

# KOHL'S PHOTO & VIDEO STYLE GUIDE

## JEWELRY

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**KOHL'S**

Revised August 25, 2022 10:22 AM

## 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.

## 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.



Fine / Fashion

**MAIN**  
front  
(required)



**ALT**  
detail  
(recommended)



**ALT2**  
open box  
(recommended)



**ALT3**  
closed box  
(recommended)



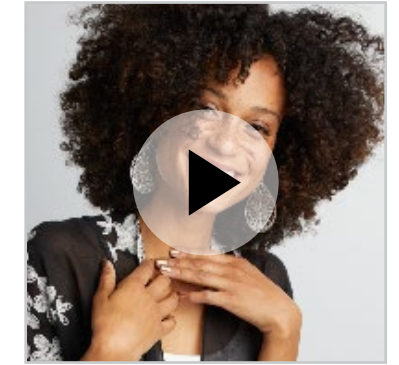
**ALT4**  
on model  
(required)



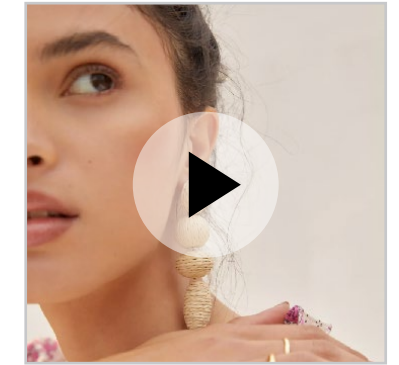
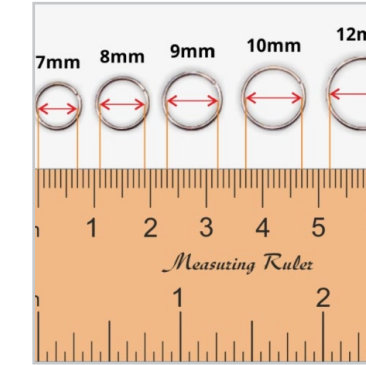
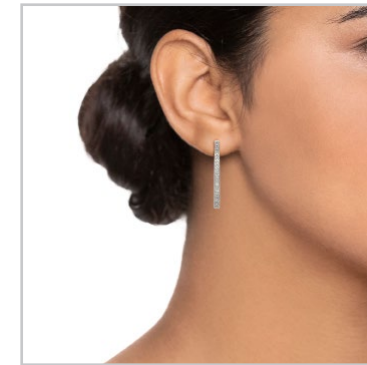
**ALT5**  
educational  
(recommended)



**VIDEO**  
(recommended)



Hoops



# EARRINGS

### GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
- All earring pairs should have left earring straight on and the right earring turned to show the detail (main).

### 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 serifed 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.

Studs

**MAIN**  
front  
(required)



**ALT**  
detail  
(recommended)



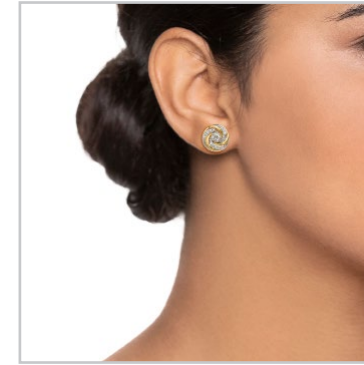
**ALT2**  
open box  
(recommended)



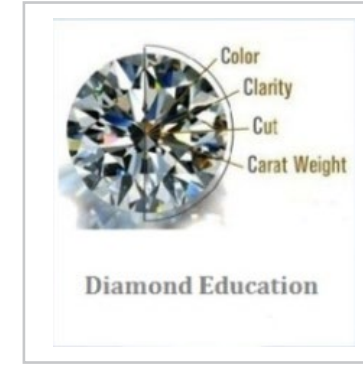
**ALT3**  
closed box  
(recommended)



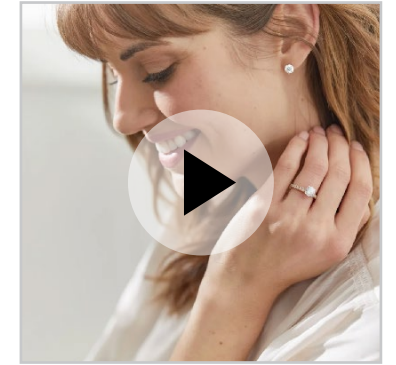
**ALT4**  
scale-on model  
(required)



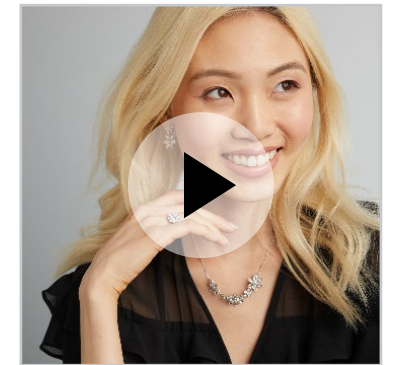
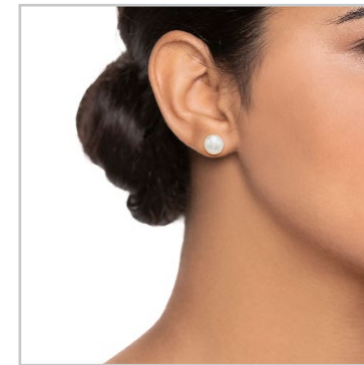
**ALT5**  
educational  
(recommended)



**VIDEO**  
(recommended)



Sets



# EARRINGS

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### VIDEO:

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



Statement

**MAIN**  
front  
(required)



**ALT**  
detail  
(recommended)



**ALT2**  
open box  
(recommended)



**ALT3**  
closed box  
(recommended)



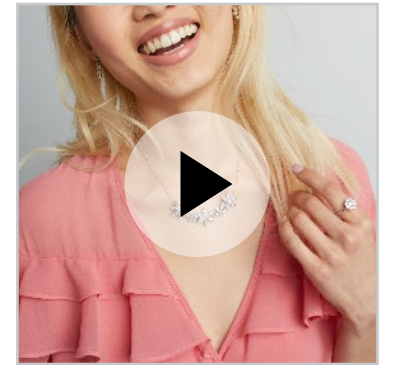
**ALT4**  
scale-on model  
(recommended)



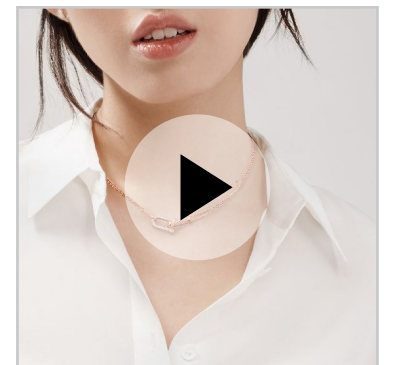
**ALT5**  
educational  
(recommended)



**VIDEO**  
(recommended)



Long



# NECKLACES

### 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.

Pendant

**MAIN**  
front  
(required)



**ALT**  
detail  
(recommended)



**ALT2**  
open box  
(recommended)



**ALT3**  
closed box  
(recommended)



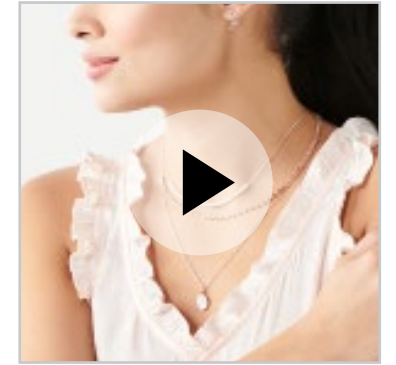
**ALT4**  
scale-on model  
(recommended)



**ALT5**  
educational  
(recommended)



**VIDEO**  
(recommended)



Chokers

**MAIN -**  
(required)

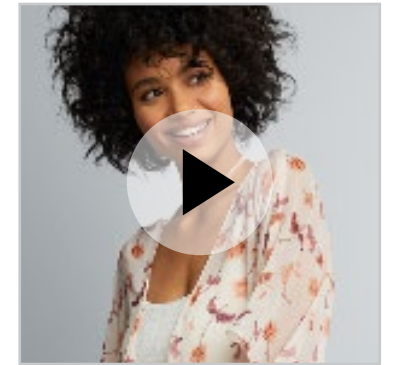
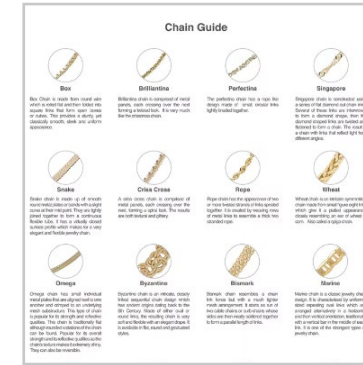


main: laydown

**MAIN -**  
(required)



main: laydown



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### VIDEO:

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**Necklace & Bracelet**

**MAIN**  
front  
(required)



**ALT**  
detail  
(recommended)



detail-recommended

**ALT2**  
open box  
(recommended)



**ALT3**  
closed box  
(recommended)



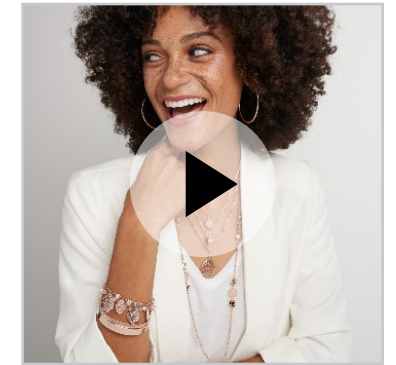
**ALT4**  
scale-on model  
(recommended)



**ALT5**  
educational  
(recommended)



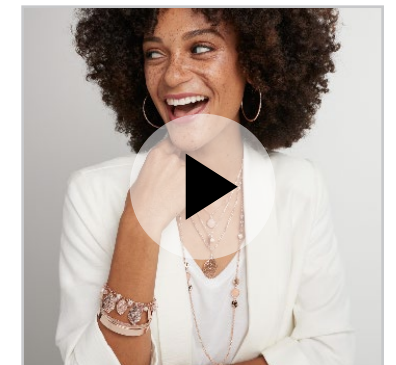
**VIDEO**  
(recommended)



**Necklace & Earrings**



detail-recommended



# JEWELRY SETS

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-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.

**Necklace & Watch**

**MAIN**  
front  
(required)



**ALT**  
detail  
(recommended)



detail-recommended

**ALT2**  
open box  
(recommended)



**ALT3**  
closed box  
(recommended)

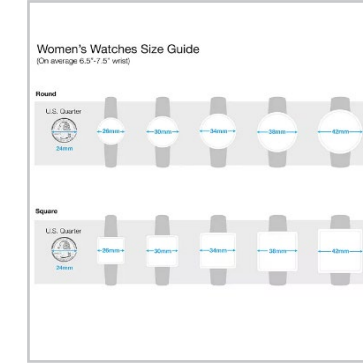


**ALT4**  
scale-on model  
(recommended)

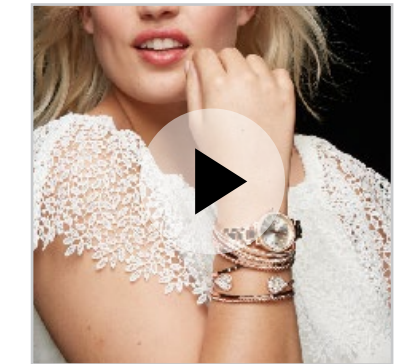


scale- recommended

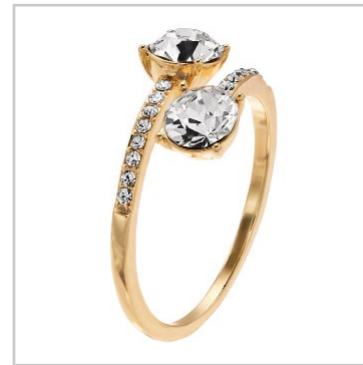
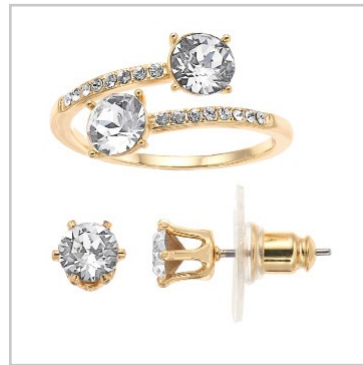
**ALT5**  
educational  
(recommended)



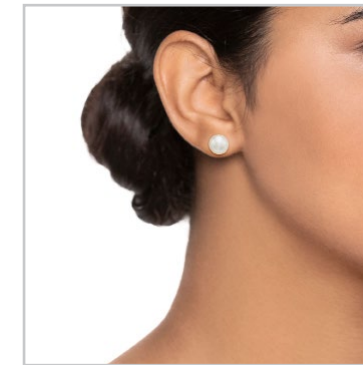
**VIDEO**  
(recommended)



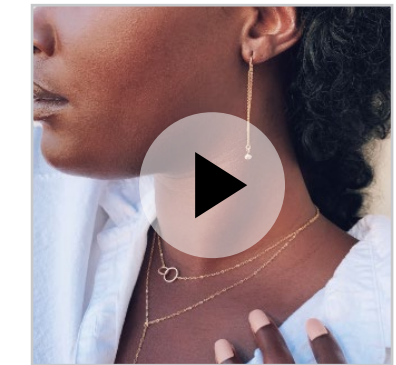
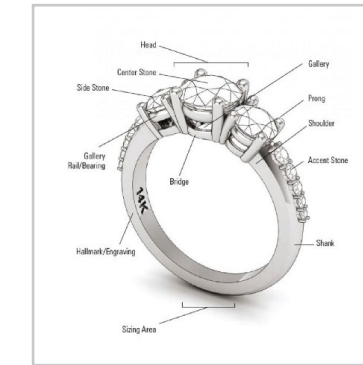
**Ring & Earrings**



angle - required



scale- required



# JEWELRY SETS

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 -sRGB color space or Adobe RGB

**VIDEO:**

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



Lariat

MAIN front (required)



ALT detail (recommended)



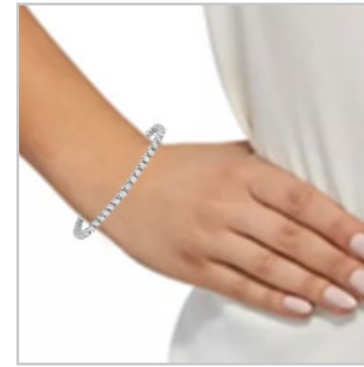
ALT2 open box (recommended)



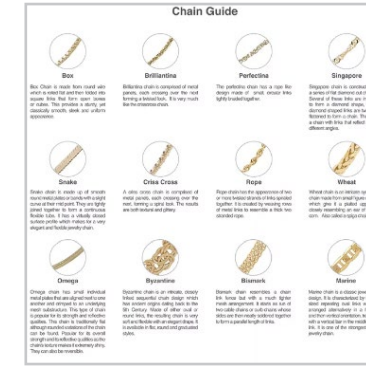
ALT3 closed box (recommended)



ALT4 scale-on model (recommended)



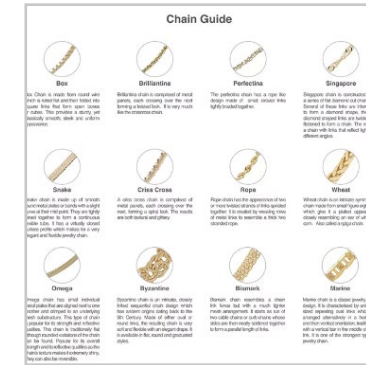
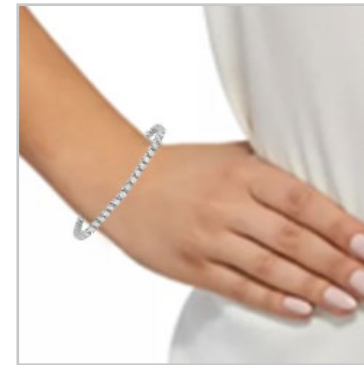
ALT5 educational (recommended)



VIDEO (recommended)



Bracelet



# BRACELETS

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### VIDEO:

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Bangle

MAIN front (required)



ALT detail (recommended)



ALT2 (recommended)



packaging: open box

ALT3 (recommended)

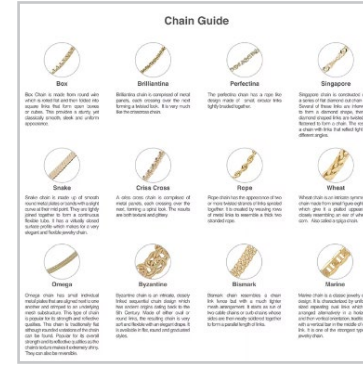


packaging: closed box

ALT4 scale-on model (recommended)



ALT5 educational (recommended)



VIDEO (recommended)



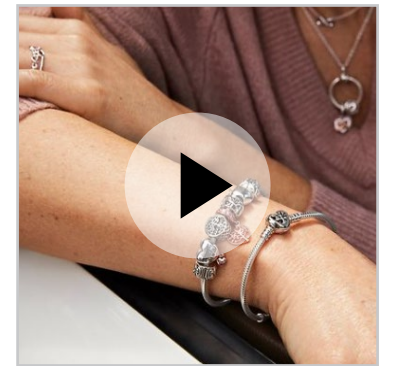
Charm



alternative detail view



packaging



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Multi Strand

**MAIN**  
front  
(required)



**ALT**  
detail  
(recommended)



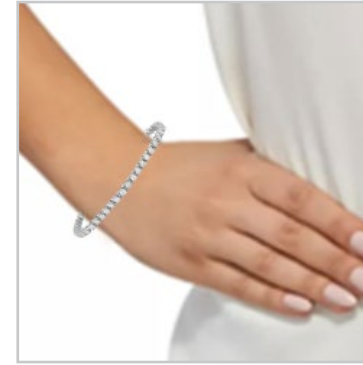
**ALT2**  
open box  
(recommended)



**ALT3**  
closed box  
(recommended)



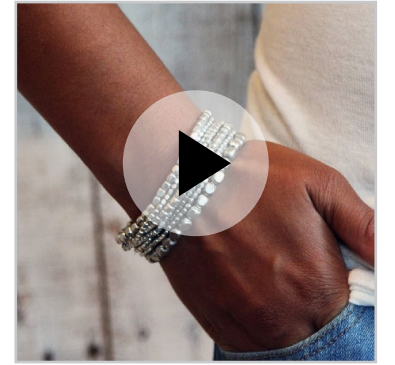
**ALT4**  
scale-on model  
(recommended)



**ALT5**  
educational  
(recommended)



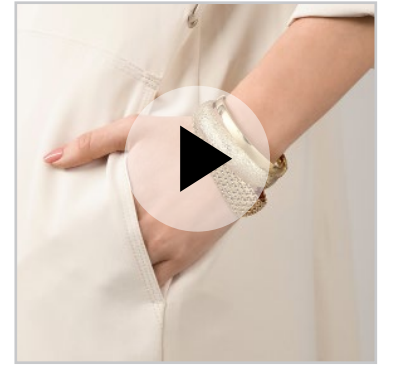
**VIDEO**  
(recommended)



Bracelet Set



none



# BRACELETS

### 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).

### 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 serifed 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.

**Bracelet Set Charm**

**MAIN**  
front  
(required)



**ALT**  
detail  
(recommended)



**ALT2**  
open box  
(recommended)



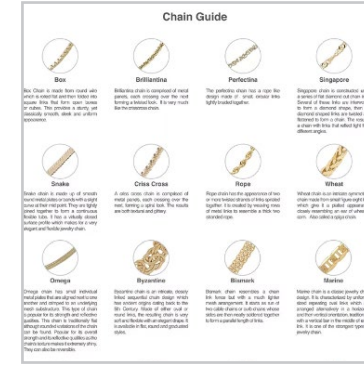
**ALT3**  
closed box  
(recommended)



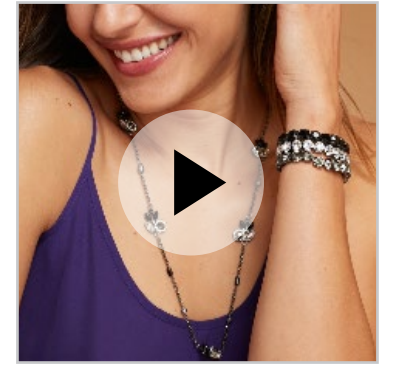
**ALT4**  
scale-on model  
(recommended)



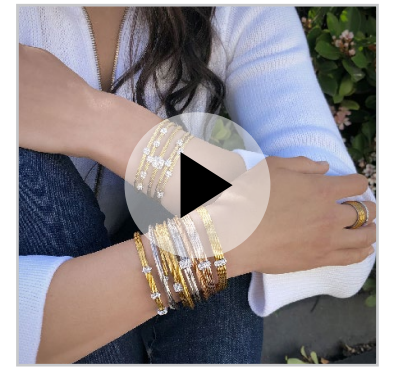
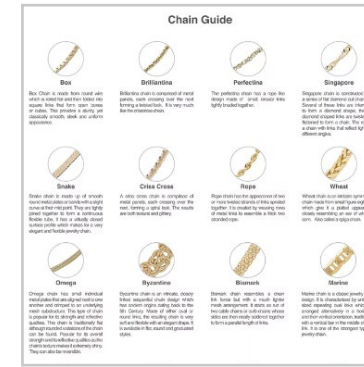
**ALT5**  
educational  
(recommended)



**VIDEO**  
(recommended)



**Bracelet Set Stackable**



# BRACELETS

**GENERAL STYLING AND CAPTURE NOTES:**

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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.



**Watch**  
**Interchangeable Bands**

**MAIN**  
front  
(required)



**ALT**  
back  
(required)



**ALT2**  
detail  
(recommended)



**ALT3**  
packaging  
(recommended)



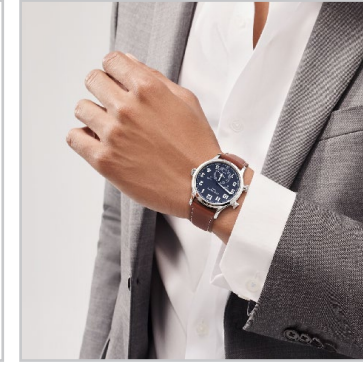
**ALT4**  
scale-on model  
(recommended)



**ALT5**  
educational  
(recommended)



**ALT6**  
lifestyle  
(recommended)



**VIDEO**  
how to video  
(recommended)



# WATCHES

**GENERAL STYLING AND CAPTURE NOTES:**

-All products should be styled, lit, and angled as shown in the examples provided.

**GENERAL RETOUCHING NOTES:**

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**GENERAL 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.

Linked /  
Soft Chain

**MAIN**  
front  
(required)



**ALT**  
(required)



back

**ALT2**



detail-recommended

**ALT3**

(recommended)



packaging

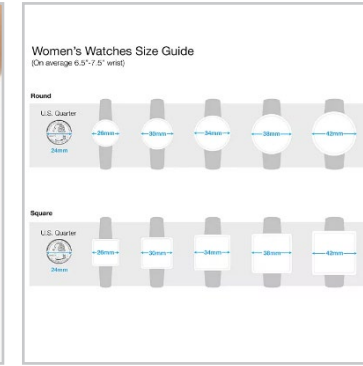
**ALT4**

scale-on model  
(recommended)



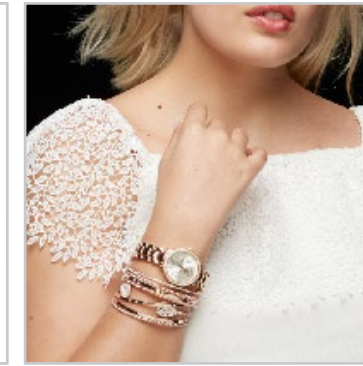
**ALT5**

educational  
(recommended)



**ALT6**

lifestyle  
(recommended)



**VIDEO**  
how to video  
(recommended)



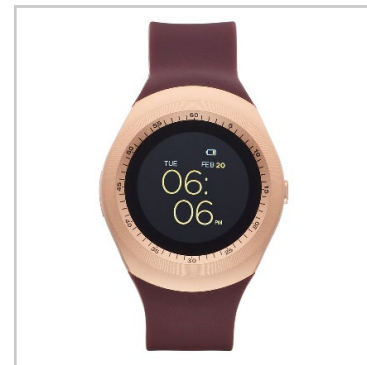
Wearable Tech



angle



back



straight- required



cords



# WATCHES

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 -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**  
straight  
(required)

**ALT**  
angle  
(required)

**ALT2**  
detail  
(recommended)

**ALT3**  
open box  
(recommended)

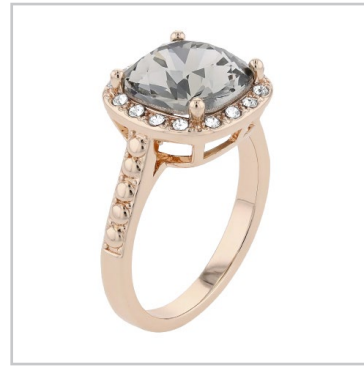
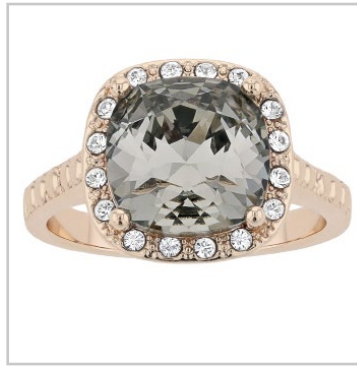
**ALT4 -**  
closed box  
(recommended)

**ALT5**  
scale-on model  
(recommended)

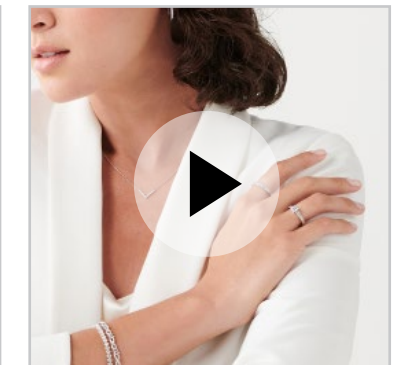
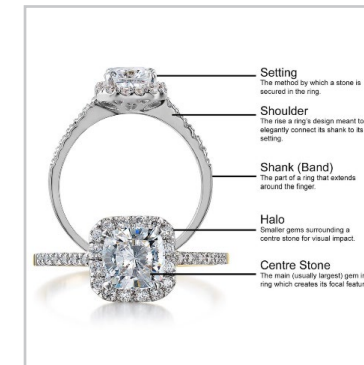
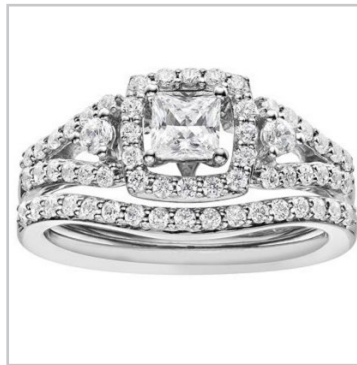
**ALT6**  
educational  
(recommended)

**VIDEO**  
(recommended)

**Ring**



**Bridal Set**



# RINGS

**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).

**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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 -For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed 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.

	<b>MAIN</b> straight (required)	<b>ALT</b> angle (required)	<b>ALT2</b> detail (recommended)	<b>ALT3</b> open box (recommended)	<b>ALT4</b> closed box (recommended)	<b>ALT5</b> scale-on model (recommended)	<b>ALT6</b> educational (recommended)	<b>VIDEO</b> (recommended)
<b>Stackable Rings</b>								
<b>Ring Set</b>	 main: 3/4 angle	 alt: on card		none	none			

# RINGS

### 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).

### 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 serifed 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.



# ADDITIONAL JEWELRY

## 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).

## 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 serifed 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.

Pins / Broaches

Charms

Tie Clips

Cuff Links

**MAIN**  
front  
(required)

**ALT**  
detail view  
(recommended)

**ALT2**  
open box  
(recommended)

**ALT3**  
closed box  
(recommended)

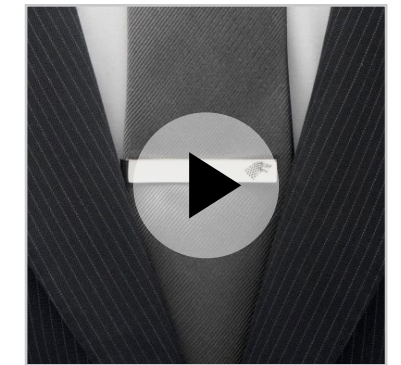
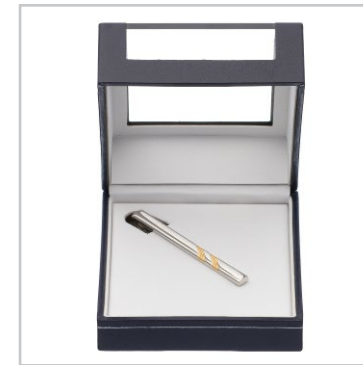
**VIDEO**  
(recommended)



none



none



# STORAGE

**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.

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 -For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed 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.

**Jewelry Box**

**MAIN**  
front  
(required))



**ALT**  
detail view  
(required)



**ALT2**  
open box  
(recommended)



**ALT3**  
closed box  
(recommended)



**Jewelry Tray**



Alt: prop for scale

none

none