

KOHL'S PHOTO & VIDEO STYLE GUIDE

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KOHL'S

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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.
- **On-Fig File Dimensions:** We request that images be cropped square, at a minimum of 2000 x 2000 pixels, (10"x 10" @ 200 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than $\frac{3}{4}$ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 2000 x 2000 pixels, (10"x 10" @ 200 PPI), but with no border.
- **Off-Fig File Dimensions:** We request that images be cropped square, at a minimum of 2000 x 2000 pixels, (10"x 10" @ 200 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than $\frac{3}{4}$ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 2000 x 2000 pixels, (10"x 10" @ 200 PPI), but with no border.
- **File Color Space:** sRGB or Adobe RGB
- **Acceptable File Formats:** JPEG, TIFF (Other formats will be auto rejected by K-link).
- **Product Selection:** Accurate path/channel selection of product must be included with every file.
- **Accuracy:** Image must accurately represent the product.
- **Quality:** Product must be clear and in focus at 100% magnification. All product imagery is to be captured according to the Kohl's-approved lighting, set and styling guides, and must include appropriate additional views (ALTs)
- No added graphics to any MAIN view. This includes emblems, awards or badges, action graphics, or image insets (unless specifically requested).

IMAGE FILE NAMING REQUIREMENTS

Image File Naming Requirements:

- Vendor name and Kohl's dept. number will now be prepended to filenames automatically upon upload.
- File names should be divided into parts by underscores where applicable (see chart below)
 - Vendor style number
 - Vendor color name
 - Alternate image identifier (ALT1, ALT2, ALT3, etc)
 - **Main View:**
StyleNumber_ColorName_MAIN
 - **Additional Views (ALTs):**
StyleNumber_ ColorName_ALT1 (ALT2, ALT3, etc.)
 - **Dimensions View:**
StyleNumber_ColorName_DIMS
- All accurate imagery should be loaded to K-link at the same time upon initial setup. However, if the need arises to replace or append existing imagery, load via K-link with the following file appends:
 - Use "ALT_Add" at the end of your file name to assist in identifying that this product is already live and this is an additional image being added to the product page.
 - Use "ALT_Replace" or "Main_Replace" to indicate we should be overwriting existing imagery.

VIDEO SPECS

Product Video Content Requirements:

- Video should be educational, product-focused and speak only to the features and benefits of that specific product. Any visible props should be unbranded and not detract from the main product being sold.
- Video should be sharp, clear and produced by a professional.
- Video should not contain any speech or gestures that may be considered offensive.
- Video should not contain references or links to: websites, pricing, date information, competitors or accessories not sold with that specific product.

File Format and Requirements:

- Video files must be in an uncompressed format.
- File format: .MP4 or .MOV not exceeding 100MB.
Minimum size of 1280x720 (16:9) aspect ratio is required.

LIGHTING DIRECTION

On figure lighting is bright, crisp, open and front lit.

Lighting for Omni off-figure product should come from a soft source either left or right to reveal shape and texture while providing a soft grounding shadow.

The images within this style guide are reflective of lighting expectations. How it is achieved may vary, but please note that the end result must match.

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.

HANDBAGS

- 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.
- GENERAL RETOUCHING NOTES:**
 - All products should be on Vera 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 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 2000 x 2000 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.

	MAIN front view	ALT back view	ALT2 inside view	ALT9 on model
Tote/Hobo				
Crossbody				
Backpack				
Wallet/ Wristlet				

BELTS

- GENERAL STYLING AND CAPTURE NOTES:**
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 - 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.

- GENERAL RETOUCHING NOTES:**
- All products should be on Vera gray backgrounds, with natural grounding shadow.
 - 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:**
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 - 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.

Belt



on form - front



on form/on model-back



educational



tabletop - front

Belt Bag



front



back



inside



on model

SCARVES & SUNGLASSES

- 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.
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- GENERAL FILE TECHNICAL SPECIFICATIONS:**
- Minimum of 2000 x 2000 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.

MAIN

ALT

ALT2
educational

Wrap
Scarf



laydown



on form



Blanket
Scarf



laydown



on form



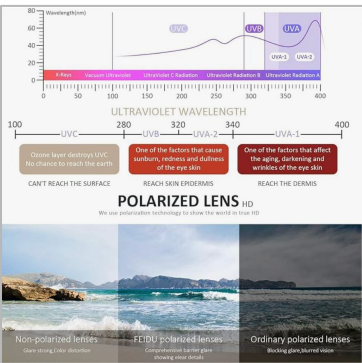
Sunglasses



angle



straight



HOSIERY & LEGGINGS

- 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.

- GENERAL RETOUCHING NOTES:**
- All on-figure/ on-form images should be on Vera gray backgrounds. Lay flat alternate images should be blocked out 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 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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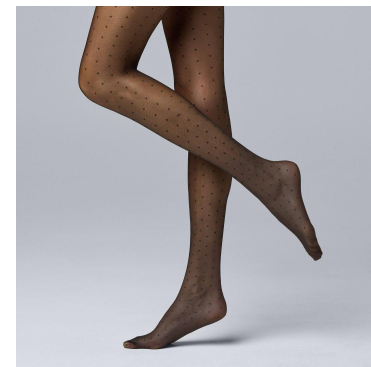
- VIDEO:**
- Additional video content is encouraged for all items and categories. Suggested video types: 360° walk on/walk off, educational, fit and features.

Hosiery/Tights

MAIN
front on model



ALT



close up detail

ALT2



packaging

ALT3
full fig

none

ALT4
educational

Women Tights Size Chart		
Brand Size	Height (inch)	Weight (pound)
S	5'1"-5'5"	99-132
M	5'3"-5'7"	121-154
L	5'7"-5'11"	143-176
XL	5'5"-5'11"	165-198
 NO SEAM	 SEAMLESS	 LIGHT WEIGHT

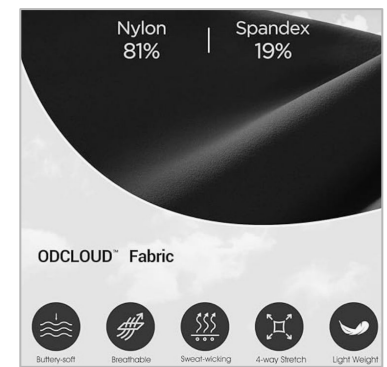
Leggings



back on model



laydown



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:

- 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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- 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	ALT2 open box	ALT3 closed box	ALT4 on model
Fine / Fashion					
Hoops					
Studs					
Sets					

NECKLACES

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



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Retouch as shown in 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 front	ALT detail	ALT2 open box	ALT3 closed box	ALT4 on model
Statement					
Long					
Pendant					
Chokers	<div>MAIN</div>  <div>main: laydown</div>	<div>MAIN</div>  <div>main: laydown</div>			

BRACELETS

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

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

GENERAL CROPPING NOTES:
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-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 on model
Lariat					
Bracelet					
Bangle					
Charm					

alternative detail view

RINGS

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

















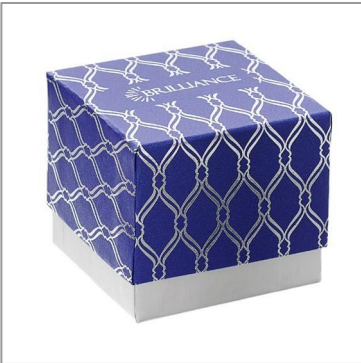




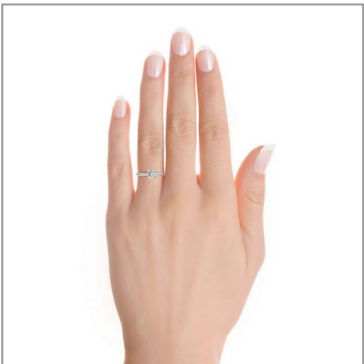
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VIDEO:
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	MAIN straight	ALT angle	ALT2 detail	ALT3 open box	ALT4 closed box	ALT5 on model
Ring						
Bridal Set						
Stackable Rings						
Ring Set				non e	non e	
	main: 3/4 angle	Alt: on card	Alt2: educational			

BATH & SHEETS

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 Vera gray backgrounds, with natural grounding shadow. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

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ALTERNATE IMAGE PLAN:








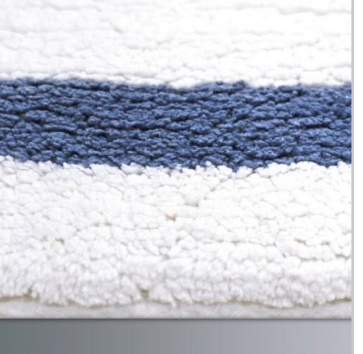



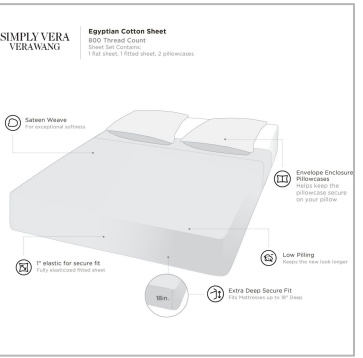
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GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000 x 2000 px
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- 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.

	MAIN front view	ALT	ALT2	ALT3
Towel				
		stack	open	detail
Towel Set				none
		detail	educational	
Rug				
		reverse	detail	collection
Sheets				
		detail	stack	educational