

KOHL'S PHOTO & VIDEO STYLE GUIDE

KIDS

KOHL'S

Revised August 31, 2022 4:25 PM

OBJECTIVE

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

INDEX

Click, or navigate to categories at right.

image specs 4	image file naming requirements 5	video specs 6	lighting, usage & casting 7	Kohl's content capture services 8	styling 9
tops 10	bottoms 11	girls dresswear & apparel sets 12	boys dressware & apparel sets 13	infant apparel & accessories 14	outerwear 15
swim 16	active 17	adaptive tops 18	adaptive 19	gender neutral 20	basics <small>*Socks are located in the Accessories guide.</small> 21
sleepwear 22	fashion accessories 23	toys / sets 24	books / flash card sets 25		

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.

USAGE

All assets are for Omni Channel use and therefore must meet the following usage standards: 2 Years Unlimited Print & Electronic Media for use by Kohl's and Kohl's Affiliates for the life of the product.

It is imperative that ALL propping of on-figure fashion photography MUST be with Kohl's merchandise. This includes all tops, bottoms, shoes and accessories. Use of non-Kohl's merchandise or improper/unmanaged talent usage poses legal risks and will be prohibited.

CASTING REQUIREMENTS

Please refer to the separate guide for "[Vendor Casting Diversity Expectations](#)" for all on-figure photography, and adhere to the guidelines detailed therein.

KOHL'S CONTENT CAPTURE SERVICES

Our mission is to deliver engaging, on-brand photo and video content that meets Kohl's brand standards. Kohl's Creative Services and Photo Studio can provide photo and motion assets for our vendor partners.

Benefits to Kohl's Capture:

- Head to toe Kohl's sold product, including prop items
- Seasonally relevant merchandise
- Diverse model casting pool
- Consistent creative that aligns with Kohl's brand style guidelines
- Elevated creative services inclusive of:
 - Optimal talent rates
 - Extensive multi-channel usage
 - Easy asset delivery within Kohl's internal system
 - Consistent taxonomy/metadata

Interested in learning more about Kohl's Creative Services capturing your PDP content?

Please contact Heather.Filippelli@kohls.com for more information.

STYLING

Kohls.com product images serve a dual purpose of item level views, as well as showcasing outfitting opportunities. Below are some examples of acceptable styling nuances that elevate the image without obscuring an accurate sellable view of the item. Please refer to category pages for specific styling notes.



TOPS

GENERAL STYLING AND CAPTURE NOTES:

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

GENERAL RETOUCHING NOTES:

- All layflat 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.
- All products on model 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.)

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 serified or non-serified 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.

Tees

Hoodies

Layered top set

Accessories set

MAIN
front view
(required)



ALT
back view
(required)



ALT 2
detail
(recommended)



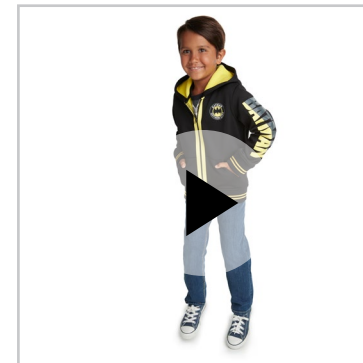
ALT 3
on model
(recommended)



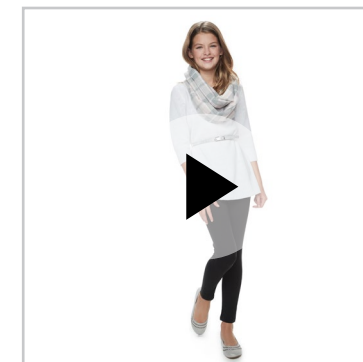
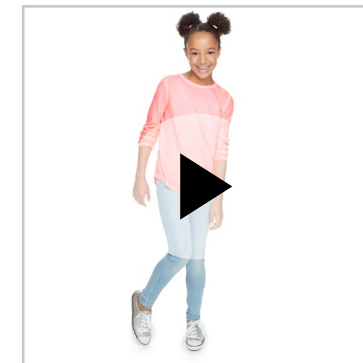
ALT 4
educational
(recommended)



VIDEO
(recommended)



ALT2 - pieces separated



BOTTOMS

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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.

Shorts & Skirts

Skorts

Pants

MAIN
front view
(required)



ALT
back view
(required)



ALT 2
detail
(recommended)



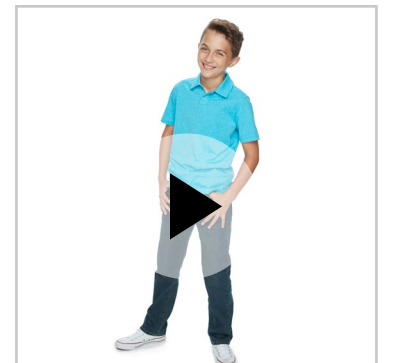
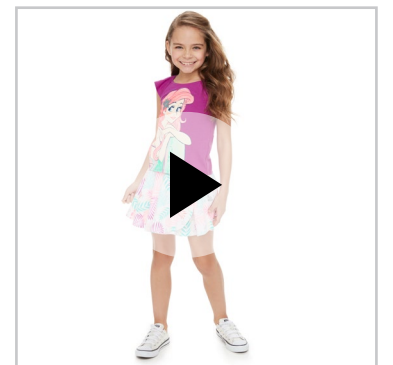
ALT 3
on model
(recommended)



ALT 4
educational
(recommended)



VIDEO
(recommended)



GIRLS DRESSWEAR & APPAREL 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.

MAIN
front view
(required)

ALT
back view
(required)

ALT 2

ALT 3
on model
(recommended)

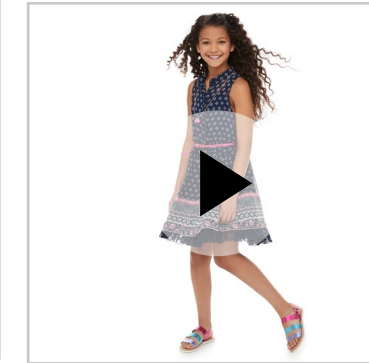
ALT 4
educational
(recommended)

VIDEO
(recommended)

Dresses



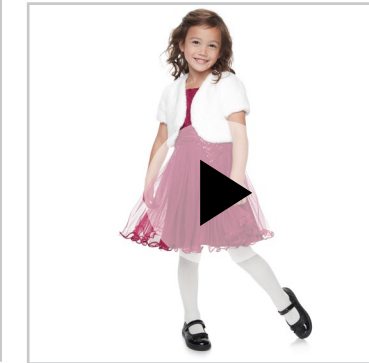
detail-recommended



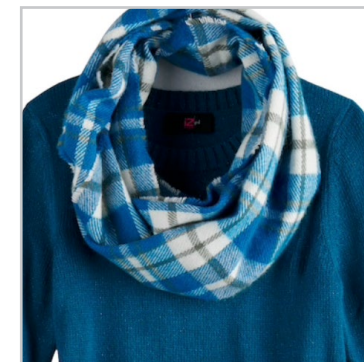
Dress Sets



pieces separated-required



Apparel Sets



detail-recommended



BOYS DRESSWEAR & APPAREL SETS

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 - Model casting should follow our Model Casting Guides.

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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.

Suits - Multi Pc

MAIN
front view
(required)

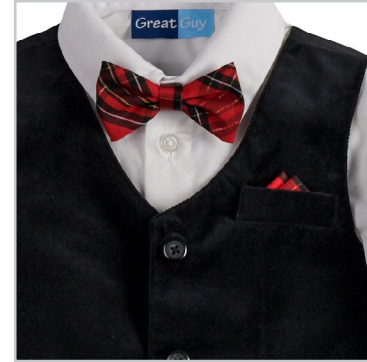


ALT
(required)



pieces separated

ALT 2
detail
(recommended)



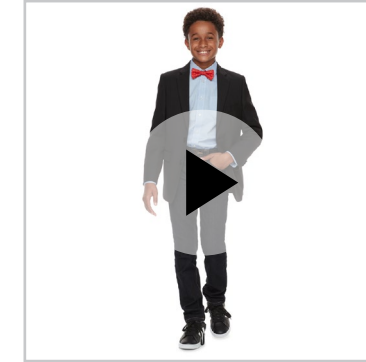
ALT 3
on model
(recommended)



ALT 4
educational
(recommended)



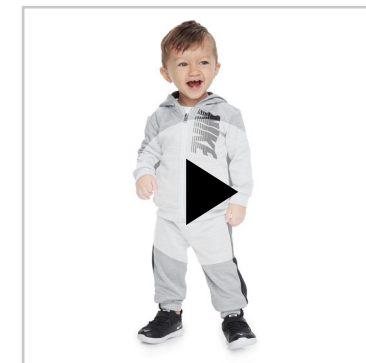
VIDEO
(recommended)



Apparel sets



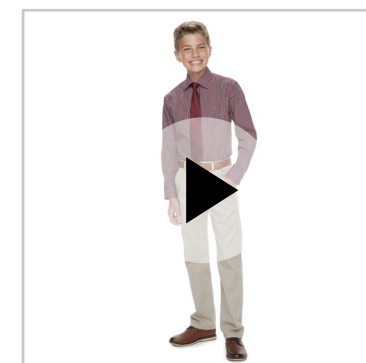
pieces separated



Dress shirts



back



Boys Accessories

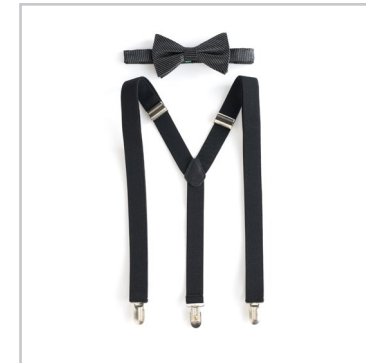
MAIN
tie
(required)



MAIN
bow tie
(required)



MAIN
suspender set
(required)



ALT
packaging
(required)



INFANT APPAREL & ACCESSORIES

GENERAL STYLING AND CAPTURE NOTES:

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- On-figure propping should be minimal and align with examples pictured. Propping should compliment the product category and should not detract from the featured main product.
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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.

MAIN
front view
(required)

ALT
(required)

ALT 2
detail
(recommended)

ALT 3
on model
(recommended)

VIDEO
(recommended)

Apparel Sets



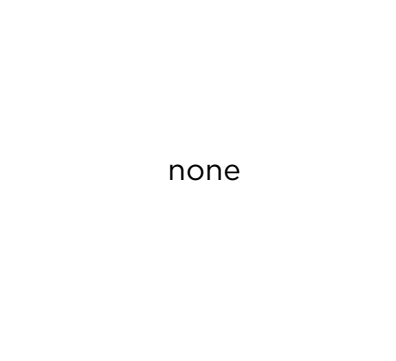
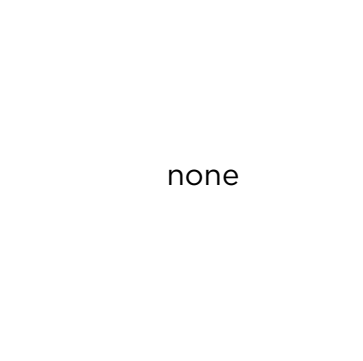
back view

Sleepwear



back view

Bibs

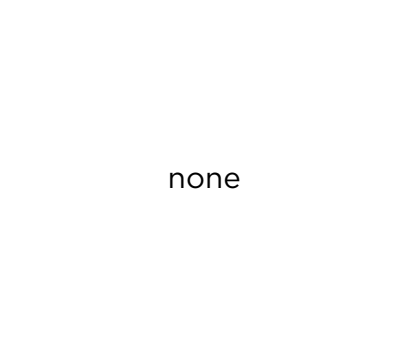
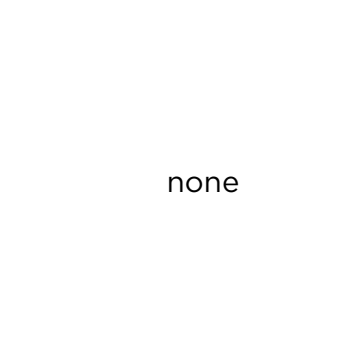


in package

none

none

Accessories



in package

open

none

none

OUTERWEAR

GENERAL STYLING AND CAPTURE NOTES:

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ALTERNATE IMAGE PLAN:










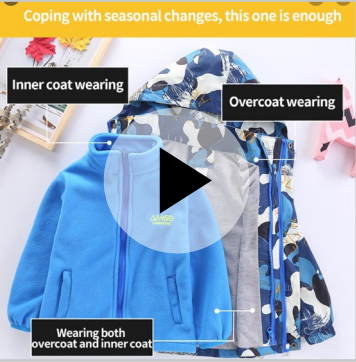








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- sRGB color space or Adobe RGB

VIDEO:

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

	MAIN front view (required)	ALT back view (required)	ALT 2 detail (recommended)	ALT 3 (recommended)	ALT 4 on model (recommended)	VIDEO (recommended)	
Jacket				none			
Systems jacket				front inner layer		back inner layer	
Jacket & snowpants set				none		none	
Cold weather accessories				none	none	none	none

SWIM

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Swim Tops

MAIN
front view
(required)



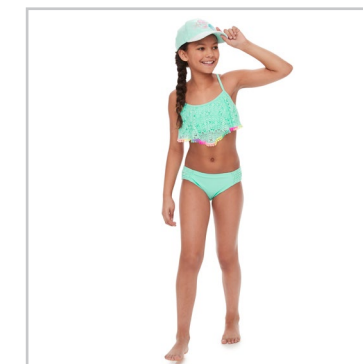
ALT
back view
(required)



ALT 2
detail
(recommended)



ALT 3
on model
(recommended)



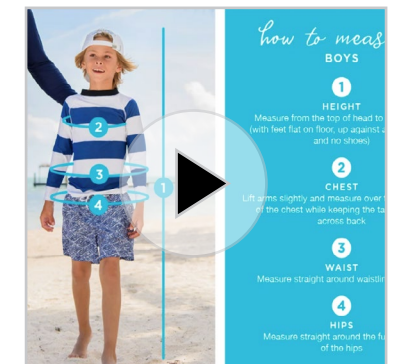
VIDEO
(recommended)



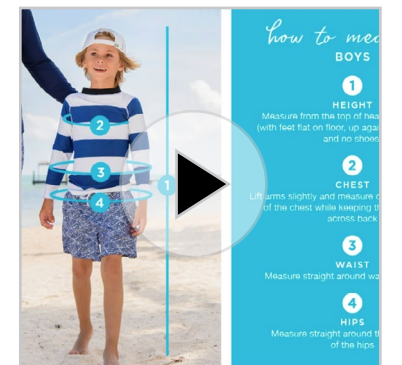
Swim Bottoms



liner detail



Swim sets



MAIN
angle
(required)



ALT
packaging
(required)



ALT 2
front
(recommended)



Goggles

ACTIVE

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

MAIN
front view
(required)

ALT
back view
(required)

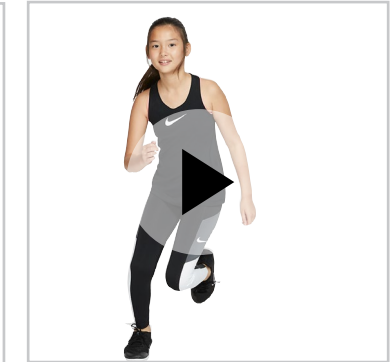
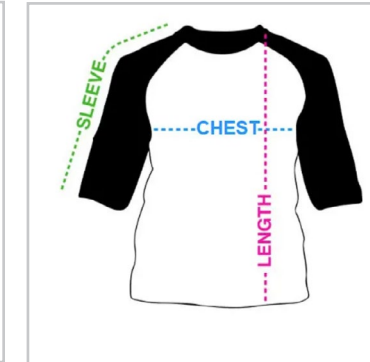
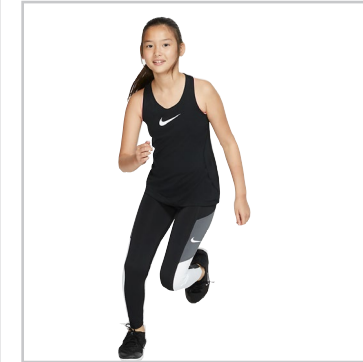
ALT 2
detail
(recommended)

ALT 3
on model/
active/lifestyle
(recommended)

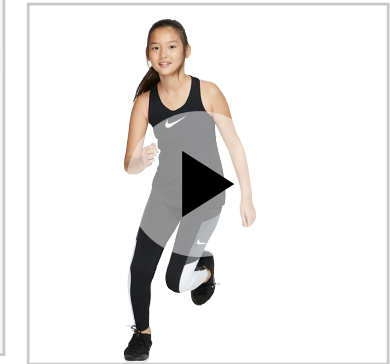
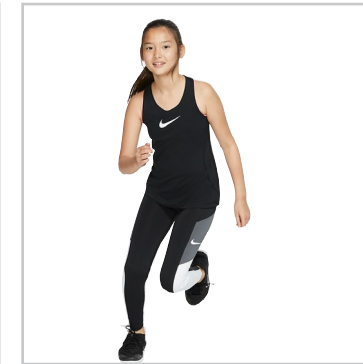
ALT 4
educational
(recommended)

VIDEO
(recommended)

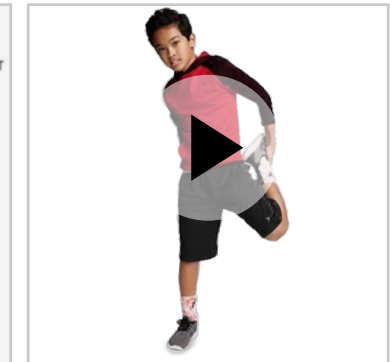
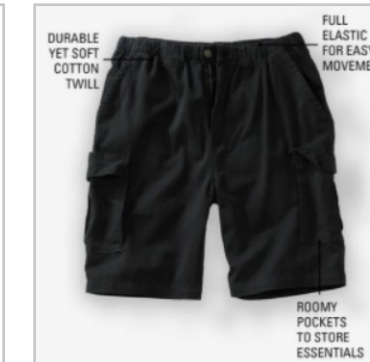
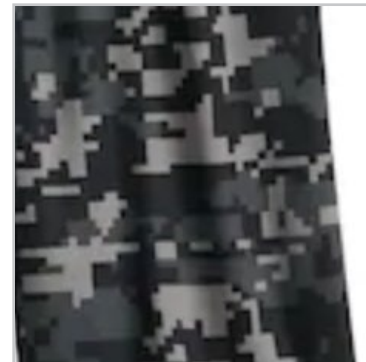
Tops



Bottoms



Active sets



ADAPTIVE TOPS

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.

	MAIN front view (required)	ALT full back (required)	ALT 2 detail (required)	ALT 3 detail (required)	ALT 4 detail (required)	VIDEO (recommended)
Snap Bodysuit						
Abdomen Bodysuit					none	
Layered Bodysuit					none	
Mock Layer Tee					none	

ADAPTIVE

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:

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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.

Hoodies

MAIN
front view
(required)



ALT
back
(required)



ALT 2
stitching detail
(required)



ALT 3
detail
(required)



zipper

ALT 4
detail
(required)

none

Dresses



port holes

none

Pants



tie detail



velcro

Swim



none

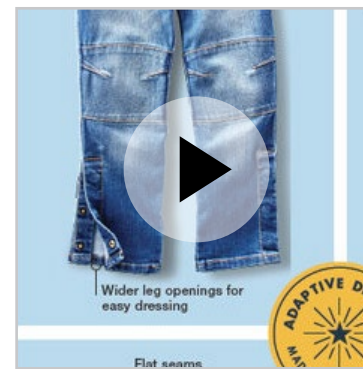
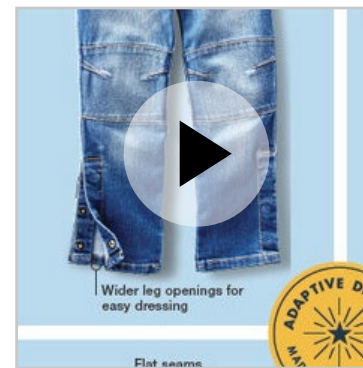
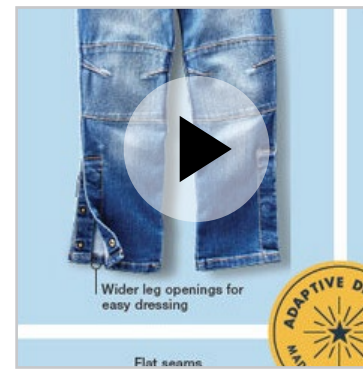
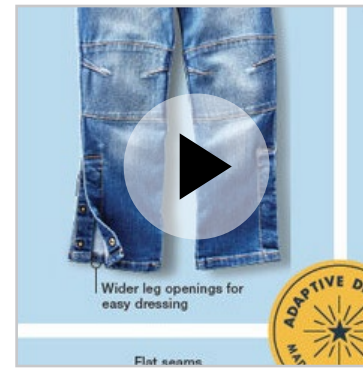


removable bottom

none

VIDEO

(recommended)



GENDER NEUTRAL

GENERAL STYLING AND CAPTURE NOTES:

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

GENERAL RETOUCHING NOTES:

- All layflat 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.
- All products on model 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.)

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.

MAIN
front view
(required)

ALT
back
(required)

ALT 2
detail
(recommended)

ALT 3
on model
(recommended)

VIDEO
(recommended)

Tops



Bottoms



BASICS

GENERAL STYLING AND CAPTURE NOTES:

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

GENERAL RETOUCHING NOTES:

-All products for this category should be blocked out-- Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

-All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

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 -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.

MAIN
front view
(required)

ALT
in package
(required)

ALT
in package
(required)

Bras



Underwear



none

**Underwear
Shirt**



none

SLEEPWEAR

GENERAL STYLING AND CAPTURE NOTES:

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

GENERAL RETOUCHING NOTES:

- All layflat 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.
- All products on model 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.)

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 serified 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
back view
(required)

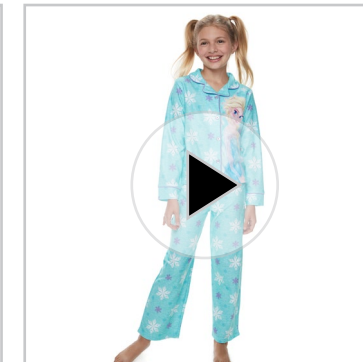
ALT 2
detail
(recommended)

ALT 3
on model
(recommended)

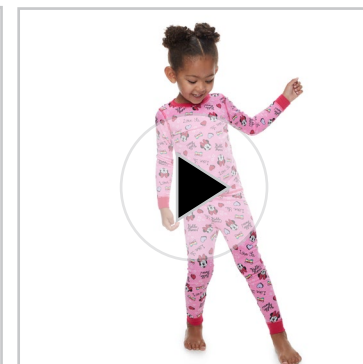
ALT 4
educational
(recommended)

VIDEO
(recommended)

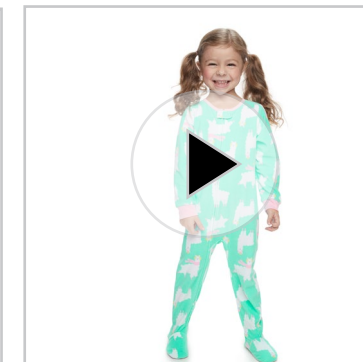
3-4pc Sleep Set



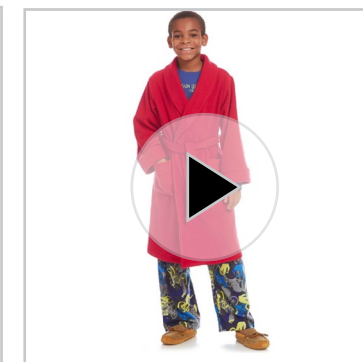
2pc Sleep Set



Pajamas



Robes



FASHION ACCESSORIES

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:

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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 in package (required)	ALT out of package (required)	ALT 2 back (required)
Sunglasses			none
Hair Accessories			none
Jewelry			
Makeup Set			none

TOYS/SETS

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:

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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.

MAIN
 in package
 (required)

ALT
 out of package
 (required)

ALT 2
 detail
 (recommended)

VIDEO
 on model
 (recommended)

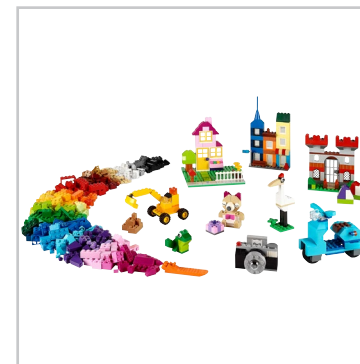
Action Figures



Board Games



Legos



Active Games



BOOK/FLASH CARD SETS

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:

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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:

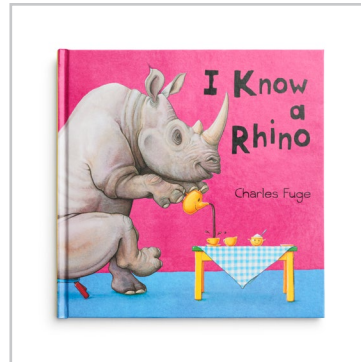
-Minimum of 2000x2000px
 -Flattened TIFF or JPEG (PNG is not accepted)
 -sRGB color space or Adobe RGB

VIDEO:

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

Books

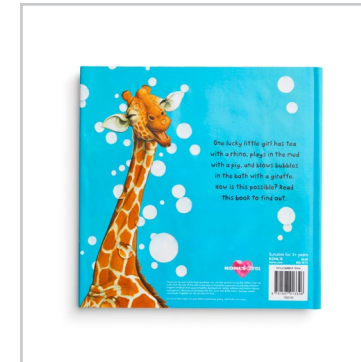
MAIN front (required)



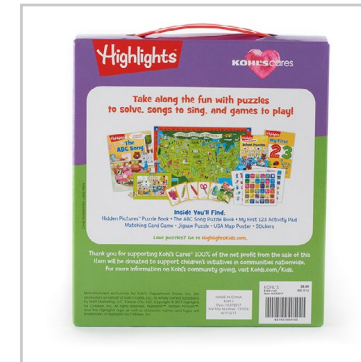
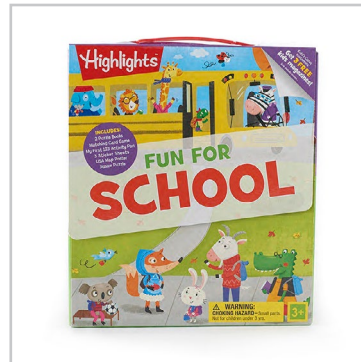
ALT open (required)



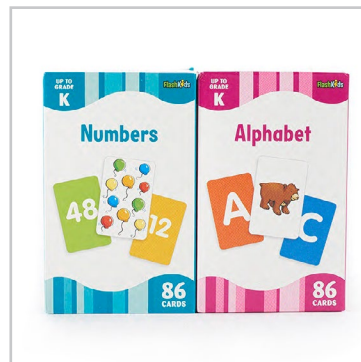
ALT 2 back (required)



Book Set



Flash Cards



Puzzle



none