

Kohl's PDP Photo & Video Style Guide

Kids

KOHL'S

Revised October 23, 2025

Objective

This deck provides the Kohl's PDP photography & motion standards and outlines specific image requirements for all vendor-supplied photography.



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Click, or navigate to categories at right.

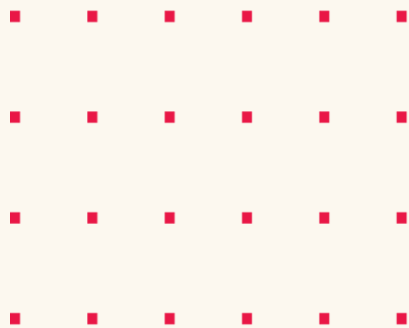


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Image Specs

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

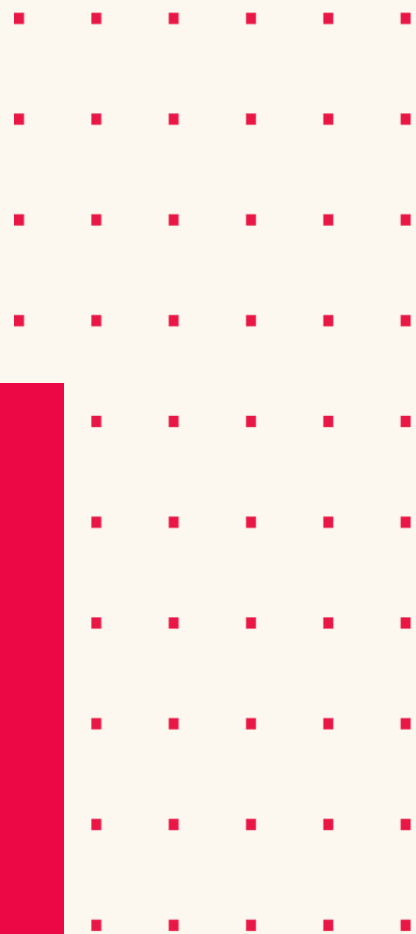
- Product must be clear and in focus at 100% magnification.
- All product imagery is to be captured according to the Kohl's-approved lighting, set and styling guides, and must include appropriate additional views (ALTs).
- No added graphics to any MAIN view. This includes emblems, awards or badges, action graphics, or image insets (unless specifically requested).

File Naming Requirements

Image File Naming Requirements

- Vendor name and Kohl's dept. number will now be prepended to file names 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, Usage & Casting

Lighting Direction

- On-figure lighting has natural, directional soft key light from a broad source either left or right, with controlled fall-off toward the opposite direction. Minimal fill to maintain soft shape.
- 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](#)," 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
- Photo & Motion assets in one capture
- Retouching & Authoring
- 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 Studio capturing your PDP content?

Please contact Matt.McFall@Kohls.com in Creative services for more information.

Styling

Kohls.com product images serve a dual purpose of item level views, as well as showcasing outfitting opportunities. Below are some examples of acceptable styling nuances that elevate the image without obscuring an accurate sellable view of the item. Please refer to category pages for specific styling notes.



Tops

GENERAL STYLING AND CAPTURE NOTES:

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

GENERAL RETOUCHING NOTES:

- All layflat products for this category should be on tonal gray backgrounds with natural grounding shadow. Retouch as shown in examples provided.
- All products on model should also be on tonal gray background with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

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 imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

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

VIDEO:

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

MAIN
front view

ALT
back view

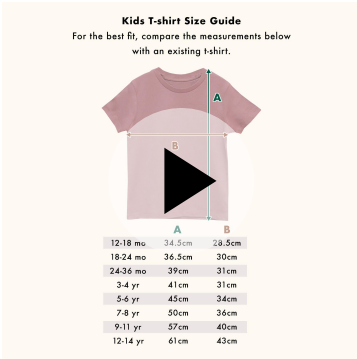
ALT2

ALT3
on model

ALT4
educational

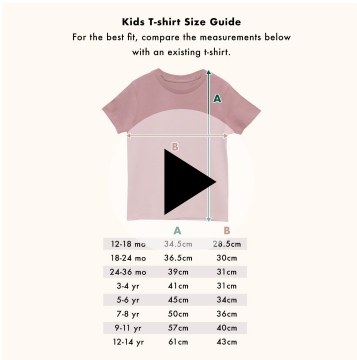
VIDEO

Tees



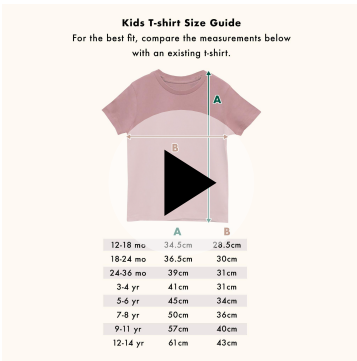
detail

Hoodies



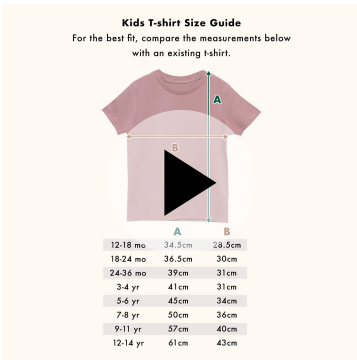
detail

Layered Top Set



pieces separated

Accessories Set



detail

Bottoms

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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.

Shorts & Skirts

Skorts

Pants

MAIN
front view



ALT
back view



ALT2
detail



ALT3
on model



ALT4
educational

BOYS FLAT FRONT SHORTS



BOYS FLAT FRONT SHORTS



BOYS FLAT FRONT SHORTS



BOYS FLAT FRONT SHORTS



show skort



MAIN

front view

ALT

back view

ALT2

detail view

ALT3

full body

ALT4

laydown

ALT5

educational

VIDEO

360,° fit or features



Big Kids Tops

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
If the item features a notable side detail, this must be visible in the main image (angle slightly to depict).
- 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.
- In general, tops should be untucked to show length and silhouette.
Some tops can be tucked as appropriate to style/category.
- Tops with roll-tab sleeves should be shown with the sleeves rolled for the main image, and unrolled for the Alt back view.

GENERAL RETOUCHING NOTES:

- All products should be on tonal gray backgrounds with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should also be on tonal gray background. 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).

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: 360,° model in motion, educational, fit and features.

Below Knee

MAIN
front view



ALT
back view



ALT2
detail view



ALT3
full body



ALT4
laydown



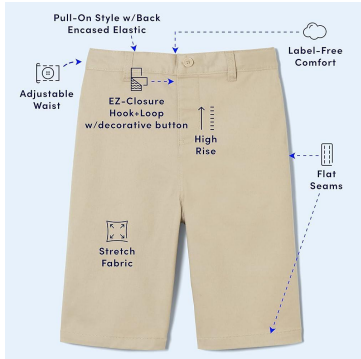
ALT5
educational



VIDEO
360,° fit or features



Above Knee



Big Kids Bottoms

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided. If the item features a notable side detail, this must be visible in the main image (angle slightly to depict).
- 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.
- In general, bottoms should be shown with the top softly tucked to show waist detail and pocket trim as needed.

GENERAL RETOUCHING NOTES:

- All products should be on tonal gray backgrounds with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should also be on tonal gray background. 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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VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: 360,° model in motion, educational, fit and features.

Girls Dresswear & Apparel Sets

GENERAL STYLING AND CAPTURE NOTES:

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

GENERAL RETOUCHING NOTES:

- All layflat products for this category should be on tonal gray backgrounds with natural grounding shadow. Retouch as shown in examples provided.
- All products on model should also be on tonal gray background with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

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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 view	ALT back view	ALT2 detail	ALT3 on model	ALT4 educational	VIDEO	
Dresses							
	Dress Sets						
		Apparel Sets					

Boys Dresswear & Apparel Sets

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
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- Model casting should follow our Model Casting Guides.

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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.

Suits - Multi-Pc

MAIN
front view



ALT



pieces separated

ALT2
detail



ALT3
on model



ALT4
educational



VIDEO



Apparel Sets



back



Dress Shirts



back



Boys Accessories

MAIN
tie



MAIN
bow tie



MAIN
suspender set



ALT
packaging



ALT2
educational



Infant Apparel & Accessories

GENERAL STYLING AND CAPTURE NOTES:

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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
front view

ALT

ALT2
detail

ALT3
on model

ALT4
educational

VIDEO

Apparel Sets



pieces separated

Sleepwear



back view

Bib



none



In package

Outerwear

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VIDEO:

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Jacket

Systems Jacket

Jacket & Snow
Pants Set

Cold weather
Accessories

MAIN
front view



ALT
back view



ALT2



detail

ALT3

none

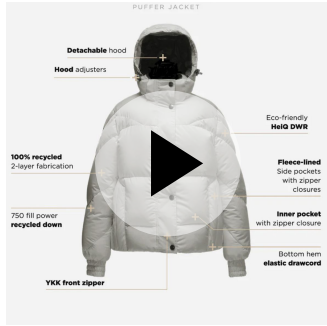
ALT4
on model



ALT4
educational



VIDEO



back outer layer



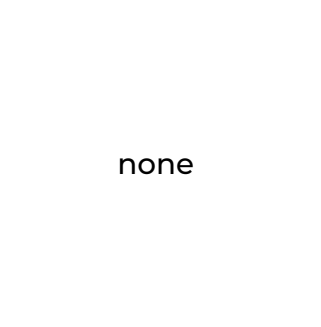
front inner layer



back inner layer



detail



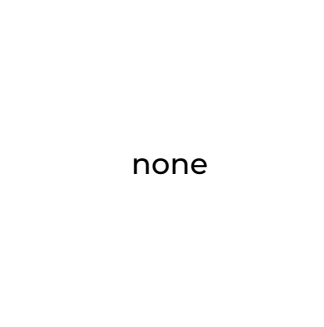
none



detail



packaging
(if applicable)



none



•educational alts added

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VIDEO:

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MAIN
front view

ALT
back view

ALT2
detail

ALT3
on model

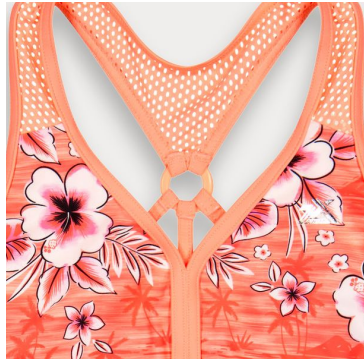
ALT4
educational

VIDEO

Swim Tops

Swim Bottoms

Swim Sets



liner detail



MAIN
angle

ALT
packaging

ALT2
front

Goggles



Active

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VIDEO:

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MAIN
front view

ALT
back view

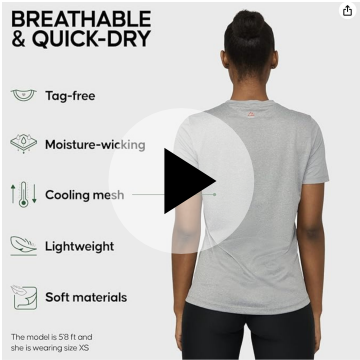
ALT2
detail

ALT3
on model
active/lifestyle

ALT4
educational

VIDEO

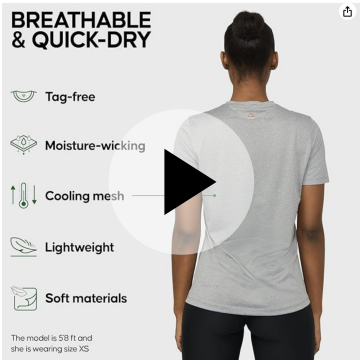
Tops

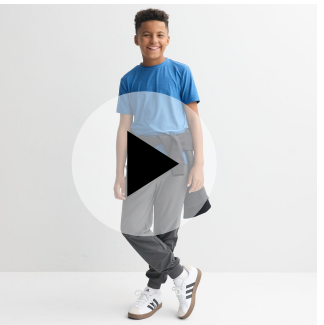


Bottoms



Active Sets



	MAIN front view	ALT back view	ALT2 detail	ALT3 full body active/lifestyle	ALT4 laydown	ALT5 educational	VIDEO 360,° fit or features
Tops							
Below Knee Bottoms							
Above Knee Bottoms							

Big Kids Active

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
If the item features a notable side detail, this must be visible in the main image (angle slightly to depict).
- 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.
- Prop with appropriate athletic top or bottom & athletic shoes. Skort bottoms should be lifted slightly in the back or detail view to show the short underneath.

GENERAL RETOUCHING NOTES:

- All products should be on tonal gray backgrounds with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should also be on tonal gray background. 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).

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 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 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,° model in motion, educational, fit and features.

Adaptive

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 on tonal gray backgrounds with natural grounding shadow. 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 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.

Tops

MAIN
front view



ALT
back view



ALT2
detail



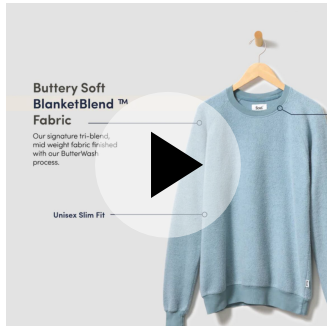
ALT3
detail



ALT4
detail

if needed

ALT4
educational

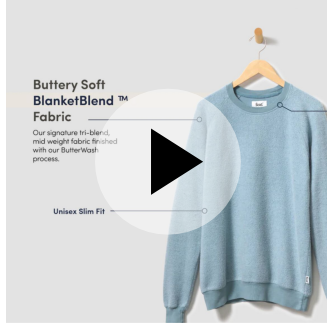


VIDEO

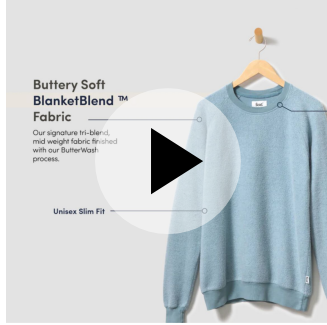
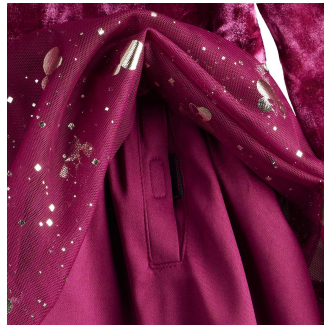
Hoodies



if needed



Dresses



Bottoms



Swim



if needed

if needed

Better Protection
than Sunscreen



Quick Dry

Easy On & Off

Water Resistant

No Harmful Chemicals



Better Protection
than Sunscreen



Quick Dry

Easy On & Off

Water Resistant

No Harmful Chemicals



Gender Neutral

GENERAL STYLING AND CAPTURE NOTES:

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

GENERAL RETOUCHING NOTES:

- All layflat products for this category should be on tonal gray backgrounds with natural grounding shadow. Retouch as shown in examples provided.
- All products on model should also be on tonal gray background with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

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.

Tops

MAIN
front view



ALT
back view



ALT2
detail



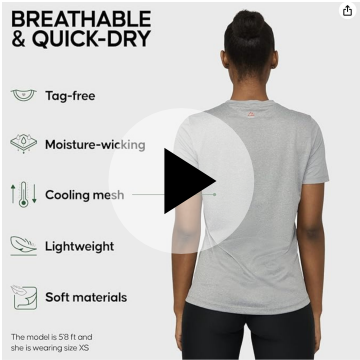
ALT3
on model



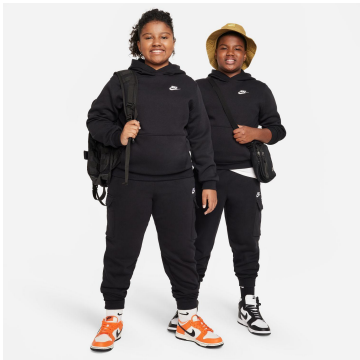
ALT4
educational



VIDEO



Bottoms



Basics

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 on tonal gray backgrounds with natural grounding shadow. 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 imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

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

VIDEO:

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

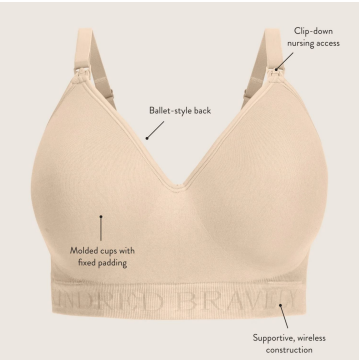
MAIN
front view

ALT
in package

ALT2
back

ALT3
educational

Bras



Underwear



none



Undershirt



none



Sleepwear

GENERAL STYLING AND CAPTURE NOTES:

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

GENERAL RETOUCHING NOTES:

- All layflat products for this category should be on tonal gray backgrounds with natural grounding shadow. Retouch as shown in examples provided.
- All products on model should also be on tonal gray background with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

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.

MAIN
front view

ALT
back view

ALT2
detail

ALT3
on model

ALT4
educational

VIDEO

3-4 pc Sleep Set



2pc Sleep Set



Onesies



Robes



Fashion Accessories

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 on tonal gray backgrounds with natural grounding shadow. 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).

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GENERAL FILE TECHNICAL SPECIFICATIONS:

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

VIDEO:

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

MAIN

ALT

ALT2
back

ALT3
educational

Sunglasses

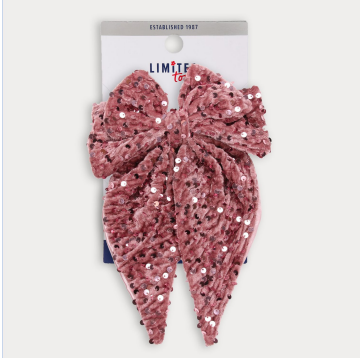


none



angle

front



in package

out of package



If needed



in package

out of package

Makeup Set



none

