

Product Photography Requirements

Format	JPG or TIF
Dimensions	Minimum: 2000x2000 px Preferred: 2100 x 2100 px
Resolution	200 PPI
Color space	sRGB or Adobe RGB

Please ensure the following apply to uploaded images:

- Images must be professionally styled, lit, and captured
- Images must display everything included with product
- Images must be photographs (no digital renderings or illustrations)
- Images should not be upscaled from smaller dimensions to meet 2000px minimum
- Images cannot contain added graphics (text, logos, watermarks, awards, graphics displaying motion, overlays, rulers, or copyright info)
- On-model imagery must first be approved with your Kohl's product category contact

Image Naming Requirements:

- **Vendor name** and **Kohl's dept number** will now be prepended to filenames automatically upon upload
- File names are divided into parts by underscores where applicable
 - Vendor style number
 - Vendor color name
 - Alternate image identifier (ALT, ALT2, ALT3, etc)
- Vendor style number must match exactly as displayed in K-Link merchant group
- Each image must be assigned to a color once uploaded
 - This will happen automatically if **vendor color** is correctly added to filename
 - This will happen automatically if only one color exists on the style

Example image file names - VSN123_Vendor Color_ALT The following examples would be automatically assigned to their respective colors upon upload. Images may still be submitted using style number only, but will require manual color assignment in K-Link.

Vendor style	Vendor Color Name	File name (Assign manually)	File name (Assign automatically)
76341	Green (only color)	-	76341.jpg
GR-DL875	Black (only color)	-	GR-DL875.tif
a45993	Floral	a45993.jpg	a45993_Floral.jpg
a45993	Floral	a45993_ALT.jpg	a45993_Floral_ALT.jpg
a45993	Bright Blue	a45993_Blue.jpg	a45993_Bright Blue.jpg
a45993	Bright Blue	a45993_ALT2.jpg	a45993_Bright Blue_ALT.jpg