

KOHL'S PHOTO & VIDEO STYLE GUIDE

ACCESSORIES

KOHL'S

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 & VIDEO SPECS

- **Image File Specifications:**

- **Photography only.** Illustrations or renderings are not acceptable.
- **File Dimensions:** We request that images be cropped square, at a minimum of 1500 x 1500 pixels (2100 x 2100 pixels preferred), (7"x 7" @ 300 PPI) with product filling 85% of frame. No more than a 200 pixel border around the product (@ ¾ of an inch from the edge of the product to the edge of the canvas).
- **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.
- **Background:** Unless otherwise specified, background should be white (RGB 255).
Certain departments require grounding shadow.

- **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 (ALT, ALT2, ALT3, etc)

Main View: VendorName_DepartmentNumber_StyleNumber_ColorName

Additional Views (ALTs): VendorName_DepartmentNumber_StyleNumber_ColorName_ALT

- **Product Video Content Requirements:**

- Video should be educational, product-focused and speak only to the features and benefits of that specific product. Any props showing should be unbranded and not detract from 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.
- **Technical Requirements:**
 - Video files must be in an uncompressed format
- **File format:**
 - Preferred file format: MP4 @ minimum size of 1280 x 720 (16:9 aspect ratio)
 - Also acceptable: MOV video file not exceeding 100MB

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: Unlimited print and electronic media use by Kohl's and Kohl's affiliates for life of 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.

HANDBAGS

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop.

ON-FIGURE STYLING NOTES:

-On model images should be shot top focus with a horizontal crop from the nose to just below the handbag/item. Hair should be pulled up into a clean top knot, and apparel should be either a white tee and pant for casual items or a white dress for dressier items.

LAYDOWN STYLING NOTES:

- Compose product straight to camera with Brand/Logo visible. Assure a true silhouette with soft straps.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

MAIN -
front view
(required)

ALT -
back view
(required)

ALT2 -
inside view
(recommended)

ALT9 -
on model
(required)

Tote/Hobo



Crossbody



Backpack



**Wallet/
Wristlet**



BELTS

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop.
- On Model or On Form images are acceptable for Alt shots

ON-FIGURE STYLING NOTES:

- On model images should be shot top focus with a horizontal crop from the nose to just below the handbag/item. Hair should be pulled up into a clean top knot, and apparel should be either a white tee and pant for casual items or a white dress for dressier items.

LAYDOWN STYLING NOTES:

- Compose product straight to camera with Brand/Logo visible. Assure a true silhouette with soft straps.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

	MAIN - (required)	ALT - (required)	ALT2 - (required/as needed)	ALT3 - (required)	ALT4 - (required/as needed)
Belt	 on form - front	 on form/on model-back	 on form/on model-reversible	 tabletop - front	 tabletop - reversible
Belt Bag	 front	 back	 inside	 on model	

HATS

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop.
- On Model or On Form images are acceptable for Alt shots

LAYDOWN STYLING NOTES:

- Compose product straight to camera.
- Adjust accordingly to allow design/detail to be visible in the Main shot.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

MAIN -
(required)

ALT -
(required)

Bucket Hat



tabletop



on form / on model

Floppy Hat



tabletop



on form / on model

Baseball Hat



tabletop - front



tabletop - back

Cold Weather



laydown



on form / on model

HAIR ACCESSORIES

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop..

LAYDOWN STYLING NOTES:

- Allow silhouette to be visible in the Main shot.
 - Adjust accordingly to allow design/detail to be visible in the Main shot.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional ALTs needed for special item details, please number sequentially beginning with next Alt.

	MAIN - laydown (required)	ALT - packaging (required)	
Hair Ties			
Hair Clips			
Active Headbands			
Headbands	MAIN - (required)  laydown	MAIN - (required)  laydown	MAIN - (required)  laydown

SUNGLASSES

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop..

LAYDOWN STYLING NOTES:

- Main image to be captured at an angle to show arm detail
 - Alt image to be captured straight to camera to show silhouette

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

MAIN -
 angle view
 (required)

ALT -
 straight
 (required)

ALT2 -
 case
 (recommended)

Sunglasses



Sunglasses
 with Case



case

Kids Sunglass
 with Case



angle w/ case

straight w/ case

SCARVES

GENERAL NOTES:


- All off-figure photography should be shot straight to camera & composed to a square crop..

LAYDOWN STYLING NOTES:

- Style softly, with some movement, but staying true to the silhouette.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

	MAIN - form view (required)	ALT - laydown view (required)	ALT 2 - detail view (required)
Wrap Scarf			
Kite Scarf			
Blanket Scarf			
Coldweather Scarf			none

WRAPS

MAIN -
front view
(required)



ALT -
back view
(required)



ALT2 -
side view
(recommended)



ALT3 -
laydown
(required)



ALT4 -
video
(recommended)



GENERAL NOTES:

- All on-figure photography should be shot head to toe, but please note square crop on website shown above.

ON-FIGURE STYLING NOTES:

- Addition of minimal propping is encouraged, but should not detract from product.

LAYDOWN STYLING NOTES:

- Style softly, with some movement, but staying true to the silhouette.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special garment details, please number sequentially beginning with next Alt.

ALT5 -
detail view
(recommended)



HOISERY / LEGGINGS

GENERAL NOTES:

- All on-figure photography should be shot head to toe.
- All off-figure photography should be shot straight to camera & composed to a square crop.

ON-FIGURE STYLING NOTES:

- Addition of minimal propping is encouraged, but should not detract from product.

LAYDOWN STYLING NOTES:

- Compose product straight to camera with Brand/Logo visible.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

hoisery/tights

MAIN -
on form
(required)



ALT -
packaging
(required)



2pk tights



Leggings

MAIN -
front on model
(required)



ALT -
back on model
(required)



ALT 2 -
laydown
(required)



ALT 3 -
video
(required)



ADULT SOCKS

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop.

LAYDOWN STYLING NOTES:

- Style softly, with some movement, but staying true to the silhouette.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

Single Pair

MAIN -
(required)



on form

ALT -
(required)



laydown

2-6 Packs



on form



laydown

7-10 Packs



laydown



laydown

Box of Socks

MAIN -
(required)



laydown

ALT -
(required)



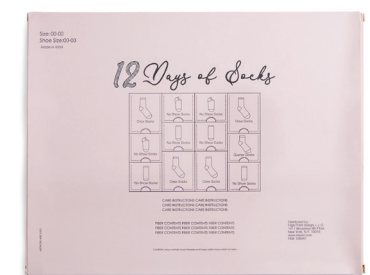
front of box

ALT2 -
(required)



open

ALT3 -
(required)



back of box

KIDS SOCKS

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop.

LAYDOWN STYLING NOTES:

- Style softly, with some movement, but staying true to the silhouette.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

**MAIN -
laydown
(required)**

2 pack



3 pack



4-10 Pack



Character Socks



COLD WEATHER

GENERAL NOTES:

- All on-figure photography should be shot head to toe.
- All off-figure photography should be shot straight to camera & composed to a square crop..
- On Model or On Form images are acceptable for Alt shots

ON-FIGURE STYLING NOTES:

- Addition of minimal propping is encouraged, but should not detract from product.

LAYDOWN STYLING NOTES:

- Style softly, with some movement, but staying true to the silhouette.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

Hat

MAIN -
(required)



laydown

ALT -



required on form/on model

Scarf



form



required laydown

Gloves



laydown



recommended on model

Set



laydown



recommended on model

TRAVEL/ COSMETIC CASES

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop..

LAYDOWN STYLING NOTES:

- Compose product straight to camera with Brand/Logo visible. Turn product to show depth when necessary.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

MAIN -
front view
(required)

ALT -
(required)

Travel Case



open

Travel Case



open

Cosmetic Case



nested

MENS ACCESSORIES

GENERAL NOTES:

- All off-figure photography should be shot straight to camera & composed to a square crop..

LAYDOWN STYLING NOTES:

- Compose product straight to camera with Brand/Logo visible. Turn product to show depth when necessary.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

Belt

MAIN -
front view
(required)



ALT -
(required)



reverse

ALT 2 -
packaging
(required)



Wallet



open



Hat



back / profile

Tie / Bowtie

MAIN -
(required)



laydown

MAIN -
(required)



laydown

MAIN -
(required)



laydown

PET ACCESSORIES

GENERAL NOTES:

- All photography should be shot straight to camera & composed to a square crop..

LAYDOWN STYLING NOTES:

- Style softly, with some movement, but staying true to the silhouette.

ALT PLAN:

- Please follow the Alt cadence shown here. If there are any additional Alts needed for special item details, please number sequentially beginning with next Alt.

	MAIN - on model view (required)	ALT - laydown front (required)	ALT2 - laydown back (recommended)
Dog Clothes			
Dog Bandana			none
Dog Bed			none