# Kohl's Photo & Video Style Guide
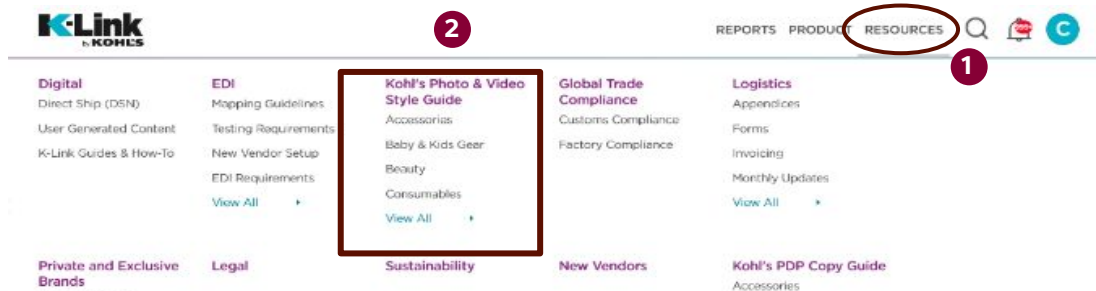
The Photo & Video Style Guide a comprehensive guide to Kohl's imagery and video requirements, standards, and recommendations for vendors. This guide will provide clear direction for image and video expectations, reduce image and video rejections, and offer Kohl's customers a consistent and enhanced experience.

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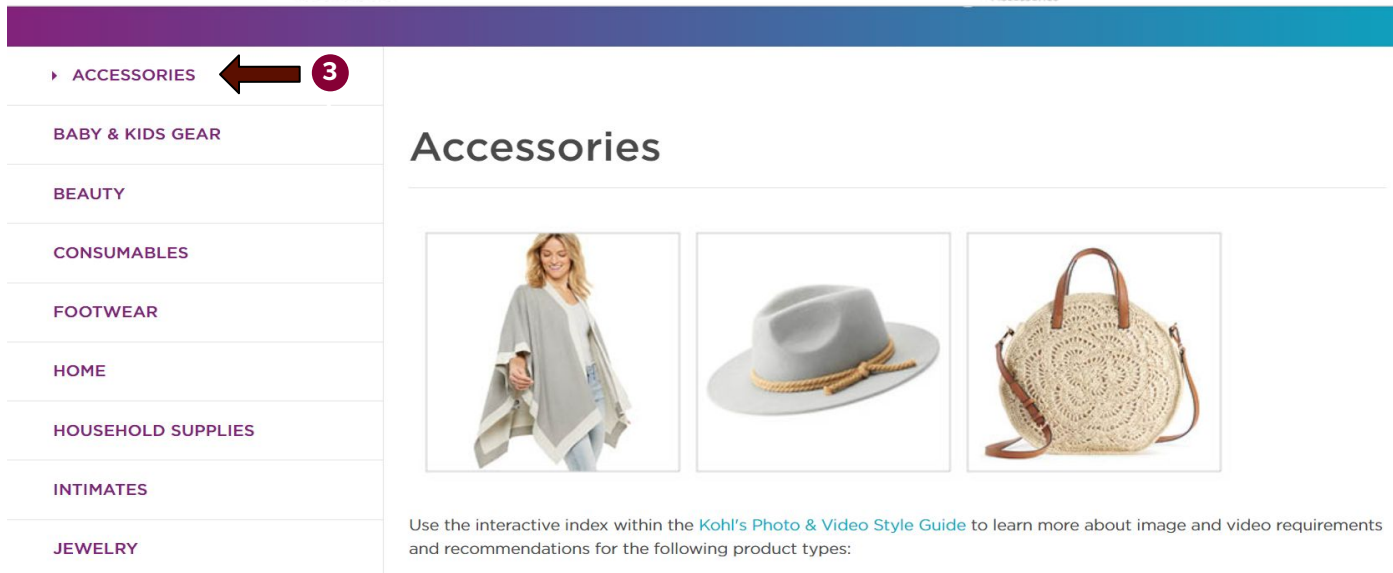3. Select Category of Business
4. Download PDF

# Image Specs Attributes

- Use the index page within the guide to select the product you are wishing to provide images for.
- This will take you to the page outlining the Image Requirements for that product and guide you through the shots & image specifications you need to avoid an image rejection
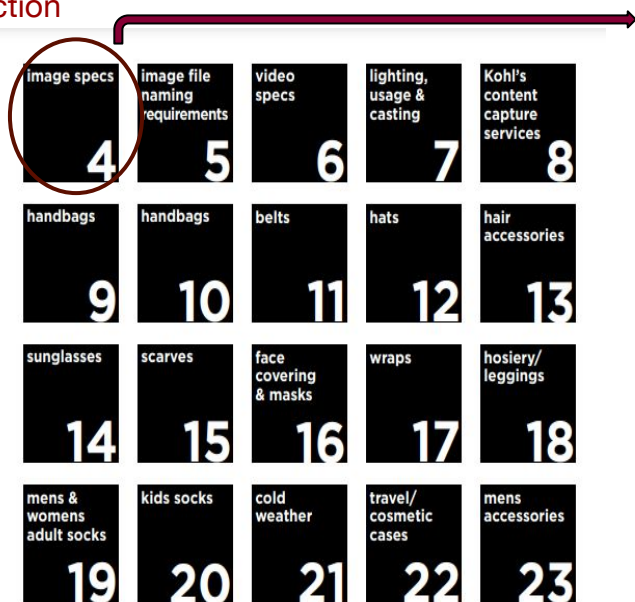
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IMAGE SPECS

**Image File Specifications:**

- Imagery must be professionally styled, lit, captured, and retouched.
- **Photography only.** Illustrations or renderings are not acceptable.
- **On-Fig File Dimensions:** We request that images be cropped square, at a minimum of 3000 x 3000 pixels, (10"x 10" @ 300 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than ¾ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 3000 x 3000 pixels, (10"x 10" @ 300 PPI), but with no border.
- **Off-Fig File Dimensions:** We request that images be cropped square, at a minimum of 2000 x 2000 pixels, (10"x 10" @ 200 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than ¾ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 2000 x 2000 pixels, (10"x 10" @ 200 PPI), but with no border.
- **File Color Space:** sRGB or Adobe RGB
- **Acceptable File Formats:** JPEG, TIFF (Other formats will be auto rejected by K-link).
- **Product Selection:** Accurate path/channel selection of product must be included with every file.
- **Background:** Unless otherwise specified, background should be white (RGB 255). Certain departments require grounding shadow.
- **Accuracy:** Image must accurately represent the product.
- **Quality:** Product must be clear and in focus at 100% magnification. All product imagery is to be captured according to the Kohl's-approved lighting, set and styling guides, and must include appropriate additional views (ALTs).
- No added graphics to any MAIN view. This includes emblems, awards or badges, action graphics, or image insets (unless specifically requested).