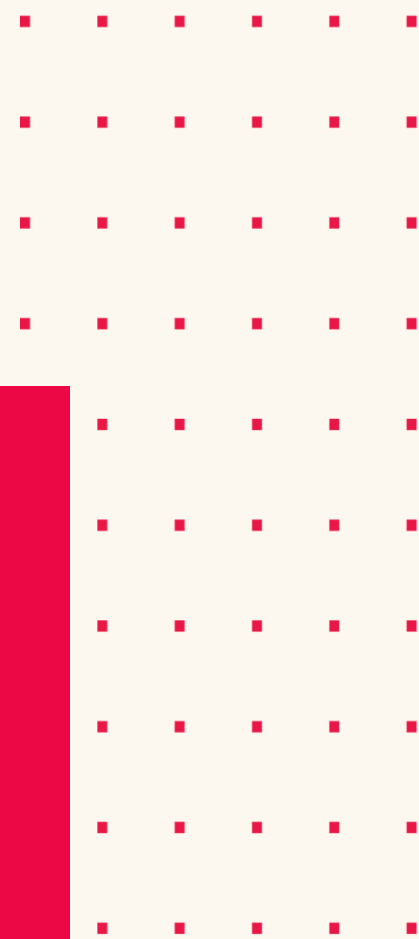


Kohl's PDP Photo & Video Style Guide

Young Mens

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.



Index

Click, or navigate to categories at right.

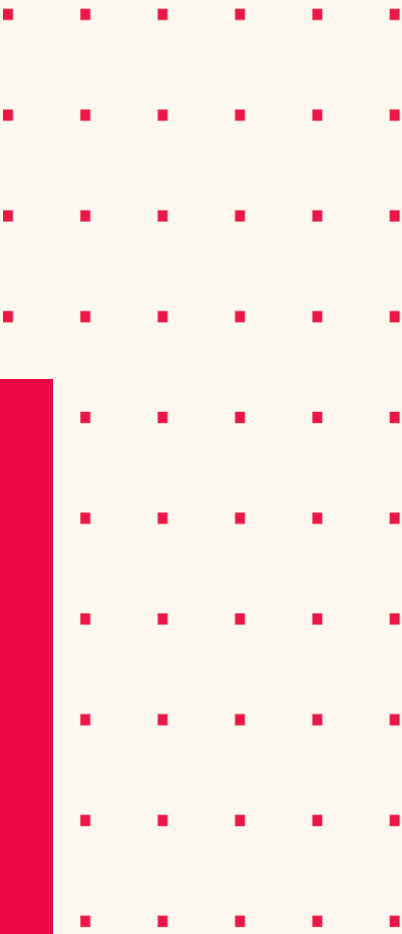


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Image Specs

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

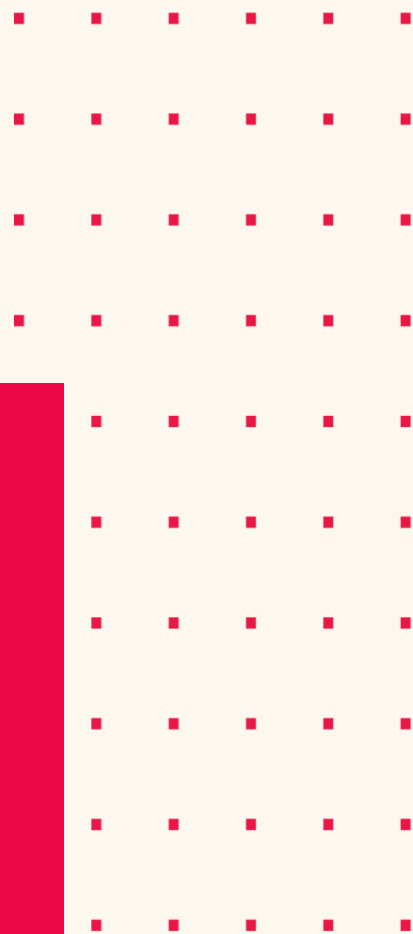
- Product must be clear and in focus at 100% magnification.
- All product imagery is to be captured according to the Kohl's-approved lighting, set and styling guides, and must include appropriate additional views (ALTs).
- No added graphics to any MAIN view. This includes emblems, awards or badges, action 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](#)," as well as "[Men's Grooming & 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
- 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.



MAIN

front view

ALT

back view

ALT2

detail view

ALT3

full body

ALT4

laydown

ALT5

educational

VIDEO

360,° fit or features



Young Mens 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.
- Young men's tops can be shown either tucked or untucked 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:

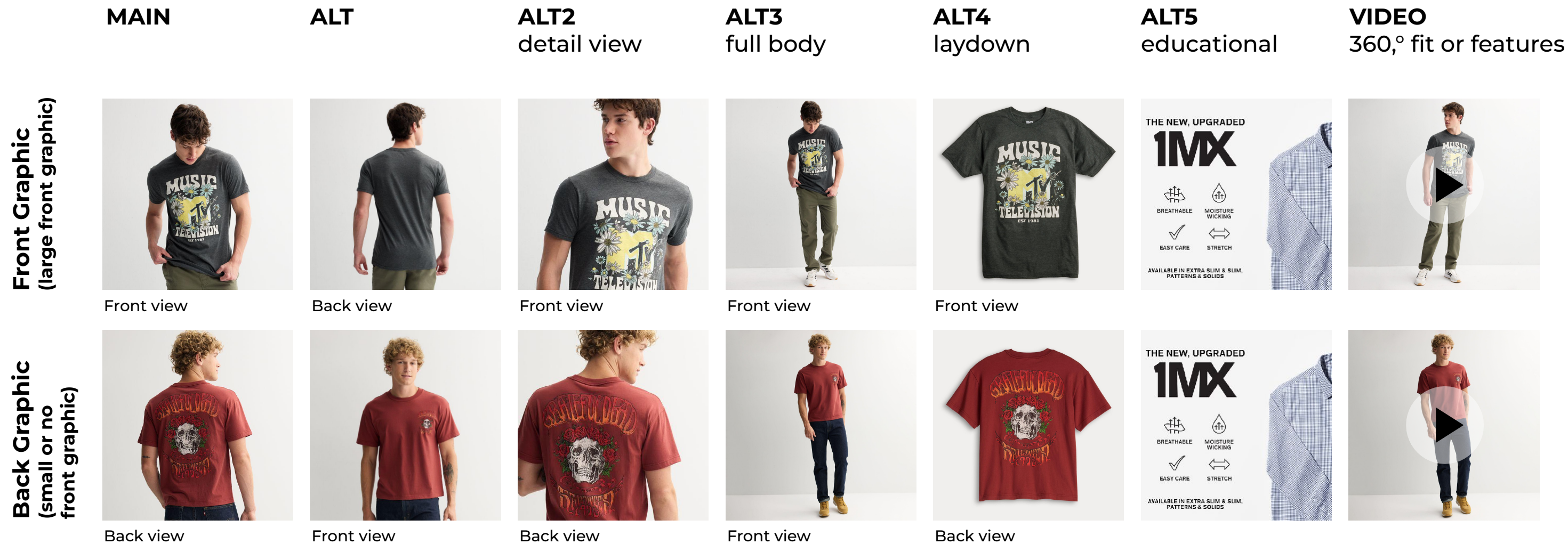
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all imagery for each style at the same time.
- For educational alternate images, font size should be a minimum 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.



Young Mens Graphic 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.
- Young men's graphic tops can be shown either tucked or untucked.
- 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).

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

Below Knee

MAIN
front view



ALT
back view



ALT2
detail view



ALT3
full body



ALT4
laydown



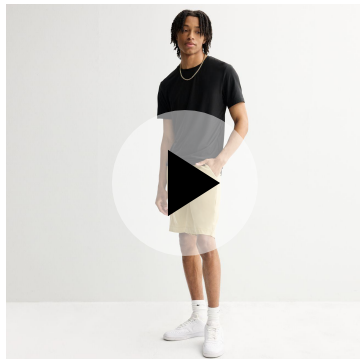
ALT5
educational



VIDEO
360,° fit or features



Above Knee



Young Mens 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.
A French tuck is fine unless a full tuck would be more appropriate for the category or style.
- If shorts come in varying inseam lengths, all should be shot on the same model if possible.

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.
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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.

Systems & Non-
Systems Outerwear

MAIN
front view



ALT
back view



ALT2
front view



ALT3
back view
inner layer if
applicable



inner layer if applicable

ALT4
detail



ALT5
full body



outer layer

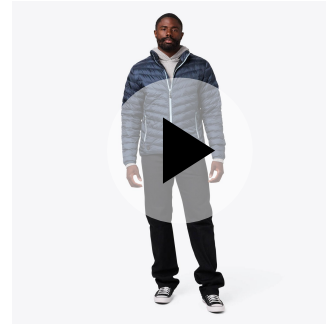
ALT6
laydown



ALT7
educational



VIDEO
360,° fit or
features



Outerwear With
Removable Hood

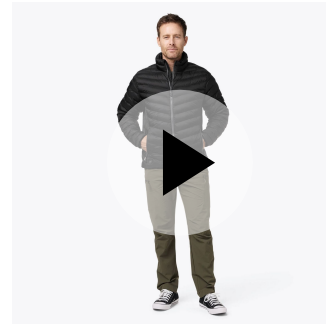


without hood

None



with hood



Young Mens Outerwear

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.
- Show 3/4 zipped with neutral underpinning.

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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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.

Swim Bottoms

MAIN
front view



ALT
back view



ALT3
detail view



secure pocket, inner
layer or closure

ALT5
full body



ALT4
laydown



ALT6
educational



VIDEO
educational



Swim Tops



logo or graphic,
if applicable



Young Mens Swim

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.
- Young Mens swim should be shot barefoot. Swim tees should be untucked & propped with swim bottoms.

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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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.

Single tops

Multi-packs

MAIN
front view

ALT
back view

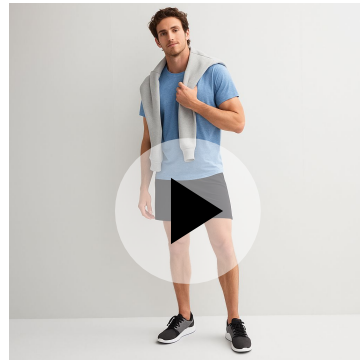
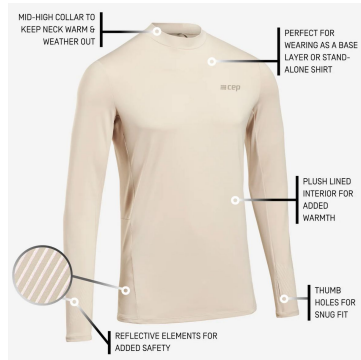
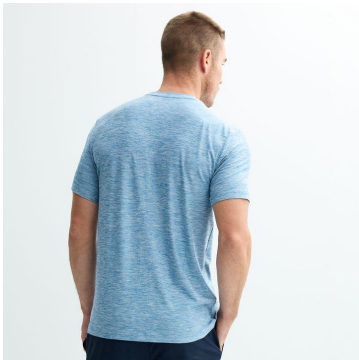
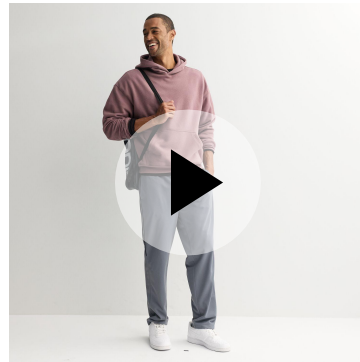
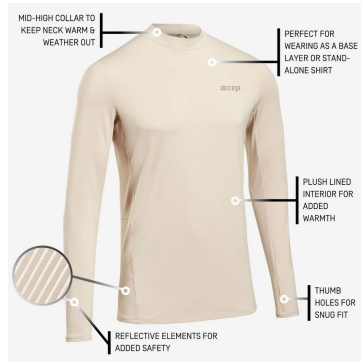
ALT2
detail view

ALT3
full body
active/lifestyle

ALT4
laydown

ALT5
educational

VIDEO
360,° fit or features



MAIN image option 1
(preferred)

MAIN image option 2

Young Mens Active 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.
- Prop with athletic bottoms & shoes.

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.

Below Knee

Above Knee

MAIN
front view

ALT
back view

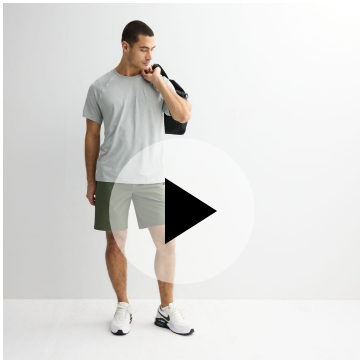
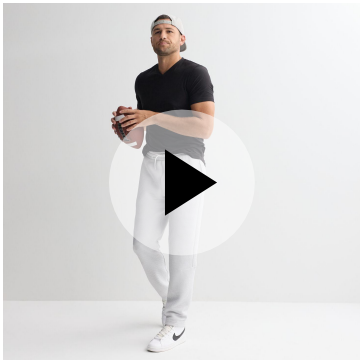
ALT2
detail view

ALT3
full body
active/lifestyle

ALT4
laydown

ALT5
educational

VIDEO
360,° fit or features



Young Mens Active 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.
- Mens active bottoms may be shown tucked or untucked in the main as appropriate for the item.
Prop with athletic top & shoes.

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:

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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.

Tops

MAIN
front view
on form



ALT
back view
on form



ALT2
detail
adaptive feature 1



ALT3
detail
adaptive feature 2
(if needed)



ALT4
on model



ALT5
laydown



ALT6
educational



VIDEO
educational



Bottoms



Young Mens Adaptive

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.

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: educational, fit and features.

Tops

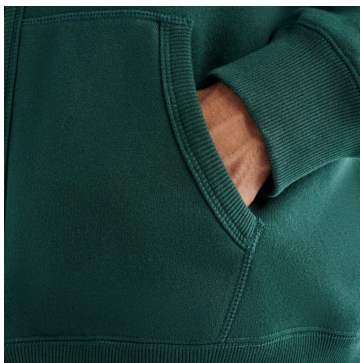
MAIN
front view



ALT
back view



ALT2
detail



ALT3
full body



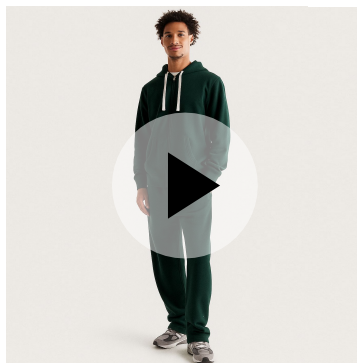
ALT4
laydown



ALT5
educational



VIDEO
360,° fit or features



Bottoms



Gender Neutral

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.
- Casting can represent both traditional male and female genders, but more modern, androgynous models are also welcome.
- In general, tops should be untucked to show length and silhouette. Some tops can be tucked as appropriate to style/category.
- In general, bottoms should be shown with the top softly tucked to show waist detail and pocket trim as needed. A French tuck is fine unless a full tuck would be more appropriate for the category or style.

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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- 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.