KOHL'S PHOTO & VIDEO STYLE GUIDE

HOME

Revised August, 22 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.

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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 ¾ 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 ¾ 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.

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.

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 for more information.

BATH

GENERAL STYLING AND CAPTURE NOTES:
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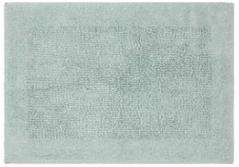
GENERAL RETOUCHING NOTES:
-If main image is an unpropped product-only image or minimally propped on primarily white background, retouch background to pure white (RGB 255). Mimic examples shown as to whether or not to hold grounding shadow.

GENERAL CROPPING NOTES:
-If the main image requires a lifestyle, propped or unpropped image, crop as shown here.
-All unpropped images should be cropped square and tight to product. Product featured should proportionally fill at least 85% of the frame for unpropped images. Do not leave more than a 50-200px cushion from longest edge of product to frame edge.

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 (required)	**ALT**	**ALT 2**	**ALT 3** detail (requested)	**ALT 4** collection (requested)	**VIDEO** educational (requested)
Towel	front folded	lifestyle - requested	open-requested		stack	
Rug	front	lifestyle - requested	 reverse - required			
Accessories	front	lifestyle - requested	back - required	none		
Shower Curtain	lifestyle	front-required	fabric detail-requested		other detail-requested	

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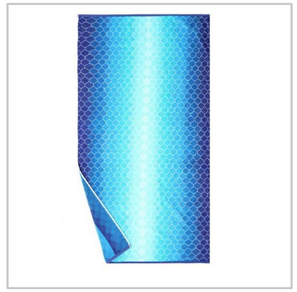
	MAIN front view (required)	**ALT** lifestyle (requested)	**ALT 2** (required)	**ALT 3** detail (requested)	**VIDEO** educational (requested)
Towel Set	 front		 packaging		
Beach Towel	 front		 reverse		none
Wash Cloth Set	 front		 packaging		none

WRAPS

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure/ on-form propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
-Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.

GENERAL RETOUCHING NOTES:
- All products should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
- All images should be cropped square to the product featured on the model/ mannequin. Cropped product on model/ mannequin should proportionally fill at least 85% frame. Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge. (Lay flat should be cropped square and mimic examples shown).

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- 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 sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000 x 3000 px
- 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° walk on/walk off, educational, fit and features.

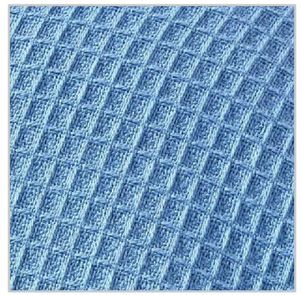
Adult Wrap

MAIN
front view
(required)

ALT
lifestyle
(requested)

ALT 2
back view
(required)

ALT 3
detail
(requested)



Kids Wrap

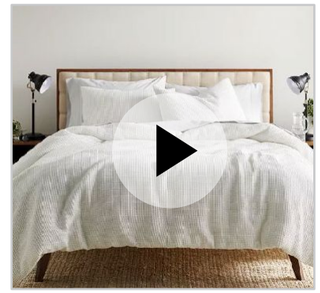
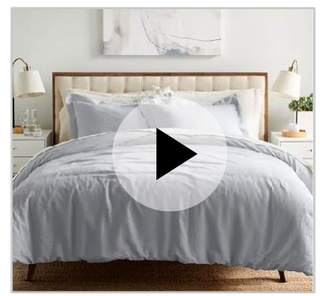
MAIN
front view
(required)

ALT
lifestyle
(required)

ALT 2
back view
(required)

ALT 3
back view open
(required)

ALT 4
laydown open
(required)

	MAIN lifestyle, front view (required)	ALT folded (required)	ALT 2 package (requested)	ALT 3 stack (requested)	ALT 4 detail (required)	ALT 5 lifestyle, 3/4 angle (requested)	VIDEO (requested)
Single Comforter & Quilt				collection			
Comforter Set & Quilt Set				collection			

BEDDING SETS

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VIDEO:
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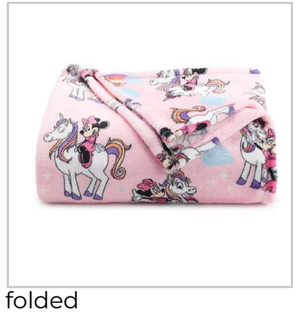
BEDDING
BLANKETS & THROWS

	MAIN	ALT lifestyle	ALT 2	ALT 3	ALT 4	VIDEO
	(required)	(requested)	(required)	(requested)	(requested)	(requested)
Blankets	folded		in package	detail	stack	
Throws & Character Throws	 folded		open/flat lay down	detail	stack	

Blanket Buddies	in package w/plush	draped w/plush	blanket folded w/plush	blanket flat	plush	

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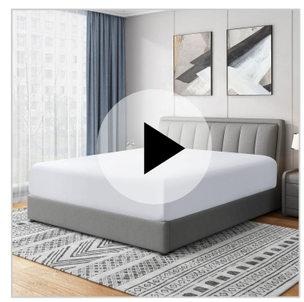
	MAIN (required)	ALT lifestyle (requested)	ALT 2 package (requested)	ALT 3 detail (requested)	ALT 4 (requested)	ALT 5 stack (requested)	VIDEO (requested)
Sheets, Sets or Pillowcases					none		
Character Sheet Sets					reversible pillowcase		
Fitted Sheets					none	dimensions	

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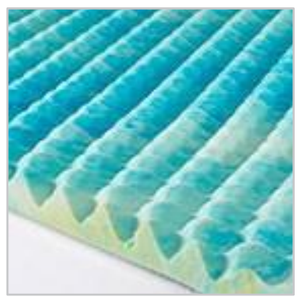
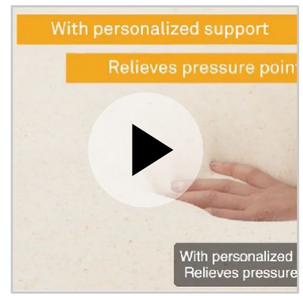
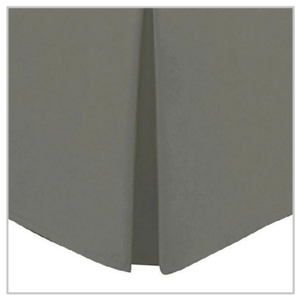
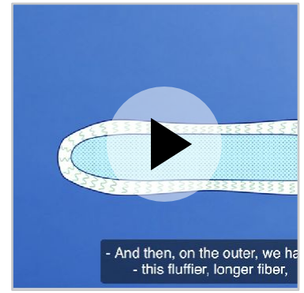
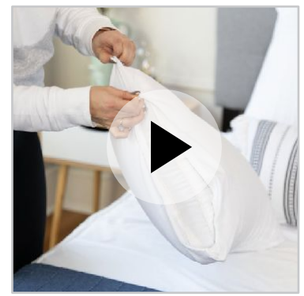
	MAIN (required)	ALT lifestyle (requested)	ALT 2 detail (requested)	ALT 3 packaging (required)	VIDEO (requested)
Mattress Pad, Toppers and Covers					
Bed Skirt					
Pillows					
Pillows Protector					

	MAIN front view (required)	ALT lifestyle (requested)	ALT 2 detail (requested)	ALT 3 back view (requested)	ALT 4 (requested)	VIDEO (requested)
Dec Pillows					none	
Rugs						

SOFT DECOR

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VIDEO:
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WINDOW TREATMENTS

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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 (required)	ALT (requested)	ALT 2 detail (requested)	ALT 3 (requested)	VIDEO (requested)
Curtains		back view		lifestyle blackout- if applies	
Blinds				educational alt	
Curtain Rods		mounting detail			

FURNITURE & STORAGE

GENERAL STYLING AND CAPTURE NOTES:
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VIDEO:
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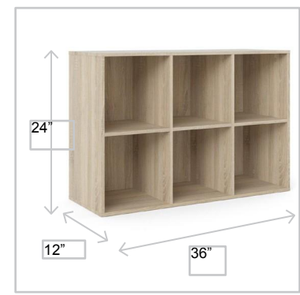
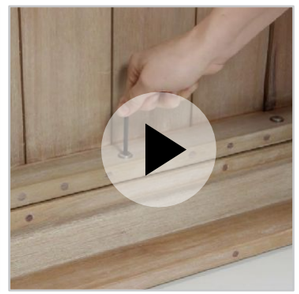
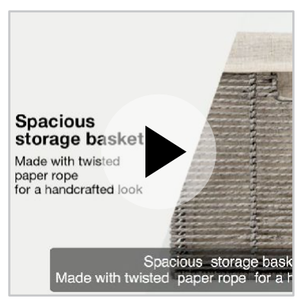
	MAIN (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3	ALT 4 dimensions (required)	VIDEO (requested)
Furniture	angle front		straight	back - required		
Furniture Sets	angle front		individual piece	individual piece - required		
Storage Furniture	angle front		straight	detail - requested		
Storage Tote	angle front		propped	collection -required		

KOHL'S

PATIO FURNITURE

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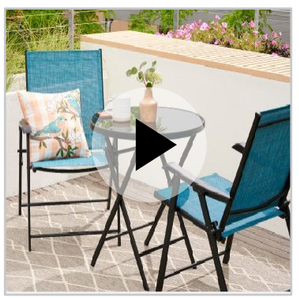
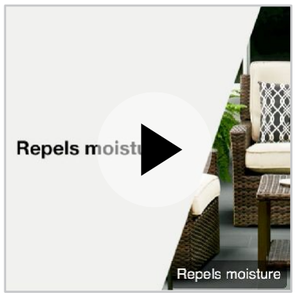
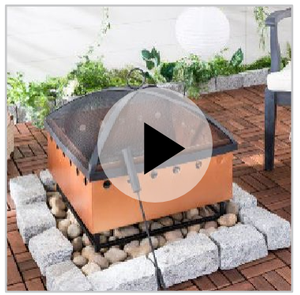
VIDEO:
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

	MAIN (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)	ALT 4 dimensions (required)	VIDEO (requested)
Patio Umbrella			top view	fabric detail		
Outdoor Furniture			individual piece	educational		
Outdoor Seat Cushions			fabric detail	collection		
Outdoor Fire Pits	angle front		straight	lid off		

KOHL'S

TABLETOP DECOR

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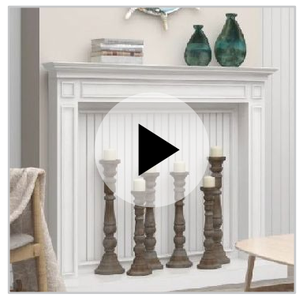
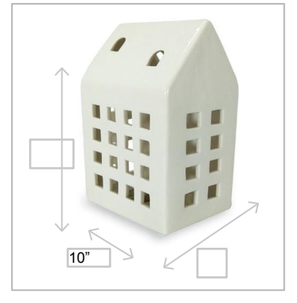
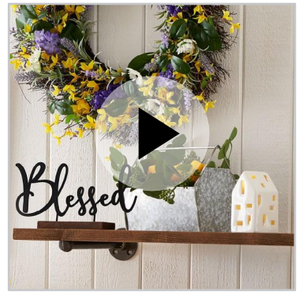
	MAIN (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 detail (requested)	ALT 4 dimensions (required)	VIDEO (requested)
Picture Frames			back			
Candle Sticks			propped with candle			
Decorative Accents	light up		straight			
Bowl Fillers				none	dimensions	

KOHL'S

TABLETOP DECOR

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VIDEO:
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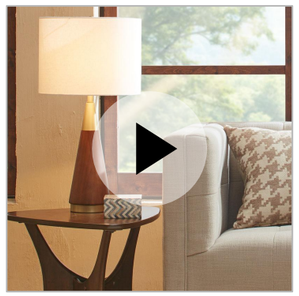
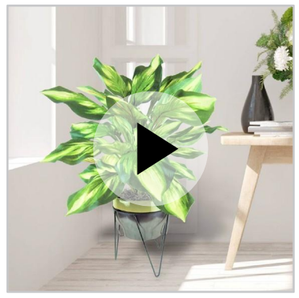
	MAIN (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 detail (requested)	ALT 4 dimensions (required)	VIDEO (requested)
Lamps			lamp on			
Plant Decor			base-requested			

HOME FRAGRANCE

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VIDEO:
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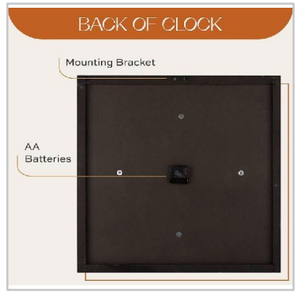
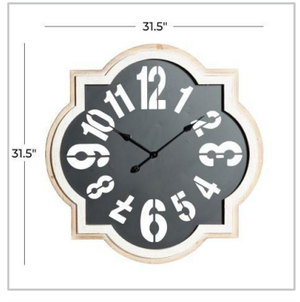
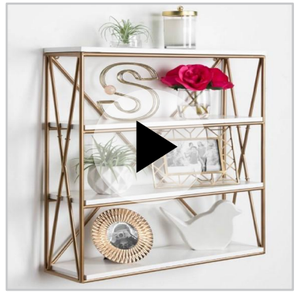
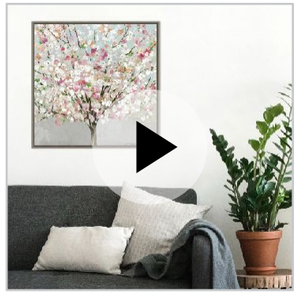
	MAIN front view (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 in use (requested)	VIDEO (requested)
Candles					
Diffuser			open angle		
Warmers			none		
Wax Melts		none	back 	none	none

WALL DECOR

	MAIN slight angle (required)	ALT lifestyle (requested)	ALT 2 back view (required)	ALT 3 detail (requested)	ALT 4 dimensions (required)	VIDEO (requested)
Wall Decor						
Wall Shelf						
Wall Art						

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VIDEO:
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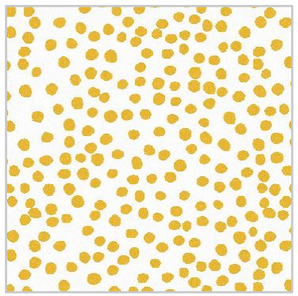
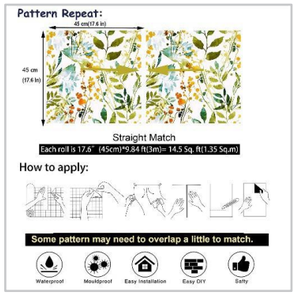
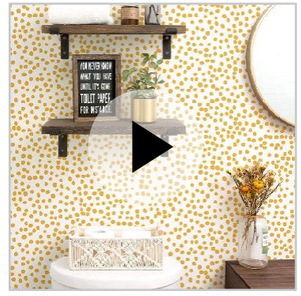
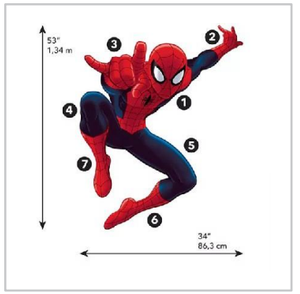
	MAIN	ALT lifestyle	ALT 2	ALT 3	ALT 4 dimensions	VIDEO
	(required)	(requested)	(required)	(requested)	(required)	(requested)
Wall Paper			application	additional lifestyle		
Wall Decal			product	application		

WALL DECOR

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VIDEO:
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COOKWARE & BAKEWARE

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VIDEO:
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	MAIN (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 detail (requested)	ALT 4 educational (requested)	VIDEO (requested)
Single Cookware			bottom			
Cookware Set			bottom			
Single Bakeware	show depth					
Bakeware Set	show depth					

DINNERWARE & GLASSWARE

GENERAL STYLING AND CAPTURE NOTES:
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VIDEO:
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Suggested video types: educational, fit and features.

	MAIN (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)
Single Dinnerware			detail	none
Dinnerware Set	full set		detail	single place setting
Single Glassware	propped			
Glassware Set	propped			

Coffee Maker

MAIN
angle
(required)

ALT
lifestyle
(requested)

ALT 2
function
(requested)

ALT 3
open
(required)

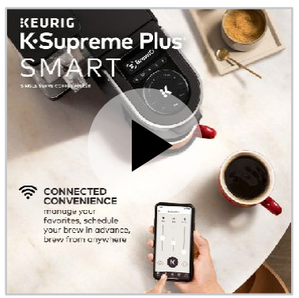
ALT 4
detail
(requested)

ALT 5
packaging
(requested)

ALT 6
educational
(requested)

VIDEO

(requested)



KITCHEN

ELECTRICS

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-If main image is an unpropped product-only image or minimally propped on primarily white background, retouch background to pure white (RGB 255). Mimic examples shown as to whether or not to hold grounding shadow.

GENERAL CROPPING NOTES:
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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.

Blender

MAIN
angle
(required)

ALT
lifestyle
(requested)

ALT 2
function
(requested)

ALT 3
open
(required)

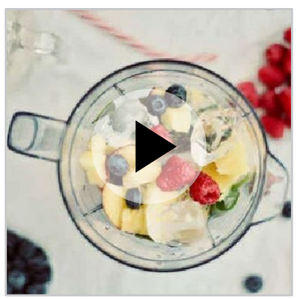
ALT 4
detail
(requested)

ALT 5
packaging
(requested)

ALT 6
educational
(requested)

VIDEO

(requested)



KITCHEN

ELECTRICS

GENERAL STYLING AND CAPTURE 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.

KITCHEN UTENSILS & GADGETS

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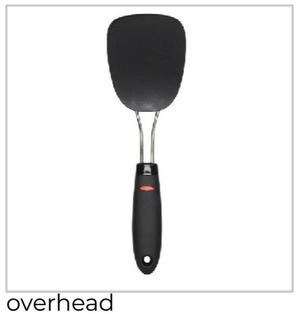
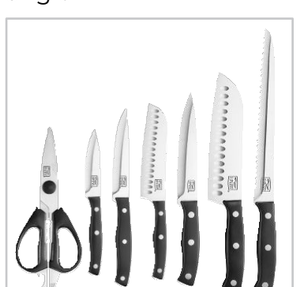
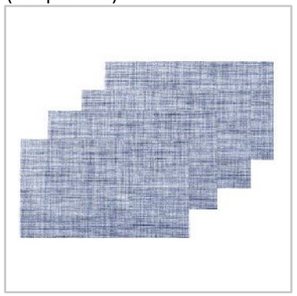
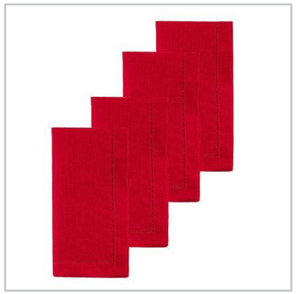
GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

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

	MAIN (required)	**ALT** lifestyle (requested)	**ALT 2** (required)
Cooking Utensils			 overhead
Measuring Tools			overhead
Flatware			angle
Cutlery			 overhead

	MAIN front (required)	ALT lifestyle (requested)	ALT 2 back (requested)	ALT 3 detail (requested)
Placemats				
Napkins				
Towel Set				

	MAIN (required)	ALT lifestyle (requested)	ALT 2 detail (requested)
Table Runners			
Napkin Rings			
Tablecloth			

TABLE LINENS

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled, as shown in the examples provided.
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-If the main image is an unpropped product -only image or minimally propped on primarily white background, it should be styled and mimic examples shown.

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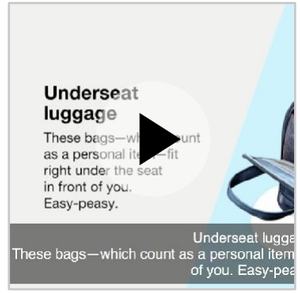
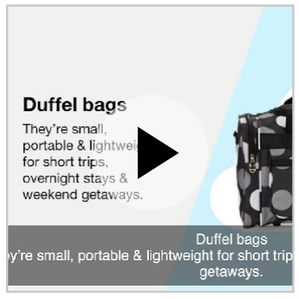
GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

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

	MAIN (required)	ALT (required)	ALT 2	ALT 3 open (required)	ALT 4 (requested)	ALT 5 capacity (required)	VIDEO educational (requested)
Luggage		angle	profile - required		detail		
Backpacks		angle	back - required		function		
Duffels		back	detail - requested		detail		

LUGGAGE

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

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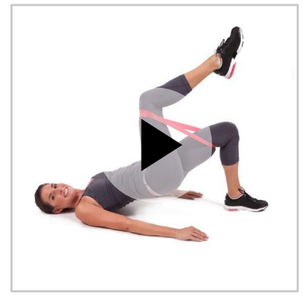
GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

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

FITNESS

	MAIN front (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)	ALT 4 detail (requested)	VIDEO (requested)
Treadmill			 profile	 alternate view		
Water Bottle			 educational	 alternative view	none	
Resistance Band			 packaging	none	none	

GENERAL STYLING AND CAPTURE NOTES:
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-If the main image is an unpropped product -only image or minimally propped on primarily white background, it should be styled and mimic examples shown.

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:
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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.

OUTDOOR

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled, as shown in the examples provided.
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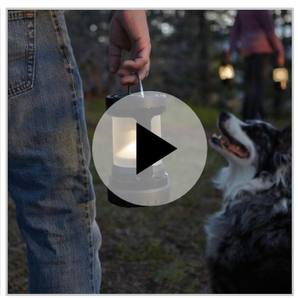
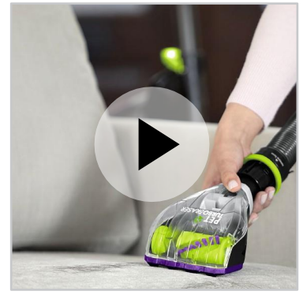
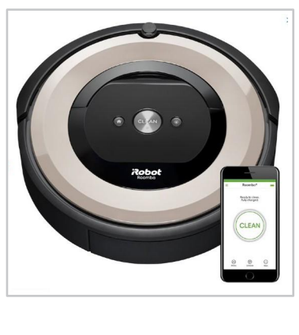
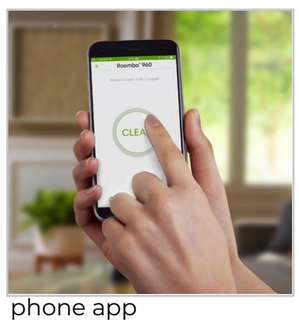
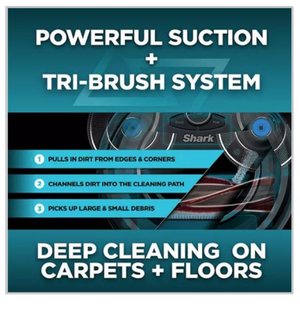
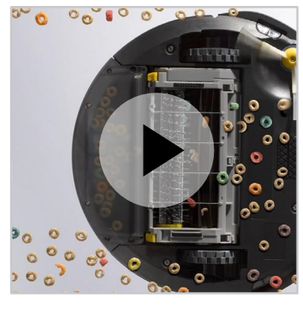
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

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 (requested)	ALT 3 (requested)	ALT 4 detail (requested)	VIDEO (requested)
Tent			alternate view	back		
Grill			alternate view	open		
Lantern / Cooler	in use			side / back		

	MAIN straight (required)	**ALT** lifestyle (requested)	**ALT 2** angle (required)	**ALT 3** alternate view (requested)	**ALT 4** additional pieces (requested)	**ALT 5** educational (requested)	**VIDEO** educational (requested)
Vacuum				angle			
Roomba				 phone app			

FLOORCARE

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GENERAL RETOUCHING NOTES:
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GENERAL CROPPING NOTES:
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-sRGB color space or Adobe RGB

VIDEO:
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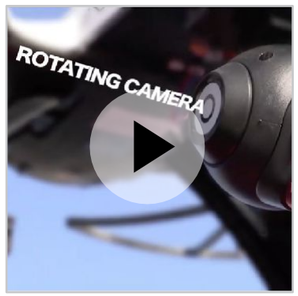
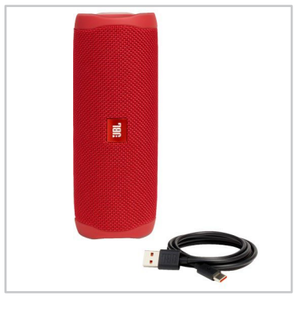
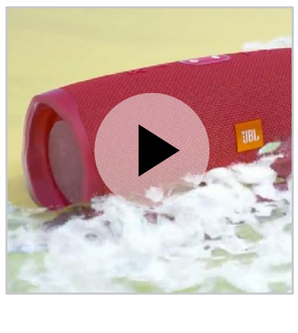
	MAIN (required)	ALT lifestyle (requested)	ALT 2 straight into (required)	ALT3 (requested)	ALT 4 packaging (requested)	ALT 5 what's in the box requested)	VIDEO educational requested)
Drone				detail			
Speakers				back			

ELECTRONICS

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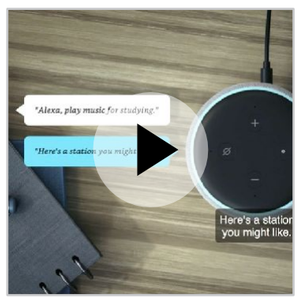
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

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

	MAIN (required)	ALT lifestyle (required)	ALT 2 straight into (required)	ALT 3 (requested)	ALT 4 packaging (requested)	ALT 5 what's in the box (requested)	VIDEO educational (requested)
Headphones				detail			
Smart Tech				back			

ELECTRONICS

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GENERAL RETOUCHING NOTES:
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GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
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-sRGB color space or Adobe RGB

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

VIDEO GAMES & CONSOLES

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:
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GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
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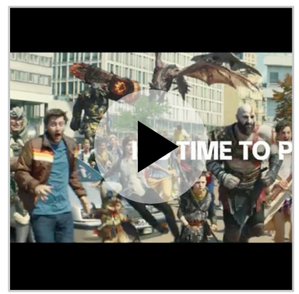
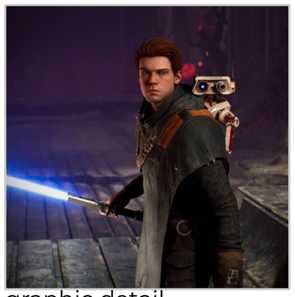
-sRGB color space or Adobe RGB

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

	MAIN (required)	ALT (requested)	ALT 2 packaging (requested)	ALT 3 what's in the box (requested)	VIDEO educational (requested)
Consoles		detail			
Video Games		 graphic detail	none	none	none
Accessories		detail			none

CARDS & HOLIDAY

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

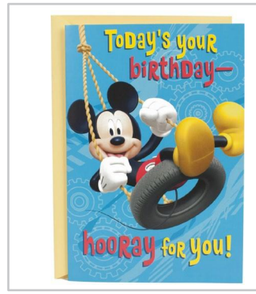
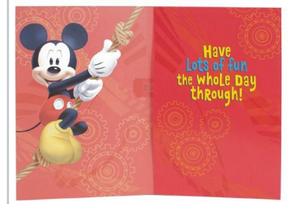
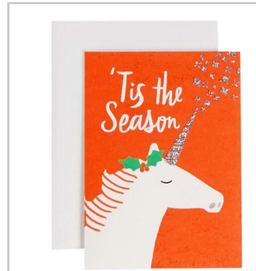
GENERAL RETOUCHING NOTES:
-All products for this category should be blocked out--Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.

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	**ALT**	**ALT 2** back	**ALT 3** in package
	(required)	(required)	(required)	(required)
Cards & Stationery		 open		none
Cards & Stationery Box		open		
Holiday Gifts	out of package	in package	none	none

CARDS & HOLIDAY

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled, as shown in the examples provided.
-If the main image is a Lifestyle shot, prop in alignment with category needs and focus on main product being featured. Use examples shown as guide for styling.
-If the main image is an unpropped product-only image or minimally propped on primarily white background, it should be styled and mimic examples shown.

GENERAL RETOUCHING NOTES:
-If main image is an unpropped product-only image or minimally propped on primarily white background, retouch background to pure white (RGB 255). Mimic examples shown as to whether or not to hold grounding shadow.

GENERAL CROPPING NOTES:
-If the main image requires a lifestyle, propped or unpropped image, crop as shown here.
-All unpropped images should be cropped square and tight to product. Product featured should proportionally fill at least 85% of the frame for unpropped images. Do not leave more than a 50-200px cushion from longest edge of product to frame edge.

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:
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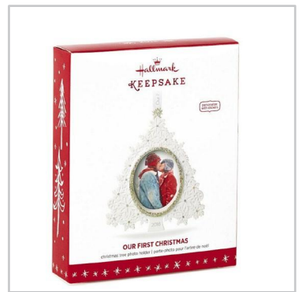
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

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)
Ornament			back
Ornament			 in packaging
Ornament Set			in packaging
Holiday Storage			separate

HOLIDAY

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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VIDEO:
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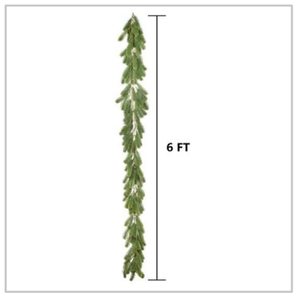
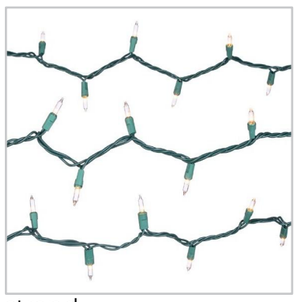
	MAIN (required)	ALT lifestyle (requested)	ALT 2 (requested)	ALT 3 (requested)	VIDEO (requested)
Trees			detail	tree stand	
Garlands			detail	 dimension	
Wreaths			back	dimension	

	MAIN	ALT lifestyle	ALT2	ALT 3	ALT 4 packaging	VIDEO
	(required)	(requested)	(requested)	(requested)	(requested)	(requested)
Holiday Lights			 strand	plug		
Outdoor Decor					none	

HOLIDAY

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VIDEO:
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NOVELTY GIFTS

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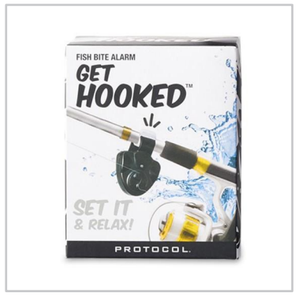
GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

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

	MAIN out of package (required)	**ALT** in package (required)	**ALT 2** propped (requested)
Novelty Gift			
Novelty Gift			
Novelty Gift			