

AI-Generated Vendor Photography Submission Guidelines

Marketing Brand Creative - Studio Art Direction

KOHL'S

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Overview

Vendor photography submissions need to follow our established image guidelines. These same guidelines and creative standards apply to Vendor AI imagery.

AI-generated imagery is allowed but must meet Kohl's production-quality standards. If any of the immediate red flags detailed below appear in your imagery, the image(s) will be immediately rejected by Kohl's. While AI drives unprecedented innovation and efficiency, it does not exempt us from foundational ethical standards. The core principles of truth in advertising, transparency, and fairness remain as mandatory as ever.

The following pages outline incremental consideration for AI imagery with a detailed overview of what will and will not be approved.

Immediate Red Flags (Automatic Rejection)

Do not submit any imagery to Kohl's that includes the following:

- **Product Inaccuracy:** Deviations from the sellable product or other true-to-life elements of the product.
- **Distortions:** Warped logos or typography, altered proportions, or invented product details.
- **Technical Mistakes:** Melting fabrics, extra or missing seams, inconsistent stitching, or pattern repetition glitches.
- **Floating Products:** Items appearing to hover, "cut out and pasted," or having mismatched shadows.
- **Environments** must be realistic, attainable, and appropriate for the merchandise.
- **Synthetic Lighting:** Lighting that feels physically impossible, including artificial glows or haloing.
- **Anatomy Errors:** Abnormal anatomy including extra fingers, distorted limbs, overly airbrushed appearances, or strange eyes/teeth.
- **Synthetic Performers or Unauthorized Replicas:** **see next page for guidance
- **Infringing IP:** Artwork, posters, murals, signage, readable text, or third-party brands and logos not directly part of or relating to the product itself or not owned by the vendor.

Legal & Model Guidance

- **Synthetic Performers:**

Per New York law, any advertisement featuring a "synthetic performer" ** must be flagged for conspicuous disclosure (e.g., "AI-generated image").

***Synthetic performer" means a digitally created asset created, reproduced, or modified by computer, using generative artificial intelligence or a software algorithm, that is intended to create the impression that the asset is engaging in an audiovisual and/or visual performance of a human performer who is not recognizable as any identifiable natural performer.*

- **Digital Replicas:**

Unauthorized Replicas: Use of a "Digital Replica" (the likeness of a real person) without documented express written consent from the individual depicted (vendor is responsible for obtaining consent).

Final Check Before Submission

Before submitting, ask yourself these five questions:

1. Would this pass as real photography in a side-by-side comparison?
2. Does the product match the sellable product exactly (e.g., color, texture, details)?
3. Do the shadows, scale, and perspective make sense?
4. Have all anatomy, stitching, and logos been checked at high magnification?
5. If there are AI-generated humans or body parts, is a proper disclosure included?

If the answer to any of these is no, revise before sending.

We welcome innovation — but the bar remains high.

AI does not lower standards. It raises the need for precision.