

# KOHL'S PHOTO & VIDEO STYLE GUIDE

## FOOTWEAR

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**KOHL'S**

Revised May 5, 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.

image  
specs

4

image file  
naming  
requirements

5

video  
specs

6

lighting,  
usage  
& casting

7

Kohl's  
content  
capture  
services

8

adult athletic  
shoes

9

kids athletic  
shoes

10

adult shoes

11

kids shoes

12

adult boots

13

kids boots

14

adult  
slide on  
sandals

15

kids  
slide on  
sandals

16

adult  
slippers

17

kids  
slippers

18

## 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:**

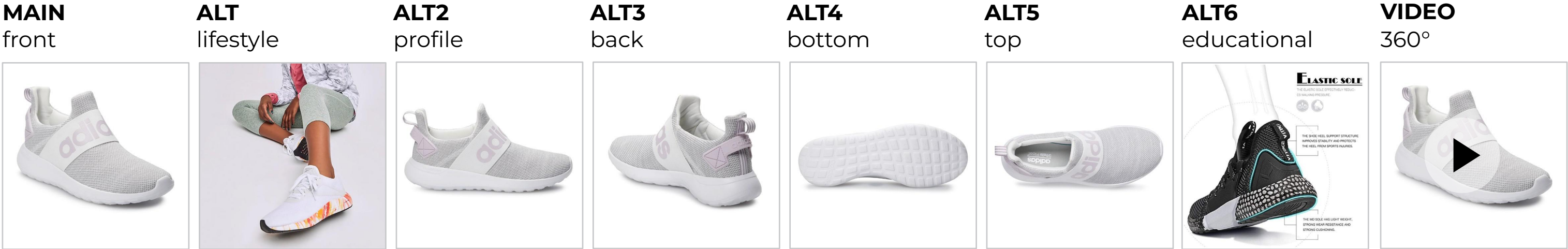
- Head to toe Kohl's sold product, including prop items
- Seasonally relevant merchandise
- Diverse model casting pool
- Consistent creative that aligns with Kohl's brand style guidelines
- Elevated creative services inclusive of:
  - Optimal talent rates
  - Extensive multi-channel usage
  - Easy asset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



Womens



Mens



# ADULT ATHLETIC SHOES

**GENERAL STYLING AND CAPTURE NOTES:**

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

**GENERAL RETOUCHING NOTES:**

- All products should be on white backgrounds (RGB 255), but with natural grounding shadow intact. 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: 360°, educational, fit and features.

MAIN  
front



ALT  
lifestyle



ALT2  
profile



ALT3  
back



ALT4  
bottom



ALT5  
top



ALT6  
educational



VIDEO  
360°



# KIDS ATHLETIC SHOES

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Womens

MAIN  
front



ALT  
lifestyle



ALT2  
profile



ALT3  
back



ALT4  
bottom



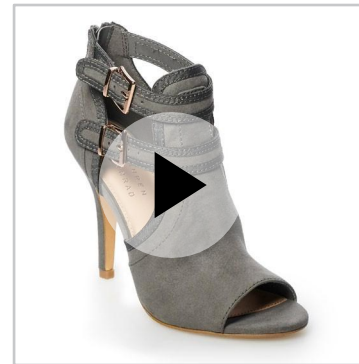
ALT5  
top



ALT6  
educational



VIDEO  
360°



Mens



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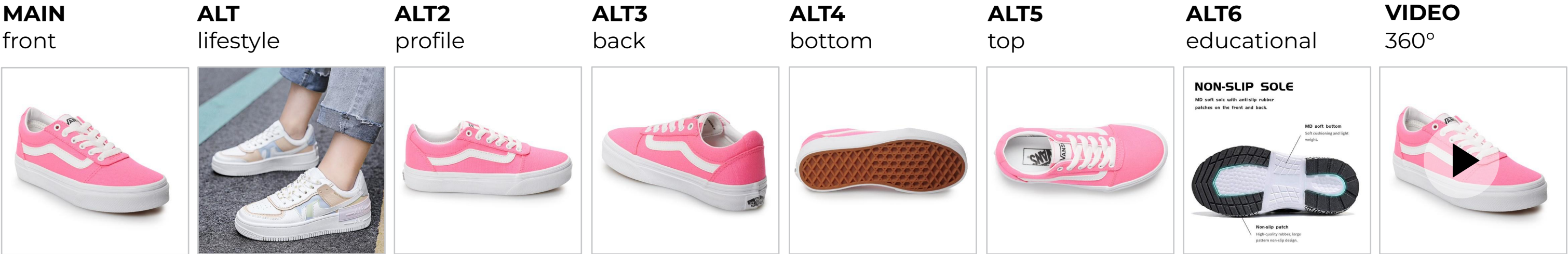
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Womens

MAIN  
front



ALT  
lifestyle



ALT2  
profile



ALT3  
back



ALT4  
bottom



ALT5  
top



ALT6  
educational



VIDEO  
360°



Mens



# ADULT BOOTS

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Kids

MAIN  
front



ALT  
lifestyle



ALT2  
profile



ALT3  
back



ALT4  
bottom



ALT5  
top



ALT6  
educational



VIDEO  
360°



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Womens

MAIN  
front

ALT  
lifestyle

ALT2  
profile

ALT3  
back

ALT4  
bottom

ALT5  
top

ALT6  
educational

VIDEO  
360°



Mens



# ADULT SLIDE ON SANDALS

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Kids

Character

MAIN  
front

ALT  
lifestyle

ALT2  
profile

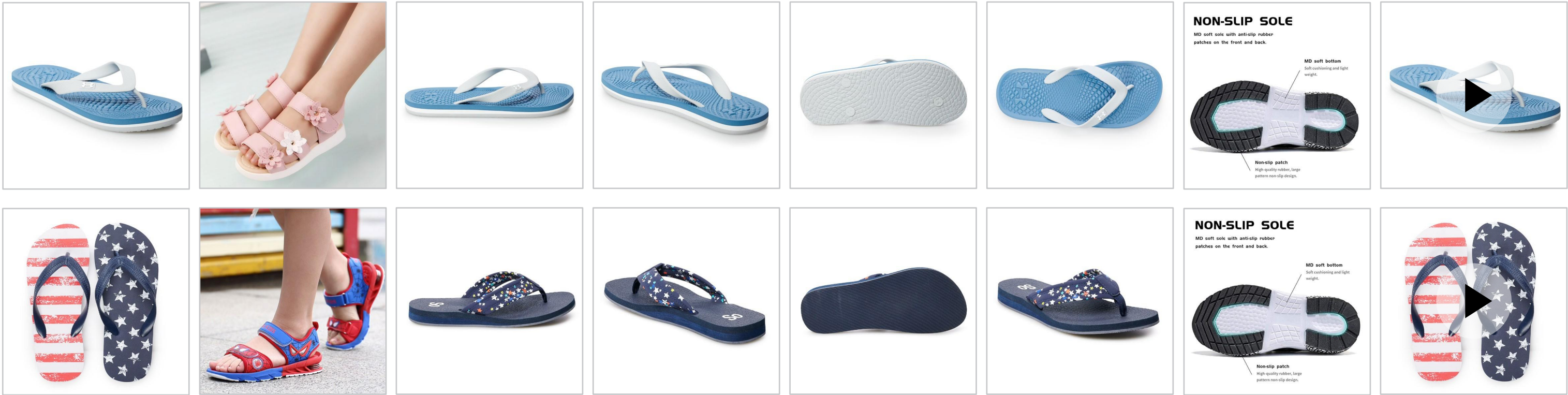
ALT3  
back

ALT4  
bottom

ALT5  
top

ALT6  
educational

VIDEO  
360°



main: full pair, overhead

Alt2: profile

Alt3: back

Alt4: bottom

Alt5: angle

# KIDS SLIDE ON SANDALS

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Womens

MAIN  
front

ALT  
lifestyle

ALT2  
profile

ALT3  
back

ALT4  
bottom

ALT5  
top

ALT6  
educational

VIDEO  
360°

Mens

# ADULT SLIPPERS

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17

FOOTWEAR

KOHL'S®

Kids

MAIN  
front



ALT  
lifestyle



ALT2  
profile



ALT3  
back



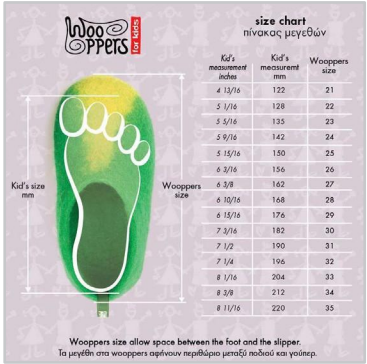
ALT4  
bottom



ALT5  
top



ALT6  
educational



VIDEO  
360°



Character



main: full pair, overhead



Alt2:profile



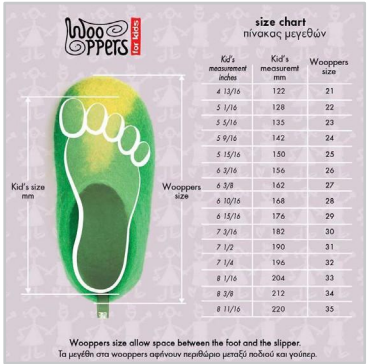
Alt3: back



Alt4: bottom



Alt 5: angle



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