KOHL'S PHOTO & VIDEO STYLE GUIDE

JEWELRY

KOHL'S

Revised May 12, 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.

KOHL'S

INDEX

Click, or navigate to categories at right.

KOHL'S

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 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.
- **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.
- **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).

KOHL'S

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.

KOHL'S

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.

KOHL'S

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.
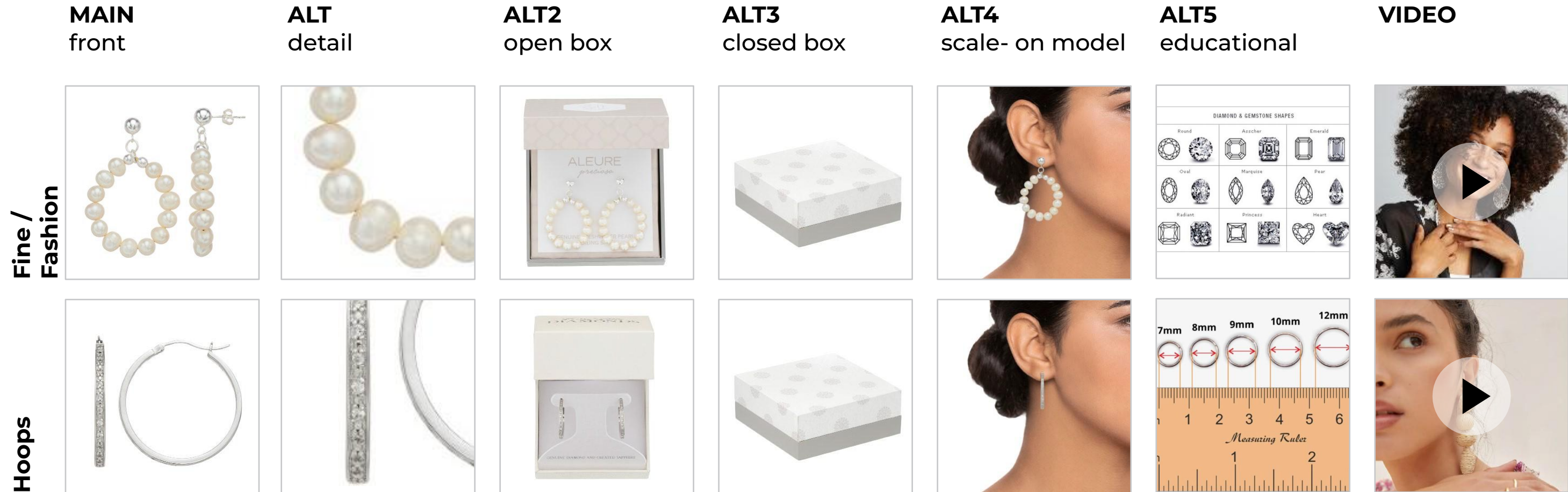
KOHL'S

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?
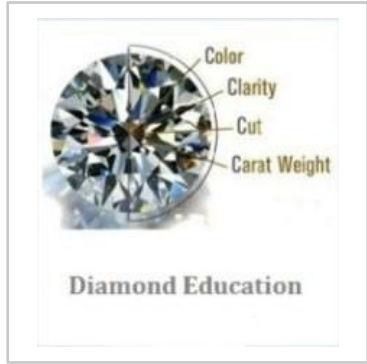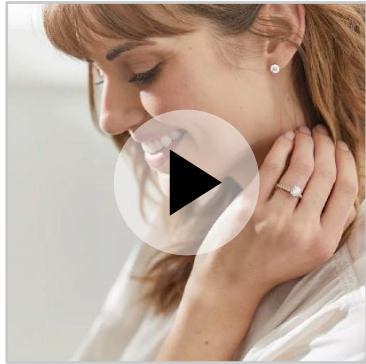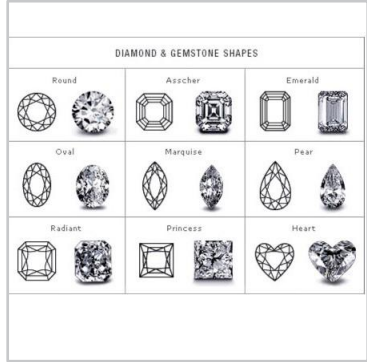
Please contact Heather.Filippelli@kohls.com for more information.

KOHL'S

MAIN front	ALT detail	ALT2 open box	ALT3 closed box	ALT4 scale- on model	ALT5 educational	VIDEO

Fine / Fashion

Hoops

EARRINGS

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled as shown in the examples provided.
-All earring pairs should have left earring straight on and the right earring turned
 to show the detail (main).

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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 at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product
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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 front	**ALT** detail	**ALT2** open box	**ALT3** closed box	**ALT4** scale- on model	**ALT5** educational	**VIDEO**
Studs							
Sets							

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KOHL'S

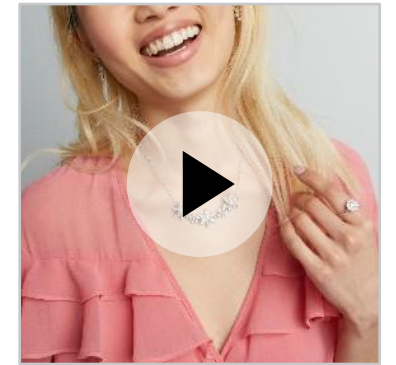| MAIN front	ALT detail	ALT2 open box	ALT3 closed box	ALT4 scale- on model	ALT5 educational	VIDEO

Statement

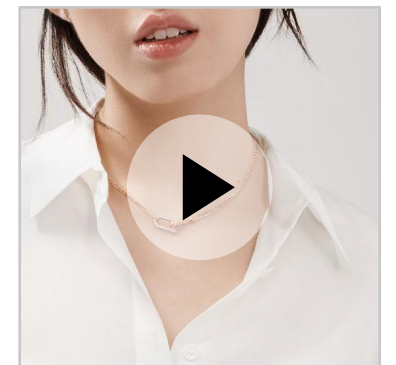**Long**

NECKLACES

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KOHL'S

MAIN front	**ALT** detail	**ALT2** open box	**ALT3** closed box	**ALT4** scale- on model	**ALT5** educational	**VIDEO**

Pendant

MAIN	**MAIN**

Chokers

main: laydown   main: laydown

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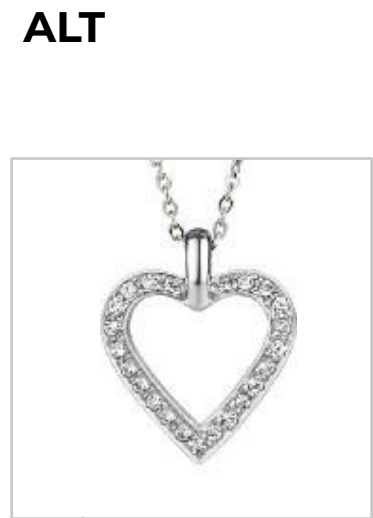
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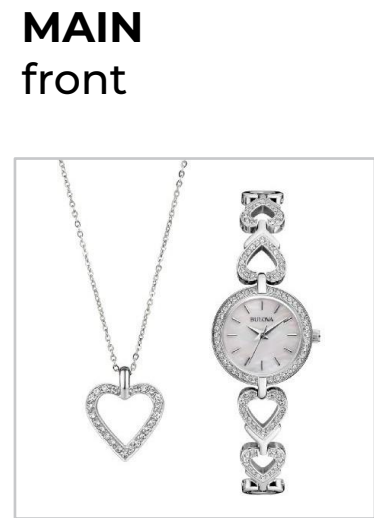-Minimum of 2000x2000px
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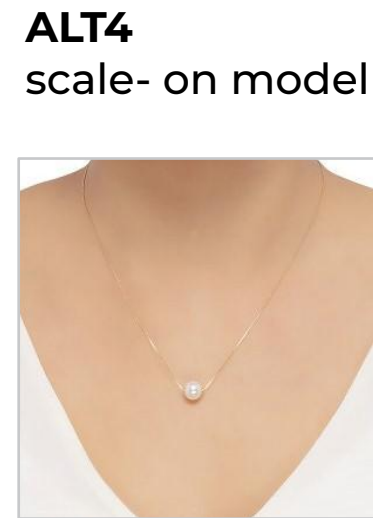-sRGB color space or Adobe RGB

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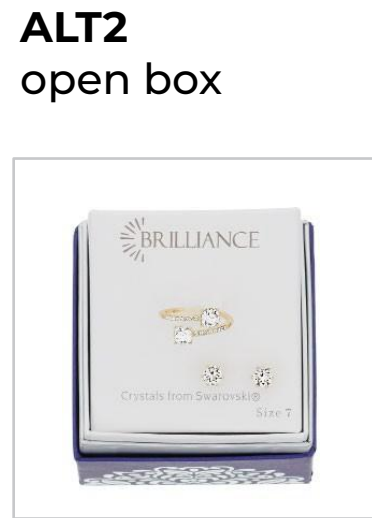-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.
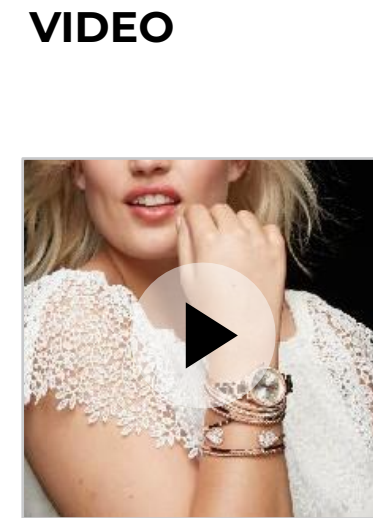
KOHL'S

MAIN front	**ALT** detail	**ALT2** open box	**ALT3** closed box	**ALT4** scale- on model	**ALT5** educational	**VIDEO**

Necklace & Bracelet

Necklace & Earrings

JEWELRY SETS

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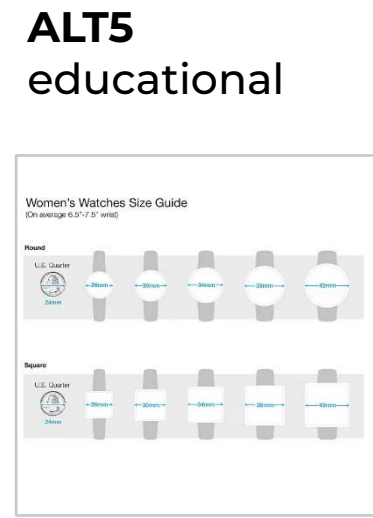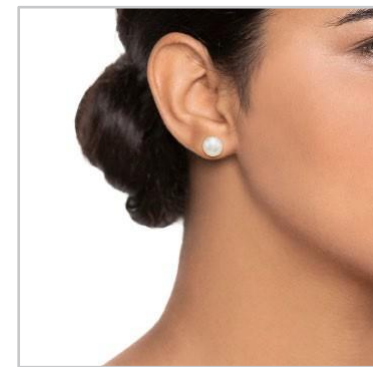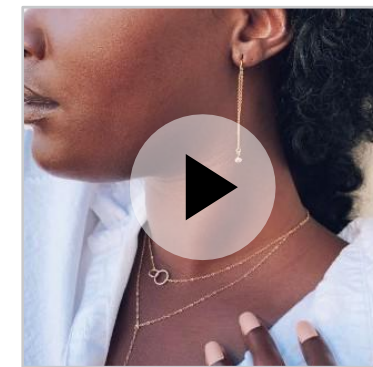
KOHL'S

	MAIN front	ALT	ALT2 open box	ALT3 closed box	ALT4 scale- on model	ALT5 educational	VIDEO
Necklace & Watch		 detail			 scale		
Ring & Earrings		 angle			 scale		

JEWELRY SETS

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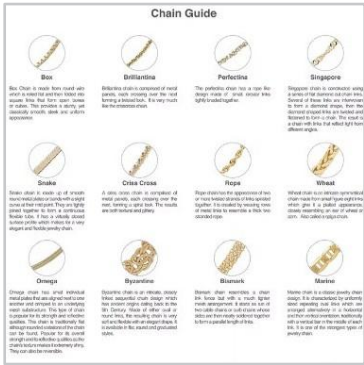
MAIN box	ALT out of package	ALT2 detail	ALT3 back of box	ALT4 scale- on model	ALT5 educational	VIDEO

Necklace & Earring

Earrings

SEASONAL/ LIMITED EDITION SETS

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| MAIN | ALT | ALT2 | ALT3 | ALT4 | ALT5 | VIDEO |
| front | detail | open box | closed box | scale- on model | educational | |

Lariat (row label)

Bracelet (row label)

BRACELETS

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MAIN	ALT	ALT2	ALT3	ALT4	ALT5	VIDEO
front	detail			scale- on model	educational	

Bangle row:
- MAIN: front view bangle
- ALT: detail
- ALT2: packaging: open box
- ALT3: packaging: closed box
- ALT4: scale- on model
- ALT5: educational
- VIDEO

packaging: open box   packaging: closed box

Charm row:
- alternative detail view
- packaging

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MAIN front	ALT detail	ALT2 open box	ALT3 closed box	ALT4 scale- on model	ALT5 educational	VIDEO

Multi Strand

Bracelet Set

BRACELETS

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KOHL'S

	MAIN front	**ALT** detail	**ALT2** open box	**ALT3** closed box	**ALT4** scale- on model	**ALT5** educational	**VIDEO**
Bracelet Set Charm							
Bracelet Set Stackable							

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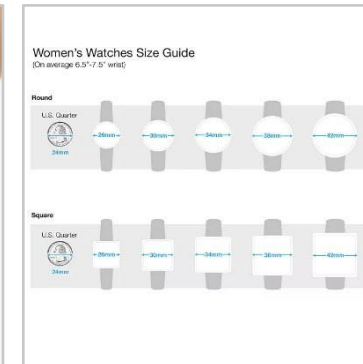| **MAIN** front	**ALT** back	**ALT2** detail	**ALT3** packaging	**ALT4** scale- on model	**ALT5** educational	**ALT6** lifestyle	**VIDEO** how-to video

WATCHES

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MAIN front	ALT back	ALT2	ALT3	ALT4 scale- on model	ALT5 educational	ALT6 lifestyle	VIDEO how-to video

Linked / Soft Chain

detail | packaging

Wearable Tech

angle | straight | cords

WATCHES

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-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.

KOHL'S

	MAIN straight	ALT angle	ALT2 detail	ALT3 open box	ALT4 closed box	ALT5 scale- on model	ALT6 educational	VIDEO
Ring								
Bridal Set								

RINGS

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:
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MAIN	ALT	ALT2 detail	ALT3 open box	ALT4 closed box	ALT5 scale- on model	ALT6 educational	VIDEO

Stackable Rings

straight | angle

Ring Set

3/4 angle | on card/packaging

ALT3: none ALT4: none

RINGS

GENERAL STYLING AND CAPTURE NOTES:
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GENERAL RETOUCHING NOTES:
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GENERAL CROPPING 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.

ADDITIONAL JEWELRY

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	ALT detail view	ALT2 open box	ALT3 closed box	VIDEO
Pins / Broaches					none
Charms					none
Tie Clips					
Cuff Links					

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 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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 imagery for each style at the same time.
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 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 detail view	ALT2	ALT3 closed box	ALT4 educational
Jewelry Box	open box		front		
Jewelry Tray	front	Alt: prop for scale	none	none	

KOHL'S