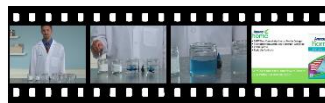


CORPORATE DIGITAL ASSET DELIVERABLES REQUIREMENTS

For BrandNext Submissions



BRANDNEXT
DIGITAL ASSET MANAGEMENT SYSTEM

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This Table is hyperlinked for your convenience. Ctrl+Click=Link

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VIDEO/ANIMATION PROGRAM DELIVERABLES STANDARDS*



***ALL VIDEO ASSETS MUST BE PREFLIGHTED** Please send to Michael Johnson at DVS or other approved vendor if submitting through Creative Solutions to ensure assets meet BrandNext requirements. DVS: 616-975-9911, email: mjohnson@DVS.com

*All files must have appropriate File Naming Conventions: See [Filename](#)

1. Program Master (VIDEO)

Complete program in a localized television standard and language

- **Mixed Audio** (stereo or surround)
- **With Titles** (aka CG – in a specific language)



Technical Specifications (For Vendor)

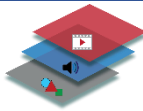
- QuickTime (ProRes 422 codec)
- Resolution
 - 1080p (1920x1080)
 - 4K UHD (3840x2160) when appropriate. (Cinema 4K, 4096x2160, is also acceptable.)



2. Program Submaster (VIDEO)

Editable program ready for localization

- Sound effects on separate channels
- **No Text Graphics** (markets will add translated titles/text)
- **With Logos** (all logos should be included)



Technical Specifications (For Vendor)

- QuickTime (ProRes 422 codec)
- Resolution
 - 1080p (1920x1080)
 - 4K UHD (3840x2160) when appropriate. (Cinema 4K, 4096x2160, is also acceptable.)
- For videos intended for broadcast (TVCs), additional file is required:
 - Quicktime.mov file: 1080p / Uncompressed / 10-bit / 4:2:2 / 25fps.
 - [For title safe information please see Title Safe Guide.](#)



3. Web and Mobile Devices (VIDEO)

mp4 video file of master for use on web, tablets, smart phones, and other mobile devices



Technical Specifications (For Vendor)

- MPEG-4 (H.264 codec)
- Resolution
 - 1280x720 (wide-screen aspect ratio)
 - 700 to 1500 kbps
 - base profile: level 3.0 video, AAC/96 kbps to 196 kbps stereo audio



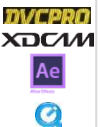
4. Source/Animation Files

All footage or selects of footage from the shoot and/or any project files



Technical Specifications (For Vendor)

- XDCAM EX or DVCPRO HD (card structures) preferred
- QuickTime (ProRes 422)/ DVCPRO HD intermediary files optional
- For animation, full After Effects project required



5. Source Audio

Separate .wav or .aiff files.

One for VO, one for music, and one for fx

Closed Caption file containing all voiceover text



Technical Specifications (For Vendor)

- Master: Uncompressed .wav or .aiff file
- Preview: Compressed .mp3 file
- Timed .vtt



Signature Tracks Approved Music Library If using Signature Tracks, no need for additional releases. Send downloaded date and title with submission to BrandNext. Contact [Sue Reahm \(EXT 1633\)](#) for more information on [Signature Tracks Approved Music Library](#).

6. Supporting Documents

Script, Shot Log



8. Legal Forms Requirements

[Please click here for information on required releases](#)



Technical Specifications (For Vendor)

- Master: Uncompressed .wav or .aiff file
- Preview: Compressed .mp3 file



PHOTOGRAPHY DELIVERABLES STANDARDS

*All files must have appropriate File Naming Conventions: See [Filename Section](#)

* Photoshop layers may not contain stock images: See [Stock Images Section](#)



1. Raw Images

(camera originals)

Original camera output files



Technical Specifications (For Vendor)

- RGB Color



2. Photo Selects (Photoshop)

Two (2) sizes of photo selects must be delivered:

- Poster size (when required) – Minimum 20 x 30 inches.
- A4 size – Minimum 8.5 x 11 inches.



Technical Specifications (For Vendor)

- Do not add the filename to the image itself
- Poster Size: Min 6,000 px in the lesser dimension
- A4: Min 2,500 px in the lesser dimension
- 8-bit RGB Color
- 300 dpi
- Clipping paths and layers preserved
- Models must be on a separate layer from the background



3. Large Format Digital

Print Files (OPTIONAL)

Files need to be created as production

ready art for large format digital applications, not offset printing.



Technical Specifications (For Vendor)

- The files and all linked images should be saved as CMYK for digital output.
- All linked images should be 150 dpi at final size and must remain linked, not embedded.



4. Contact Sheet

With file names listed.



5. Legal Forms Requirements

[Please click here for information on required releases](#)



ARTWORK FILES (ILLUSTRATOR) DELIVERABLES STANDARDS



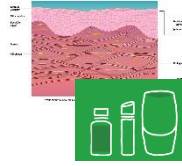
*All files must have appropriate File Naming Conventions: See [Filename Section](#)

1. Production Files

All project files required to reassemble or repurpose the artwork.

- Illustrator is used for line art/illustrations. Multiple page artwork should be created in InDesign.

[\(See next page for layout requirements\)](#)



Technical Specifications (For Vendor)

- Files should be saved as a native Illustrator (.ai) file type.
- All linked images should be 150 dpi at final size and must remain linked, not embedded. When saving, please be sure to check the "Include Linked Files" box found under Options.
- Vector art can be in RGB, CMYK, or Spot Color.
- Raster art must be RGB



2. Link List

Provide list of applicable links and label either NEW ASSET or Existing.

DO NOT RENAME downloaded files unless it has been altered into a new asset.



3. Legal Forms Requirements

[Please click here for information on required releases](#)



LAYOUT (INDESIGN) DELIVERABLES STANDARDS

*All files must have appropriate File Naming Conventions:

See [Filename Section](#)

* Layouts may not contain stock images without proper licensing: See [Stock Images Section](#)



1. Production Files

Production files needed for localization, repurposing and/or editing of print layouts



Technical Specifications (For Vendor)

- Package for output and ensure that fonts, images and other linked elements are included.
- Please include .indml file and High Res PDF.



2. Link List

- Provide applicable links in a folder(s) and label either NEW or EXISTING.
 - EXISTING links must be “original” files downloaded directly from BrandNext to ensure that links are packaged with the file when downloading.
 - DO NOT link to a rendition because they are not searchable by the system and will not automatically link or be packaged with the INDD file.
 - DO NOT RENAME downloaded files unless it has been altered into a new asset.
 - *NEW LINKS must have appropriate File Naming Conventions and will be loaded as separate assets. See [Filename](#)
 - If new art was made to insert into layout, see deliverables requirements for specified assets and place in its own folder labeled NEW
- If the asset is altered, include it in the NEW ASSETS folder and explain what was changed on the submission form (i.e. product label image updated).

- Document fonts
- Existing Links
- New Links
- CalMagD_1Page_Ad.pdf
- Instructions.txt
- Nut_CalMagD_1Page_Ad.indml
- Nut_CalMagD_1Page_Ad.indd
- Nut_CalMagD_1Page_Ad_CC17.indd



3. PDF Reference Files

PDF of the InDesign file

*All files must have appropriate File Naming Conventions: See [Filename](#)



4. Legal Forms Requirements

[Please click here for information on required releases](#)



USE OF STOCK OR OPEN SOURCE IMAGES, FOOTAGE AND MUSIC

Most stock and open source images, video footage or music carry restrictions that prohibit them from being loaded to a DAM system as an individual asset. Carefully read the type of licensing you are agreeing to when purchasing stock items to ensure you purchase the license that meets your needs. It is recommended that the license be royalty free with the broadest rights available. Amway may also have special agreements in place with certain stock houses.

- Most stock house licenses allow items to be loaded in finished pieces only.
 - This means that stock items should only be loaded to BrandNext embedded and inseparable from a finished asset (such as pdfs and non-editable videos).
 - InDesign (idml and indd) files containing stock items are not suitable for uploading into BrandNext because, even when embedded, the stock items are not inseparable from the finished asset.
 - For InDesign files, it is best to create a place holder that includes text listing the information regarding the suggested image and where to purchase it. A pdf file that shows an example of the finished product with the stock image in it may be uploaded as a rendition since the .pdf is considered the inseparable piece.
 - Photoshop (psd) files containing stock items in the layers are not suitable for uploading because the stock item is not inseparable. Photoshop files containing stock items in the layers must be flattened and saved to be considered a finished asset.
- The Legal Department can determine if an asset containing a stock item qualifies as a finished piece that may be uploaded into BrandNext. It is best not to interpret this on your own. **Please contact [Marcus Jones](#) to review assets containing stock images and license before submission to BrandNext.**
- **If the stock image must be uploaded as a separate asset in BrandNext or if you have other questions about licensing options, please contact [Marcus Jones](#) for assistance in obtaining the correct licensing.**

LEGAL REQUIREMENTS

Appropriate legal documentation is required to qualify as a vendor to Alticor. Failure to comply with the Corporation's legal requirements may result in delayed payment or nonpayment. Consult your Amway representative prior to start of work to ensure you are in receipt of forms required for your contracted project.

IMPORTANT MESSAGES ABOUT LEGAL DOCUMENTATION

- Digital signatures are NOT permitted (from either vendor or Alticor representative).
- Please print all contracts one sided.
- Alticor representative signature must be Director level or above.
- Use of stock art and footage is not permitted unless special agreement is in place.
- All forms must be completed properly and completely!
- Form Agreements listed below are only for routine, low profile, non-negotiated projects that are developed in the United States.
 - If your matter is negotiated or with a large company or advertising agency contact Kelly Brushaber (Ext 7887) who has more extensive contracts.
 - If your negotiated matter pertains to Music, contact Carol Steele (Ext 4652)
- If your project is developed outside of the United States, contact Sherry Gunderson-Schipper (Ext 8480) for international forms.
- It is important to write a description of your project in your contract/release.
- Be aware of other companies' trademarks (company names and logos), which if shown in a work will need to be blurred out or a contract obtained from the trademark owner.
- Revisions to contracts are not allowed.
- References to SAG or AFTRA are not allowed.
- If applicable - You should highlight the sentence with the limited rights that you want and have the creator initial next to that sentence.

Form Agreements listed below are only for routine, low profile, non-negotiated projects that are developed in the United States.

[TO VIEW REQUIREMENTS ORGANIZED BY ASSET TYPE, CLICK HERE FOR CONTENT DIGEST VIEW](#)

Forms to use for UNLIMITED (FULL) RIGHTS granted to Amway (PREFERRED)

THE FORMS BELOW GIVE FULL RIGHTS TO AMWAY. IF YOU USE THE FORMS ON THIS PAGE, YOU DO NOT NEED THE FORMS ON PAGE 8.

ATTN VENDORS: links to forms have limited access, please contact your Amway client.



When	Can be used for	Use this form (click name below)
It is recommended that these contracts are signed at least two weeks before your project begins.	Use these forms to help keep your production organized. Pick the one that suits the asset that you are developing. OPTIONAL)	File Overview for Photography OR File Overview for Audio Visual Productions
	Who is creating/contributing to the production? <ul style="list-style-type: none"> • Videographers • Photographers • Scriptwriters • Sound Recorders • Person selecting, arranging and compiling works (often the producer/editor) • Animation • Graphics • Writers • Translators (if the translator is seen or heard in audio/visual recording, also obtain a model release) • Music – when hiring someone to create music for Alticor. Can be used for composers, sound recorders, lyricists, and musicians 	You can use either form below Work Made for Hire (PREFERRED) & Copyright Assignment OR Assignment-All Purpose
	<ul style="list-style-type: none"> • People shown/heard in works, including their names and/or testimony (MODELS AND VOICE OVER TALENT) (Attach photo with name in English) 	Model Consent and Release
	<ul style="list-style-type: none"> • For ABOs shown or heard in works 	Independent Business Owner's Consent and Release
	<ul style="list-style-type: none"> • Recommended when filming at third party sites 	Location Releases

Forms to Use for LIMITED RIGHTS to Amway

RESTRICTED BY TIME PERIOD, AUDIENCE, MEDIA, TERRITORY, OR LICENSING.

IF YOU USED THE FORMS ON THIS PAGE 7, YOU DO NOT NEED THE FORMS ON THIS PAGE.

<i>When</i>	<i>Can be used for</i>	<i>Use this Form</i>
It is recommended that these contracts are signed at least two weeks <i>before</i> your project begins.	Use these forms to help keep your production organized. Pick the one that suits the asset that you are developing. OPTIONAL)	File Overview for Photography or File Overview for Audio Visual Productions
	Who is creating/contributing to the production? <ul style="list-style-type: none"> • Videographers • Photographers • Scriptwriters • Person selecting, arranging and compiling works (often the producer/editor) • Animation • Graphics • Writers • Translators (if the translator is seen or heard in audio/visual recording, also obtain a model release) 	Special Consent and License for Works
	<ul style="list-style-type: none"> • For photographers and videographers 	Special Photographer Consent and Release or Special Videographer Consent and Release
	<ul style="list-style-type: none"> • For people shown/heard in works, including their names and/or testimony (MODELS AND VOICE OVER TALENT) (Attach photo with name in English) 	Special Model Consent and Release
	<ul style="list-style-type: none"> • This can be completed and attached to third party music library contracts <p>Signature Tracks If using Signature Tracks, no need for additional releases. Send downloaded date and title with submission to BrandNext Contact Sue Reahm (EXT 1633) for more information on Signature Tracks Approved Music Library.</p>	<p>Music – Sound Recording Consent and License (Vocal Performers) Musical Composition Consent and License (Music Composers – Lyricists) Master Sound Recording Consent and License (Producers and Sound Recorders) Sound Recording Consent and License (Musicians) Addendum to Music License Agreement – Master and Synchron. License</p>
	<ul style="list-style-type: none"> • Recommended when filming at third party sites 	Location Releases

Legal Contacts

Click on the names to send email to the appropriate legal consultant.

Name	Responsibilities	Phone
Kelly Brushaber	Large, High Profile Contract Negotiations	616-787-7887
Sherry Gunderson-Schipper	BrandNext Digital Asset IP Rights/International Copyrights	616-787-8480
Michel Terry	U.S. Copyright Law	616-787-7833
Carol Steele	Negotiated Music Licensing	616-787-4652
Marcus Jones	Stock Image and Music Licensing	616-787-5799

FILENAME REQUIREMENTS

Naming Convention

- **Formula:** [3-letter brand/category abbreviation]_[pre- defined descriptor or keyword].[extension]
- **Example:** Nut_Pineapple_Plant.psd

The most commonly used brand/category abbreviations are listed below. If an asset contains multiple brands or can be used for more than one brand, the prefix should be ABu_.

When downloading and reusing assets from BrandNext, DO NOT rename files unless you have revised it enough to load it as a new asset.

Naming Restrictions

- **File names are limited to maximum of 27 characters after the brand/category abbreviation.**
- **Do not include “final” or date in the file name**
Only final assets should be uploaded to BrandNext. All date information may be included in the metadata.
- **Do not use spaces in filenames.**
Instead, use **underscores** to separate segments.
- **Never use underscores at the beginning of a filename.**
- **Do not use special characters in filenames.**
These characters have special meanings to certain operating systems: / \ : * ? < > & “ .
Periods are used to separate the file name by the extension/suffix and are limited to one.

*****Spaces and special characters in filenames will break workflows and Contact Sheets*****

Non Vendor Use

Frequently Asked Questions and Claims Grids are documents that should only be viewed by employees. When naming FAQs and Claims Grids, _NVU must be added at the end of the filename. This ensures that vendors cannot see them when in BrandNext.

- **Example:** Nut_Tex_CoQ10_Japan_cg_NVU.doc

Commonly Used Brand and Category Abbreviations

CATEGORY NAME	ABBREVIATION	BRAND NAME – CORE PRODUCTS	ABBREVIATION
Amway Business	ABu	Atmosphere Drive	ADr
At Home	AtH	Atmosphere Sky	ASk
Bath and Body	BBo	Body Series	BSe
Beauty	Btv	BodyKey	Bod
More Product	MPr	eSpring	eSp
Nutrition	Ntn	G&H	GHo
		Glister	Gli
		iCook	iCo
		Nutrilite	Nut
		Satinique	Sat
		Tolsom	Tol
		Training and Education	TEd
		Truvivity	Tru
		XS Energv	XS1
BRAND NAME – CORE PRODUCTS	ABBREVIATION		
Amway Brand	Amw		
Amway Home	AHo		
Amway Queen	AQu		
Artistry	Art		
Artistry Men	AMe		
Atmosphere	Atm		

SUBMISSION REQUIREMENTS

Submission Formats for Vendors

ALL files must be delivered on one of the following.

- DVD
- Hard Drive
- USB
- OneDrive



Folder Contents

All submissions must be made in one complete package using the folder structure below. This package must contain:

- final high res original assets
- legal forms and supporting documents
- metadata

[To download submission resources from BrandNext, click here.](#)

Please include a list of applicable assets that were downloaded from BrandNext and reused in any pdf and word document submissions.

Incomplete submissions will be returned to the content owner.

Upload will begin once the submission is complete.

Folder Structure

To remain consistent, and easily find assets, please use the following folder structure.

