KOHL'S PHOTO & VIDEO STYLE GUIDE

BEAUTY

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.

KOHL'S

INDEX

Click, or navigate to categories at right.

KOHL'S

IMAGE SPECS

Image File Specifications:
- Imagery must be professionally styled, lit, captured, and retouched.
- **Photography only.** Illustrations or renderings are not acceptable.
- **On-Fig File Dimensions:** We request that images be cropped square, at a minimum of 3000 x 3000 pixels, (10''x 10'' @ 300 PPI) with product filling 85% of frame.
  50-200 pixel border around the product (@ no more than ¾ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 3000 x 3000 pixels, (10''x 10'' @ 300 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 ¾ 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.
- **Background:** Unless otherwise specified, background should be white (RGB 255). Certain departments require grounding shadow.
- **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).

KOHL'S

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:** VendorName_DepartmentNumber_StyleNumber_ColorName_MAIN
  - **Additional Views (ALTs):** VendorName_DepartmentNumber_StyleNumber_ColorName_ALT1 (ALT2, ALT3, etc.)
  - **Dimensions View:** VendorName_DepartmentNumber_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.

KOHL'S

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.

KOHL'S

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

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.

KOHL'S

MAKEUP

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 a pure white (RGB 255) background, 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, recommended, 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 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 and features.
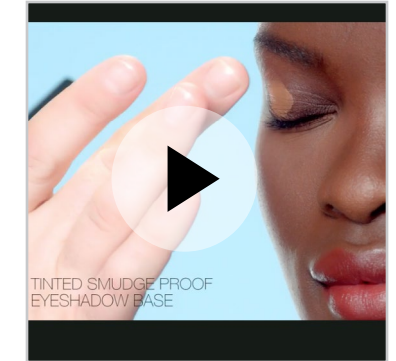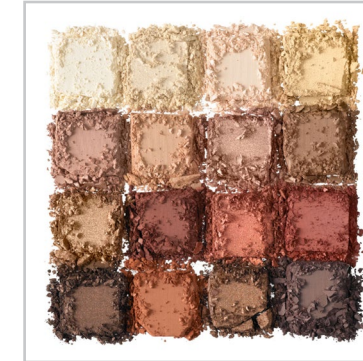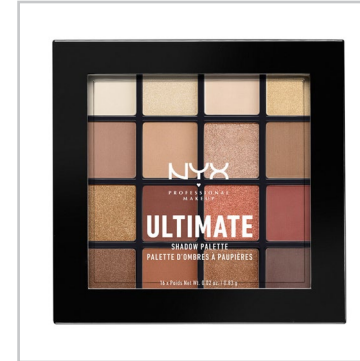
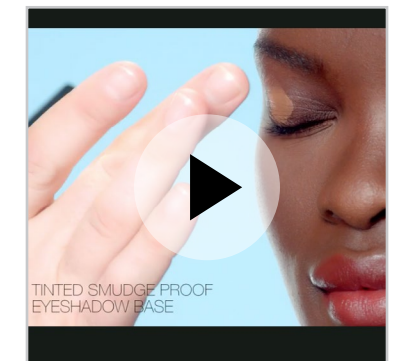|	MAIN - out of package-open (required)	ALT - out of package-closed (required)	ALT 2 - smudge/detail (recommended)	ALT 3 - on model (recommended)	VIDEO educational (recommended)
Compact					
Pencil					
Mascara					
Lip					

KOHL'S
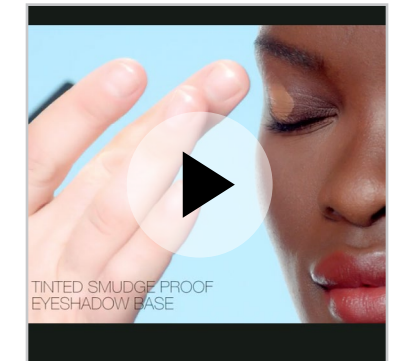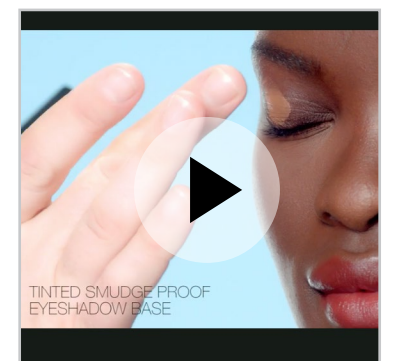
BEAUTY & NAIL CARE

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 images 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, recommended, 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 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 and features.
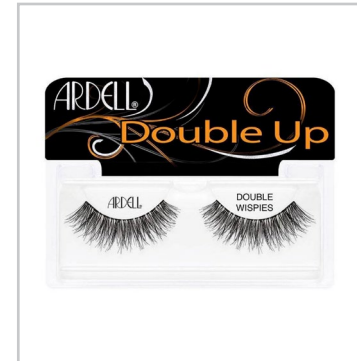
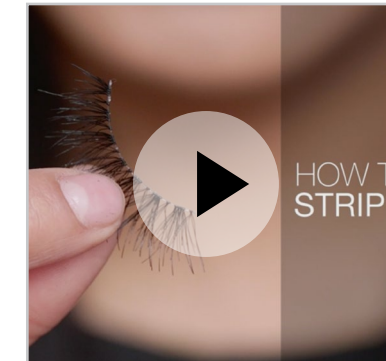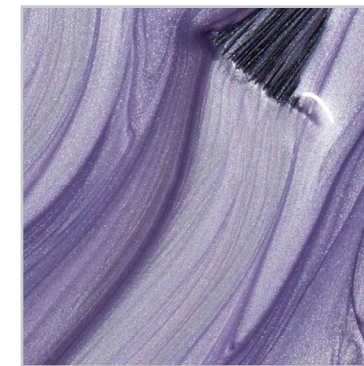|	**MAIN -** front view (required)	**ALT -**	**ALT 2 -** on model (recommended)	**VIDEO** educational (recommended)
False Eyelashes	in package	out of package -required		
Nail Polish		smudge -recommended		
Nail Care	in package	out of package -required	none	none
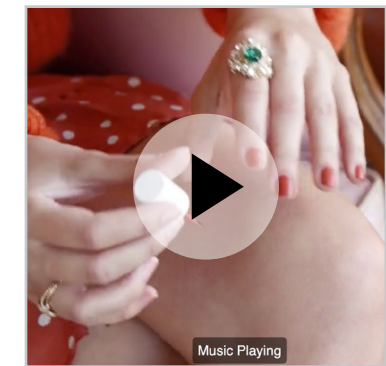
KOHL'S

BEAUTY GIFT COLLECTIONS

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, recommended, 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 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 and features.

	MAIN - front view (required)	ALT - (required)	ALT 2 - smudge/detail (recommended)	VIDEO (recommended)
Gift Sets	in package	out of package		
Makeup Case	open	in package		
Makeup Set	out of package	in package		
Kids Beauty	in package	out of package	none	none
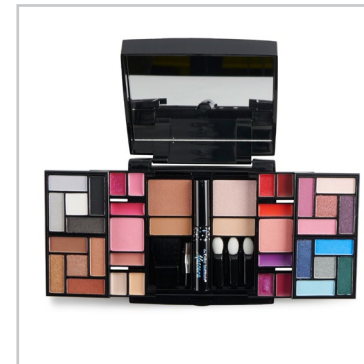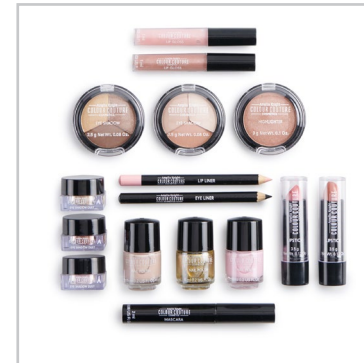
KOHL'S

FRAGRANCE

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, recommended, 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 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 and features.

MAIN - out of package (required)

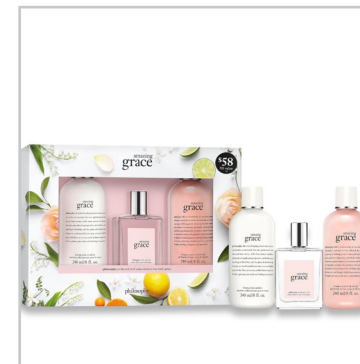**ALT -** product w/package (required)

ALT 2 - ingredients (recommended)

Single Fragrance

Fragrance Set solid box

Fragrance Set window box

KOHL'S

HAIR CARE TOOLS

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 images 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, recommended, 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 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 and features.

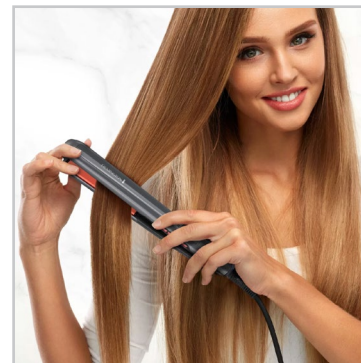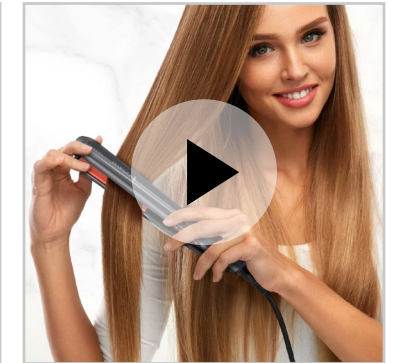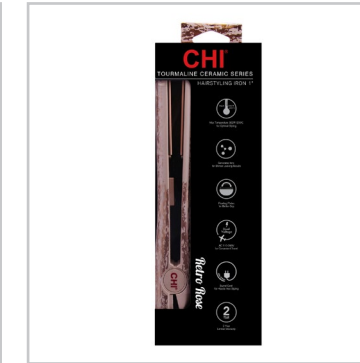|	**MAIN -** front view (required)	**ALT -** lifestyle (required)	**ALT 2 -** (recommended)	**ALT 3 -** in package (required)	**VIDEO** educational (recommended)
Hair Tools			 back of brush		
Electric Hair Tools			 profile		

KOHL'S

PERSONAL CARE DEVICES

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, recommended, 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 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 and features.
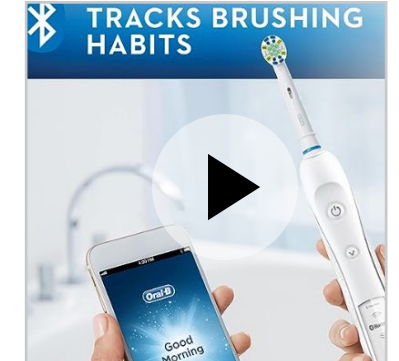
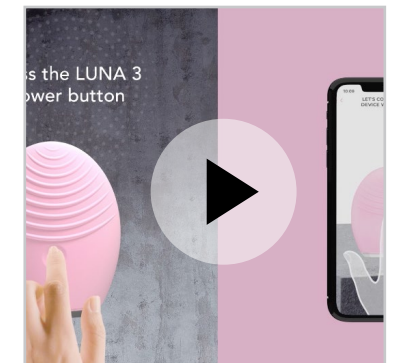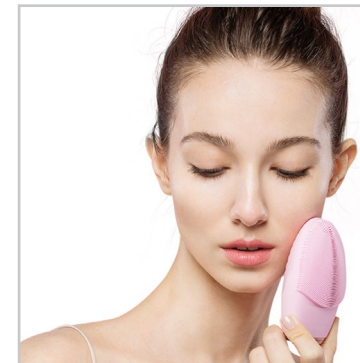|	**MAIN -** front view (required)	**ALT -** lifestyle (required)	**ALT 2 -** back view (recommended)	**ALT 3 -** in package (recommended)	**VIDEO** educational (recommended)
Electric Devices					
Skin Care Devices					
Beauty Devices					

KOHL'S