Circular Creative Guidelines for Vendor Supplied Layouts
Introduction

Vendor layouts are not a requirement as we have specific circular guidelines we must adhere to and it may be more efficient to supply us with your assets and advertised skus for each ad week. All vendor ads are rebuilt by our internal creative team as all ad elements must feed properly from our database, so in many cases we are currently duplicating efforts. This guide is not intended to provide specific creative direction or production specifications, but rather to provide an overview of our guidelines and restrictions to aid in creating viable layouts for the circular.

CVS/pharmacy reserves the right to manipulate vendor-supplied layouts to meet our expectations and circular creative guidelines. These guidelines ensure continuity throughout the ad while still providing brand recognition.
We showcase the brands in a way that makes them easily recognizable to the consumer. **Brand Awareness**

We provide a consistent framework for the consumer to easily recognize that they are shopping CVS.

**Price & Product**
The consumer is looking for great deals in the circular.

*Price & product are priority.*

**Circular Hierarchy**
The primary look and feel must follow the CVS/pharmacy circular style guide. **Price and product are key** - customers are shopping the circular for the best prices, and they have to know where to go to get them. External brand related messaging is secondary to creating a clear, easy-to-read and value-oriented circular that is distinctive to CVS/pharmacy.
Circular Creative Guidelines for Vendor Supplied Layouts

Ad Sizes

Due to the nature of the circular, we cannot guarantee the orientation of your ad space but will make every effort to accommodate your layout. We do not accept layouts for ads smaller than 1/4 page.
Logos

All brand logos utilized in the circular will be either black or white depending on the background color. This is necessary due to the changing background colors and to provide consistency.

We also limit the number of logos used per offer based on ad space. For ads sized 1/2 page or larger, we may be able to utilize the master brand logo as well as sub-brand logos. For all ads smaller than 1/2 page we will limit logo usage to one. Logos usage will be based on available space at our discretion.
Colors

The background colors utilized in the circular will change seasonally and for in-store promotions, therefore, we cannot use vendor supplied backgrounds or colors. All pages will have a background color that provides continuity throughout the ad.

*Please note that black backgrounds cannot be used because of printing issues.
We may include additional product information on ads 1/4 page or larger at our discretion. While this is an important part of engaging the consumer, we use it on a limited basis so as not to interfere with price and product priority. The key is to keep the circular clutter-free and easy for the customer to read. Headlines are reserved for value-oriented messaging and any additional information must be kept minimal, compelling and attention-getting.

Please note: We cannot include product awards in our circular.
Models

We may include a spokes model on ads 1/4 page or larger when space allows. Providing an uncropped, full-color image will increase its flexibility when ad layouts and orientations change, thereby increasing the likelihood that we can utilize the image in the ad. We will include models at our discretion when space allows.
Price Points

Price points and product descriptions are required to be on either the right or left, or bottom of the product and all price points are required to be in a burst, except for beauty pages (the only exception to that is BOGO offers). Please be advised that this is an essential part of the ad block and requires additional space.
Type

We currently use Helvetica Neue with the sizes shown to the left. Any brand related messaging must following these guidelines with brand-related fonts being limited strictly to logo usage.

Please note: we have an 8pt. minimum on all copy in the circular.

Price Points - 26 pt.

Product description - 10.5 pt.

Legal Disclaimers - 8 pt. min.
Please reference these quick hits to take into consideration. These are CVS circular guidelines that we must adhere to.

- Maximum 2 skus per block
- Price/offers priority
- Maximum 16 blocks per page
- Background colors used are seasonally adjusted CVS colors
- All extra bucks offers require 2 blocks