

# KOHL'S PHOTO & VIDEO STYLE GUIDE

BABY AND KIDS GEAR

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**KOHL'S**

Revised July 12, 2024

## **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.
- **Photography only.** Illustrations or renderings are not acceptable.
- **On-Fig 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. 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 3000 x 3000 pixels, (10''x 10'' @ 300 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.
- **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)
- 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.

diapers

**MAIN**  
front view  
(required)



enhanced front w/icons

**ALT**  
(required)



back of package

**ALT 2**  
out of package  
(requested)



**ALT 3**  
benefit detail  
(requested)



**VIDEO**  
(requested)



single pack  
wipes



front



overhead

none



multipack  
wipes



enhanced front w/icons



back of package



# HEALTH & TOILETRIES

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**MAIN**  
front view  
(required)

**ALT**  
(required)

**ALT 2**  
(requested)

**ALT 3**  
smudge detail  
(requested)

**VIDEO**  
(requested)

Single Item

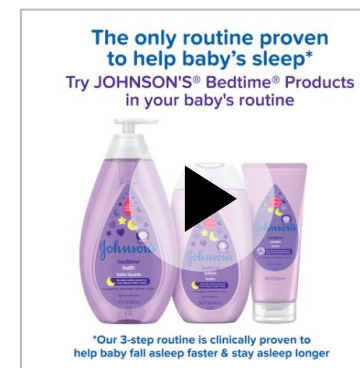


front



back

none



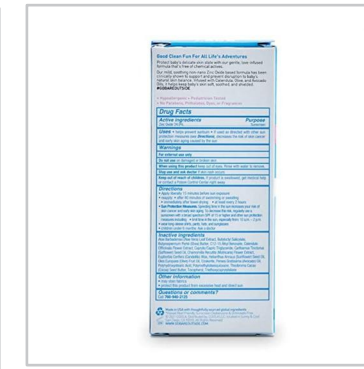
Packaged Item



front, out of package



front, in package



back, in package



Boxed Sets



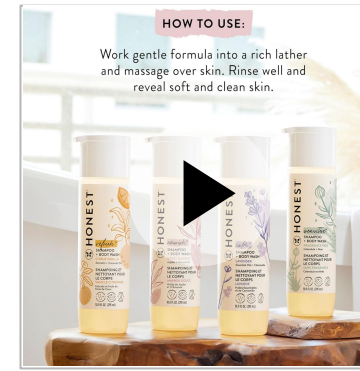
front, out of package



front, in package



back, in package



# GIFT SETS

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Gift Basket

MAIN

(required)



full set

ALT

(required)



items from set

ALT 2

(required)



item from set

ALT 3

(requested)



basket

ALT 4

(required)

none

VIDEO

(requested)



Apparel Gift Sets



full set



items from set



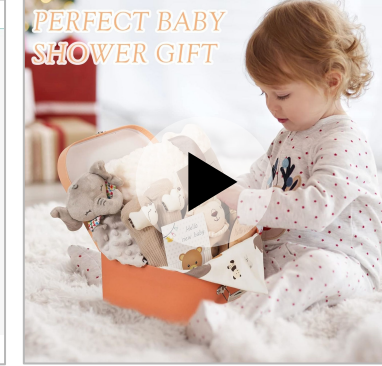
items from set



educational

SIZE	NB	3M	6M	9M	12M	18M	24M
WEIGHT	4-9 lbs (1.7-4kg)	9-12 lbs (4-5.5kg)	12-17 lbs (5.7-7.7kg)	17-21 lbs (7.7-9.5kg)	21-25 lbs (9.5-11.3kg)	25-28 lbs (11.3-12.7kg)	28-35 lbs (12.7-16.1kg)
LENGTH	up to 25 in (63 cm)	21.5-24 in (55-61 cm)	24-26.5 in (61-67 cm)	26.5-28.5 in (67-72 cm)	28.5-30.5 in (72-77 cm)	30.5-32.5 in (77-83 cm)	32.5-36 in (83-91 cm)

sizing



# BEDDING & TOWELS

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### Crib Bedding

#### MAIN

(required)



#### ALT lifestyle

(requested)



#### ALT 2

(required)



single item

#### ALT 3

(requested)



single item

#### ALT 4

(required)



single item

#### VIDEO

(requested)



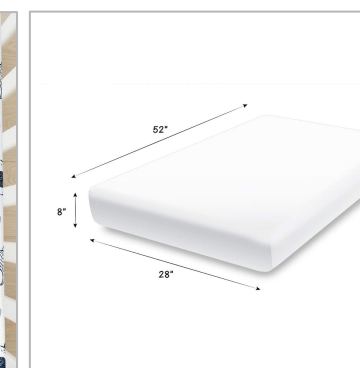
### Crib Sheet



alternate view



educational



dimensions



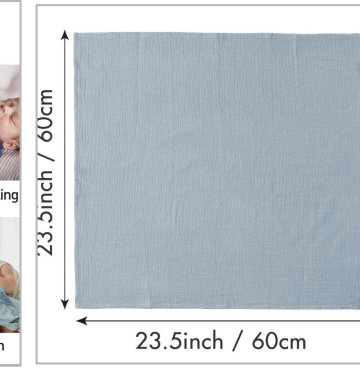
### Receiving Blanket



packaging



educational



dimensions



### Hooded Towel



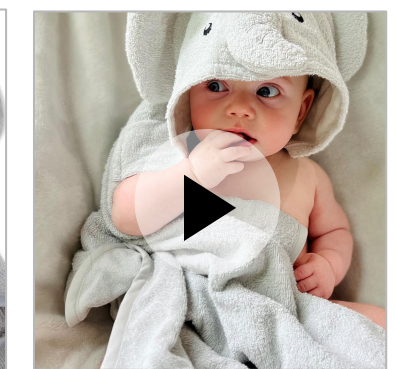
packaging



open



detail



# NURSING & FEEDING

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### Breast Pump

**MAIN**

(required)



**ALT lifestyle**

(requested)



**ALT 2**

(required)



packaging

**ALT 3**

(requested)



educational

**ALT 4**

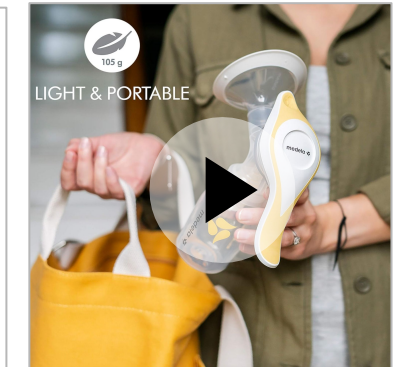
(required)



educational

**VIDEO**

(requested)



### Bottles



packaging



detail



education



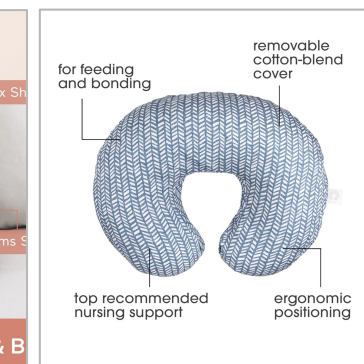
### Nursing Pillow



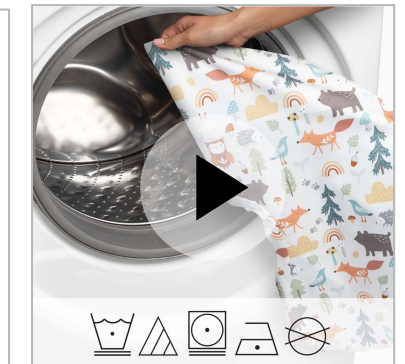
detail



educational



educational



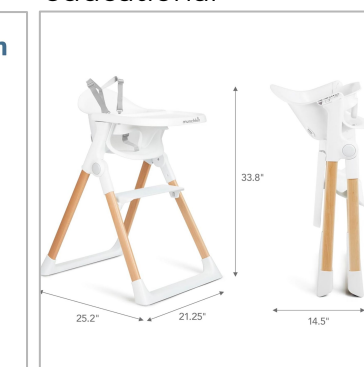
### High Chair



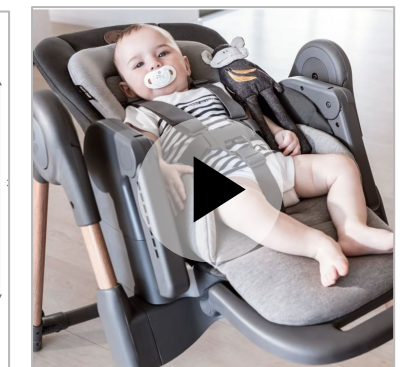
alternate view



educational



dimension



# NURSING & FEEDING

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## GENERAL FILE TECHNICAL SPECIFICATIONS:

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-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 (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)	ALT 4 (required)	VIDEO (requested)
<b>Pacifiers</b>						
			alternate view	alternate view	educational	
<b>Bibs</b>						
			Alternate view	detail	educational	
<b>Tableware</b>						
			packaging	alternative view	educational	
<b>Teething</b>						
			packaging	educational	dimension	

# CAR SEAT

**GENERAL STYLING AND CAPTURE NOTES:**

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**VIDEO:**

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Car Seat

**MAIN**

(required)



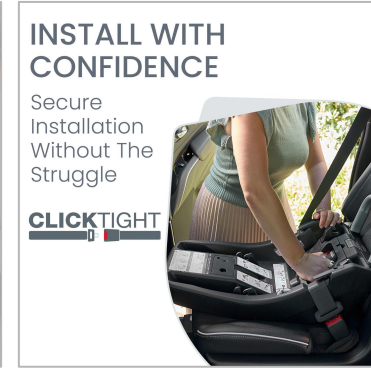
**ALT lifestyle**

(requested)



**ALT 2**

(required)



safety

**ALT 3 educational**

(requested)



**ALT 4**

(required)



alternate view

**VIDEO**

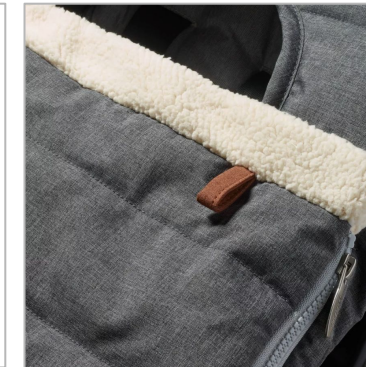
(requested)



Car Seat Cover



alternate view



detail



# BABY GEAR

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	MAIN (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)	ALT 4 (required)	VIDEO (requested)
<b>Strollers</b>						
			alternative views	educational	detail	
<b>Baby Swing</b>						
			accessories	detail	dimension	
<b>Bassinet</b>						
			educational	detail	dimension	
<b>Activity Mat</b>						
			educational	accessories	detail	



# BABY TOYS

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**MAIN**  
(required)

**ALT**  
lifestyle  
(requested)

**ALT 2**  
packaging  
(required)

**ALT 3**  
(requested)

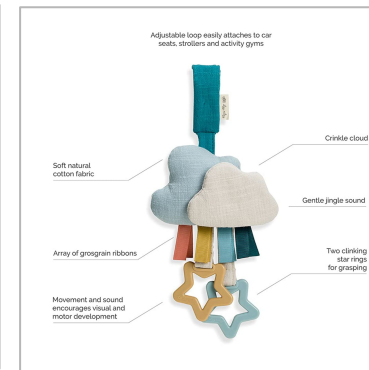
**ALT 4**  
(required)

**VIDEO**  
(requested)

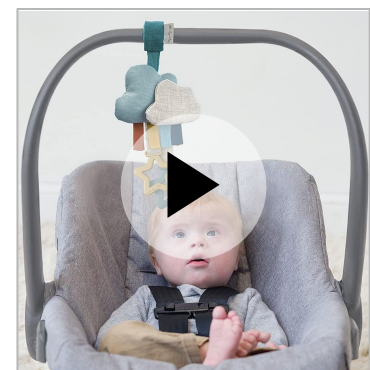
**Traveling**



alternate view



educational



**Rattle**



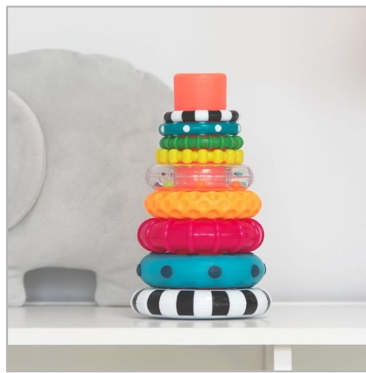
none



dimensions



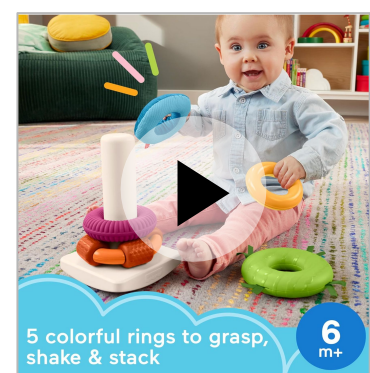
**STEM**



educational



dimensions



**Educational**



educational



dimensions



# PLUSH TOYS

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-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 (required)	ALT lifestyle (requested)	ALT 2 alternate view (required)	ALT 3 (requested)	ALT 4 (required)	VIDEO (requested)
<b>Educational Plush</b>						
<b>Plush Animal</b>						
<b>Backrest</b>				none		
<b>Blanket Buddies</b>						
	in package w/plush	draped w/plush	blanket folded w/plush	blanket flat	plush	

# TOYS & 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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## GENERAL CROPPING NOTES:

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## VIDEO:

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### Action Figure

#### MAIN

(required)



#### ALT lifestyle (requested)



#### ALT 2

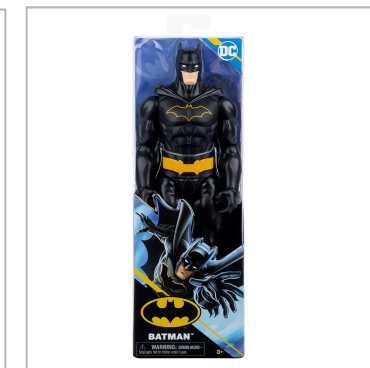
(required)



alternate view

#### ALT 3

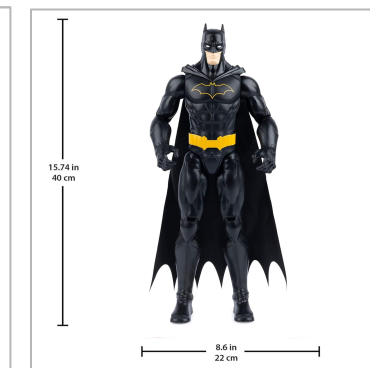
(requested)



packaging

#### ALT 4

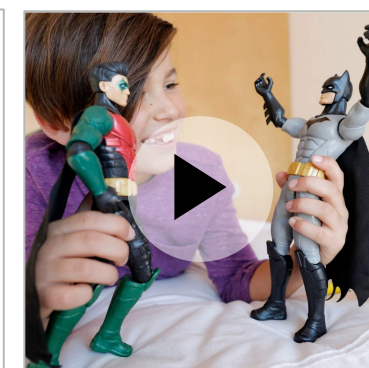
(required)



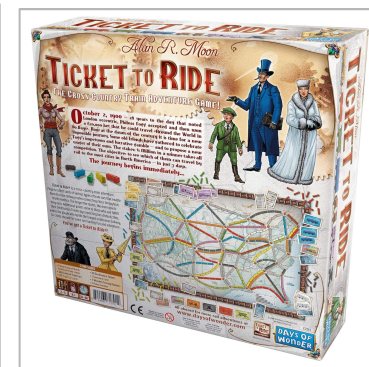
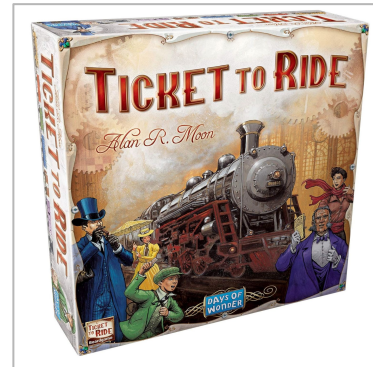
dimensions

#### VIDEO

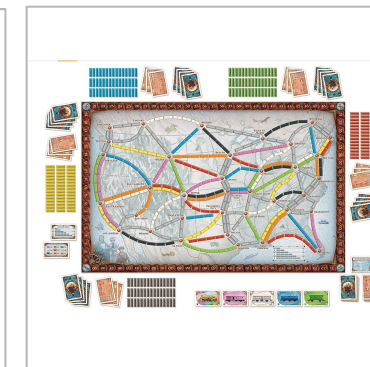
(requested)



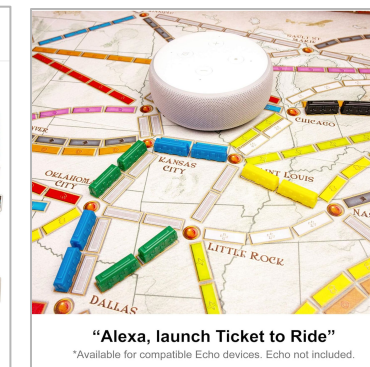
### Board Games



packaging- back



game pieces



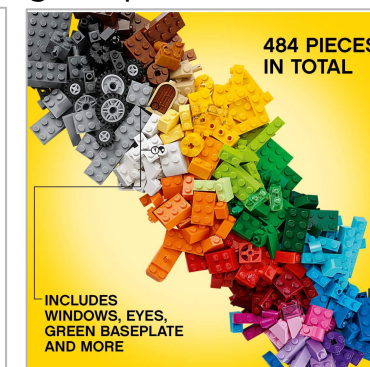
educational



### Lego



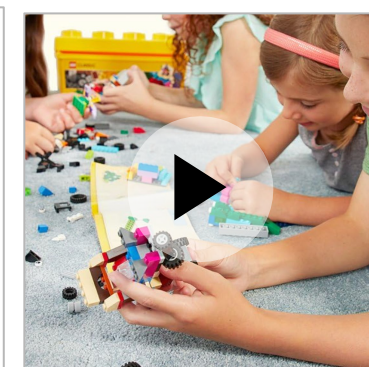
alternate view



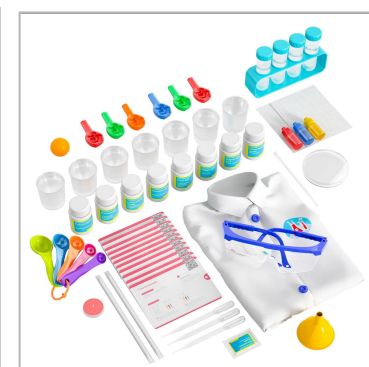
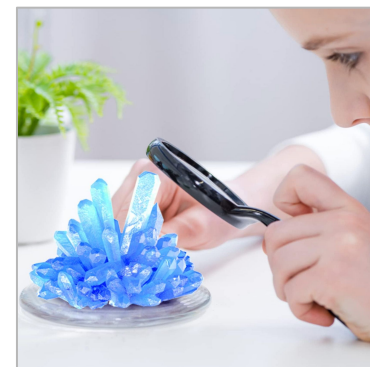
educational



dimensions



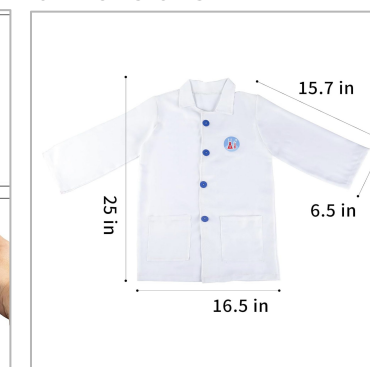
### Science Kits



alternate view



educational



dimensions



# TOYS & SETS

## GENERAL STYLING AND CAPTURE NOTES:

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## GENERAL RETOUCHING NOTES:

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-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

MAIN

(required)



ALT lifestyle

(requested)



ALT 2

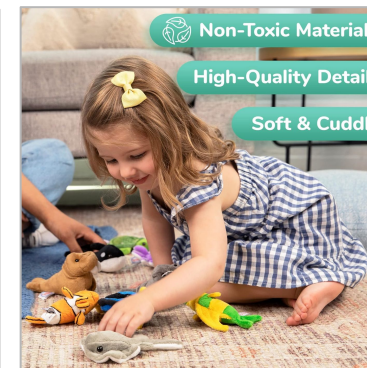
(required)



toy options in series

ALT 3

(requested)



educational

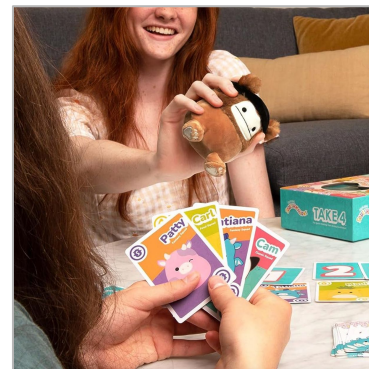
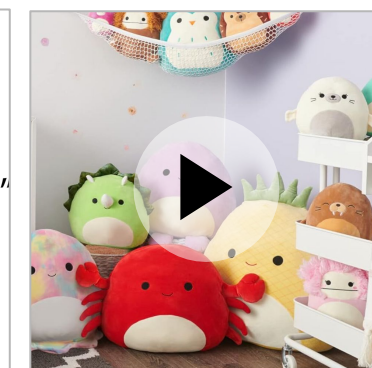
ALT 4

(required)

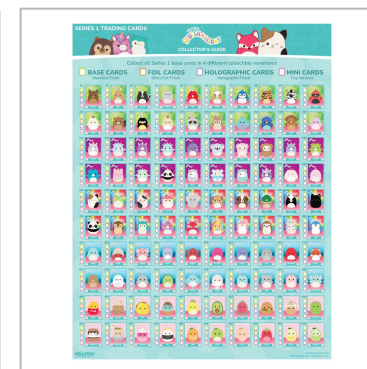


VIDEO

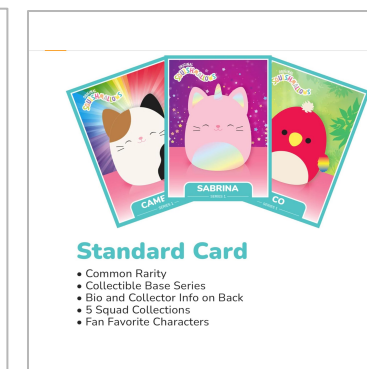
(requested)



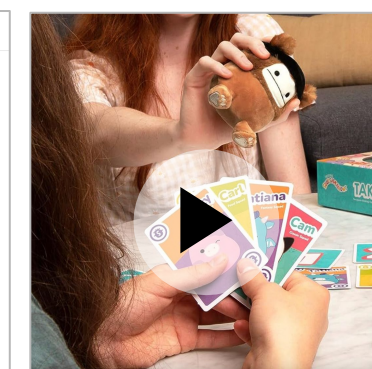
cards in pack



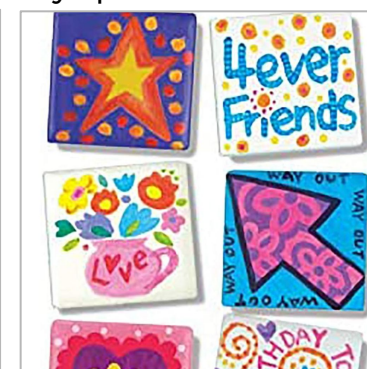
toy options in series



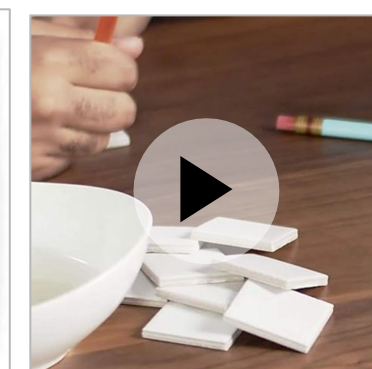
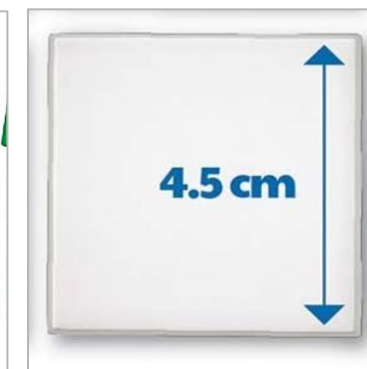
educational



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:**  
 -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).

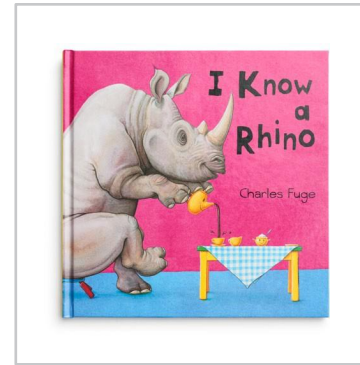
**ALTERNATE IMAGE PLAN:**  
 -Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.  
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**GENERAL FILE TECHNICAL SPECIFICATIONS:**  
 -Minimum of 2000x2000px  
 -Flattened TIFF or JPEG (PNG is not accepted)  
 -sRGB color space or Adobe RGB

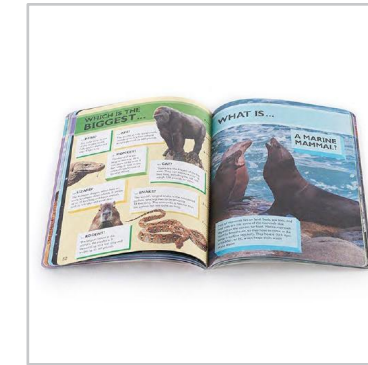
**VIDEO:**  
 -Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

Books

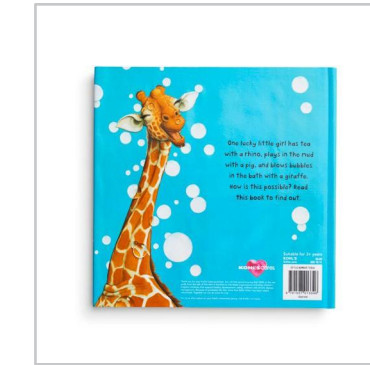
**MAIN front**  
(required)



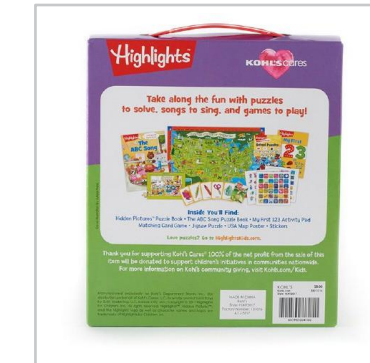
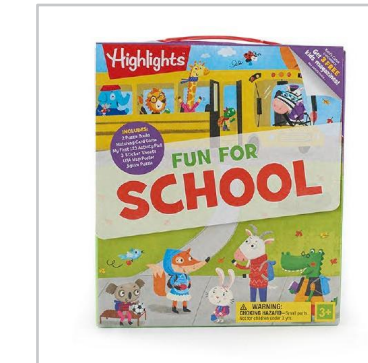
**ALT open**  
(required)



**ALT 2 back**  
(required)



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:

-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:

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## GENERAL FILE TECHNICAL SPECIFICATIONS:

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 -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 (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)	ALT 4 dimensions (required)	VIDEO (requested)
Cribs						
Changing Table						
Changing Table Tray						
Rocking Chair						

# PLAY SETS

## GENERAL STYLING AND CAPTURE NOTES:

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## GENERAL RETOUCHING NOTES:

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## GENERAL CROPPING NOTES:

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## VIDEO:

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	MAIN lifestyle (required)	ALT product only (required)	ALT 2 (requested)	ALT 3 detail (requested)	ALT 4 dimensions (required)	VIDEO (requested)
<b>Playset</b>						
<b>Picnic Table</b>						
<b>Water Table</b>						
<b>Play Kitchen</b>						