

# KOHL'S PHOTO & VIDEO STYLE GUIDE

HOME

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**KOHL'S**

Revised April 25, 2024

## OBJECTIVE

The purpose of this deck is to establish Kohl's photography standards and to outline specific requirements with regards to vendor-supplied photography.

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## IMAGE SPECS

### Image File Specifications:

- Imagery must be professionally styled, lit, captured, and retouched.
- 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  $\frac{3}{4}$  of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 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  $\frac{3}{4}$  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.
- 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).

## 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.)
- Dimension 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.

## 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.

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## 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.

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## 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.

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## 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](mailto: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 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:




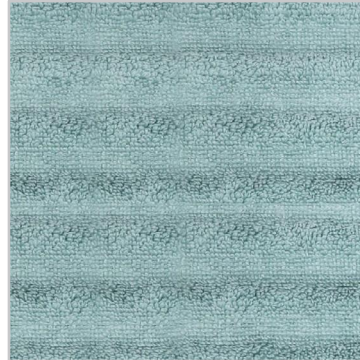

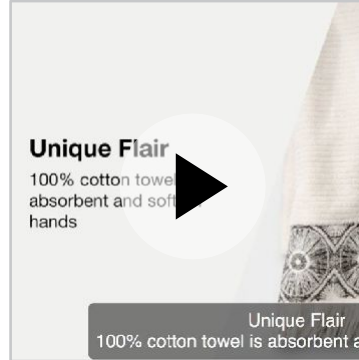


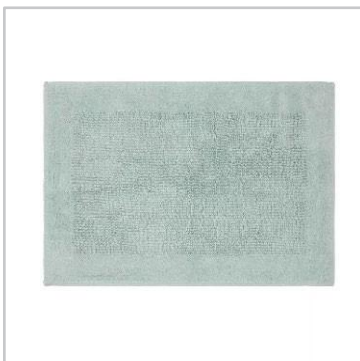


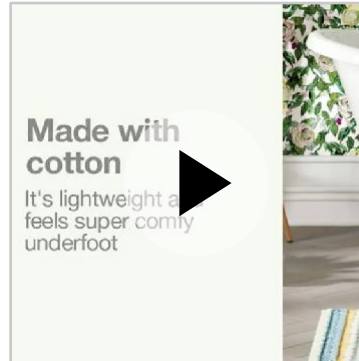











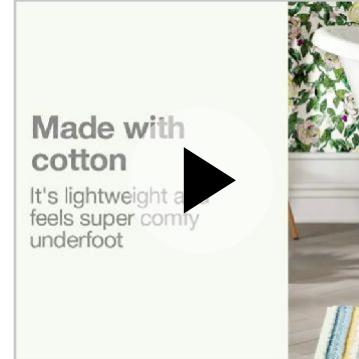
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, recommended, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

## GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

## VIDEO:

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

	MAIN front view (required)	ALT lifestyle (requested)	ALT 2	ALT 3 detail (requested)	ALT 4 collection (requested)	VIDEO educational (requested)
<b>Towel</b>	 front folded	 lifestyle	 open-requested	 detail	 stack	 Unique Flair 100% cotton towel is absorbent and soft on hands
<b>Rug</b>	 front	 lifestyle	 reverse - required	 detail	 collection	 Made with cotton It's lightweight and feels super comfy underfoot
<b>Accessories</b>	 front	 lifestyle	 back - required	 none	 collection	 can't be stylish?
<b>Shower Curtain</b>	 lifestyle	 front-required	 fabric detail-requested	 detail	 other detail-requested	 Made with cotton It's lightweight and feels super comfy underfoot



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## 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.

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- 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 non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

## GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

## VIDEO:

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

**MAIN**  
front view  
(required)



front

**ALT**  
lifestyle  
(requested)



**ALT 2**  
(required)

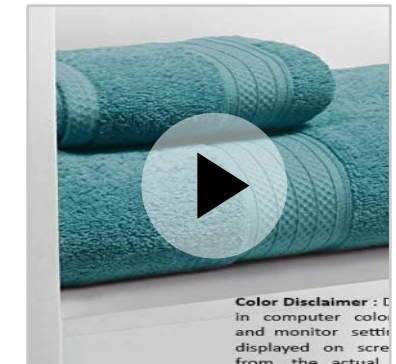


packaging

**ALT 3**  
detail  
(requested)



**VIDEO**  
educational  
(requested)



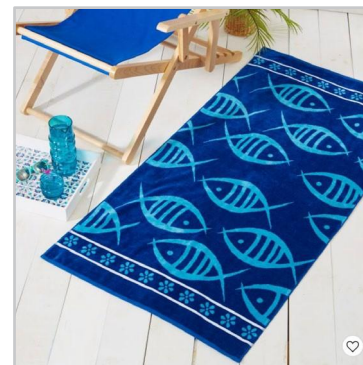
**Towel Set**

**Beach Towel**

**Wash Cloth Set**



front



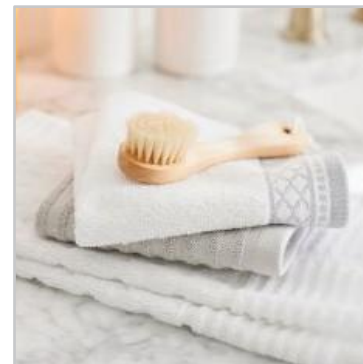
reverse



none



front



packaging



none



# 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 compliment 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, 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 3000 x 3000 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  
(required)



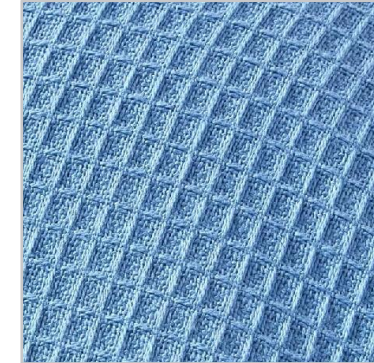
**ALT**  
lifestyle  
(requested)



**ALT 2**  
back view  
(required)



**ALT 3**  
detail  
(requested)



Kids Wrap

**MAIN**  
front view  
(required)



**ALT**  
lifestyle  
(required)



**ALT 2**  
back view  
(required)



**ALT 3**  
back view open  
(required)



**ALT 4**  
laydown open  
(required)





**Single Comforter  
& Quilt**

**MAIN**  
lifestyle, front view  
(required)



**ALT**  
folded  
(required)



**ALT 2**  
package  
(requested)



**ALT 3**  
stack  
(requested)



collection

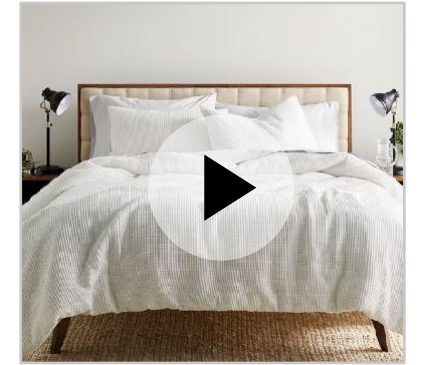
**ALT 4**  
detail  
(required)



**ALT 5**  
lifestyle, 3/4 angle  
(requested)



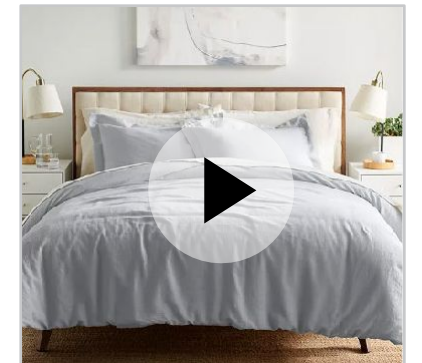
**VIDEO**  
(requested)



**Comforter Set  
& Quilt Set**



collection



# BEDDING SETS

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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:**

- 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.
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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.



# BEDDING BLANKETS & THROWS

## Blankets

### MAIN

(required)



folded

### ALT lifestyle

(requested)



### ALT 2

(required)



in package

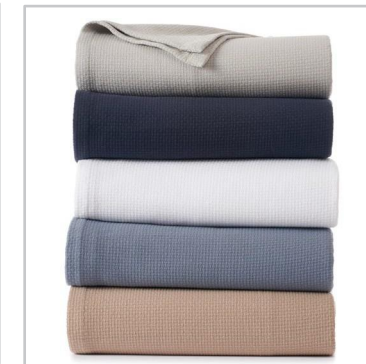
### ALT 3



detail - requested

### ALT 4

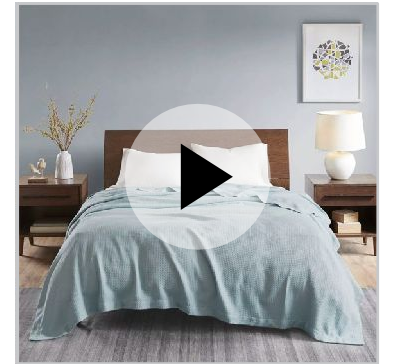
(requested)



stack

### VIDEO

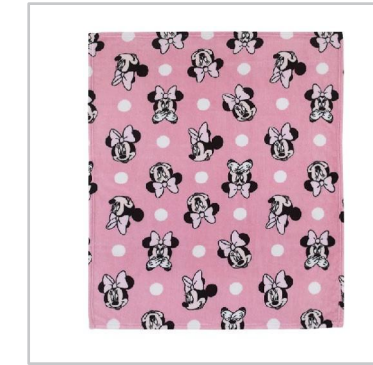
(requested)



## Throws & Character Throws



folded



open/flat lay down



detail - requested



stack



## Blanket Buddies



in package w/plush



draped w/plush



#### GENERAL STYLING AND CAPTURE NOTES:

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#### VIDEO:

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Sheets

MAIN

(required)



ALT

lifestyle

(recommended)



ALT 2

package

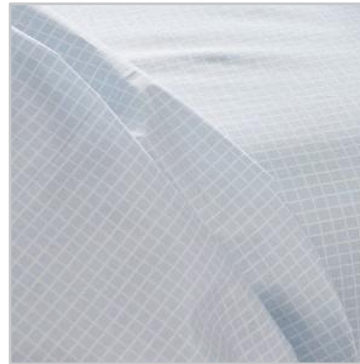
(recommended)



ALT 3

detail

(recommended)



ALT 4

(recommended)

none

ALT 5

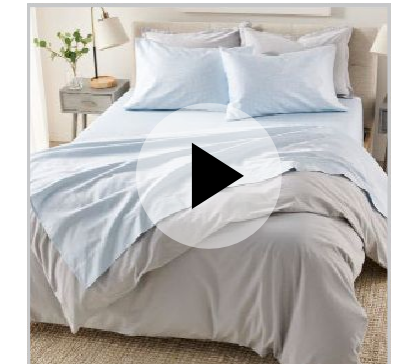
stack

(recommended)



VIDEO

(recommended)



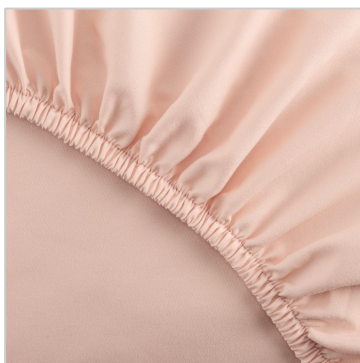
Character Sheet Sets



reversible pillowcase



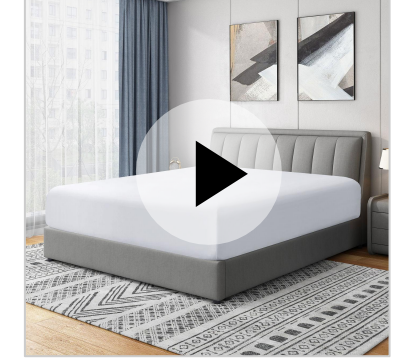
Fitted Sheets



none



dimensions



# BEDDING SHEETS

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## 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.

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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.



# BEDDING

## GENERAL STYLING AND CAPTURE NOTES:

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## VIDEO:

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

### Mattress Pad, Toppers and Covers

#### MAIN

(required)



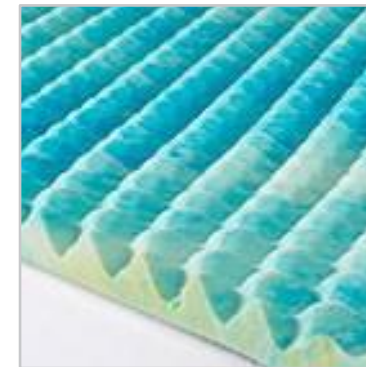
#### ALT lifestyle

(requested)



#### ALT 2 detail

(requested)



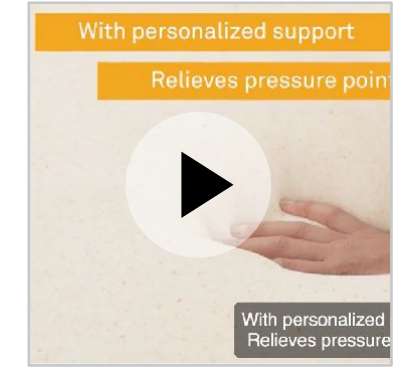
#### ALT 3 packaging

(required)

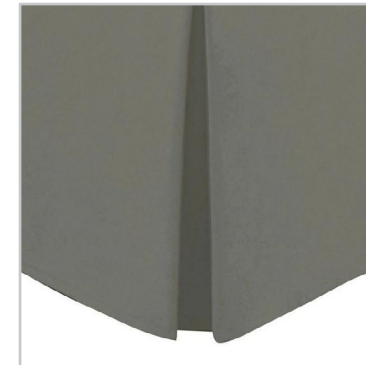


#### VIDEO

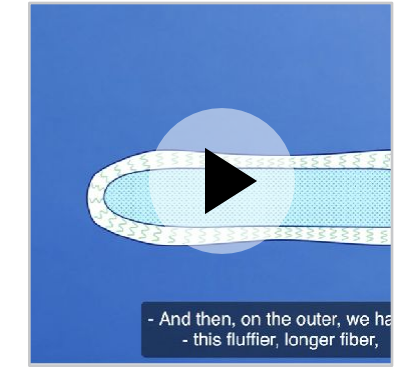
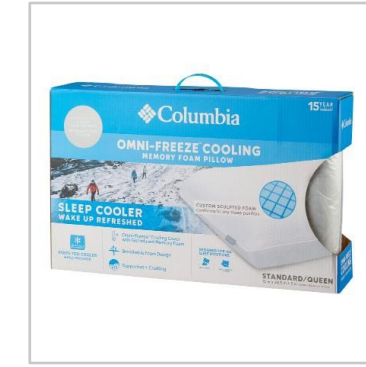
(requested)



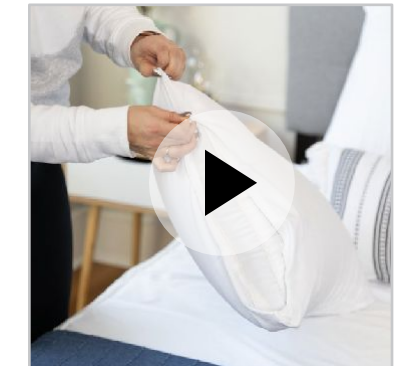
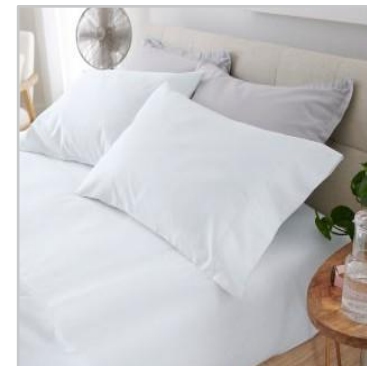
### Bed Skirt



### Pillows



### Pillows Protector





	<b>MAIN</b> front view (required)	<b>ALT</b> lifestyle (requested)	<b>ALT 2</b> detail (requested)	<b>ALT 3</b> back view (requested)	<b>ALT</b>  (requested)	<b>VIDEO</b>  (requested)
<b>Dec Pillows</b>					none	
<b>Rugs</b>						

## SOFT DECOR

### 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 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.



# WINDOW TREATMENTS

## 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 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

(required)



## ALT

(requested)



back view

## ALT 2 detail

(requested)



## ALT 3

(requested)



lifestyle blackout- if applies

## VIDEO

(requested)



### Curtains



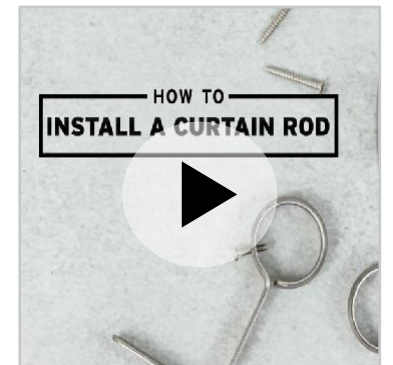
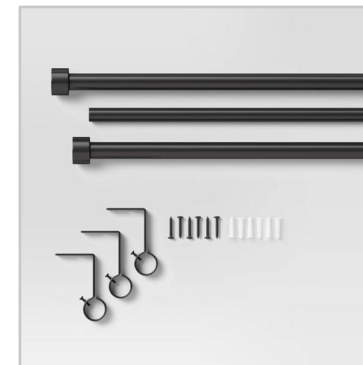
educational alt



### Blinds



mounting detail



### Curtain Rods



# FURNITURE & STORAGE

## 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:

-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 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.

Furniture

Furniture Sets

Storage Furniture

Storage Tote

**MAIN**  
(required)



angle front

**ALT lifestyle**  
(requested)



**ALT 2**  
(required)



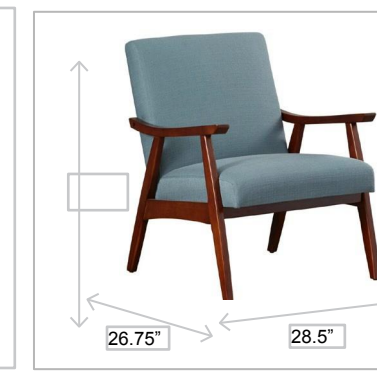
straight

**ALT 3**

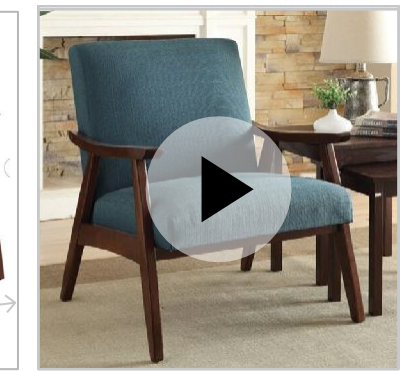


back - required

**ALT 4 dimensions**  
(required)



**VIDEO**  
(requested)



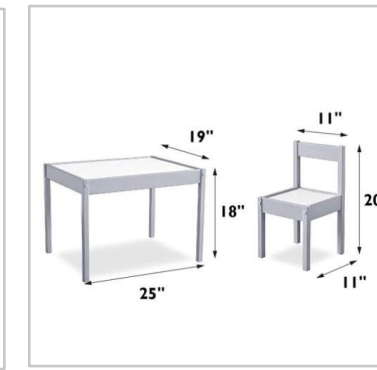
angle front



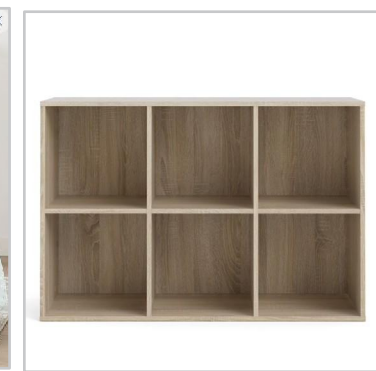
individual piece



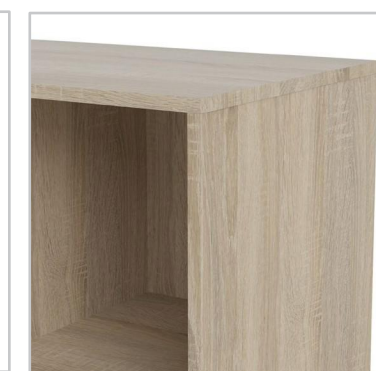
individual piece



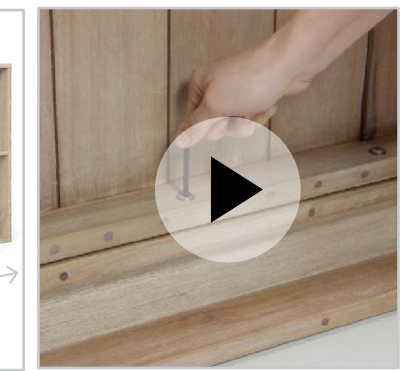
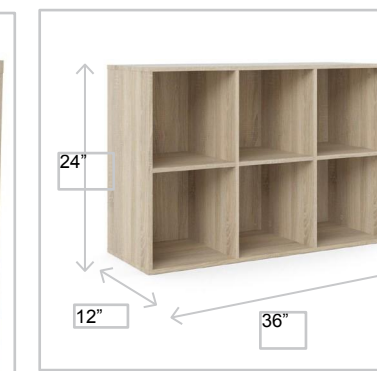
angle front



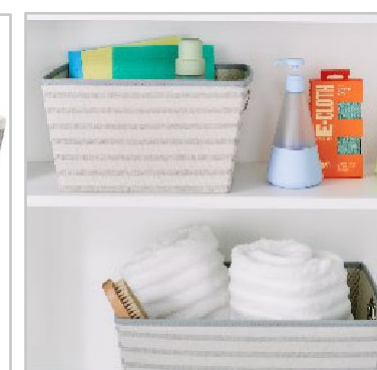
straight



detail - requested



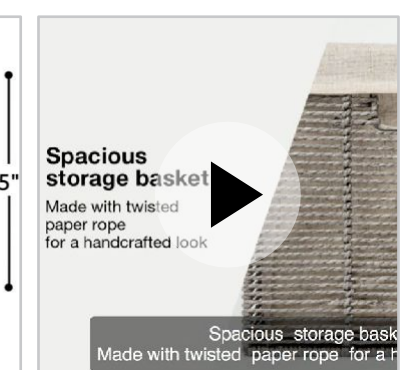
angle front



propped



collection -required





# PATIO FURNITURE

## 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 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 (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)	ALT 4 dimensions (required)	VIDEO (requested)
<b>Patio Umbrella</b>					<ul style="list-style-type: none"><li>• Size 9 inch</li><li>• Color Black and White</li><li>• Material Polyester</li><li>• Pattern Striped</li></ul>	
<b>Outdoor Furniture</b>						
<b>Outdoor Seat Cushions</b>					<p>DINING SEAT CUSHION Dimensions 20" Width, 20" Depth, 4" Thick</p>	<p>Repels moisture</p>
<b>Outdoor Fire Pits</b>					<p>Fire Bowl Dimensions: 22.5" Diameter x 4.5" Deep</p>	



# TABLETOP DECOR

## 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.
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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 (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 detail (requested)	ALT 4 dimensions (required)	VIDEO (requested)
Picture Frames						
Candle Sticks						
Decorative Accents						
Fitted Sheets				none		



# TABLETOP DECOR

## 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:






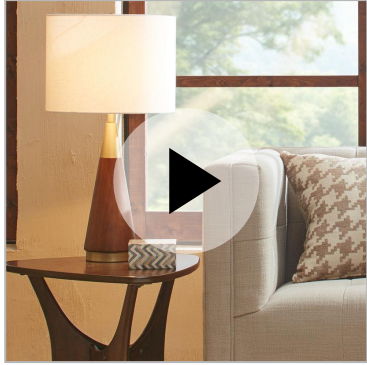





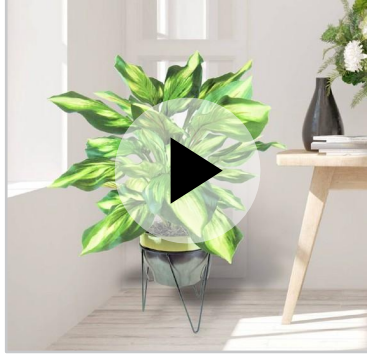
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, recommended, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or 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 (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 detail (requested)	ALT 4 dimensions (required)	VIDEO (requested)
<b>Lamps</b>						
			lamp on			
<b>Plant Decor</b>						
			base-requested			

# HOME FRAGRANCE

## 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:

- 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 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.

### Candles

**MAIN**  
front view  
(required)



**ALT**  
lifestyle  
(requested)



**ALT 2**  
(required)



open

**ALT 3**  
in use  
(requested)



**VIDEO**  
(requested)



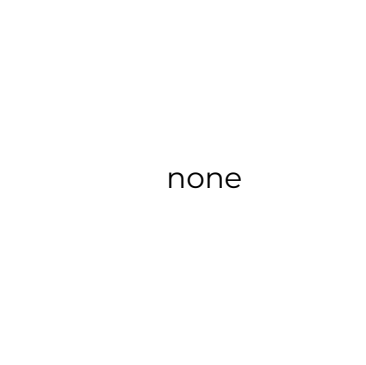
### Diffuser



angle



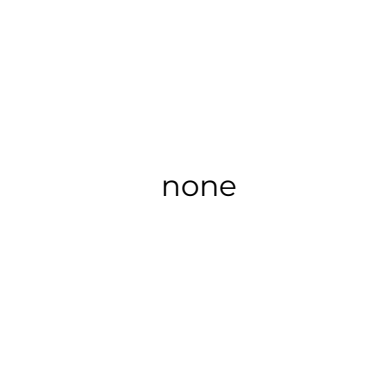
### Warmers



none



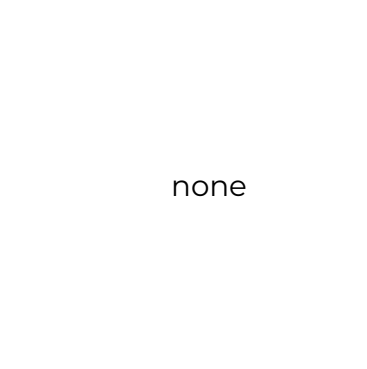
### Wax Melts



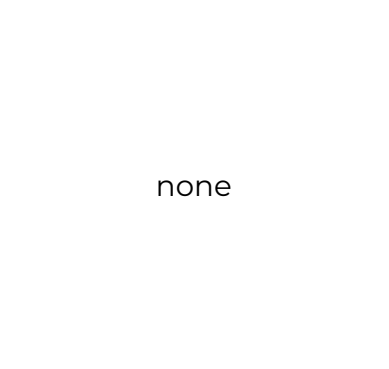
none



back



none



none



# WALL DECOR

Wall Decor

Wall Shelf

Wall Art

**MAIN**  
slight angle  
(required)

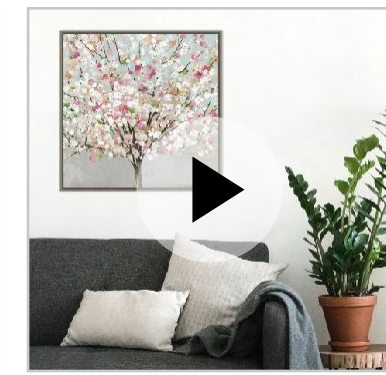
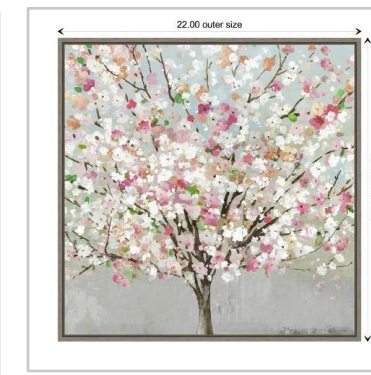
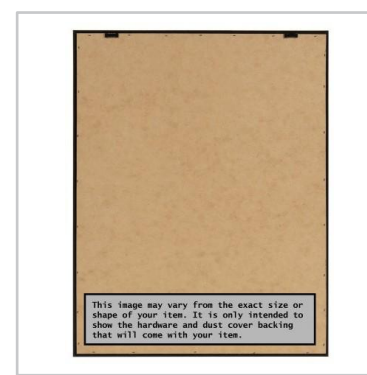
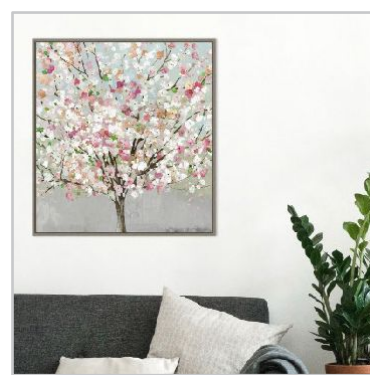
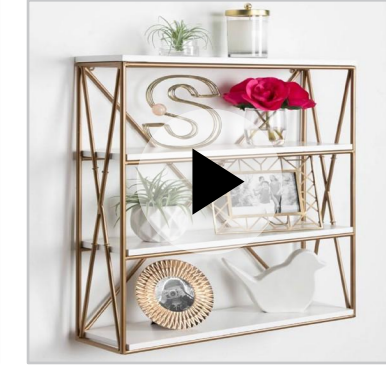
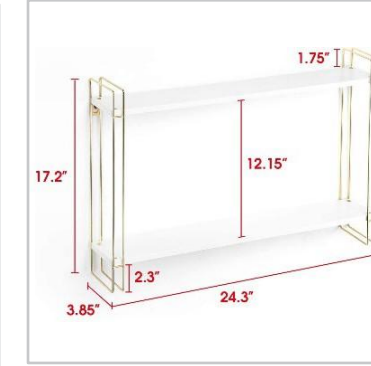
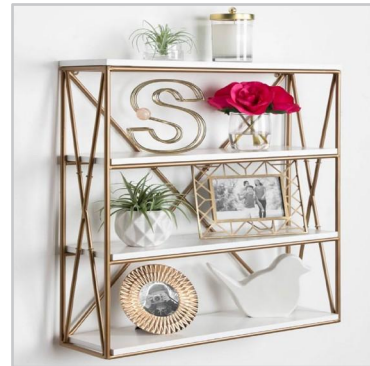
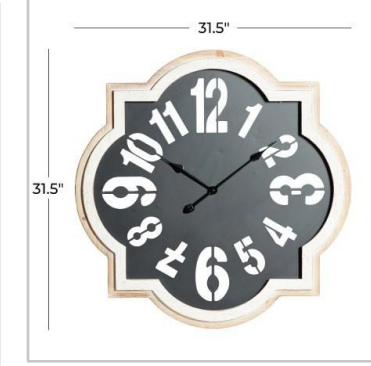
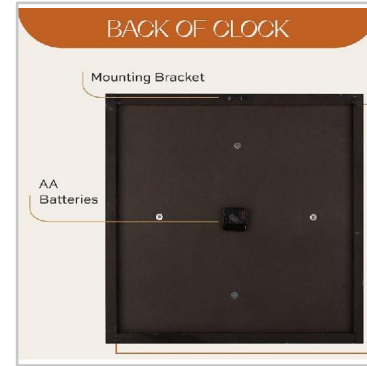
**ALT**  
lifestyle  
(requested)

**ALT 2**  
back view  
(required)

**ALT 3**  
detail  
(requested)

**ALT 4**  
dimensions  
(required)

**VIDEO**  
(requested)



**GENERAL STYLING AND CAPTURE NOTES:**

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**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 non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

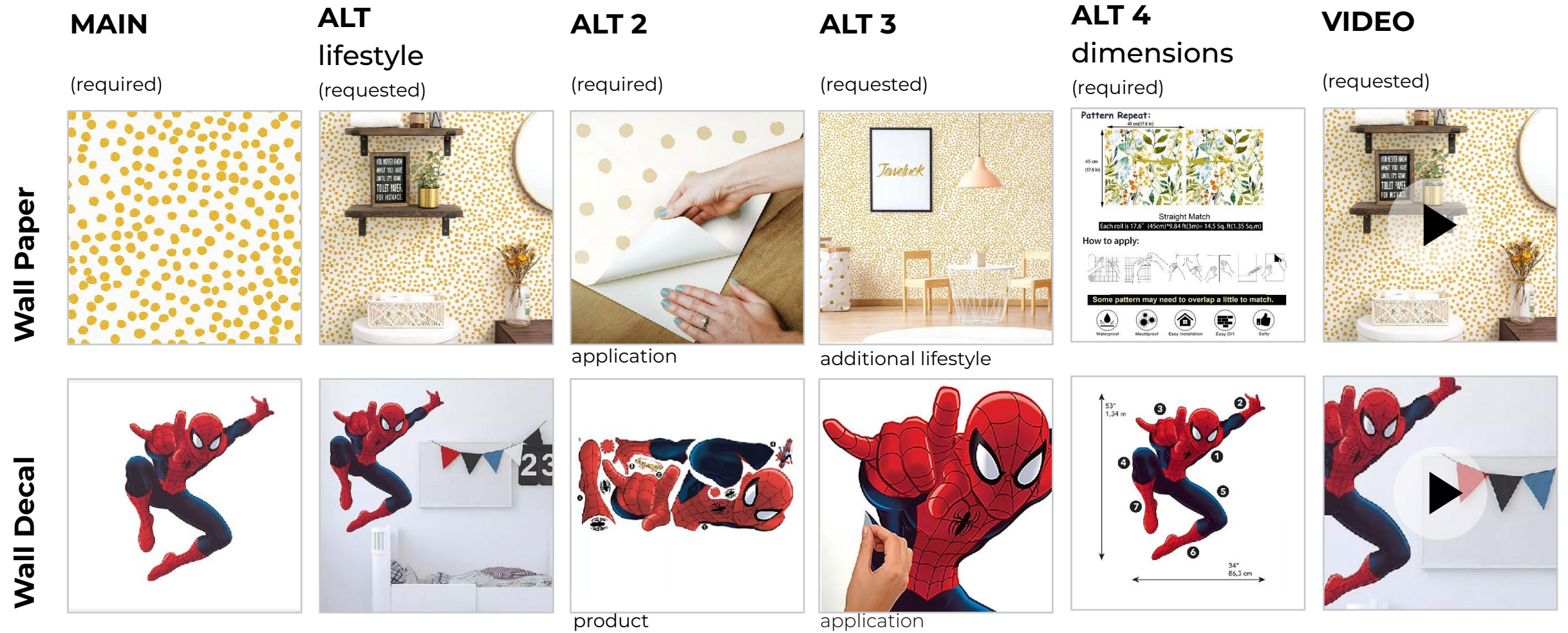
**GENERAL FILE TECHNICAL SPECIFICATIONS:**

- 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.





# WALL DECOR

## 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.

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## 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 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.



# COOKWARE & BAKEWARE

## 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 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.

Single Cookware

**MAIN**  
(required)



**ALT lifestyle**  
(requested)



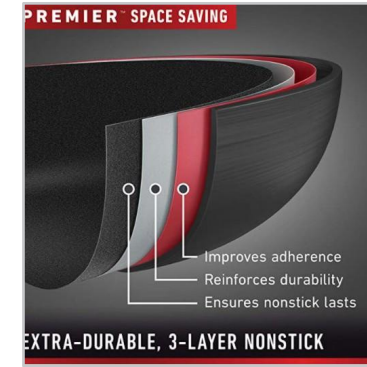
**ALT 2**  
(required)



**ALT 3 detail**  
(requested)



**ALT 4 educational**  
(requested)



**VIDEO**  
(requested)



bottom

Cookware Set



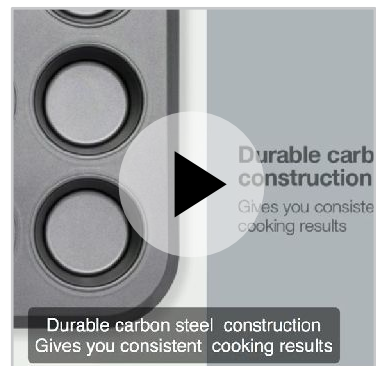
bottom

Single Bakeware



show depth

Bakeware Set



show depth



# DINNERWARE & GLASSWARE

## 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 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 (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)
Single Dinnerware				none
Dinnerware Set				
Single Glassware				
Glassware Set				

**MAIN**  
angle  
(required)



**ALT**  
lifestyle  
(requested)



**ALT 2**  
function  
(requested)



**ALT 3**  
open  
(required)



**ALT 4**  
detail  
(requested)



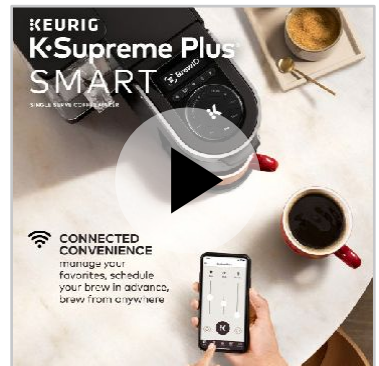
**ALT 5**  
packaging  
(requested)



**ALT 6**  
educational  
(requested)



**VIDEO**  
(requested)



## KITCHEN ELECTRICS

### 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 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**  
angle  
(required)



**ALT**  
lifestyle  
(requested)



**ALT 2**  
function  
(requested)



**ALT 3**  
open  
(required)



**ALT 4**  
detail  
(requested)



**ALT 5**  
packaging  
(requested)



**ALT 6**  
educational  
(requested)



**VIDEO**  
(requested)



# KITCHEN ELECTRICS

## 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 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.

# KITCHEN UTENSILS & GADGETS

## 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 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

(required)

## ALT

lifestyle

(requested)

## ALT 2

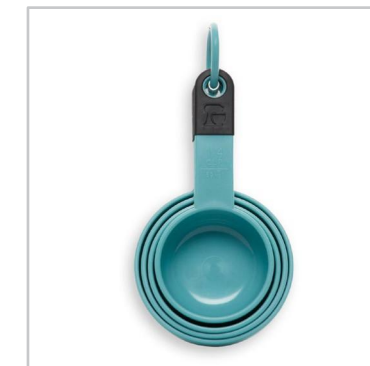
(required)

### Cooking Utensils



overhead

### Measuring Tools



overhead

### Flatware



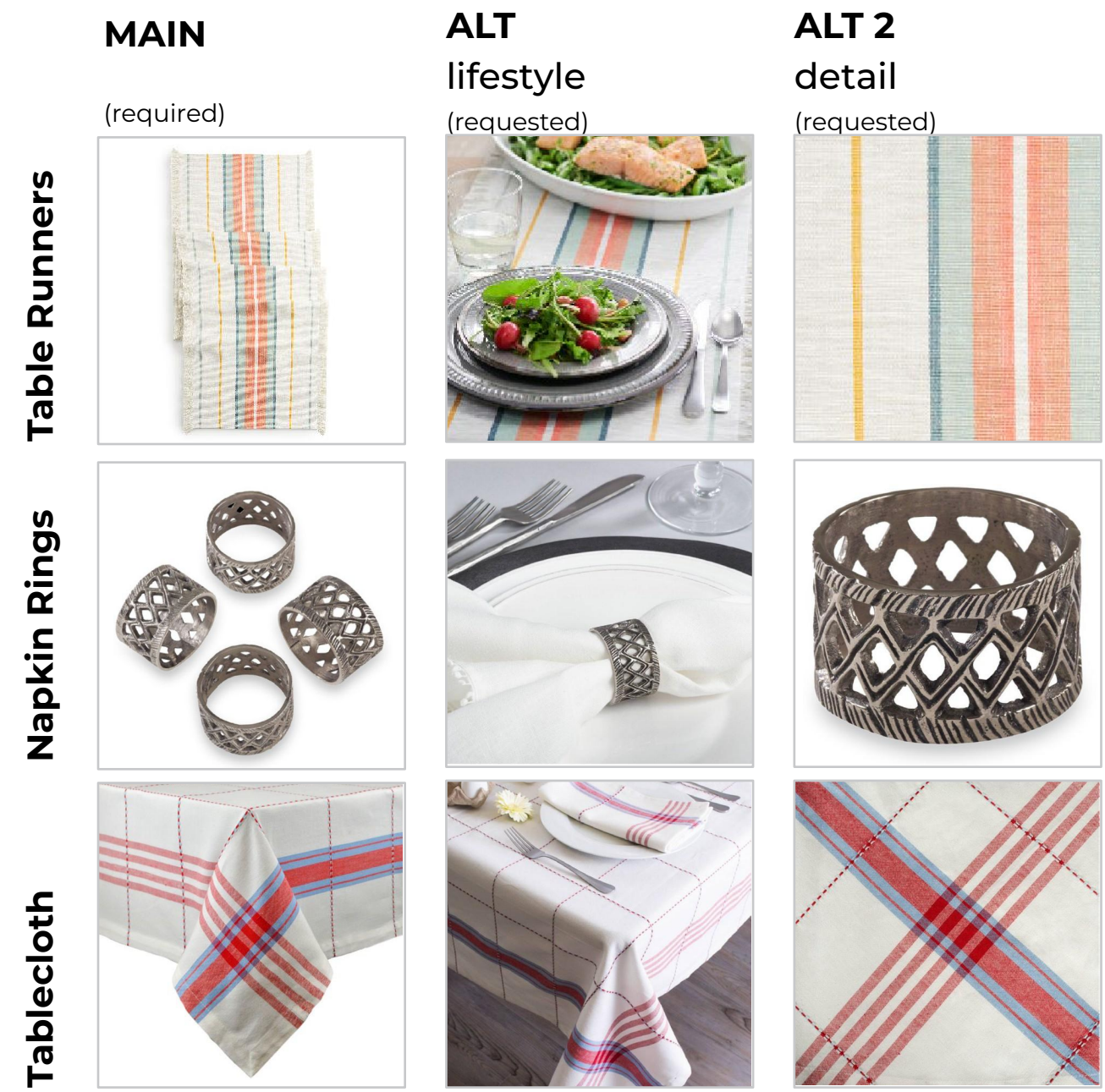
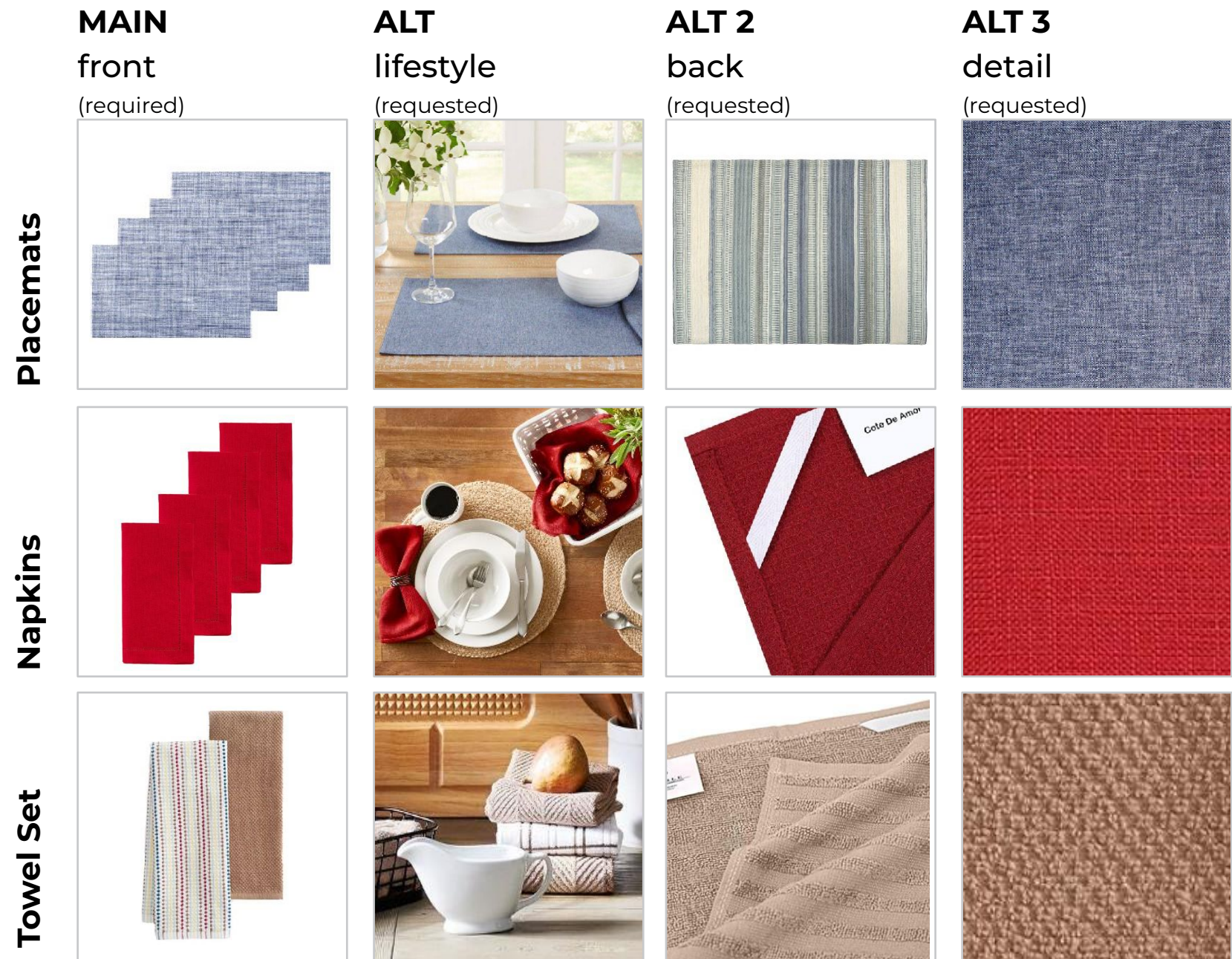
angle

### Cutlery



overhead





# TABLE LINENS

## 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:

- 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, 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 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 (required)	ALT T (required)	ALT 2	ALT 3 open (required)	ALT 4 (requested)	ALT 5 capacity (required)	VIDEO educational (requested)
Luggage							
Backpacks							
Duffels							

# 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).z

**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 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

	MAIN front (required)	ALT lifestyle (requested)	ALT 2 (required)	ALT 3 (requested)	ALT 4 detail (requested)	VIDEO (requested)
Treadmill						
Water Bottle			<p>✦ BPA FREE AND DISHWASHER SAFE LIDS</p> <p>FLIP LID LEAK PROOF AND PERFECT FOR TRAVEL, COMMUTING, OR BEING ON THE MOVE.</p> <p>STRAW LID COMES WITH TWO STRAWS. LEAK PROOF DESIGN IS PERFECT FOR BUMPY COMMUTES.</p>		none	
Resistance Band				none	none	

## 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:

- 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, 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 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.



# 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 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 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 (required)	ALT lifestyle (requested)	ALT 2 (requested)	ALT 3 (requested)	ALT 4 detail (requested)	VIDEO (requested)
Playset				none		
			alternate view			
Tent						
			alternate view	back		
Grill						
			alternate view	open		
Lantern / Cooler						
	in use			side / back		



Vacuum

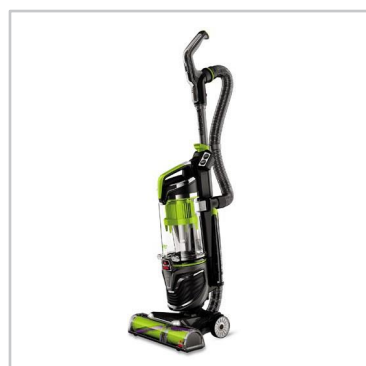
**MAIN**  
straight  
(required)



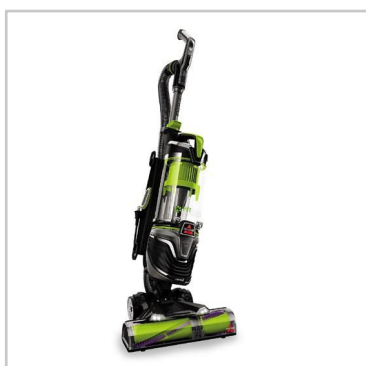
**ALT**  
lifestyle  
(requested)



**ALT 2**  
angle  
(required)

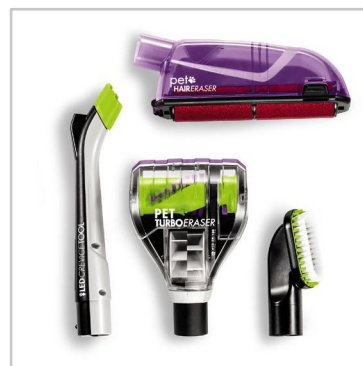


**ALT 3**  
alternate view  
(requested)



angle

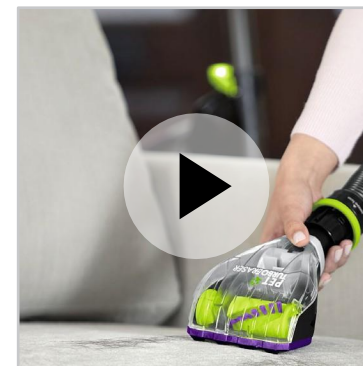
**ALT 4**  
additional pieces  
(requested)



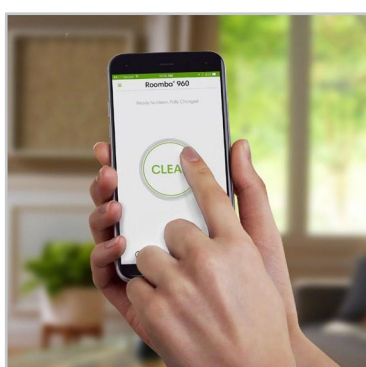
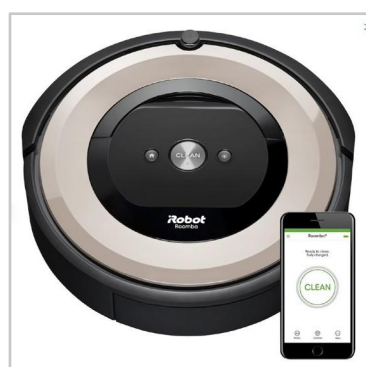
**ALT 5**  
educational  
(requested)



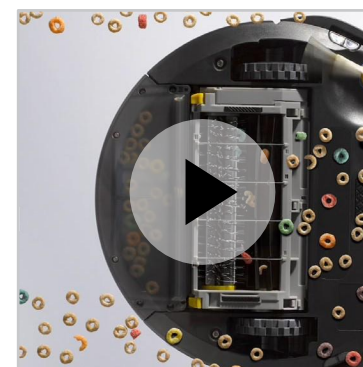
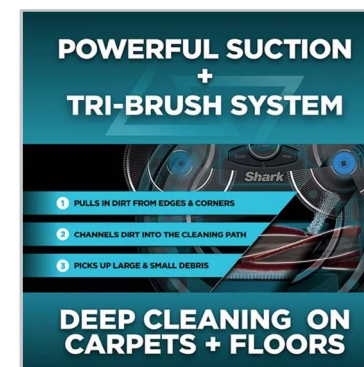
**VIDEO**  
educational  
(requested)



Roomba



phone app



# FLOORCARE

## 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:

- 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, 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 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.

Drone

**MAIN**

(required)



**ALT lifestyle**

(requested)



**ALT 2 straight into**

(required)



**ALT3**

(requested)



detail

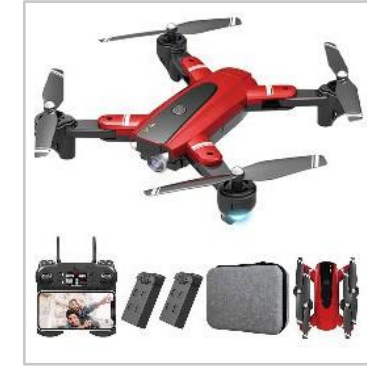
**ALT 4 packaging**

(requested)



**ALT 5 what's in the box**

(requested)



**VIDEO educational**

(requested)



Speakers



back



# ELECTRONICS

**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:**

- 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, 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 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.



Headphones

**MAIN**

(required)



**ALT**

**lifestyle**

(required)



**ALT 2**

**straight into**

(required)



**ALT 3**

(requested)



detail

**ALT 4**

**packaging**

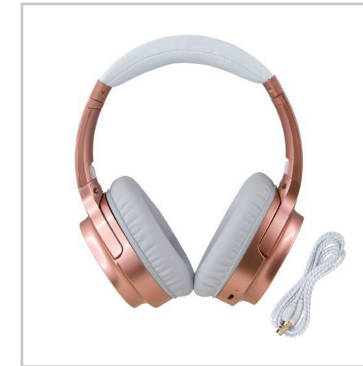
(requested)



**ALT 5**

**what's in the box**

(requested)



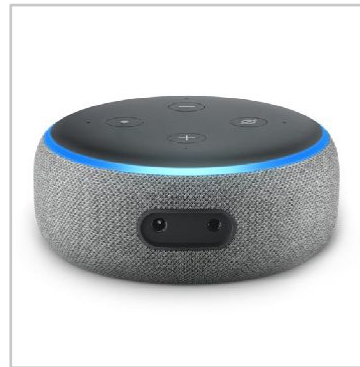
**VIDEO**

**educational**

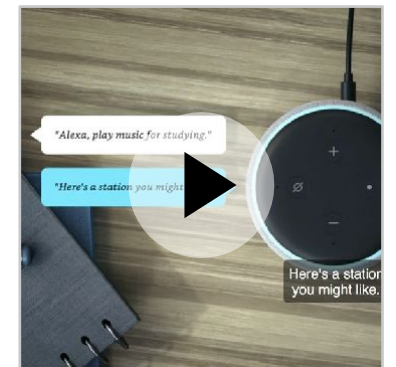
(requested)



Smart Tech



back



# ELECTRONICS

**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:**

- 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, 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 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.

# 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:

-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).  
- Additional video content, including educational video, fit video and 360° video, is both encouraged and welcomed for all items and categories.

## ALTERNATE IMAGE PLAN:





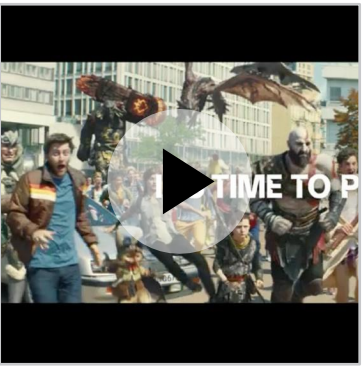






-Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.  
-Upload all required, recommended, lifestyle, and educational imagery for each style at the same time.  
-For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or 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 (required)	ALT (requested)	ALT 2 packaging (requested)	ALT 3 what's in the box (requested)	VIDEO educational (requested)
Console		 detail			
Video Games		 graphic detail	none	none	none
Accessories		 detail			none



# 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).

- Additional video content, including educational video, fit video and 360° video, is both encouraged and welcomed for all items and categories.

## 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 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.

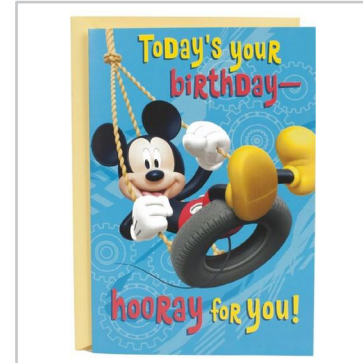
Cards & Stationery

Cards & Stationery Box

Holiday Gifts

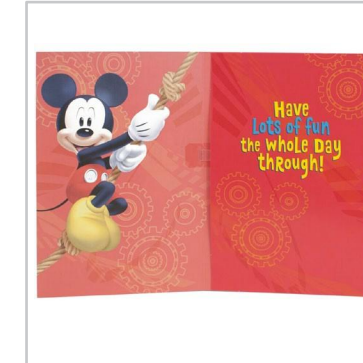
MAIN

(required)



ALT

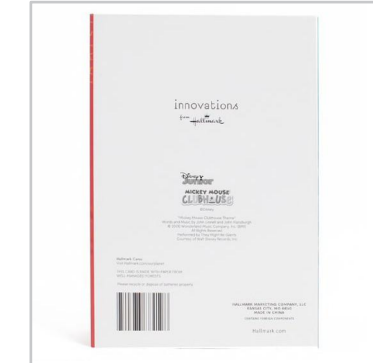
(required)



ALT 2

back

(required)



ALT 3

in package

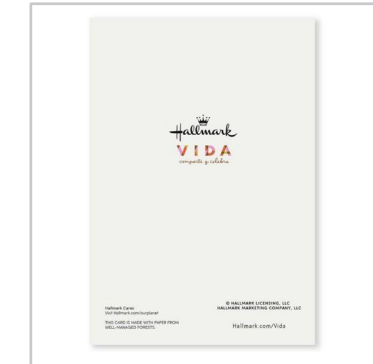
(required)



none



open



none



none



out of package



in package

# 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.
- 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 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.

Ornament

**MAIN**  
(required)



**ALT lifestyle**  
(requested)



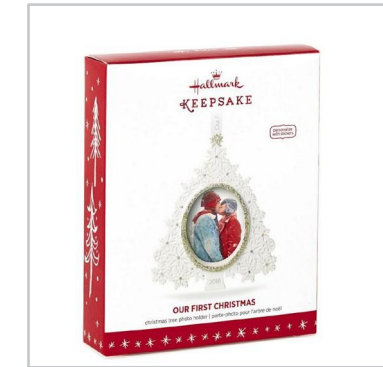
**ALT 2**  
(required)



Ornament



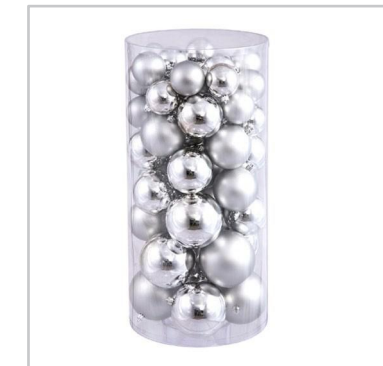
back



Ornament Set



in packaging



Holiday Storage



in packaging



separate



# 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).

- Additional video content, including educational video, fit video and 360° video, is both encouraged and welcomed for all items and categories.

## 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 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.

## Trees

### MAIN

(required)



### ALT lifestyle

(requested)



### ALT 2

(requested)



detail

### ALT 3

(requested)



tree stand

### VIDEO

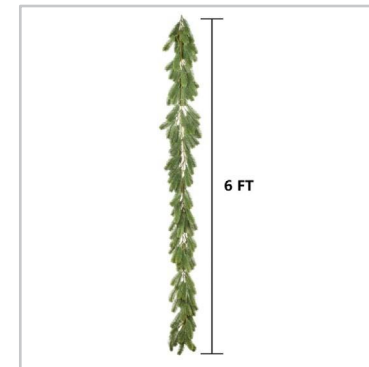
(requested)



## Garlands



detail



dimension



## Wreaths



back



dimension





	<b>MAIN</b> (required)	<b>ALT lifestyle</b> (requested)	<b>ALT2</b> (requested)	<b>ALT 3</b> (requested)	<b>ALT 4 packaging</b> (requested)	<b>VIDEO</b> (requested)
<b>Holiday Lights</b>			 strand	 plug		
<b>Outdoor Decor</b>					none	

# 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.
- 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, 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 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).

- Additional video content, including educational video, fit video and 360° video, is both encouraged and welcomed for all items and categories.

## 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 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:

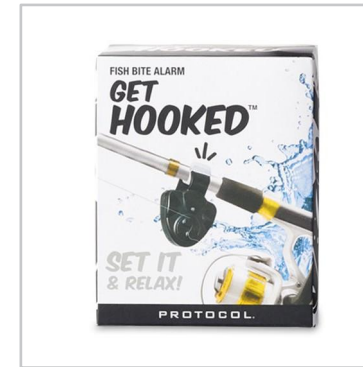
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

**MAIN**  
out of package  
(required)

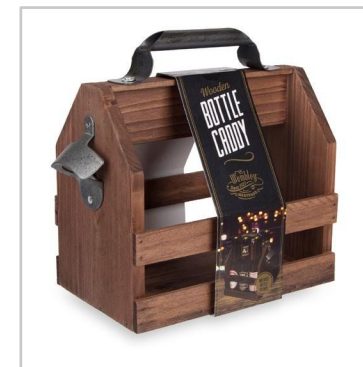
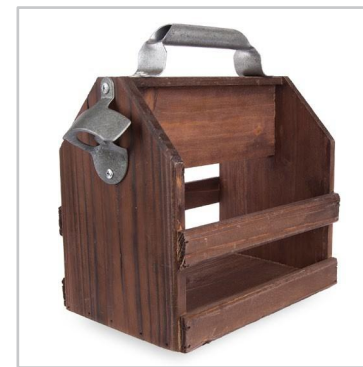
**ALT**  
in package  
(required)

**ALT 2**  
propped  
(requested)

Novelty  
Gift



Novelty  
Gift



Novelty  
Gift

