KOHL'S PHOTO & VIDEO SPECIFICATIONS

KOHL'S

IMAGE
SPECS

• **Image File Specifications:**
- Imagery must be professionally styled, lit, captured, and retouched.
- **Photography only.** Illustrations or renderings are not acceptable.
- **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. No more than a 200 pixel border around the product (@ ¾ of an inch from the edge of the product to the edge of the canvas).
- **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)

• **Image File Naming Requirements:**
- Vendor name and Kohl's dept. number will now be prepended to filenames automatically upon upload
- File names should be divided into parts by underscores where applicable (see chart below)
  • Vendor style number
  • Vendor color name
  • Alternate image identifier (ALT, ALT2, ALT3, etc)
  • **Main View:** VendorName_DepartmentNumber_StyleNumber_ColorName
  • **Additional Views (ALTs):** VendorName_DepartmentNumber_StyleNumber_ColorName_ALT
  • **Adding Additional Images to Existing Product:** Load additional imagery to K-link the same as during the set up of the style(s). To assist in quicker set up, please name the image using "ALT_Add" at the end of your file name. This will assist in identifying that this product is already live and this is an additional image being added to the product page.

VIDEO SPECS

• **Product Video Content Requirements:**
  - Video should be educational, product-focused and speak only to the features and benefits of that specific product. Any visible props should be unbranded and not detract from the main product being sold.
  - Video should be sharp, clear and produced by a professional.
  - Video should not contain any speech or gestures that may be considered offensive.
  - Video should not contain references or links to: websites, pricing, date information, competitors or accessories not sold with that specific product.

• **File Format and Requirements:**
  - Video files must be in an uncompressed format.
  - File format: .MP4 or .MOV not exceeding 100MB.
    Minimum size of 1280x720 (16:9) aspect ratio is required.

LIGHTING DIRECTION

On figure lighting is bright, crisp, open and front lit.

Lighting for Omni off-figure product should come from a soft source either left or right to reveal shape and texture while providing a soft grounding shadow.

The images within this style guide are reflective of lighting expectations. How it is achieved may vary, but please note that the end result must match.

USAGE

All assets are for Omni Channel use and therefore must meet the following usage standards: Unlimited print and electronic media use by Kohl's and Kohl's affiliates for life of product.

It is imperative that ALL propping of on-figure fashion photography MUST be with Kohl's merchandise. This includes all tops, bottoms, shoes and accessories. Use of non-Kohl's merchandise or improper/unmanaged talent usage poses legal risks and will be prohibited.

CASTING REQUIREMENTS

Please refer to the separate guide for "Hair & Makeup and Model Casting Expectations" for all on-figure photography, and adhere to the guidelines detailed therein.