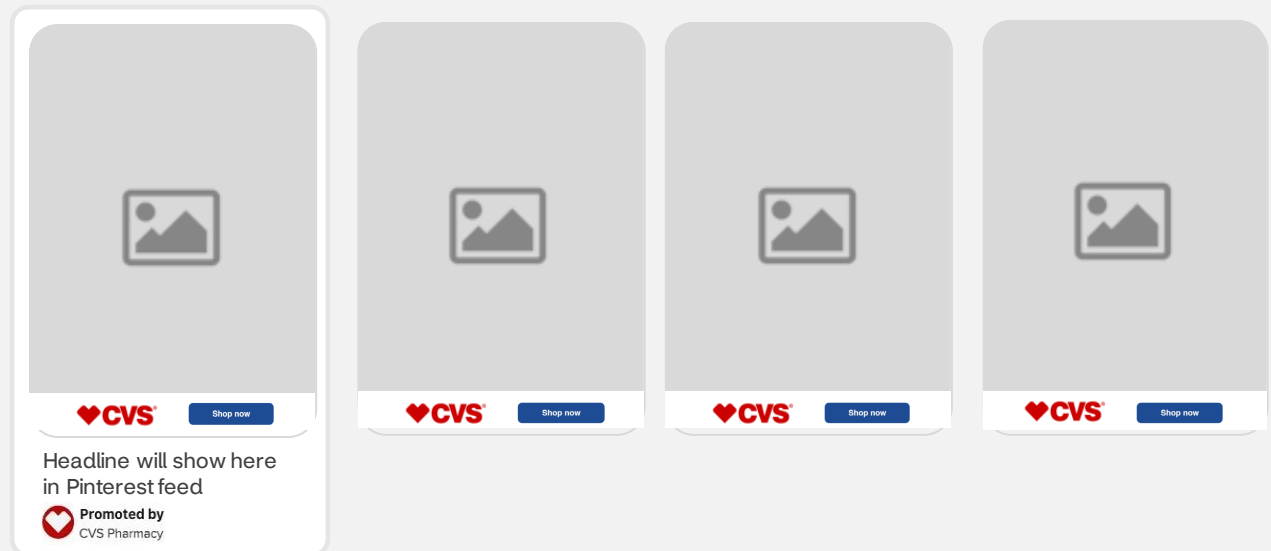
[Copy Requirements](#)

See the latest Best Practices for:

[Pinterest Video Ads](#)

 Download templates

Showcase multiple images to drive consideration and highlight your product benefits.



Social Ads Video Pins

Video Feed Ad

Video ratio: 1:1 (Square) 2:3 or 9:16 (Vertical)

Video length best practice: 15 seconds or shorter

Primary text: 40 characters max

Link description: 30 characters max

Co-Branding: Video must include a CVS stamp overlay AND a CVS end card.

Technical Requirements

Use the MP4 format

Max File Size: Up to 2GB

Best practice: Use 20% or less text on image

Upload the highest resolution available that meets file size and ratio design limits for sound off

Use **text, graphics and captions** whenever possible.

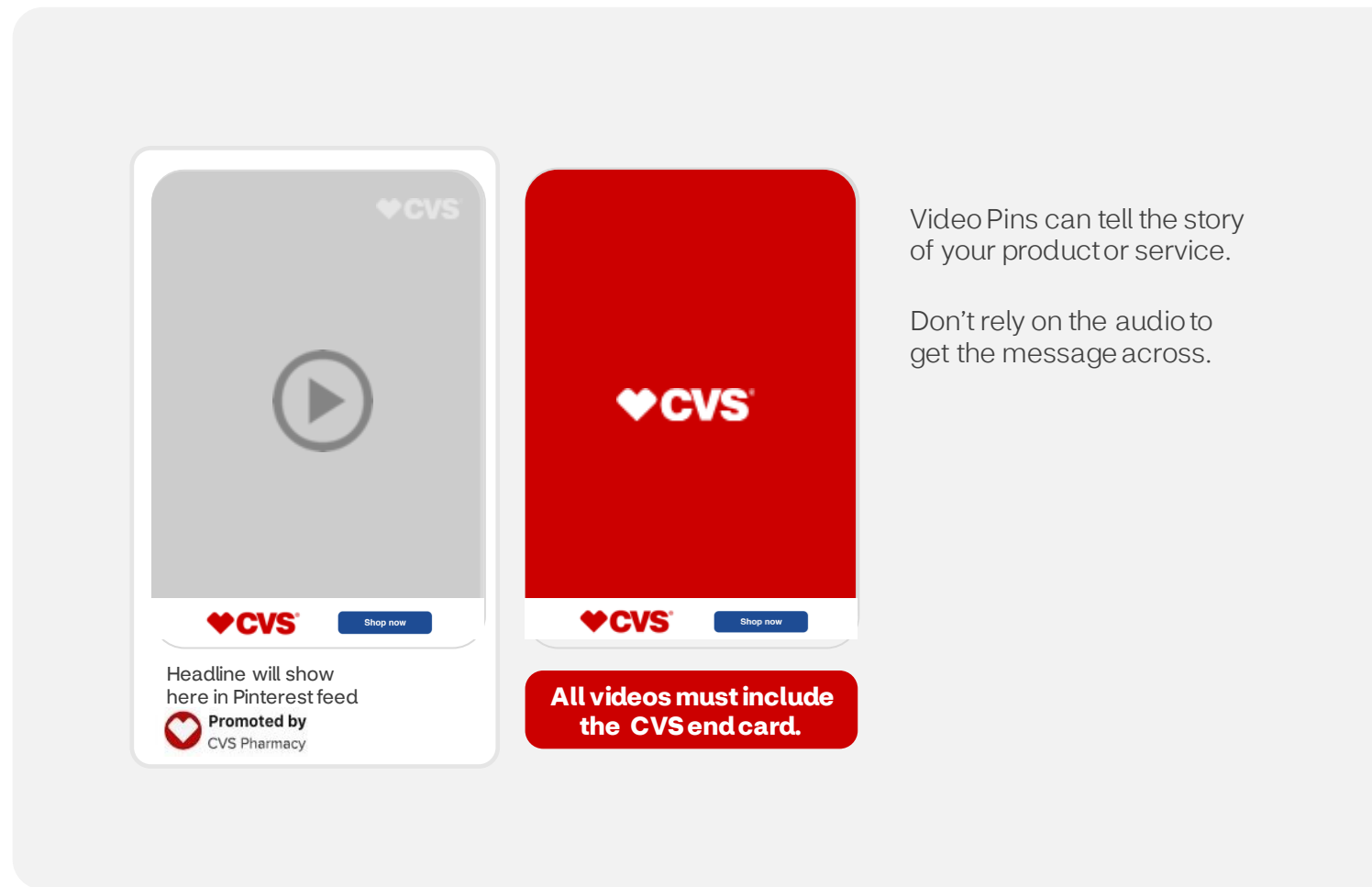
For character count and placement, see:

[Copy Requirements](#)

See the latest Best Practices for:

[Pinterest Video Ads](#)

 Download templates



Video Ads

Programmatic Videos

Always upload a source file with the highest possible specifications you have available so that Campaign Manager can transcode the asset into as many serving files as possible. The platform will automatically create various versions of the video to scale down, so only one video asset is needed per creative. We recommend you use a high-definition video that meets the following requirements:

Video

File format: MOV or MP4

Dimensions: Landscape/horizontal (any one of these sizes will work) 1280px x 720px, 1920px x 1080px, or 1440px x 1080px

Aspect ratio: Landscape/horizontal 16:9 or 4:3

End Card: Must be viewable for a minimum of 3s

Portrait/vertical: 9:16 or 3:4

Codec: H.264

Frame rate: 23.98 or 29.97

Bitrate: At least 20Mbps

Length: 15 or 30 seconds

File size: Up to 1GB
(per the Campaign Manager file size limit)

Black bars: No black bars

Letterboxing: No letterboxing

See the latest Best Practices for:
[Guidelines for Video Creative](#)

 Download templates

Audio

Codec: PCM (preferred) or AAC

Bitrate: At least 192kbps

Bit: 16 or 24 bit ONLY

Sample rate: 48kHz

Audio settings: Required

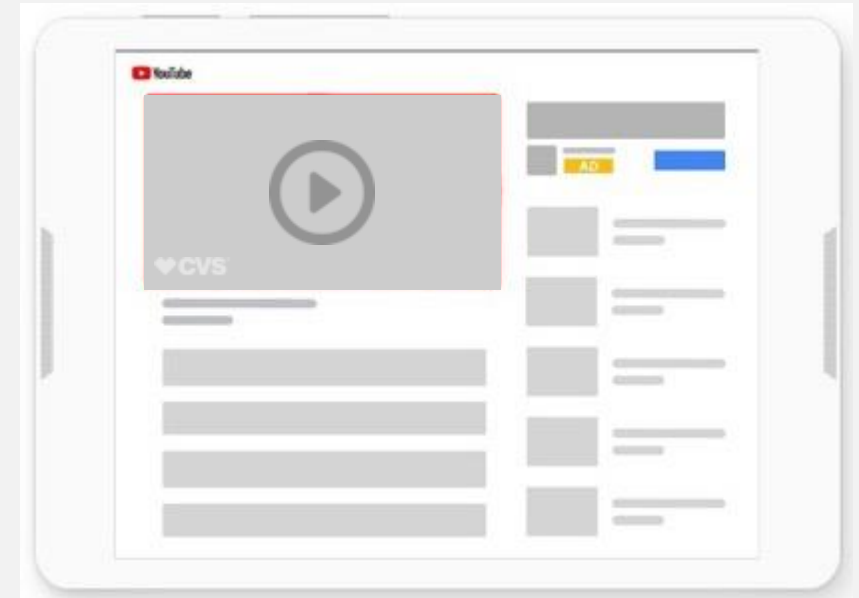
Content Requirements

Must end with CVS end card

CVS end card must **be viewable for 3 seconds minimum**

Must have a CVS watermark throughout

Most video inventory has the same content requirements as standard creatives





**All videos must include the
CVS end card.**

TrueView in-stream ads

File format: MP4

Aspect ratio: 16:9

Length: 15 second max recommended

Co-Branding: CVS watermark must be on all frames in the lower left-hand corner and the CVS logo end card must be visible for a minimum of 3 seconds

Can be encoded to:

2160p: 3840x2160

480p: 854x480

1440p: 2560x1440

360p: 640x360

1080p: 1920x1080

240p: 426x240

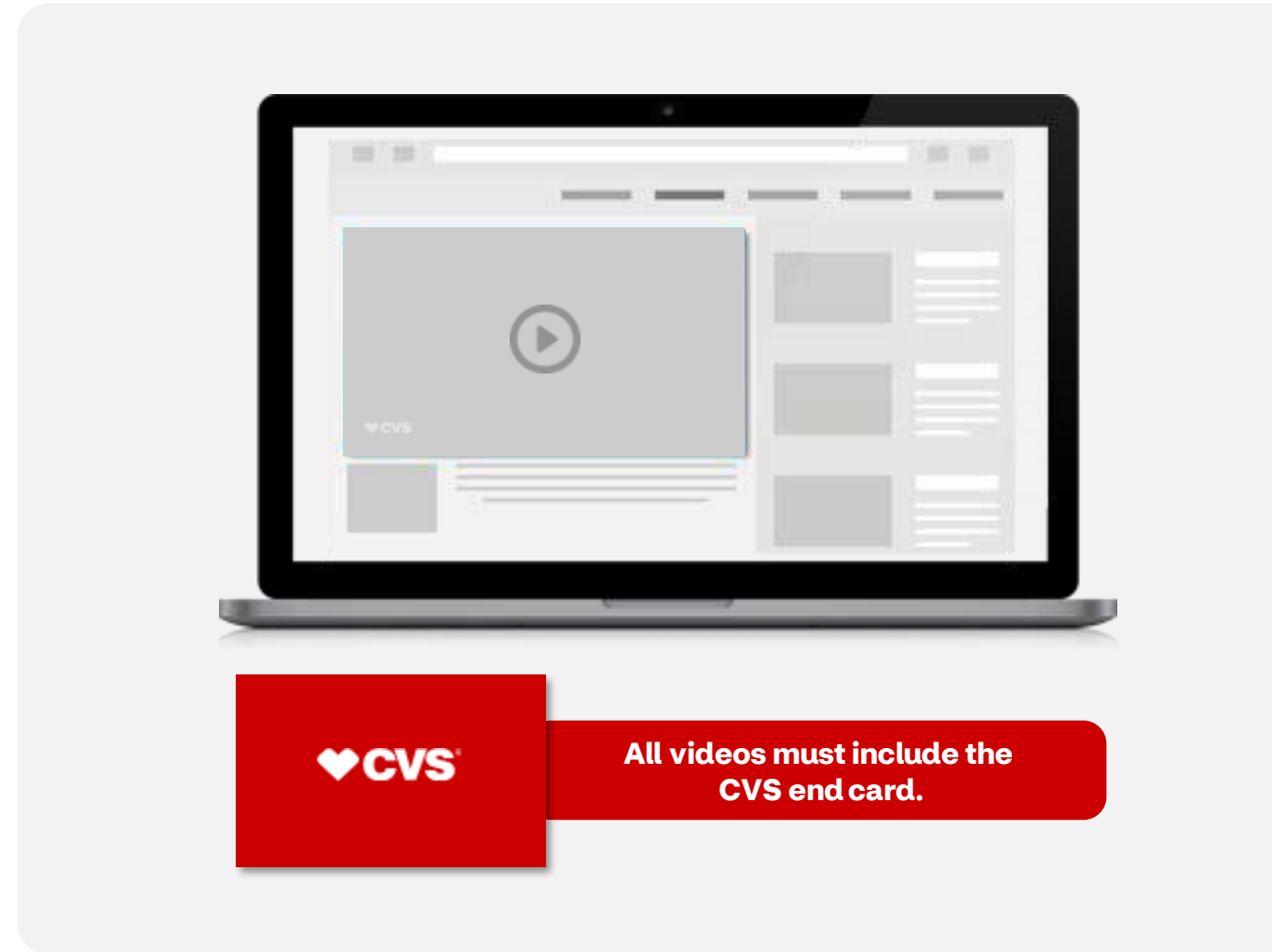
720p: 1280x720

CTA: A matrix will need to be created to support the Call to Action and Headline text. PM to handle (10 and 15 characters, respectively)

See the latest Best Practices for:

[Video display Ads](#)

 Download templates



Video Ads YouTube Bumper

TrueView in-stream ads

File format: MP4

Aspect ratio: 16:9

Length: 6 second max

Co-Branding: CVS watermark must be on all frames in the lower left-hand corner

Preferred video codec: H.264, MPEG-2 or MPEG-4

Preferred audio codec: MP3 or AAC

Resolution: 640 pixels by 360 pixels or 480 pixels by 360 pixels recommended

Frame rate: 30 FPS

Maximum file size: 1GB

See the latest Best Practices for:

[Video Bumper Ads](#)

 Download templates

Bumper ads are a short video ad format designed to allow you to reach more customers and increase awareness about your brand by using a short, memorable message. With videos of 6 seconds or less, bumper ads let you reach people with bite-sized messages, while providing a minimal impact on their viewing experience.

 YouTube



Video Ads Connected TV

Connected TV refers to premium content streaming through apps, either on a smart TV or through an over-the-top device. **Ads** can be served before content or during traditional commercial breaks on services like Hulu®, Roku®, Pluto TV and more, it's time to rethink video advertising. Run the same ads you'd run on cable with the advanced targeting of digital advertising.

Please refer to the submission requirements on the next page.

 Download templates



Mezzanine Video

File format: MP4

Resolution: 1920x1080

Length: 15 second max recommended

Bitrate range: 15,000-30,000

Max file size: 10 GB

Frame rate: 23.98-29.97* (must be consistent throughout)

Audio sample rate: 48 kHz

Co-Branding: Video must include CVS watermark in the bottom left corner and CVS logo end card visible for at least 3 seconds

Max file size is determined by multiplying the duration of the media by its bitrate (e.g., 30 seconds x 15,000 kbps = 450mb or 0.45gb).

Frame rate is simply how many frames are played per second. Telecine refers to footage that has been converted from its native or source rate (e.g., 24 frames per second) to broadcast or another rate by inserting a duplicate frame every fourth frame, or by blending or interlacing every third frame together.

*Constant frame rate required. No telecine, interlacing or duplicate frames.



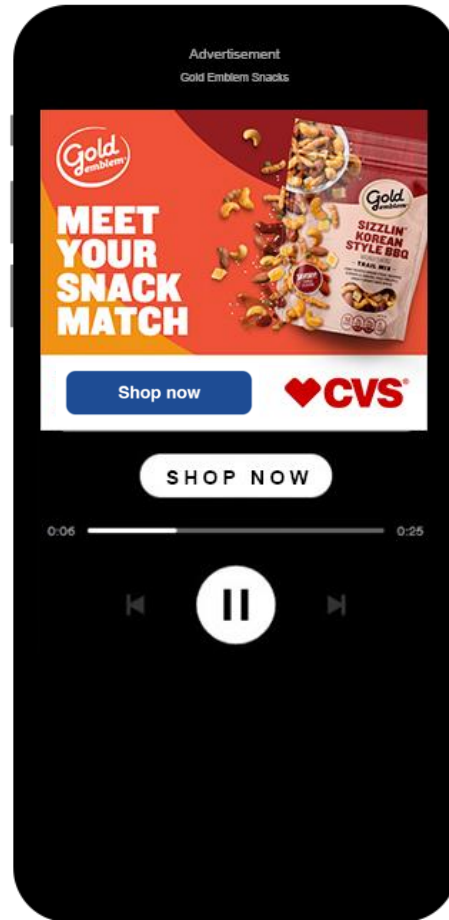
Premium Audio

Reach ExtraCare® members on the most popular audio channels — high-attention destinations that allow your message to reach the right audience as they listen to their favorite music.

Create unique 1-on-1 moments with consumers on the most popular streaming channels including: **Spotify, Pandora, and iHeartRadio.**



Download templates



Audio :

File format: MP3

Bit rate: 320 kbps

Sample rate: 44.1 kHz

Max file size: 2.2MB (up to VAST 4.0 supported)

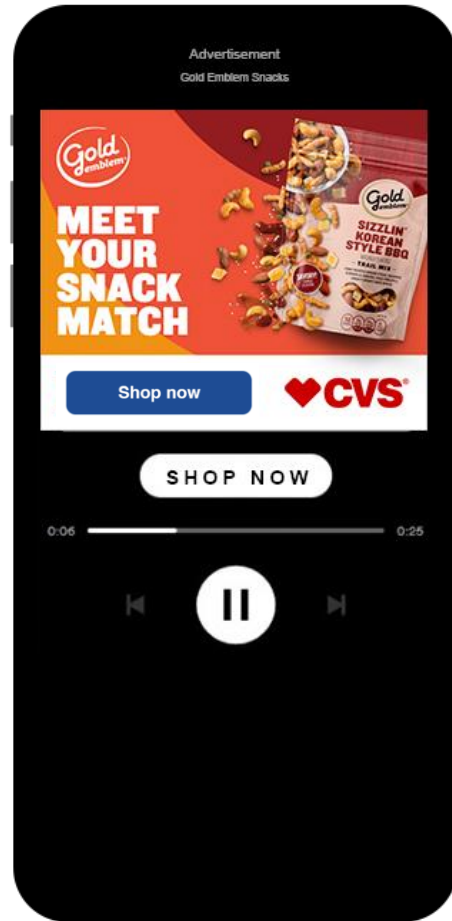
Length: 15s or 30s

Display Ad for Audio :

Dimensions: 300x250

Trafficked file type: JPG, PNG, GIF, or 3rd party tag (static companions only, no HTML)

Max file weight: 100kb



Audio :

File format: .OGG

Bit Rate: 198 bps

Sample rate: 44.1 kHz

Max file size: 500 MB (up to VAST 2.0)

Length: up to 30s

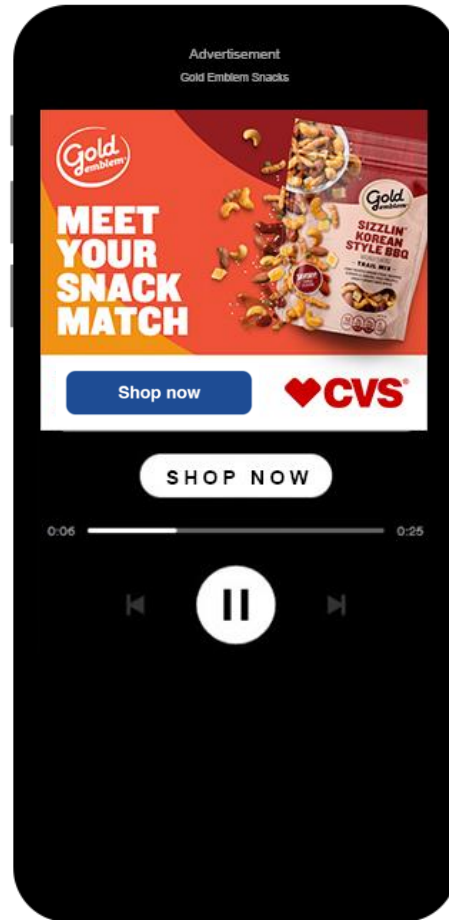
Max number of words: 65 words for 30s

Display Ad for Audio :

Dimensions: 300x250

Trafficked file type: JPG

Tagline character limit: 40 Characters



Audio :

File format: MP3, WAV, WMA, or .OGG

Bit rate: at least 128 bps

Sample rate: 44.1 kHz

Max file size: 500 MB (up to VAST 2.0)

Length: 15-60s (15 and 30 most used)

Display Ad for Audio :

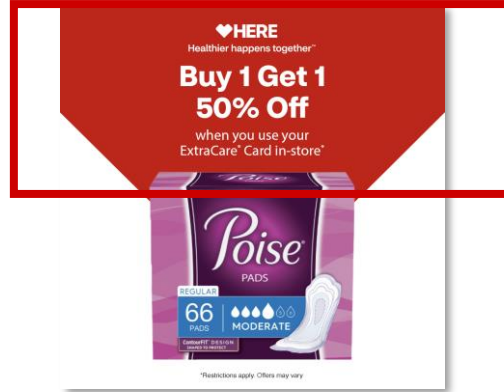
Dimensions: 300x250

Trafficked file type: GIF, PNG, HTML, JavaScript, or JPG

Campaign Offer Guidelines

A promotion strategy is key for positioning your brand in the market, making customers aware of the products or services you offer, and how they could benefit by choosing your brand. When creating a promotional campaign for CVS[®], there are a few guidelines to follow.

Offer Copy Guidelines



ExtraCare®

This free program helps customers save money on everyday health-related items. The ExtraCare® Health Card gives customers a 20% savings on CVS pharmacy® brand items that are health care flexible spending account (HCFA)-eligible, as well as 2% back in ExtraBucks Rewards®, personalized deals, birthday treats and rewards for filling scripts.

If running a promotion that includes ExtraCare® savings, make sure to format the copy as you see below:

ExtraCare®

ExtraCare® card (“card” for generic use)

ExtraCare® number (appropriate for digital)

ExtraCare® CouponCenter OR Coupon Center

ExtraCare BeautyClub® OR Beauty Club

ExtraCare Pharmacy & Health Rewards® (program name)

ExtraBucks Rewards®

ExtraBucks Rewards® are earned after a customer has enrolled in the CVS ExtraCare® Rewards program. The ExtraBucks Rewards® amount is based on purchases, weekly or personalized deals, and filling scripts.

If running a promotion that includes ExtraBucks Rewards®, make sure to format the copy as you see below:

ExtraBucks Rewards®

Pharmacy & Health ExtraBucks Rewards®

Never use ExtraBucks alone; always include “Reward®” or “Rewards®”

It’s recommended to state the “earned” amount first, and the “spend” amount second.

Promo Disclaimers

If running a promotional campaign, replace the banner disclaimers with “Click for more details” then simply add the full legal disclaimer to the CLP.

Badges & Offer Dots

Win with the New badge

Offer Dots are specific call outs within your online marketing assets. They allow CVS customers to quickly identify differences between products. If your product is new, on promotion, or authentic, use the following badges and offer dots to get the most out of the CVS online experience.

USE ONLY IF: At least one of the products shown in the campaign launched within the last 6 months.

Do

- Lead with the badge in the upper left of the layout when possible and give it prominence
- Let the badge interact with silhouetted product when possible, to create a more dynamic layout
- Use the badge on a white background when possible

Do NOT

- Apply colors other than CVS red and white to the badge
- Stretch or proportionally alter the artwork
- Change the badge orientation
- Allow photography or color fields other than red or white to fill the badge
- Reduce the badge diameter below 1/2 inch
- Apply shadows, glow effects, filters, textures or outlines
- Place on busy photographs or patterns

Badge Options



Red Badge



White Badge

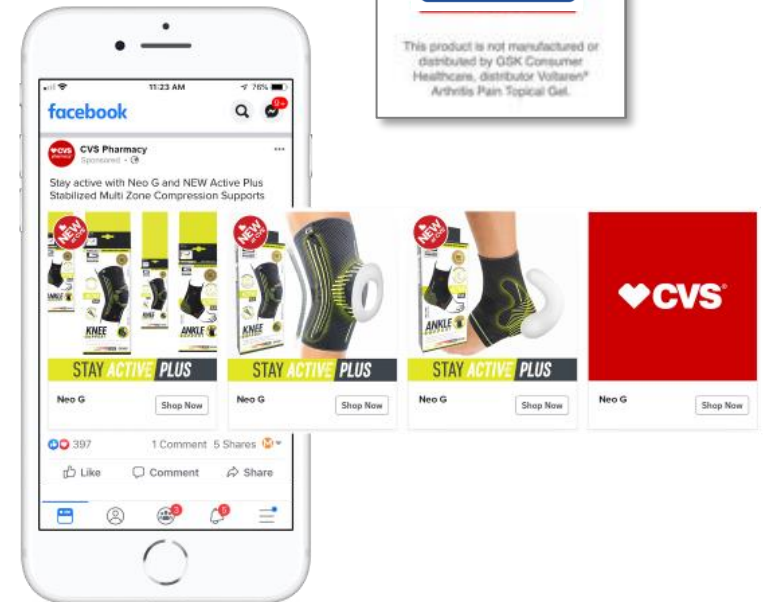
Onsite Example



Circular Example



Social Example



Badges & Offer Dots

Offer Dots

Need a custom offer dot made for your campaign?

CMX will gladly create one for you, just let your campaign manager know.

spend \$50
Get \$15
ExtraBucks Rewards®

Do

- Lead with the dot in the upper left of the layout when possible and give it prominence
- Let the dot interact with silhouetted product when possible, to create a more dynamic layout
- Use the dot on a white background when possible

Do NOT

- Apply colors other than CVS red and white to the dot
- Stretch or proportionally alter the artwork
- Change the dot orientation
- Allow photography or color fields other than red or white to fill the dot
- Reduce the dot diameter below 1/2 inch
- Apply shadows, glow effects, filters, textures or outlines
- Place on busy photographs or patterns

Offsite Example

Strong On Pain.
Easy To Swallow.

New **TYLENOL** Extra Strength
Acetaminophen
EASY TO SWALLOW®
With ezeogel® Coated Technology
200 mg each

buy \$25
Get \$5
ExtraBucks Rewards®*

*Click for additional offer details. Use product only as directed.
© JJCI 2024

Shop now

Social Example

IF YOU LIKE THIS
TRY THIS

GLOWING SKIN in 14 Days
MADE WITH LAYERS OF RICH MOISTURIZERS + VITAMIN B3

OLAY
INDULGENT MOISTURE

Get **\$7 off 2***

*Click for additional offer details

Shop now

Onsite Example

Crest Oral-B

Mix & Match
BOGO 50% off*
On oral care products

Tooth fairy tip:
They'll brush 2x longer with Kid's Crest color changing technology.

*Click for additional offer details.

Shop now

Beauty Unaltered

The Beauty Mark is our pledge to pass a healthy self-image on to the next generation by **not digitally altering or changing a person's shape, size, proportion, skin or eye color or enhancing or altering lines, wrinkles or other individual characteristics.**

Beauty Unaltered

Overview

Changing Nothing Can Change Everything

The Beauty Mark is our pledge to pass a healthy self-image on to the next generation by **not digitally altering or changing a person's shape, size, proportion, skin or eye color or enhancing or altering lines, wrinkles or other individual characteristics.**

Our Pledge to Transparency

We made a promise

A promise to always represent beauty as it truly is — real and unaltered. It's our commitment to you.

We made a mark

Our Beauty Mark appears on photos of models that have not been thinned, smoothed or digitally altered.

We made a change

We're taking part in a movement to change the industry, and we've asked our partner brands to join us.

Now is the time to look at beauty through a mental health lens

45%

45% of women use filters to alter their appearance on video calls.

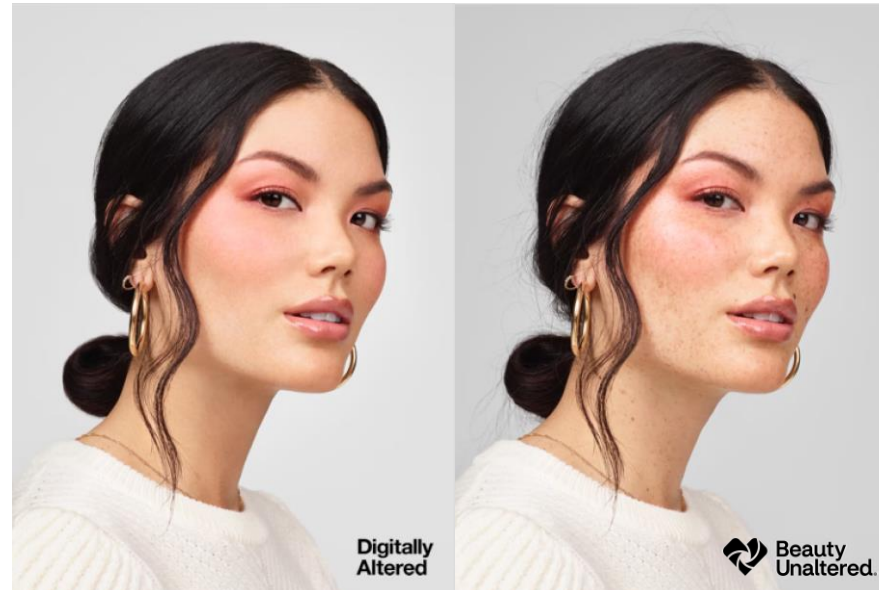
71%

71% of women say it's impossible not to compare themselves to others online.

85%

85% of women wish there was more transparency in the sharing of beauty imagery.

That's why we've set a new standard of beauty — real and transparent.



100% Beauty Image Transparency

All of our beauty imagery is labeled, unaltered or otherwise.

Beauty Unaltered

When to use

The "CVS Beauty Mark" is used to highlight imagery that **HAS NOT** been digitally altered. All beauty imagery should be unaltered and labeled.

Beauty Unaltered



Digitally Altered



Digitally Altered images are not allowed within any marketing materials affiliated with CVS

DIGITALLY ALTERED images are defined by: Any model imagery that has had the following elements manipulated, changed or enhanced:

- A person's shape, size or proportion
- A person's skin or eye color
- Any wrinkles or any other individual characteristics

ASSETS that require the Beauty Mark:

Any marketing materials that are affiliated with CVS, showing model imagery, including:

Online Materials:

- Brand Landing Pages
- Onsite Ads
- Offsite Ads
- Campaign Pages
- Social Media
- Apps

CATEGORIES that require the Beauty Mark:

The product that is being marketed must fall within the beauty or personal care categories listed below.

Beauty:

- Cosmetics
- Skin Care
- Facial Care
- Suncare
- Personal Cleansing
- Fragrances
- Acne
- HBL (hand & body lotion)

Personal care:

- Hair Care
- Hair Color
- Hair tools and accessories
- Deodorant
- Oral care
- Shave (including beard care & female hair removal)

Beauty Unaltered

How to use | Image Approval

1. Add Beauty Mark to image

Place image in the provided Photoshop template



Turn on the ONLY FOR BEAUTY UNALTERED layer, nested within the Supplier Creative Area folder



There are masks created for 1- or 2-image options

If multiple images are used, ONLY the first image needs the full Beauty Unaltered (with words) logo.



Each additional image will only need the beauty mark heart



Choose the placement and color that works best for the creative, placing it as close to the model as possible (either the lower left- or right-hand corner of the image, in black or white)

2. Submit image to CVS for approval

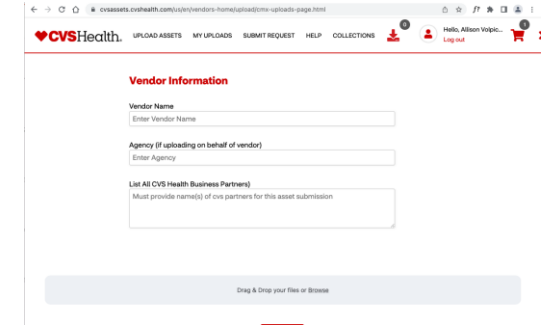
Upload image (including model & Beauty Mark) as a layered PSD [HERE](#)

CVS Beauty Unaltered team will review

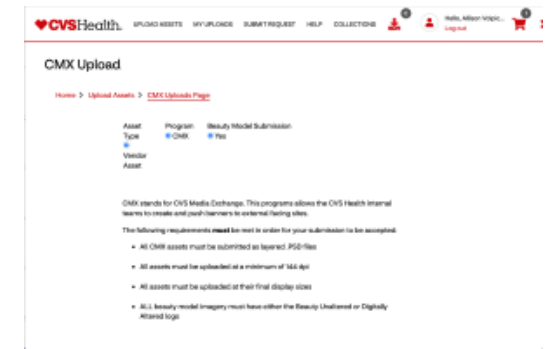
Supplier will receive an approval or rejection email response approximately 48-72 hours after submission

Once approval is received, the supplier will then need to pull the final asset from the [DAM](#) site

The image can then be used within the creative campaign



 **48-72 hrs**



Submit images here: <https://cvsassets.cvshealth.com/us/en/external.html>
Request access here: CVSDAMSupport@CVSHealth.com

Beauty Unaltered

How to use | Do's & Don'ts

Do

- Turn the Beauty Unaltered mark layer on in the provided template
- The Beauty Unaltered mark must be a minimum of 22px wide
- Place the Beauty Unaltered mark in the lower left- or right-hand corner of the approved image, and as close to the model as possible
- If multiple images are used, ONLY the first image needs the full Beauty Unaltered (with words) logo
- Each additional image will only need the Beauty Unaltered mark

Do NOT

- Apply colors other than black and white to the logo
- Stretch, proportionally alter or change the logo in any way
- Reduce the logo diameter below 20% of the image, or 22px wide
- Apply shadows, glow effects, filters, textures or outlines

Image Output

Image Submission & Approval

CMX Specs Landing Page

Digitally Altered images are not allowed within any marketing materials affiliated with CVS

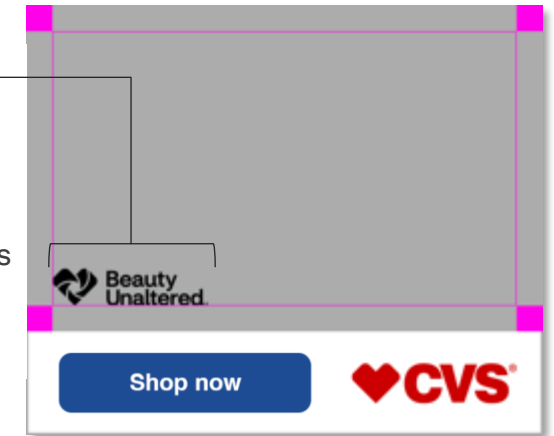
The Beauty Unaltered Beauty Mark is included within all provided templates for both 1- and 2-image layouts.

Size:

20% of full canvas width

10% on long skinny versions

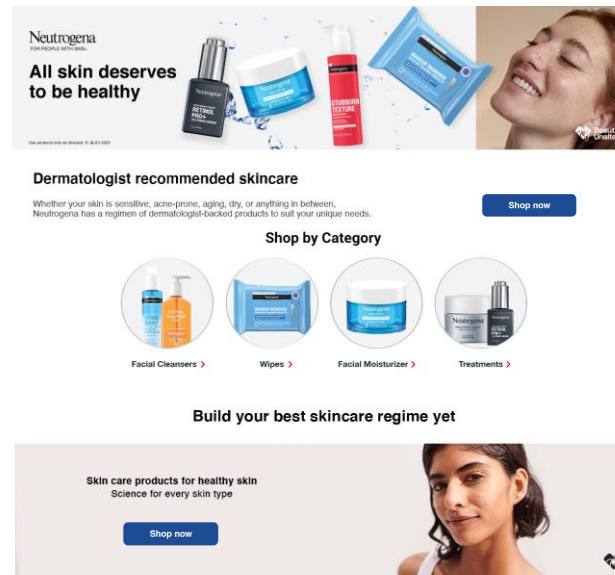
Minimum of 22px wide



Creative Examples:

Landing Page Example:

If full Beauty Mark is used in the hero module, the following modules only need the beauty heart



Social Carousel Example:

If full Beauty Mark is used in the first card, the following cards only need the beauty heart



Banner Examples:





Thank you.

If you have any questions regarding anything in this document, we encourage you to reach out to your CMX Account Manager.

