

KOHL'S PHOTO & VIDEO STYLE GUIDE

HOME

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.

INDEX

Click, or navigate to
categories at right.

image
specs

5

image file
naming
requirements

6

video
specs

7

lighting,
usage
& casting

8

Kohl's
content
capture
services

9

bath

10

bath

11

wraps

12

bedding sets

13

blankets &
throws

14

sheets

15

bedding

16

soft decor

17

window
treatments

18

furniture &
storage

19

patio
furniture

20

tabletop
decor

21

tabletop
decor

22

home
fragrance

23

wall decor

24

INDEX

Click, or navigate to
categories at right.

wall decor

25

cookware &
bakeware

26

dinnerware &
glassware

27

kitchen
electrics

28

kitchen
utensils &
gadgets

29

table linens

30

luggage

31

fitness

32

outdoor

33

floorcare

34

electronics

35

electronics

36

video game
& consoles

37

cards &
holiday

38

cards &
holiday

39

holiday

40

holiday

41

novelty gifts

42

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.

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:

- 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 a tonal background, it should be styled and mimic examples shown.

GENERAL RETOUCHING NOTES:

- NEW: main image is an unpropped product-only image or minimally propped on a tonal background with grounding shadows. Mimic examples shown.

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:






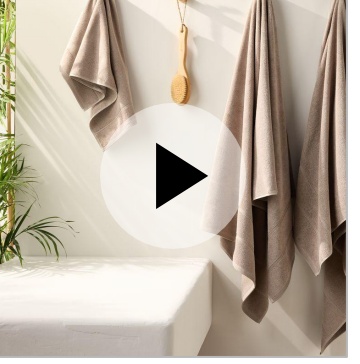










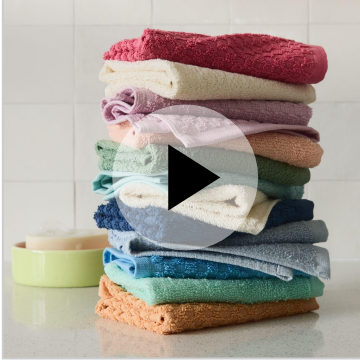
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- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or non-serifed font. Units 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.

	MAIN	ALT lifestyle	ALT2	ALT3 detail	ALT4 collection	VIDEO educational
Towel	 front folded		 set		 stack	
Towel Set			 packaging		none	
Wash Cloth Set			 packaging		 educational	

BATH

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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.
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Rug

Accessories

Shower Curtain

Beach Towel

MAIN
front view



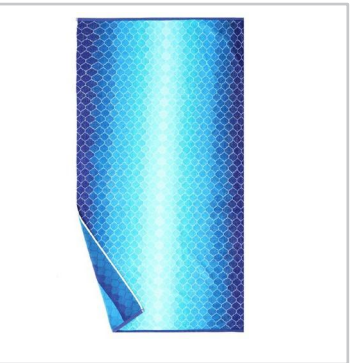
front



front



lifestyle



front

ALT



lifestyle



lifestyle

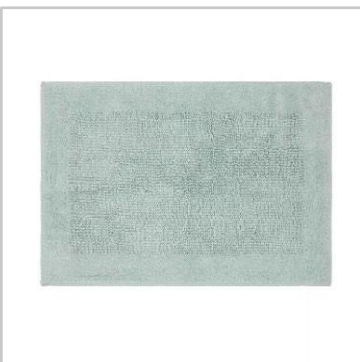


front



lifestyle

ALT2



reverse



back

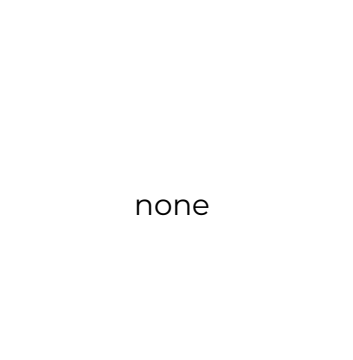


fabric detail

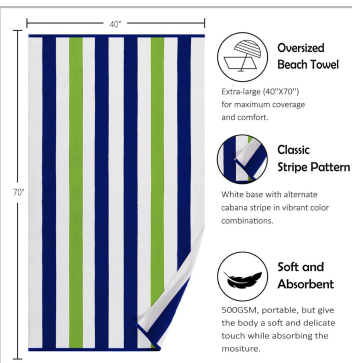


reverse

ALT3
detail

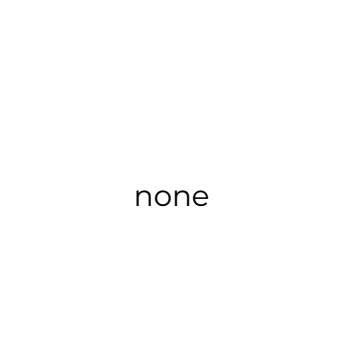


ALT4
collection



educational

VIDEO
educational



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).

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.

Adult Wrap

MAIN
front view



ALT
lifestyle



ALT2
back view



ALT3
detail



fabric detail

ALT4
laydown open



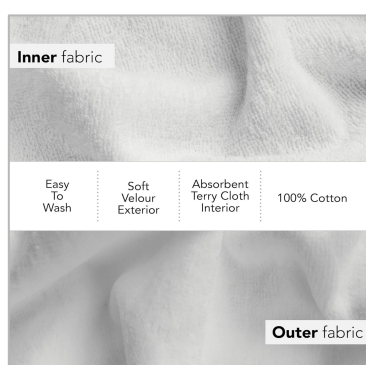
ALT5
educational



Kids Wrap



back view open



Single Comforter
& Quilt

Comforter Set
& Quilt Set

MAIN
lifestyle, front view

ALT
folded

ALT2
package

ALT3
stack

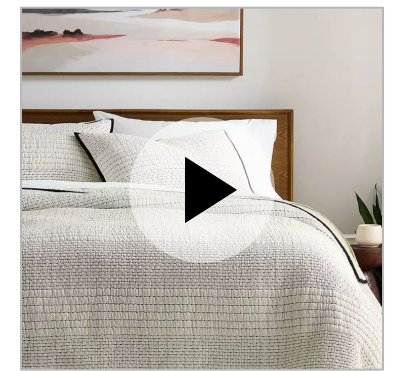
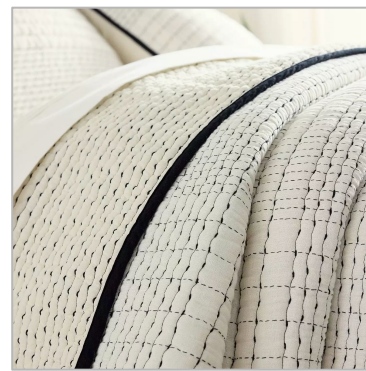
ALT4
detail

ALT5
lifestyle, 3/4 angle

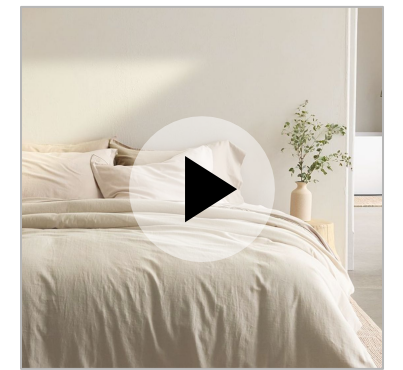
VIDEO



collection



collection



BEDDING SETS

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GENERAL FILE TECHNICAL SPECIFICATIONS:

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VIDEO:

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

BEDDING BLANKETS & TROWS

Blankets & Throws

Character Throws

Blanket Buddies

MAIN

ALT lifestyle

ALT2

ALT3

ALT4

VIDEO



folded



in package



detail



stack



open



folded



detail



stack



in package w/plush



draped w/plush



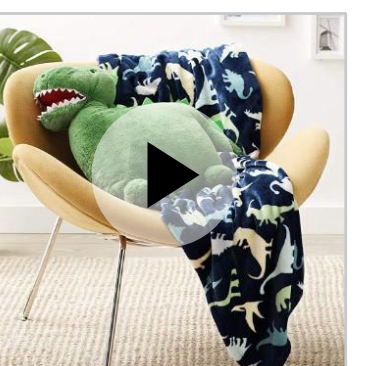
blanket folded w/plush



blanket flat



plush



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VIDEO:

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

Sheets, Sets or Pillowcases

Character Sheet Sets

Fitted Sheets

MAIN

ALT lifestyle

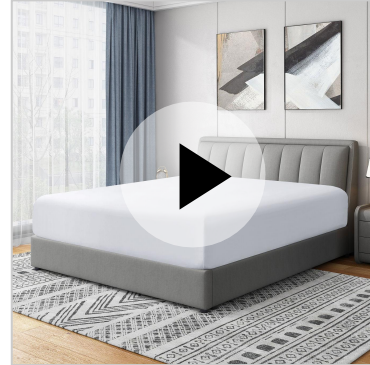
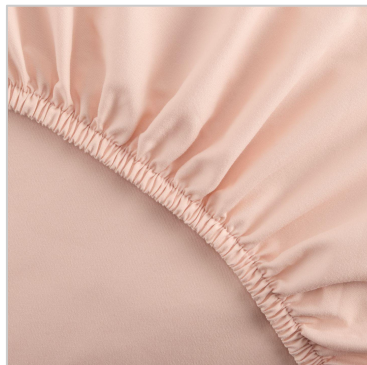
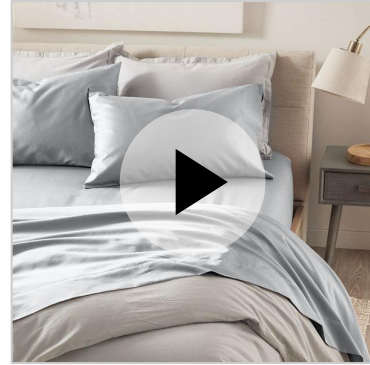
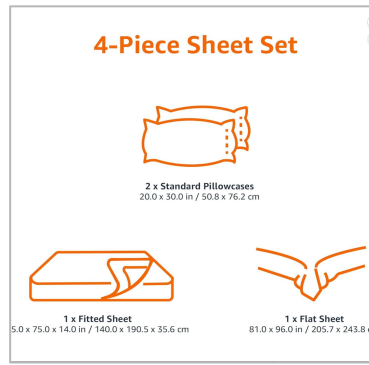
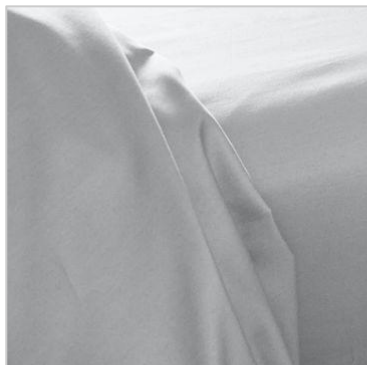
ALT2 package

ALT3 detail

ALT4

ALT5 stack

VIDEO



BEDDING SHEETS

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GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
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VIDEO:

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

BEDDING

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MAIN

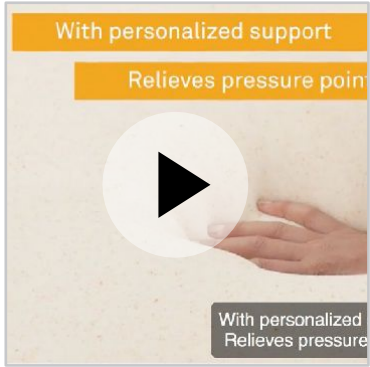
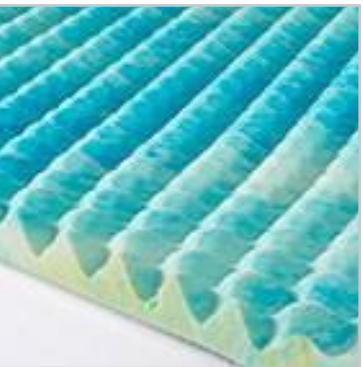
ALT
lifestyle

ALT2
detail

ALT3
packaging

VIDEO

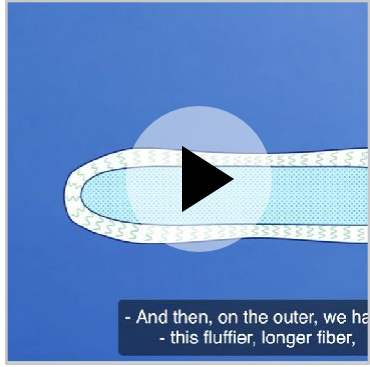
Mattress Pad,
Toppers and
Covers



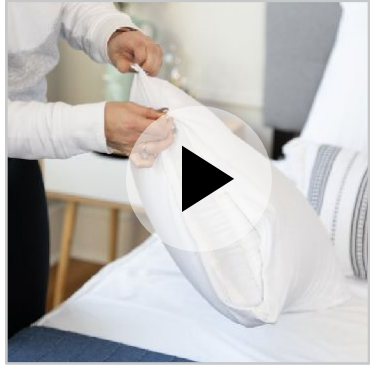
Bed Skirt



Pillows



Pillows
Protector



Dec Pillows

MAIN
front view



ALT
lifestyle



ALT2
detail



ALT3
back view



ALT4

none

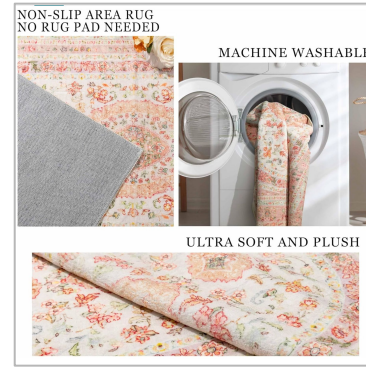
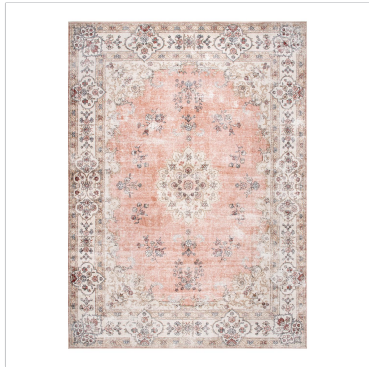
ALT5
educational



VIDEO



Rugs



SOFT DECOR

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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.

WINDOW TREATMENTS

GENERAL STYLING AND CAPTURE NOTES:

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ALTERNATE IMAGE PLAN:
















- Follow alternate image cadence shown here.
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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 detail	ALT3	VIDEO
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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GENERAL RETOUCHING NOTES:

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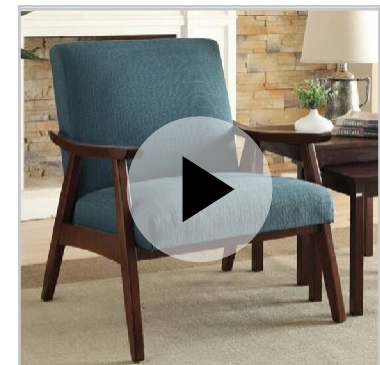




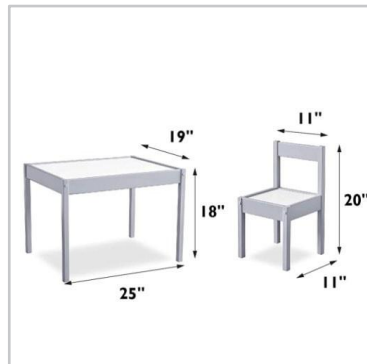





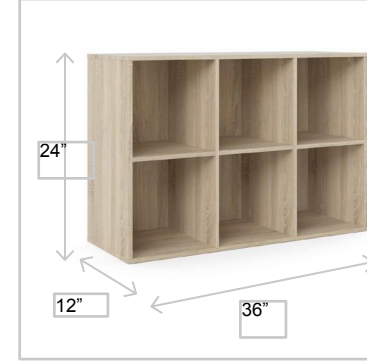
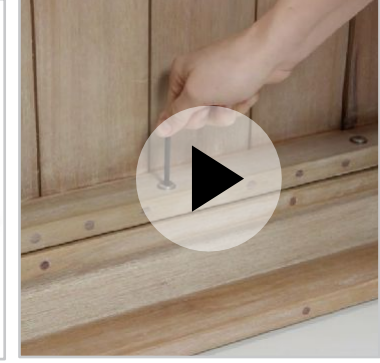





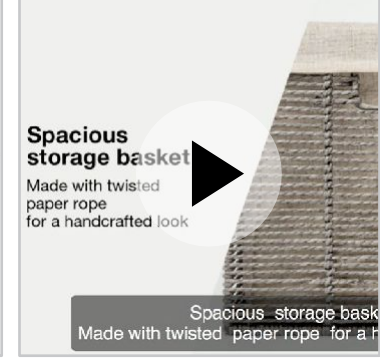
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VIDEO:

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	MAIN	ALT lifestyle	ALT2	ALT3	ALT4 dimensions	VIDEO
Furniture	 angle front		 straight	 back		
Furniture Sets	 angle front		 individual piece	 individual piece		
Storage Furniture	 angle front		 straight	 detail		
Storage Tote	 angle front		 propped	 collection		

PATIO FURNITURE

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MAIN

ALT
lifestyle

ALT2

ALT3

ALT4
dimensions

VIDEO

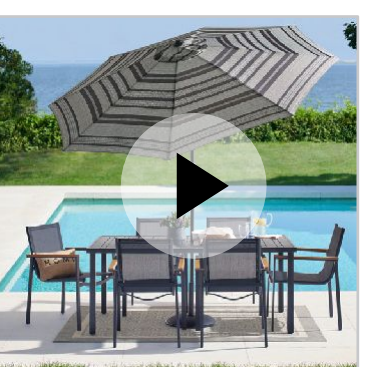
Patio Umbrella



top view



fabric detail



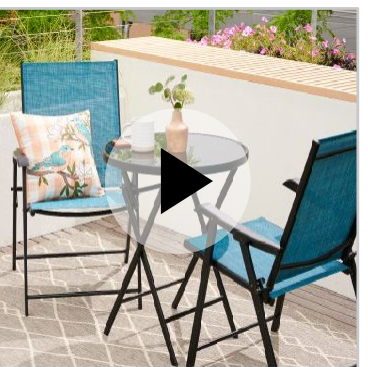
Outdoor
Furniture



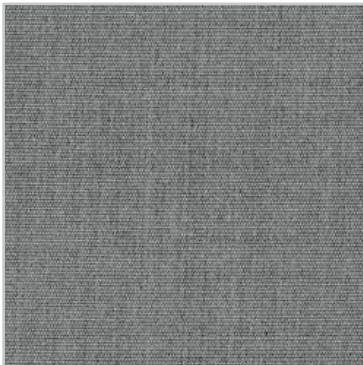
individual piece



educational



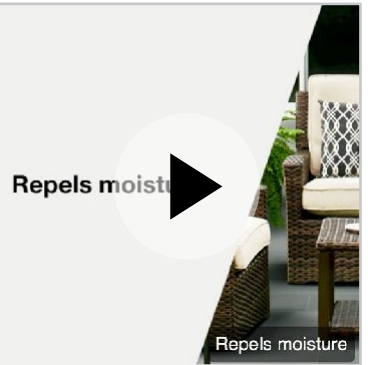
Outdoor Seat
Cushions



fabric detail



collection



Outdoor Fire
Pits



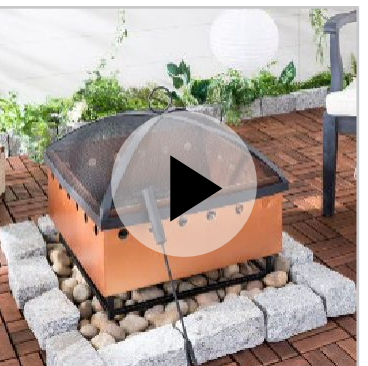
angle front



straight



lid off



TABLETOP DECOR

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VIDEO:

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MAIN

ALT
lifestyle

ALT2

ALT3
detail

ALT4
dimensions

VIDEO

Picture Frames



back



Candle Sticks



propped with candle



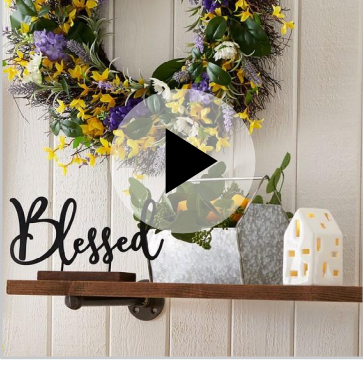
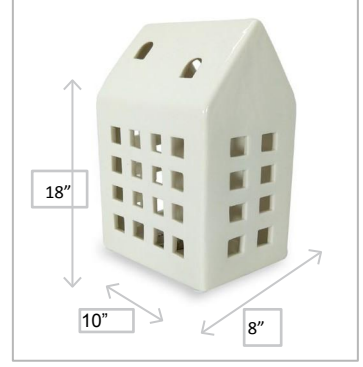
Decorative
Accents



light up



straight



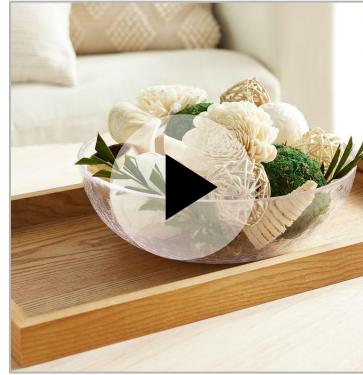
Bowl Fillers



none



dimensions



TABLETOP DECOR

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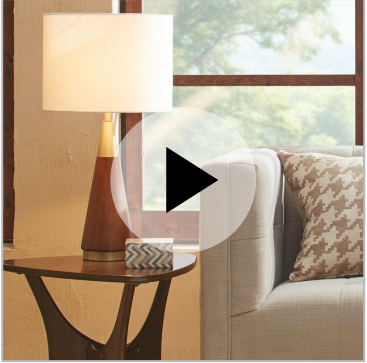





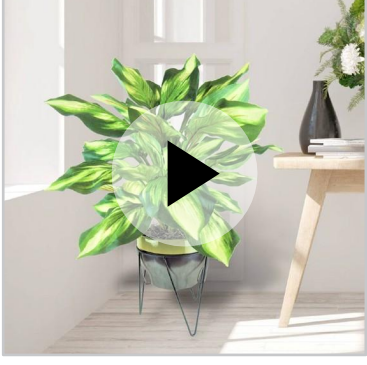
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VIDEO:

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

	MAIN	ALT lifestyle	ALT2	ALT3 detail	ALT4 dimensions	VIDEO
Lamps						
	lamp on					
Plant Decor						
	base					

HOME FRAGRANCE

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Candles

MAIN
front view



ALT
lifestyle



ALT2



open

ALT3
in use



VIDEO



Diffuser



angle



Warmers



educational



Wax Melts



none



back



educational

none

WALL DECOR

Wall Decor

Wall Shelf

Wall Art

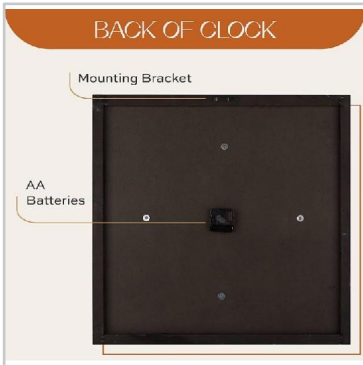
MAIN
slight angle



ALT
lifestyle



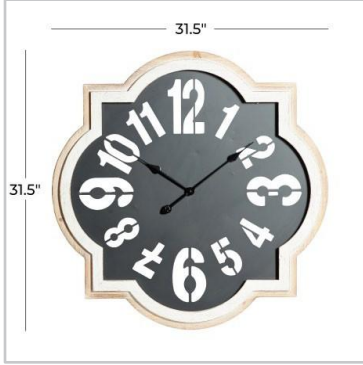
ALT2
back view



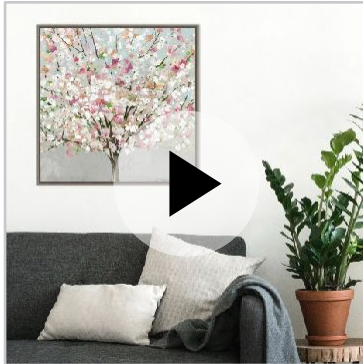
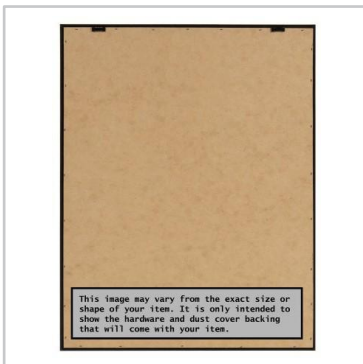
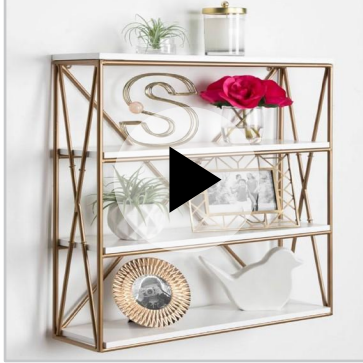
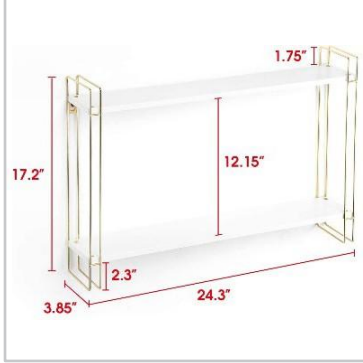
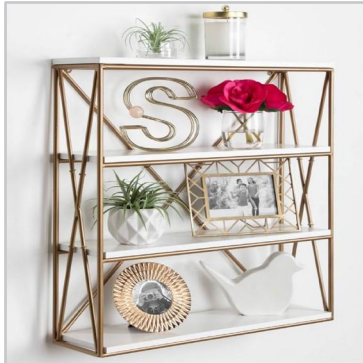
ALT3
detail



ALT4
dimensions



VIDEO



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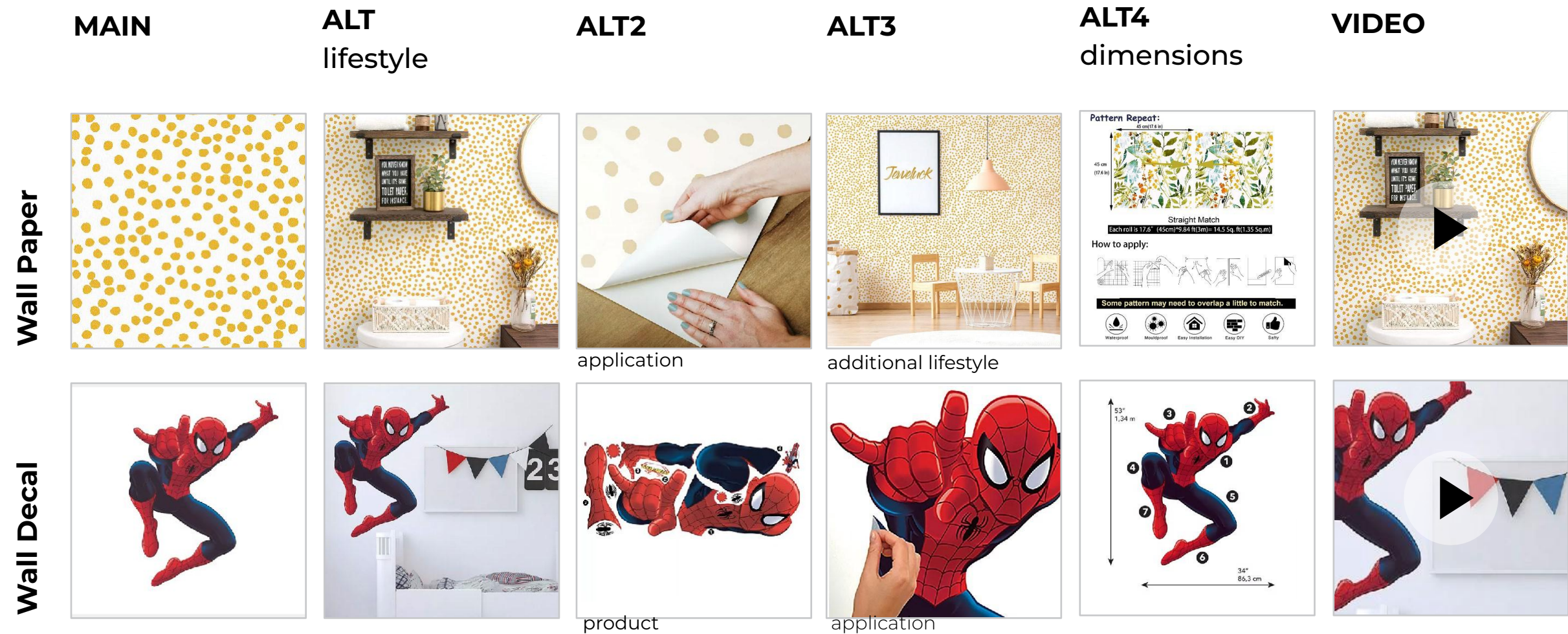
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VIDEO:

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WALL DECOR

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VIDEO:

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COOKWARE & BAKEWARE

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VIDEO:

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Single Cookware

Cookware Set

Single Bakeware

Bakeware Set

MAIN

ALT lifestyle

ALT2

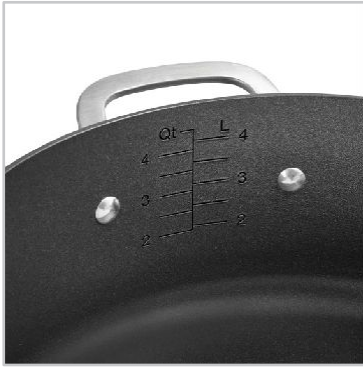
ALT3 detail

ALT4 educational

VIDEO



bottom



bottom



show depth



show depth

DINNERWARE & GLASSWARE

GENERAL STYLING AND CAPTURE NOTES:

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VIDEO:

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	MAIN	ALT lifestyle	ALT2	ALT3
Single Dinnerware				
			detail	educational
Dinnerware Set				
	full set		detail	single place setting
Single Glassware				
	propped			
Glassware Set				
	propped			

Coffee Maker



Blender



KITCHEN ELECTRICS

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VIDEO:

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KITCHEN UTENSILS & GADGETS

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VIDEO:

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Cooking Utensils

MAIN



ALT lifestyle

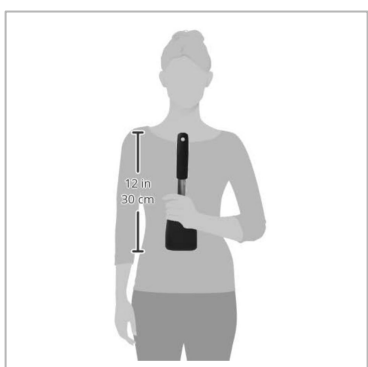


ALT2



overhead

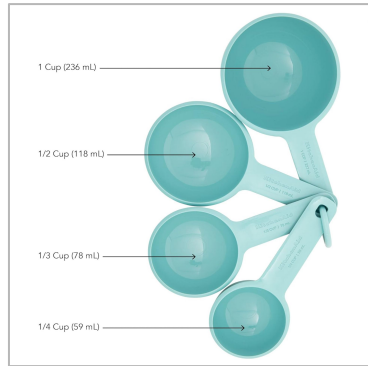
ALT5 educational



Measuring Tools



overhead



Flatware



angle



Cutlery



overhead



	MAIN front	ALT lifestyle	ALT2 back	ALT3 detail
Placemats				
Napkins				
Towel Set				

	MAIN	ALT lifestyle	ALT2 detail
Table Runners			
Napkin Rings			
Tablecloth			

TABLE LINENS

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:

- 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.

Luggage



AL



angle

ALT2



profile

ALT3
open



ALT4

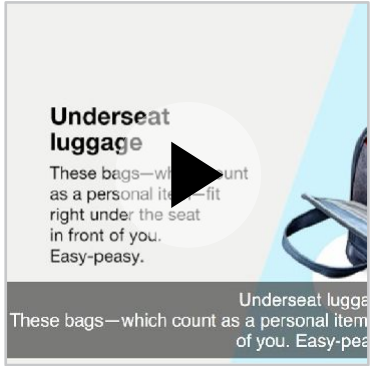


detail

ALT5
capacity



VIDEO
educational



Backpacks



angle



back



function



Duffels



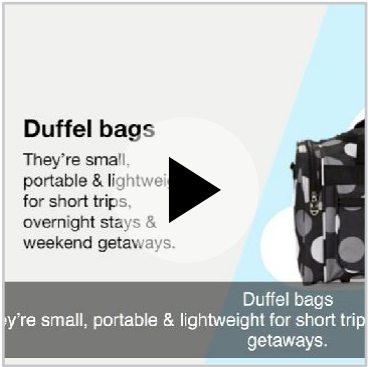
back



detail



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.
- 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.

FITNESS

Treadmill

MAIN
front



ALT
lifestyle



ALT2



profile

ALT3

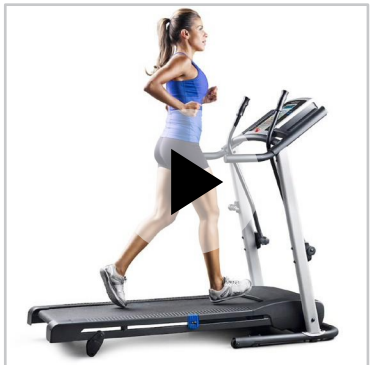


alternate view

ALT4
detail



VIDEO



Water Bottle



educational



alternative view

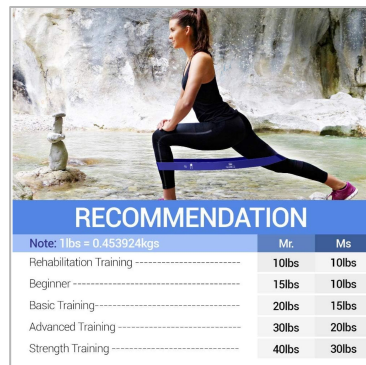
none



Resistance
Band

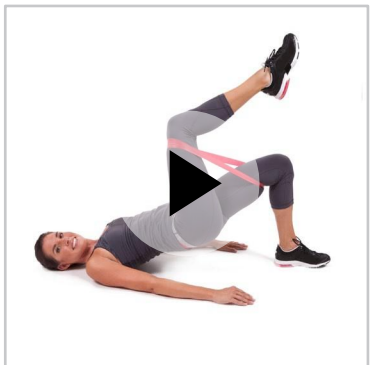


packaging



educational

none



GENERAL STYLING AND CAPTURE NOTES:
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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.

OUTDOOR

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.
- 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
lifestyle

ALT2

ALT3

ALT4
detail

VIDEO

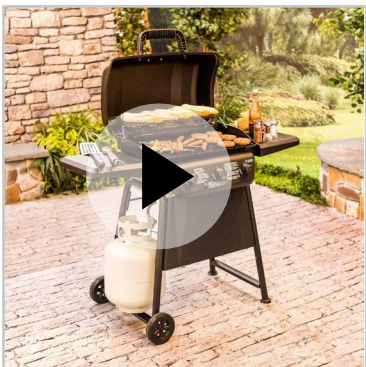
Tent



alternate view

back

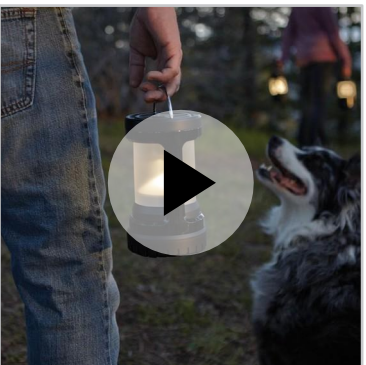
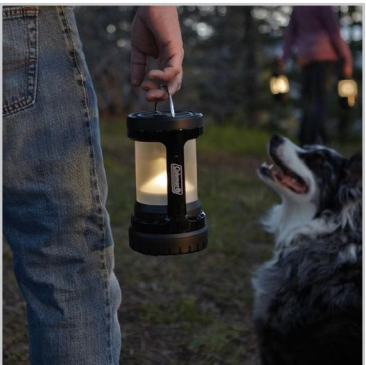
Grill



alternate view

open

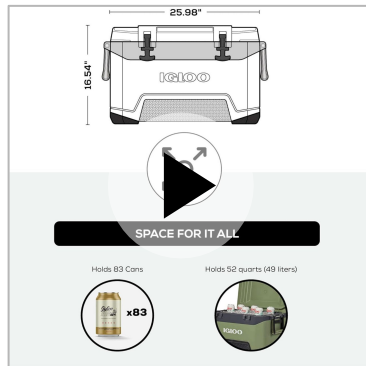
Lantern



in use

side / back

Cooler



Vacuum

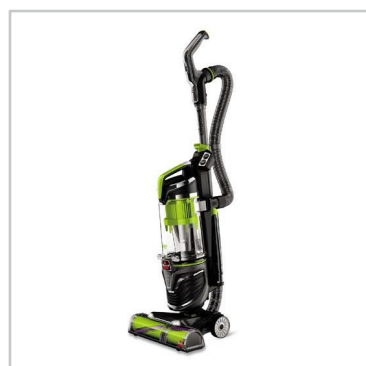
MAIN
straight



ALT
lifestyle



ALT2
angle

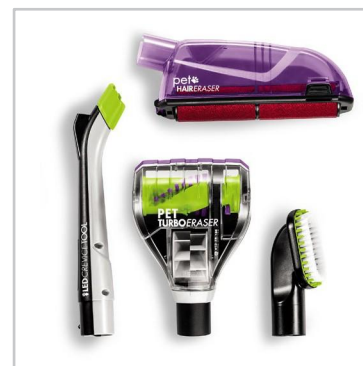


ALT3
alternate view



angle

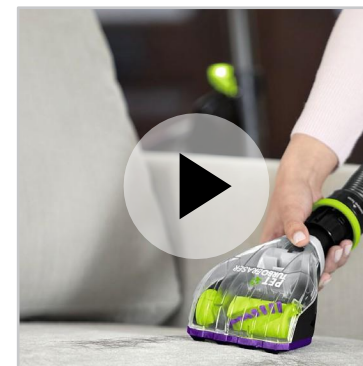
ALT4
additional pieces



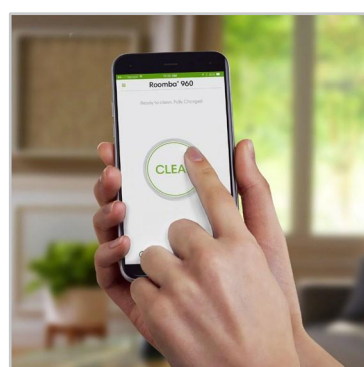
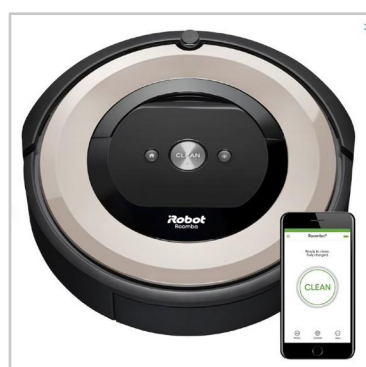
ALT5
educational



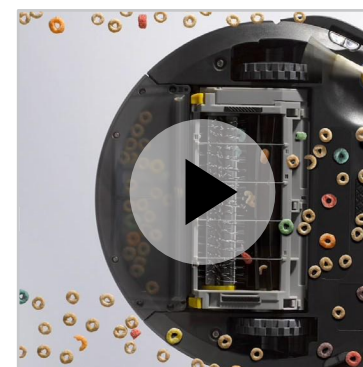
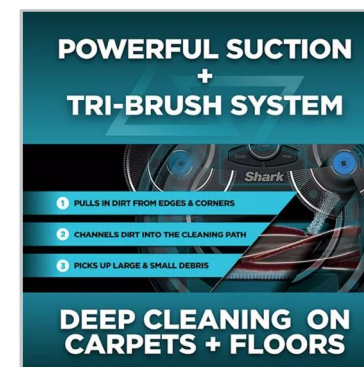
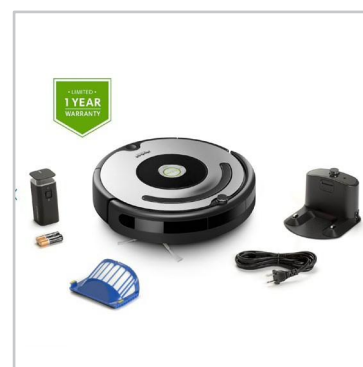
VIDEO
educational



Roomba



phone app



FLOORCARE

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:















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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:














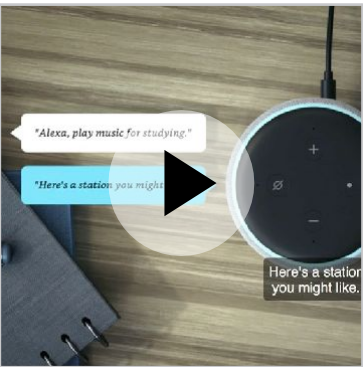
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

	MAIN	ALT lifestyle	ALT2 straight into	ALT3	ALT4 packaging	ALT5 what's in the box	VIDEO educational
Drone				 detail			
				 back			

ELECTRONICS

- GENERAL STYLING AND CAPTURE NOTES:
 - All products should be styled, lit, and angled, as shown in the examples provided.
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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 lifestyle	ALT2 straight into	ALT3	ALT4 packaging	ALT5 what's in the box	VIDEO educational
Headphones				 detail			
Smart Tech				 back			

ELECTRONICS

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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.

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:

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GENERAL CROPPING NOTES:

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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.
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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 packaging	ALT3	VIDEO educational
Console					
		detail		what's in the box	
Video Games			none		none
		graphic detail		educational	
Accessories					none
		detail		educational	

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).

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

VIDEO:
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Cards & Stationery

Cards & Stationery Box

Holiday Gifts

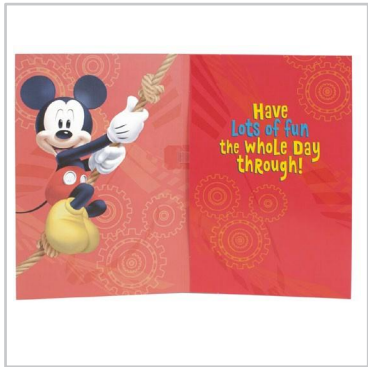
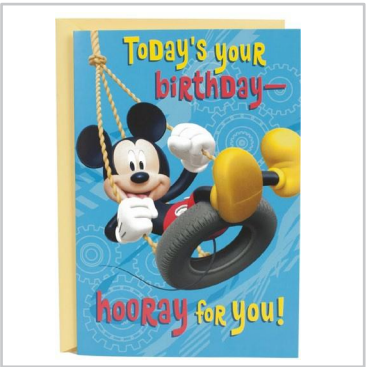
MAIN

ALT

ALT2
back

ALT3
in package

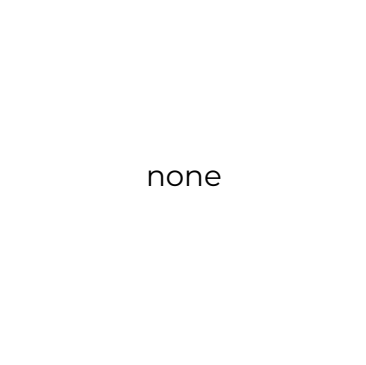
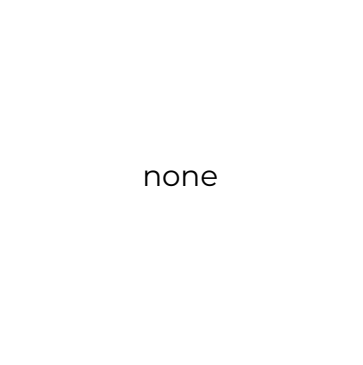
ALT4
educational



open



open



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.
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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 lifestyle

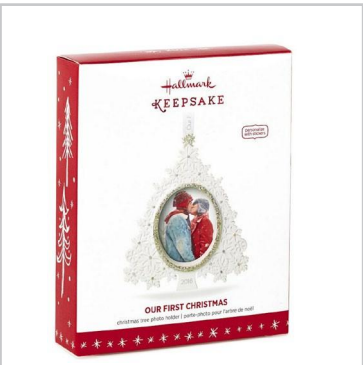
ALT2

ALT3 educational

Ornament



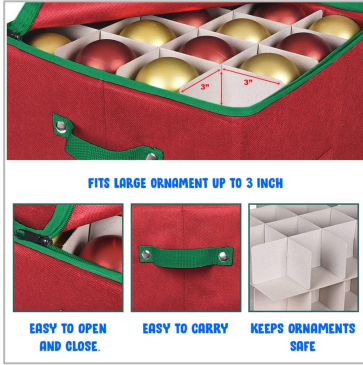
Boxed Ornament



Ornament Set



Holiday Storage



back

in packaging

in packaging

separate

HOLIDAY

GENERAL STYLING AND CAPTURE NOTES:

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GENERAL RETOUCHING NOTES:

-All products for this category should be blocked out.
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Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

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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	ALT lifestyle	ALT2	ALT3	VIDEO
Trees					
			detail	tree stand	
Garlands					
			detail	dimension	
Wreaths					
		back		dimension	

	MAIN	ALT lifestyle	ALT2	ALT3	ALT4	VIDEO
Holiday Lights						
			strand	plug	packaging	
Outdoor Decor						
					educational	

HOLIDAY

GENERAL STYLING AND CAPTURE NOTES:

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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.

NOVELTY GIFTS

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).

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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	ALT in package	ALT2 propped	ALT3 educational
Novelty Gift	