

New Vendor Image Approval Process (PDP)

- In order to supply Vendor Images 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 requirements.
- Please utilize the below process to gain approval to submit Vendor Supplied Images.
- The testing approval process can begin before a new vendor has access to K-Link.

APPROVAL PROCESS:

1. Contact Image Asset Coordinator Jessica Sumter at jessica.sumter@kohls.com
2. The vendor should email or provide a link via dropbox of a main and alternate images for each product category.
 - If emailing, please include the department number and vendor name in the subject line.
 - If dropbox, please have all test images in one folder.
 - Some image testing may require samples to be sent to verify image accuracy. This varies by category.
3. When capturing images, adhere to Kohl's required content and technical specifications
 - If you are a new vendor (do not have access to Klink), adhere to the below technical and content specifications.
 - If you are an existing vendor, log into Klink. Navigate to Resources. Within Resources, select Kohl's Image and Video Style Guide. Open the category specific product guide.
4. Image Asset Coordinator will review images and provide feedback and any adjustments needed.
5. If no adjustments are needed, the vendor will receive an email stating that the vendor has been approved to provide Vendor Supplied Images.
6. Once vendors can access Kohl's Style Guide via K-link (Vendor Agreement has been finalized), it is the vendor's responsibility to refer to it for any updates to the requirements.
7. Once testing is complete, the vendor does not have to send tests for future assortments. However, if there is a new product type for a category, the vendor is welcome to send a few tests first to ensure alignment.
8. Even after initial test approval, all imagery is subject to review and could be rejected if not adhering to standards.

Technical 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 (@ 3/4 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.
- Background: Unless otherwise specified, the 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 (ALT1, ALT2, ALT3, etc)
 - Main View: VendorName_DepartmentNumber_StyleNumber_ColorName_MAIN
 - Additional Views (ALTs):
VendorName_DepartmentNumber_StyleNumber_ColorName_ALT1
 - Dimensions Image: VendorName_DepartmentNumber_StyleNumber_ColorName_DIMS
 - 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 setup, 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.
- Content Specifications:**
Please submit a complete sampling of main and any required alternative images (ALTs) that represent the range of products Kohl's will be carrying. Do not send a link to your full catalog of images.
- For example, if your category is Jewelry, please send the required main and ALTs for each of the different silhouettes we'll be carrying (e.g., earrings, necklace, bracelet, etc)
 - Be sure to include any ALTs that may be unique to product type (e.g., a locket requires one or more interior shots depending on how many ways it can open)
 - If you are unsure of what the required main and ALT images would be and/ or Kohl's Style Guide cannot be accessed, please have your Merchant/ Category partner reach out to the Image Asset Specialist for more information. Please provide basic product type information when making this request.

- 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 able to be seen online.

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

- **Logos, badges, overlays are not allowed on the main image due to Google rules/restrictions.**