

# KOHL'S PHOTO & VIDEO STYLE GUIDE

BABY AND KIDS GEAR

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**KOHL'S**

Revised May, 7 2025

## OBJECTIVE

The purpose of this deck is to establish Kohl's photography standards and to outline specific requirements with regards to vendor-supplied photography.



# INDEX

Click, or navigate to categories at right.

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## IMAGE SPECS

### Image File Specifications:

- Imagery must be professionally styled, lit, captured, and retouched.
- **On-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  $\frac{3}{4}$  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.
- **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  $\frac{3}{4}$  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.
- **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).

## IMAGE FILE NAMING REQUIREMENTS

### 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:**  
StyleNumber\_ColorName\_MAIN
  - **Additional Views (ALTs):**  
StyleNumber\_ColorName\_ALT1 (ALT2, ALT3, etc.)
  - **Dimensions View:**  
StyleNumber\_ColorName\_DIMS
- All accurate imagery should be loaded to K-link at the same time upon initial setup. However, if the need arises to replace or append existing imagery, load via K-link with the following file appends:
  - Use "ALT\_Add" at the end of your file name to assist in identifying that this product is already live and this is an additional image being added to the product page.
  - Use "ALT\_Replace" or "Main\_Replace" to indicate we should be overwriting existing imagery.

## 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.

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## USAGE

All assets are for Omni Channel use and therefore must meet the following usage standards: 2 Years Unlimited Print & Electronic Media for use by Kohl's and Kohl's Affiliates for the life of the 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.

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## CASTING REQUIREMENTS

Please refer to the separate guides for "[Vendor Casting Diversity Expectations](#)," as well as "[Hair & Makeup and Model Casting Expectations](#)," for all on-figure photography, and adhere to the guidelines detailed therein.

## KOHL'S CONTENT CAPTURE SERVICES

Our mission is to deliver engaging, on-brand photo and video content that meets Kohl's brand standards. Kohl's Creative Services and Photo Studio can provide photo and motion assets for our vendor partners.

### **Benefits to Kohl's Capture:**

- Head to toe Kohl's sold product, including prop items
- Seasonally relevant merchandise
- Diverse model casting pool
- Consistent creative that aligns with Kohl's brand style guidelines
- Elevated creative services inclusive of:
  - Optimal talent rates
  - Extensive multi-channel usage
  - Easy asset delivery within Kohl's internal system
  - Consistent taxonomy/metadata

**Interested in learning more about Kohl's Creative Services capturing your PDP content?**

Please contact [Heather.Filippelli@kohls.com](mailto:Heather.Filippelli@kohls.com) for more information.



# DIAPERS & WIPES

**GENERAL STYLING AND CAPTURE NOTES:**  
-All products should be styled, lit, and angled as shown in the examples provided.

**GENERAL RETOUCHING NOTES:**  
-All products for this category should be blocked out-- Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.

**GENERAL CROPPING NOTES:**  
-All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame.  
Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/mannequin cropping should mimic examples shown if applicable).

**ALTERNATE IMAGE PLAN:**  
-Follow alternate image cadence shown here.  
If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.  
-Upload all required, requested, lifestyle, and educational imagery for each style at the same time.  
-For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or non-serifed font.  
Units of measure and text referenced in imagery must align with copy attributes provided.

**GENERAL FILE TECHNICAL SPECIFICATIONS:**  
-Minimum of 2000x2000px  
-Flattened TIFF or JPEG (PNG is not accepted)  
-sRGB color space or Adobe RGB

**VIDEO:**  
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

MAIN  
front view

ALT  
out of package

ALT3  
benefit detail

ALT4  
educational

VIDEO

Diapers



enhanced front w/icons



back of package



size by weight	
weight	diaper size
<10 lb	Newborn/Size 0
8-14 lb	1
12-18 lb	2
16-28 lb	3
22-37 lb	4
27+ lb	5
35+ lb	6
41+ lb	7
46+ lb	8



Single Pack  
wipes



front



overhead

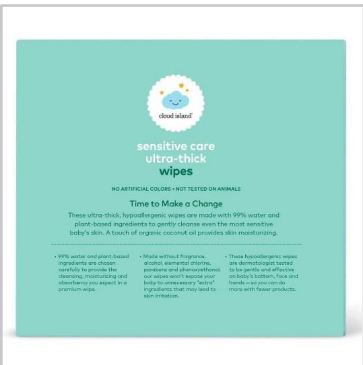
none



Multipack  
Wipes



enhanced front w/icons



back of package





HEALTH & TOILETRIES

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Single Item

Packaged Item

Boxed Sets

MAIN front view

ALT

ALT2

ALT3 smudge detail

ALT4 educational

VIDEO



front



back

none



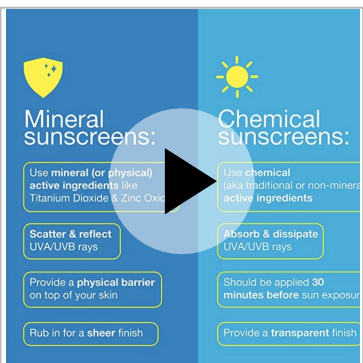
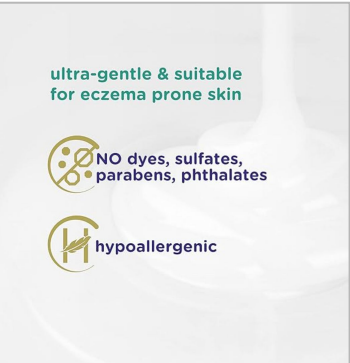
front, out of package



front, in package



back, in package



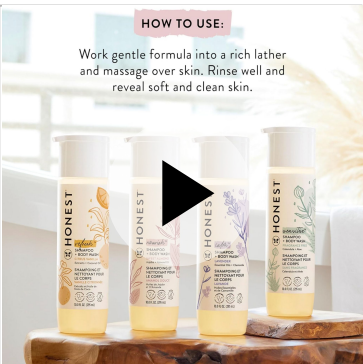
front, out of package



front, in package



back, in package





GIFT SETS

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Gift Basket

MAIN



full set

ALT



items from set

ALT2



item from set

ALT3



basket

ALT4



VIDEO



Apparel Gift Sets



full set



items from set



items from set



educational



sizing





# BEDDING & TOWELS

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	MAIN	ALT lifestyle	ALT2	ALT3	ALT4	VIDEO
Crib Bedding						
			single item	single item	single item	
Crib Sheet						
			alternate view	educational	dimensions	
Receiving Blanket						
			packaging	educational	dimensions	
Hooded Towel						
			packaging	open	detail	



# NURSING & FEEDING

**GENERAL STYLING AND CAPTURE NOTES:**  
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	MAIN	ALT lifestyle	ALT2	ALT3	ALT4	VIDEO
Breast Pump						
			packaging	educational	educational	
Bottles						
			packaging	detail	education	
Nursing Pillow						
			detail	educational	educational	
High Chair						
			alternate view	educational	dimension	



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	MAIN	ALT lifestyle	ALT2	ALT3	ALT4	VIDEO
Pacifiers						
			alternate view	alternate view	educational	
Bibs						
			Alternate view	detail	educational	
Tableware						
			packaging	alternative view	educational	
Teething						
			packaging	educational	dimension	



# CAR SEAT

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**VIDEO:**  
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	MAIN	ALT lifestyle	ALT2	ALT3 educational	ALT4	VIDEO
Car Seat						
			safety		alternate view	
Car Seat Cover						
			alternate view		detail	



BABY GEAR

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	MAIN	ALT lifestyle	ALT2	ALT3	ALT4	VIDEO
Strollers						
			alternative views	educational	detail	
Baby Swing						
			accessories	detail	dimension	
Bassinet						
			educational	detail	dimension	
Activity Mat						
			educational	accessories	detail	



BABY TOYS

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VIDEO:  
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Traveling

Rattle

STEM

Educational

MAIN

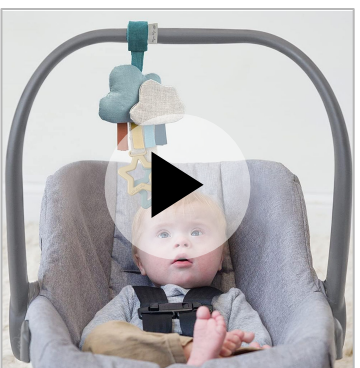
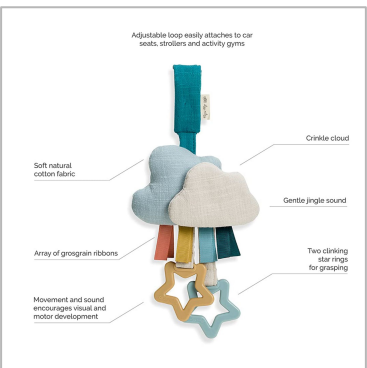
ALT  
lifestyle

ALT2  
packaging

ALT3

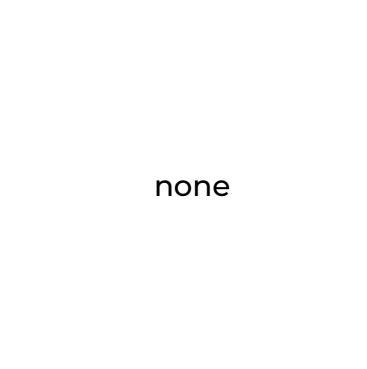
ALT4

VIDEO



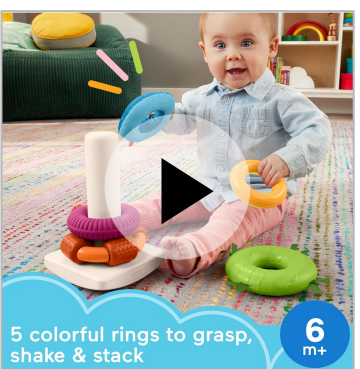
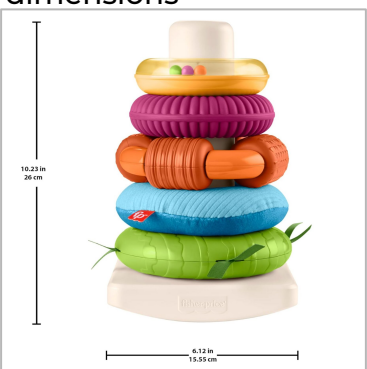
alternate view

educational



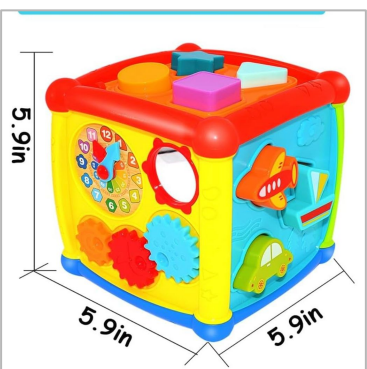
none

dimensions



educational

dimensions



educational

dimensions



PLUSH TOYS

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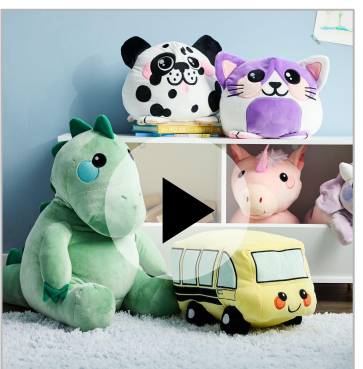
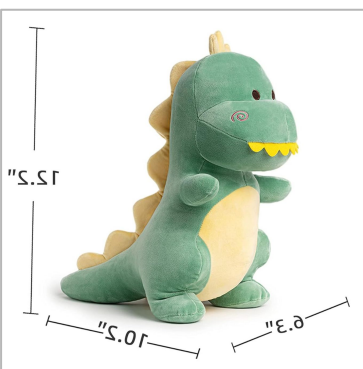
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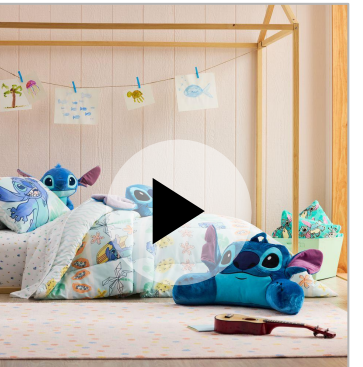
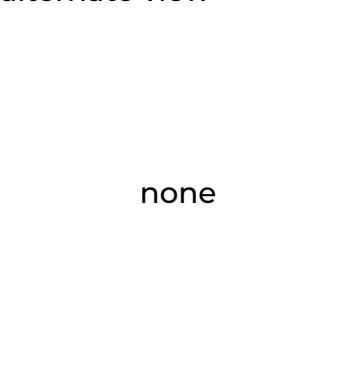
Educational  
Plush



Plush Animal



Backrest



Blanket  
Buddies





TOYS & SETS

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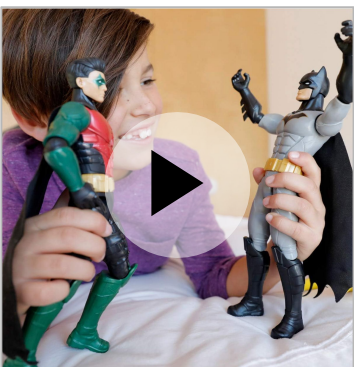
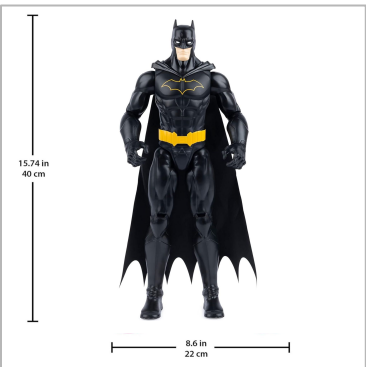
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Action Figure

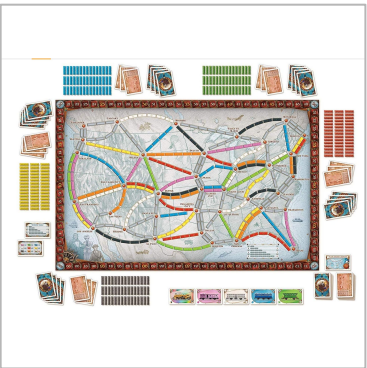


alternate view

packaging

dimensions

Board Games



packaging- back

game pieces

educational

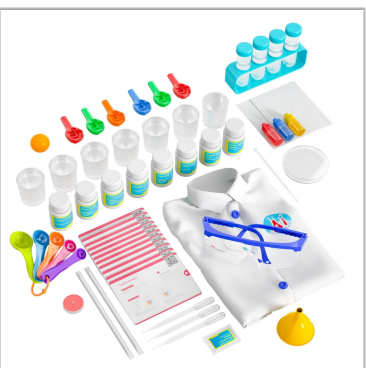
Lego



educational

dimensions

Science Kits



alternate view

educational

dimensions



TOYS & SETS

**GENERAL STYLING AND CAPTURE NOTES:**  
-All products should be styled, lit, and angled as shown in the examples provided.

**GENERAL RETOUCHING NOTES:**  
-All products for this category should be blocked out-- Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.

**GENERAL CROPPING NOTES:**  
-All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

**ALTERNATE IMAGE PLAN:**  
-Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.  
-Upload all required, requested, lifestyle, and educational imagery for each style at the same time.  
-For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

**GENERAL FILE TECHNICAL SPECIFICATIONS:**  
-Minimum of 2000x2000px  
-Flattened TIFF or JPEG (PNG is not accepted)  
-sRGB color space or Adobe RGB

**VIDEO:**  
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

Blind Box



Trading Cards



Craft Kits



ALT lifestyle

ALT2



toy options in series

ALT3



educational

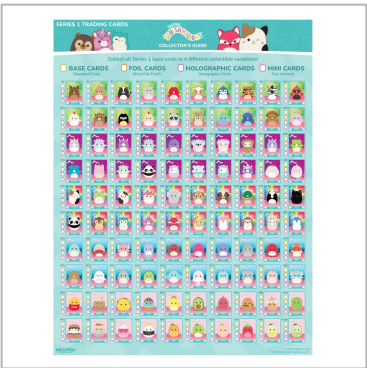
ALT4



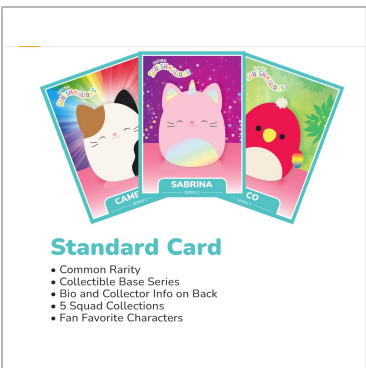
VIDEO



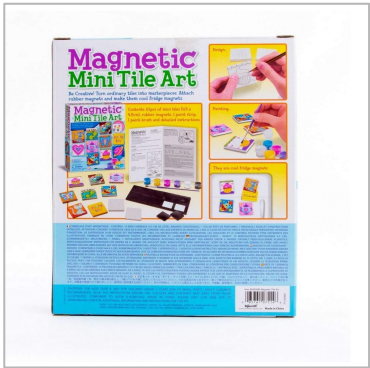
cards in pack



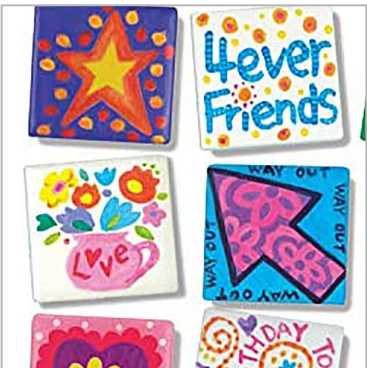
toy options in series



educational



packaging- back



educational





# BOOK & FLASH CARD SETS

**GENERAL STYLING AND CAPTURE NOTES:**

-All products should be styled, lit, and angled as shown in the examples provided.

**GENERAL RETOUCHING NOTES:**

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Retouch as shown in examples provided.

**GENERAL CROPPING NOTES:**

-All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

**ALTERNATE IMAGE PLAN:**

-Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.  
-Upload all required, requested, lifestyle, and educational imagery for each style at the same time.  
-For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

**GENERAL FILE TECHNICAL SPECIFICATIONS:**

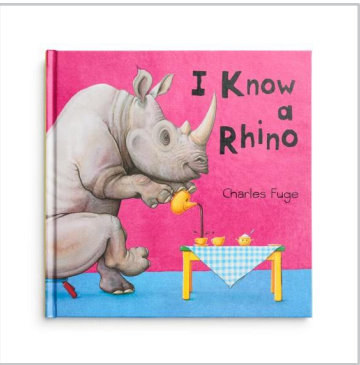
-Minimum of 2000x2000px  
-Flattened TIFF or JPEG (PNG is not accepted)  
-sRGB color space or Adobe RGB

**VIDEO:**

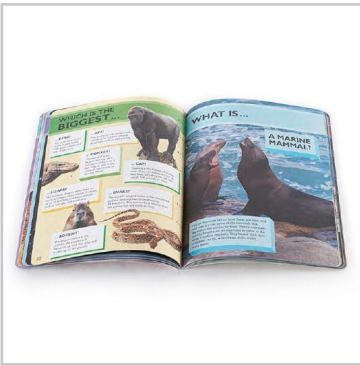
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

Books

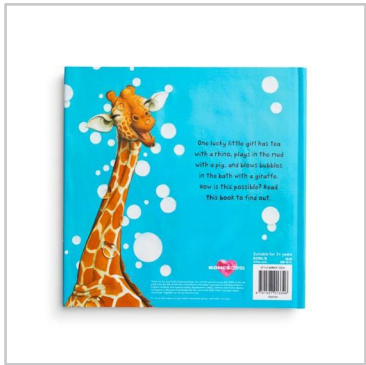
MAIN front



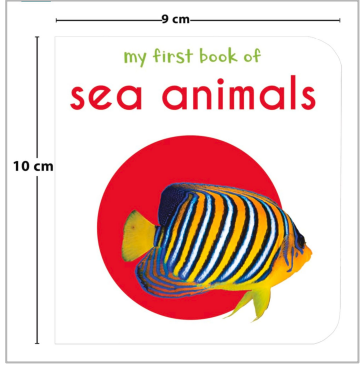
ALT open



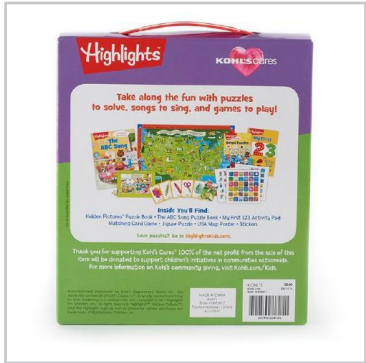
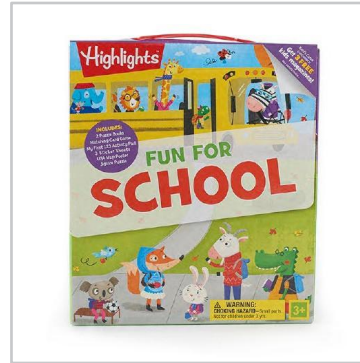
ALT2 back



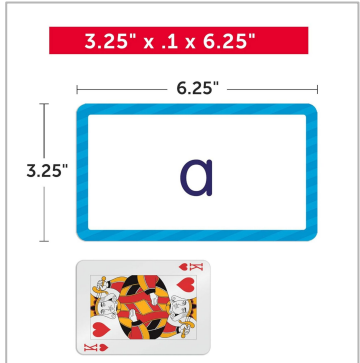
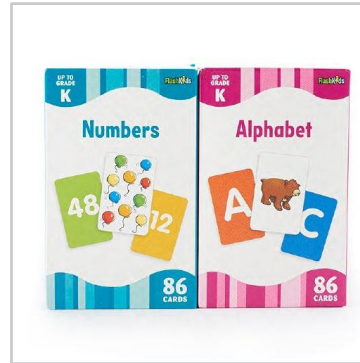
ALT3 educational



Book Set



Flash Cards



Puzzle



none





# FURNITURE & STORAGE

**GENERAL STYLING AND CAPTURE NOTES:**  
-All products should be styled, lit, and angled as shown in the examples provided.





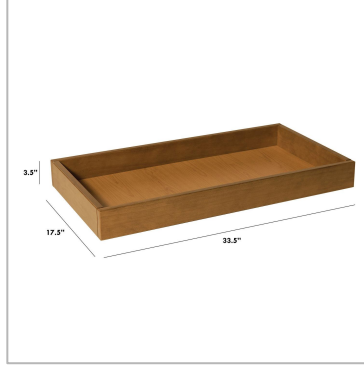
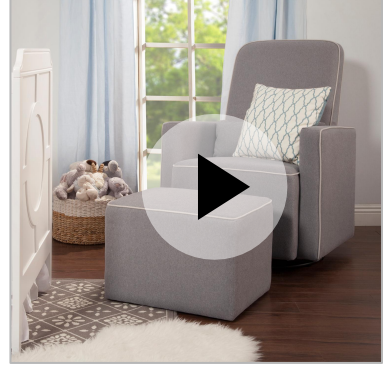
**GENERAL RETOUCHING NOTES:**  
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**GENERAL FILE TECHNICAL SPECIFICATIONS:**  
-Minimum of 2000x2000px  
-Flattened TIFF or JPEG (PNG is not accepted)  
-sRGB color space or Adobe RGB

**VIDEO:**  
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

	MAIN	ALT lifestyle	ALT2	ALT3	ALT4 dimensions	VIDEO
Cribs	 angle front		 educational	 straight	 41" 30.5" 55"	
Changing Table			 w/ tray	 detail	 34" 19.75" 46.75"	
Changing Table Tray		 show on dresser	 show on dresser	 detail	 3.5" 17.5" 32.5"	
Rocking Chair			 alternate view	 detail	 39.25" 20.6" 17.5" 25" 31.5"	



# PLAY SETS

**GENERAL STYLING AND CAPTURE NOTES:**  
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**GENERAL FILE TECHNICAL SPECIFICATIONS:**  
-Minimum of 2000x2000px  
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-sRGB color space or Adobe RGB

**VIDEO:**  
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Playset

MAIN lifestyle



ALT product only



ALT2



ALT3 detail



ALT4 dimensions



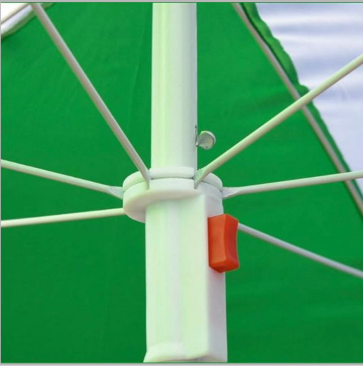
VIDEO



Picnic Table



alternate



Water Table



alternate



Play Kitchen



accessories

