In order to supply vendor images and videos for use on Kohl's Product Display Pages, a vendor must be approved to submit their own photography to ensure alignment with Kohl's imagery and video requirements.

The approval process can begin before a new vendor has access to K-Link. Please follow the steps below to gain approval.

APPROVAL PROCESS:

1. Vendor should email or provide a link via dropbox of Main images, ALT images, and video for each product category. Send to Image Asset Inbox ec-imageassets@kohls.com and dana.dufek@kohls.com

   - If emailing, please follow this formula for the subject line:
        Onboarding: Vendor Name, Dept. #

   - If dropbox, please have all test images & video in one folder.

   - Some image testing may require samples to be sent to verify image accuracy. This varies by category.

2. Please follow Kohl's required content and technical specifications located in Kohl's vendor style guide for imagery and videos.

   - If you are an existing vendor, log into K-Link and navigate to Resources. Within Resources, select Kohl's Image and Video Style Guide. Open the category specific product guide.

   - If you are a new vendor and do not have access to K-Link, adhere to the technical and content specifications listed below.

3. Image Asset Team will review imagery & video and provide feedback or any adjustments needed.

4. If no adjustments are needed, the vendor will receive an email stating that they have been approved to provide imagery and video.

5. Once vendors can access Kohl's Style Guide via K-Link (Vendor Agreement has been finalized), it is the vendor's responsibility to check for updates to the requirements at least quarterly (or before a big shoot).

6. Once testing is complete, vendor does not need to send tests for future assortments. However, if there is a new product type for a category, the vendor should send a few test images/videos first to ensure alignment.

7. After vendor is approved, all submitted imagery and video is still subject to review and could be rejected for not adhering to standards.

TECHNICAL SPECIFICATIONS:

Images:

   - Imagery must be professionally styled, lit, captured, and retouched.

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- File Dimensions: we request that images be cropped square, at a minimum of 3000x3000 pixels, (10"x10" @ 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, or flattened TIFF (other formats will be auto rejected by K-Link)

- Product Selection: Accurate path/channel selection of product must be included with every file.

- 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)

Video:

- 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.

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)

- File name **must** include:
  - Vendor Style Number
  - Vendor Color Name
  - ALT image identifier (ALT1, ALT2, ALT3, etc.)

- Example Main View File Name: STYLENUMBER_VENDORCOLOR_MAIN

- Example ALT View File Name: STYLENUMBER_VENDORCOLOR_ALT1

- Filenames for adding additional images to existing products: Load additional images to K-Link the same as during the set up of the style(s). To assist in quicker set up, please add "_ADD" to the end of your filename. This will assist in identifying that this product is already live and this is an additional image being added to the existing product page.

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CONTENT SPECIFICATIONS:

Please submit a complete sampling of main and ALT images that represent the range of products Kohl's will be carrying. Do not send a link to your full catalog of images.

Example: if your category is Tabletop Decor, please send the main and ALTs for each of the different subcategories we'll be carrying (e.g., picture frames, decorative accents, bowl fillers, candelsticks, etc).

- Be sure to include any ALTs that may be unique to product type (e.g., bowl fillers require an in package shot while candle sticks require a propped with candle shot).

- If you are unsure of what the required main and ALT images would be and/or Kohl's Style Guide cannot be accessed, please reach out to your merchant partner.

- As a general rule, for our ecommerce imagery, we are trying to mirror or improve upon the in-store experience. At a minimum, whatever the customer can see in store, should be represented in the images online.

- Lifestyle imagery is strongly suggested, and should be propped very simply, showing enough context to be beneficial to the customer experience online.

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Examples of approved imagery and acceptable tonal gray backgrounds: