Circular Creative Guidelines for Vendor Supplied Layouts

CVS/pharmacy®

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.

CVS/pharmacy®

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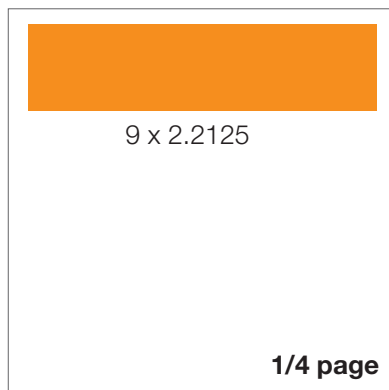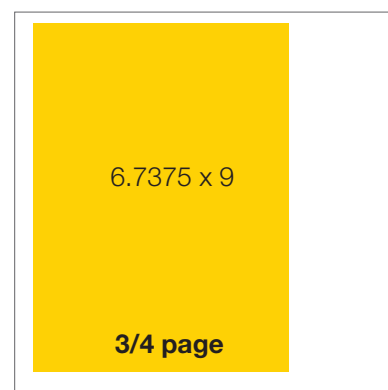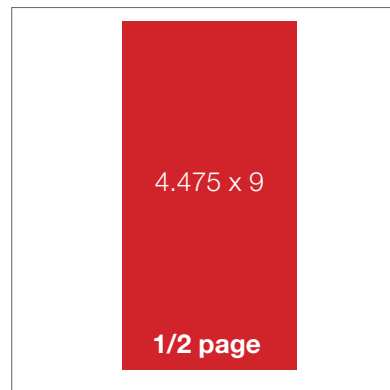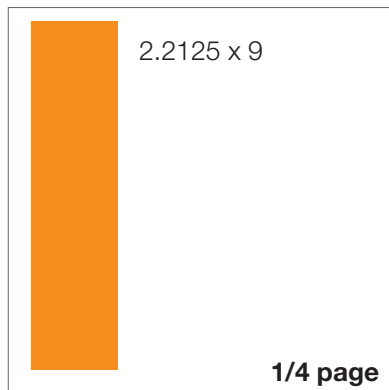to easily recognize that they are shopping CVS

Price & Product

The consumer is looking for
great deals in the circular.
Price & product are priority.

Brand Awareness

We showcase the brands in a way
that makes them easily
recognizable to the consumer.

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.

CVS/pharmacy®

4.475 x 4.475

1/4 page

9 x 4.475

1/2 page

9 x 6.7375

3/4 page

9 x 9

full page

2.2125 x 9

1/4 page

4.475 x 9

1/2 page

6.7375 x 9
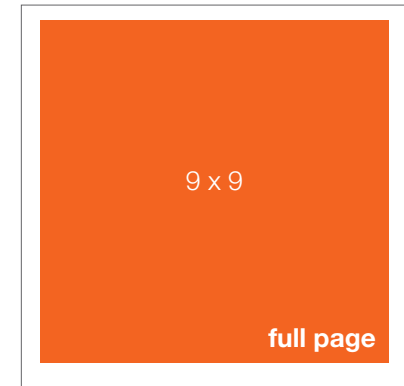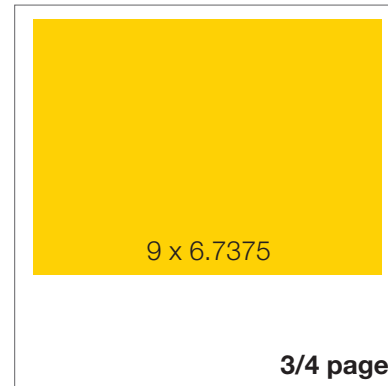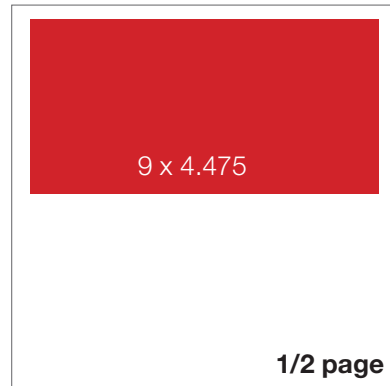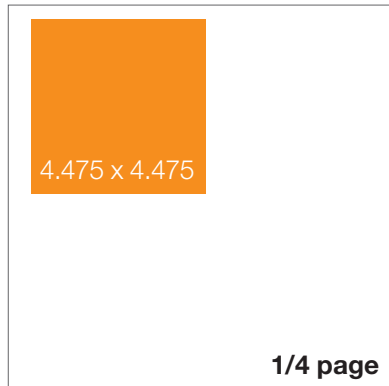
3/4 page

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.

9 x 2.2125

1/4 page

CVS/pharmacy®

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.

CVS/pharmacy®

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.

CVS/pharmacy®

Product Information

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 too 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 it's 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.

buy 1 get 1
FREE*

WITH CARD
Bioluxe Shampoo,
conditioner 15.5 oz
or hairspray 10.6 oz.

NEW!

Sally Hansen

SALON
effects
Real Nail Polish Strips

LASTS
UP TO
10 DAYS

NO DRY
TIME
PEEL &
APPLY

Remove with Polish Remover

Fits All Nails
16 Nail Polish Strips
Cuticle Stick, Mini File & Buffer

Sally Hansen
complete
SALON
MANICURE™

buy 1 get 1*
50% OFF
limit 6
WITH CARD
**ALL Sally Hansen
Cosmetics**

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.

CVS/pharmacy®

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@@#$%^&*()

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@@#$%^&*()

Helvetica Neue 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@@#$%^&*()

Price Points - 26 pt.

Product description - 10.5 pt.

Legal Disclaimers - 8 pt. min.

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.

CVS/pharmacy®

Please reference these quick hits to take into consideration.
These are CVS circular guidelines that we must adhere to.

Maximum 16 blocks per page

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

spend **$00**
get $0 extra bucks
when you buy
CVS/pharmacy Skin Care,
Hair Care or Cosmetics
(excludes suncare).

Extra Bucks® offer limit of 1 per
household with card. (xxxxxxxx)

sale!
00¢
WITH CARD
Product
Title
Product
Description

Background colors
used are seasonally
adjusted CVS colors

spend **$00** get **$0** extra bucks
when you buy these products shown below

Extra Bucks® offer limit of 1 per household with card. (1103027)

Price/offer
priority

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

get **$0** extra bucks
when you buy (2)
Neutrogena
Sun care or sunless tanning
0.47-6.7 oz.

Extra Bucks® offer limit of 1 per
household with card. (1105240)

All extra bucks
offers require
2 blocks

Maximum
2 skus
per block

Zone Numbers

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

spend **$00**
get $0 extra bucks
when you buy
Lumene Skin Care or Any
Skin Effects

Extra Bucks® offer limit of 1 per
household with card. (xxxxxxxx)

sale!
0⁰⁰
WITH CARD
Product
Title
Product
Description

CVS/pharmacy®

9